

[Ebook Cover]

Disclaimer

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**Use the clickable contents page to navigate the eBook.
Use the *** button in the header to return here.**

Introduction

Hey there, i would like to welcome you to this ebook and take the opportunity to give you a quick rundown of what i aim to achieve with it.

I am looking to give you an overview of the My Smart Affiliate Site Script, telling you what it can be used for, how it can be made "viral ready", how you can set up a full affiliate site with only a few clicks and how it can become an integral part of your sales system.

I am going to teach you how to monetize the site so you can best get a base line income from it and also i will go into detail on a massive range of ways you can get traffic to your affiliate site to build yourself a huge list of subscribers, affilaites and buyers to use to your advantage.

So lets get stuck in!

My Smart Affiliate Script

Right well first lets get to grips with the script, it is not as scary as it sounds. The script is set up as a website and very easy to use and navigate.



As you should see, the site is very clear and actually very small making it very simple to navigate. There are options to upload pictures, add viral capability through social media and otherwise, you can add in a great amount of detail to your affiliate page to make sure they have the best chance of promoting your product successfully.

The script can be used in other ways than an affiliate page as well, you can make a squeeze page, a bonus page or even a JV

My Smart Affiliate Script Guide

giveaway page. It is very flexible and can be tailored to your needs easily.

Here are some quick examples of affiliate pages.

Free webinar - make \$15,000 per month!

Exclusive Promo ONLY for members of Tim Bekker

Hey! I got my hands on another excellent free course for you today

Download your free course below, and after downloading the List Laundering course don't forget to watch the free vide at the left!!

Free Download: [List Laundering Course](#)

>> Click here To Watch The FREE Video <<

Hey guys don't forget to check out his brand new VIDEO from Andrew... I am sure it contains some great info!

But first watch the free video here...

This box is showing that you can include bonus features for you affiliates, giving them freebies that will help them when selling your product.

1885 Views

Share

<http://www.smartaffiliatesite.com/n9w7x>

Blogger Facebook MySpace Twitter orkut

Live Spaces

Bebo hi5 Buzz

This just shows some of the viral capability that the script provides.

2010 Copyright TimBekkerdotcom <http://www.TimBekker.com>

Done

Auto traffic monopoly



Exclusive Promo ONLY for members of Tim Bekker

>> Click here To Watch The FREE Video <<

Hey guys don't forget to check out his brand new VIDEO from Andrew... I am sure it contains some great info!

[But first watch the free video here...](#)

2463 Views

Share

<http://www.smartaffiliatesite.com/sn5mx>



Download this AMAZING Affiliate Profits Blueprint Course...

over 10 videos totally FREE :). I am sure you will like this one a lot Don;t forget to check out the FREE video of Auto Traffic Monopoly at the LEFT when you are ready downloading the free course!



[DOWNLOAD Flash File Player Here](#)

Affiliate Profits Blueprint Course

Affiliate Blueprint Profits (pdf)

[Download](#)

2010 Copyright TimBekkerdotcom <http://www.TimBekker.com>

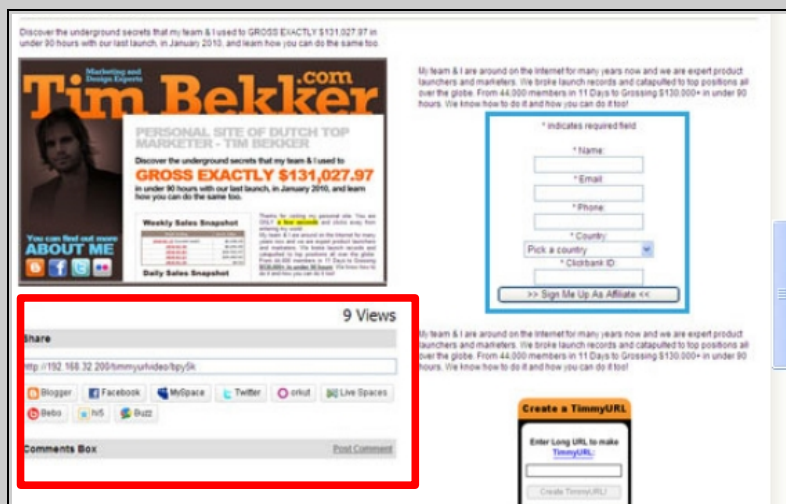
<http://www.affiliateblueprintprofits.com/download.html>

These just give you some idea of what you can do with the site builder in just a couple of minutes. The one above shows a little monetization with the advertisement. This just helps you to profit of your site whilst still suggestion relevant products to your affiliates.

What you can make with "My Smart Affiliate Site" Script

Now we are going to take a short amount of time to just go over some of the page designs you can create with the script.

Squeeze page



As you can see this contains an "opt in box" which is highlighted in blue. This is the point of a squeeze page, to funnel people through the opt in box to gather their email addresses to add to your list.

As you can see highlighted in red this is a viral squeeze page, this is because it has sharing options such as facebook, blogger and myspace.

It also has a comments box to start building up feedback, this will work to convince people to join the list.

Bonus page

The screenshot shows a webpage titled "Rapid cash traffic" with a "RapidCASHTRAFFIC" logo. The main content area is divided into two sections. The left section, highlighted with a red border, contains a video player with the text "Click The Play Button to play the FREE video..." and "Special Promo for customers of Tim Bekker". The right section, highlighted with a blue border, features a "Launch Raider" course box and the text "Click here to Download Launch Raider FREE" with a "\$77 Value" tag. Below the video player, there is a "Share" button, a URL "http://smartaaffiliatesite.com/4c8dc", and social media sharing options for Blogger, Facebook, MySpace, Twitter, and orkut. At the bottom, there is a copyright notice: "2010 Copyright TimBekkerdotcom http://www.TimBekker.com".

This is a bonus page, you could end up making one of these for various reasons. One of the best is to give content back to your list (that you will be building with your squeeze page that we looked at last!).

Here you can see there is a free givaway in the form of "Launch Raider" highlighted with blue, and also a monetizing strategy by giving away a free video in hopes to get a commission as an affiliate highlighted in red. So as you can see a bonus page is a great way not only to keep your list happy, but also to make a bit of money as well.

Like before, this one also comes with viral capability by giving the easy share options.

Affiliate page

The screenshot shows an affiliate page for 'Auto traffic monopoly'. The page features a central image of the product box with red arrows pointing to it. Text on the page includes: 'Auto traffic monopoly', 'Exclusive Promo ONLY for members of Tim Bekker', 'Download this AMAZING Affiliate Profits Blueprint Course..', 'over 10 videos totally FREE :)', 'I am sure you will like this one a lot! Don't forget to check out the FREE video of Auto Traffic Monopoly at the LEFT when you are ready downloading the free course!', '>> Click here To Watch The FREE Video <<', 'Hey guys don't forget to check out this brand new VIDEO from Andrew... I am sure it contains some great info!', 'But first watch the free video here..', '2463 Views', 'Share', 'http://www.smartaffiliate.com/an5mz', 'Blogger', 'Facebook', 'MySpace', 'Twitter', 'orkut', 'Live Spaces', 'Bebo', 'MSN', 'Blogger', '2010 Copyright TimBekkerdotcom http://www.TimBekker.com', and 'http://www.internetmarketingXL.com/download.html'.

For the affiliate page there is an opt in box for those wanting to get helpful emails from you on how to better sell your product. There is a banner to download that will make advertising easier highlighted in red. There is also a short description of how to get your affiliate link to start earning commissions on sales.

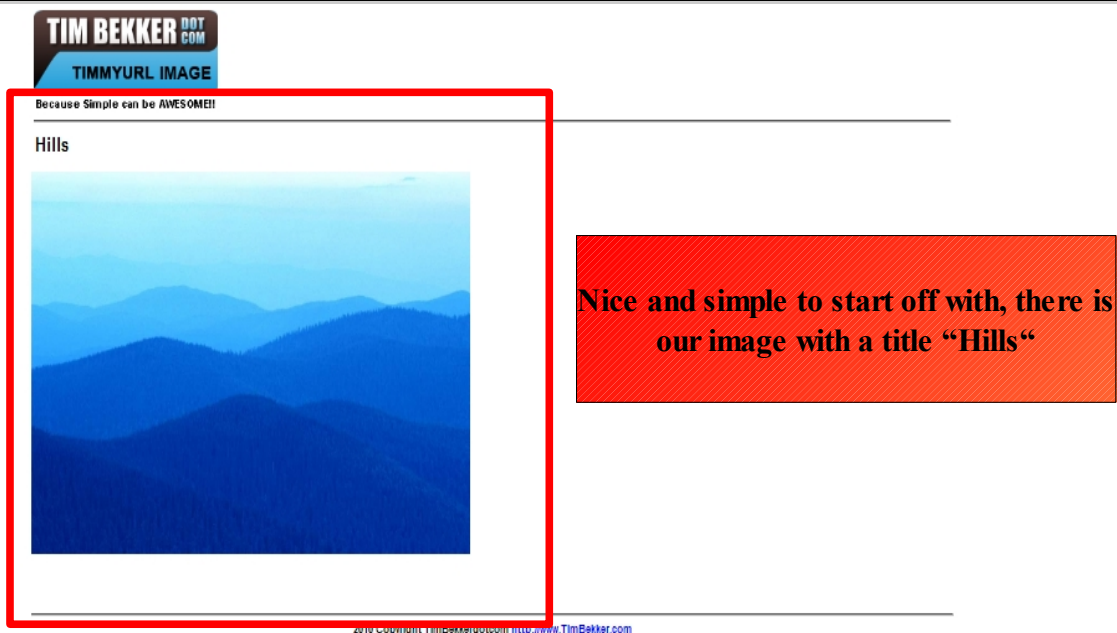
A last piece of information on the affiliate page is a free download that will teach them more about selling products to help them make money for you.

Once again the viral capability is included to get the word out about the page.

How to use the "My Smart Affiliate Site" Script

Now we are going to run over the functions of the script and just look at its potential and some things we can easily achieve with just a few clicks.

This is how we upload an image, first we need the image on our computer in "jpg", "jpeg", "gif" or "png" format. You then select "Upload File" and select the image file you want. For example i just selected a standard sample image that came with my pc. You then enter an image title, your name and email address and then you can access the page.



TIM BEKKER DOT COM
TIMMYURL IMAGE

Because Simple can be AWESOME!

Hills

Nice and simple to start off with, there is our image with a title "Hills"

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My Smart Affiliate Script Guide

Next we will look at "link on image", this functions will allow you to link to another page by clicking on an image. The page may be a file you wish to link to or maybe an affiliate link to gain a commission on a product. You must make sure they you type the full <http://www>. address of the webpage to ensure that it links properly.

It can also be used to link two pages made with the smart affiliate site script. When you create a page its url will be <http://www.smartaffiliatesite.com/lettersandnumbers> so if you create two pages you can link one to the other through the picture by pasting the "lettersandnumbers" in the Link on image box



The screenshot displays the SmartAffiliateSite control panel. On the left, there is a promotional image of a man in a suit with social media icons (Blogger, Twitter, Facebook, YouTube) and text describing the tool. The main area is a form for uploading and configuring an image. It includes fields for Title, Link on Image (highlighted with a red box and containing '277xn'), Creator/Artist, and Custom Title. There are also checkboxes for 'Show "TimmyURL Image" Logo on Image Page?', 'Show number of image views count', and 'Include Social Bookmarks Buttons'. The 'Link on Image' field is highlighted with a red border.

Valid File Formats: ".jpg", ".jpeg", ".gif", ".png"
Maximum Image File Size Upload should be: 5 MB
Edit File
Old Upladed File : 1292173360_Blue hills.jpg

Image Information

Title:
Hills

Link on Image :
277xn

Creator/Artist :
[Empty field]

Custom Title: ?

Tags:
[Empty field]

Display and Sharing Options

Show "TimmyURL Image" Logo on Image Page?: ?

Show number of image views count: ?

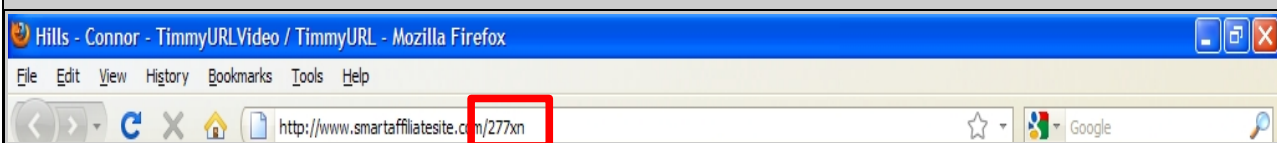
Include Social Bookmarks Buttons: ?

Dislay TimmyURL weidnet: ?

This "277xn" is the additional code for another page, allowing me to link between the two pages by clicking the picture.



Then when the picture is clicked on ;



We are taken to the other page with the specific code.

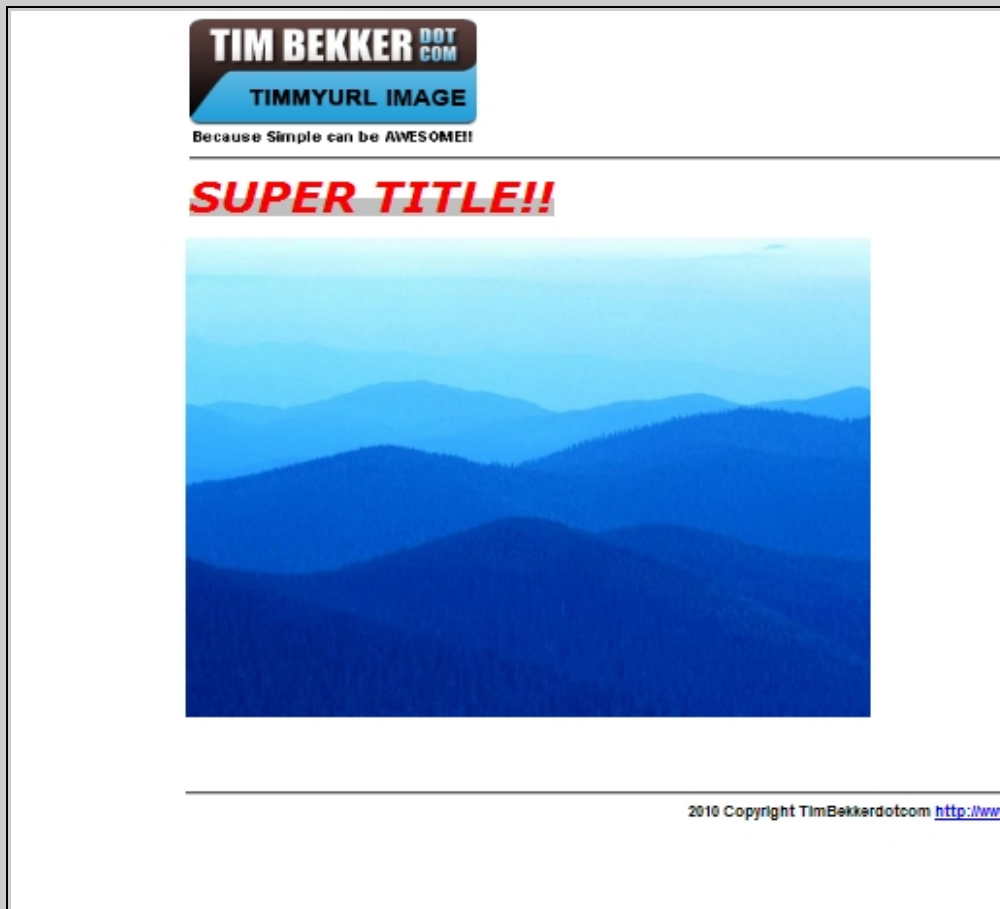
Next we can select a custom title;

The screenshot displays the configuration interface for the SmartAffiliateScript. On the left, there is a dark sidebar with white text providing information about the tool and other Smart Sites. The main area is a light green form with the following fields and options:

- 277xn**: A text input field at the top.
- Creator/Artist**: A text input field.
- Custom Title**: A checkbox that is checked.
- Custom Title Type**: A dropdown menu set to "Text".
- Title**: A rich text editor showing the text **SUPER TITLE!!** in red, bold font on a light grey background. The editor includes a toolbar with options for source, bold, italic, bullet points, numbers, font color, size, and background color.
- Tags**: A text input field.
- Display and Sharing Options**: A section with several checkboxes:
 - Show "TimmyURL Image" Logo on Image Page?**: Checked.
 - Show number of image views count?**: Unchecked.
 - Include Social Bookmarks Buttons?**: Unchecked.
 - Display TimmyURL widget?**: Unchecked.
 - Allow Comments?**: Unchecked.
- File Description**: A section header for the next part of the form.

You can use various tools for customising your title, such as using an image or text. For the text you can use bold, italic, bullet points, numbers, hyperlink, different fonts, different sizes, different colour for the text (Red in this example) and different colour for the background (Light Grey in this example).

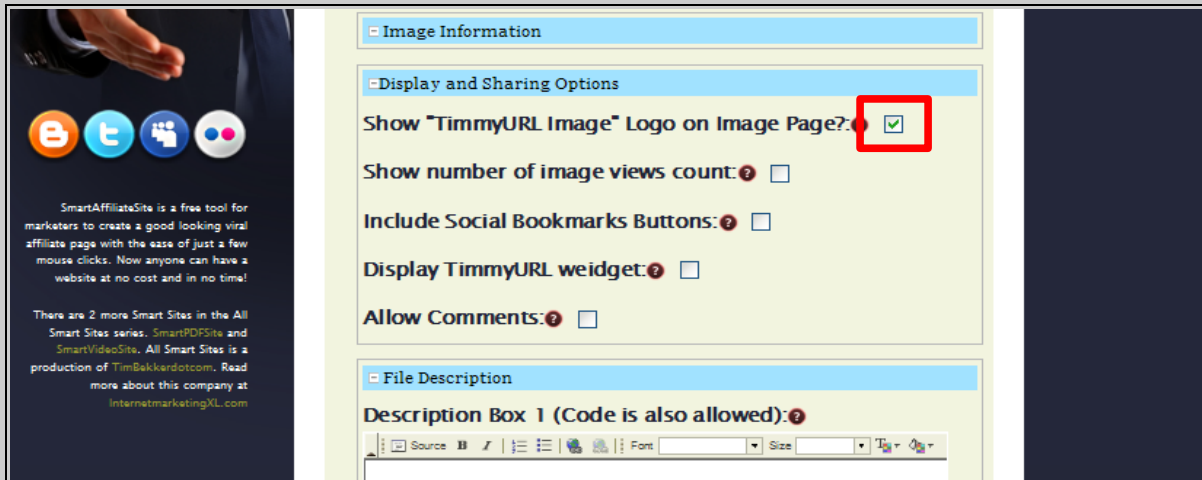
As you can see there is a fair degree of customization allowed with this factor.



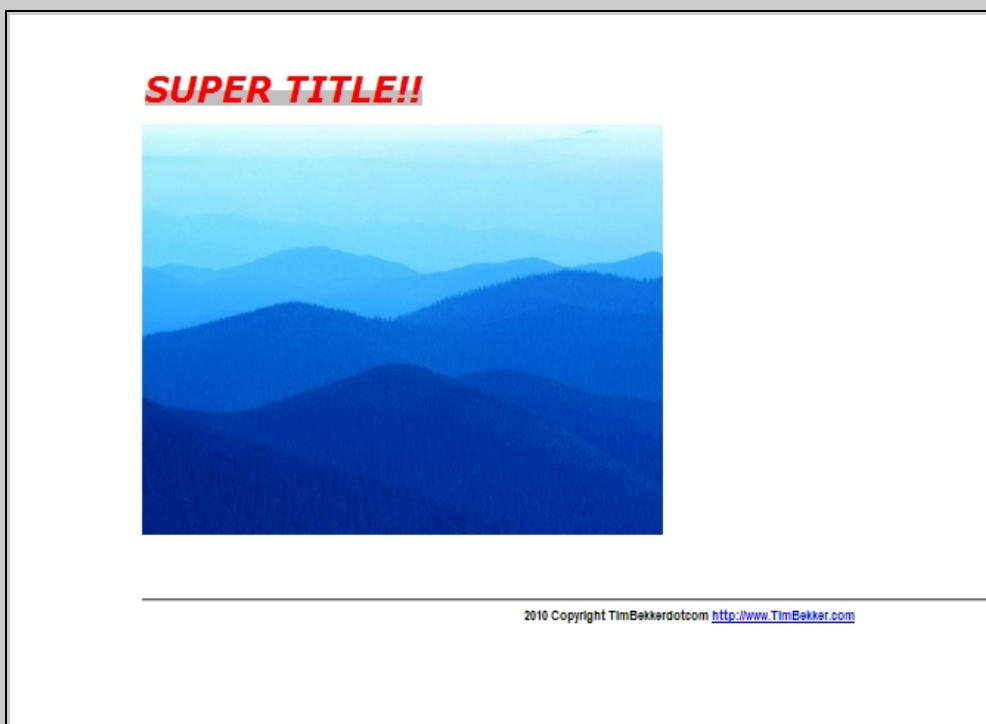
And this is the result of the various title options.

Next we move onto "Display and Sharing Options", in this we can add various widgets and functions into our affiliate page.

Firstly there is the timmyURL image box, this is on by default.



If we disable this we will have a clearer page;



As you can see the "timmyURL" box is no longer there.

My Smart Affiliate Script Guide

Next we have the amount of image views shown option; This is just a social popularity thing, if your site is getting popular it will let your affiliates know this.

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>> Click here To Watch The FREE Video <<

Hey guys don't forget to check out his brand new VIDEO from Andrew... I am sure it contains some great info!

But first watch the free video here...

2463 Views

Share

<http://www.smartaffiliatesite.com/sn5mx>



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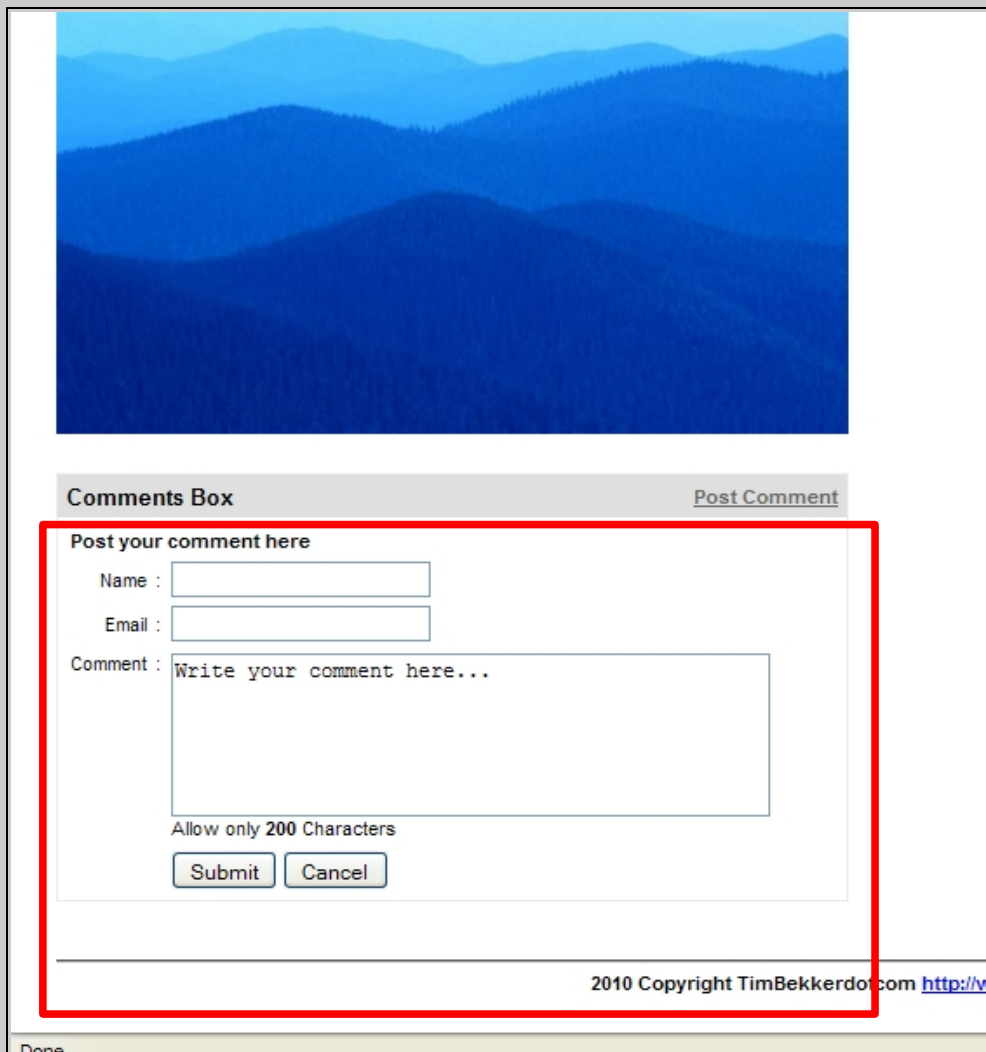
2010 Copyright TimBekkerdotcom <http://www.TimBekker.com>

<http://www.affiliateblueprintprofits.com/download.html>

Next there is the "Viral Ready" option that is titled "Include Social Bookmarks Buttons". This adds buttons for easy sharing through social media sites.



Next you can choose whether you would like the option for comments, this can involve the commenter submitting their name and/or email address if you select those options.



Comments Box [Post Comment](#)

Post your comment here

Name :

Email :

Comment :

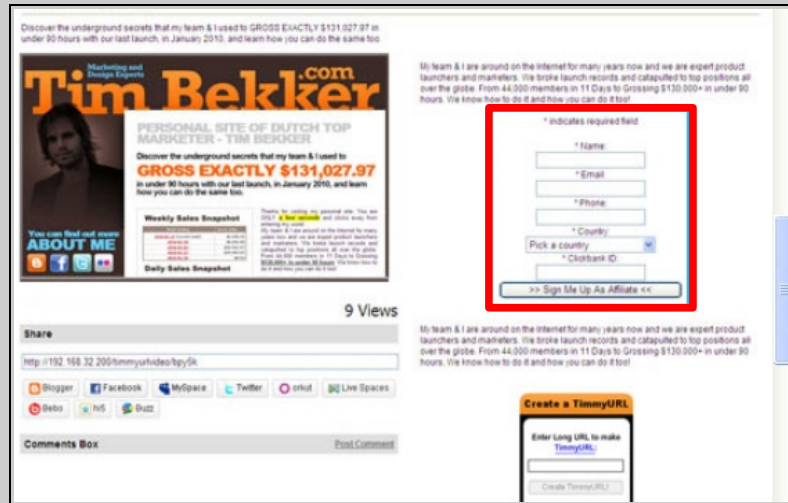
Allow only 200 Characters

2010 Copyright TimBekkerdotcom <http://www.InternetmarketingXL.com>

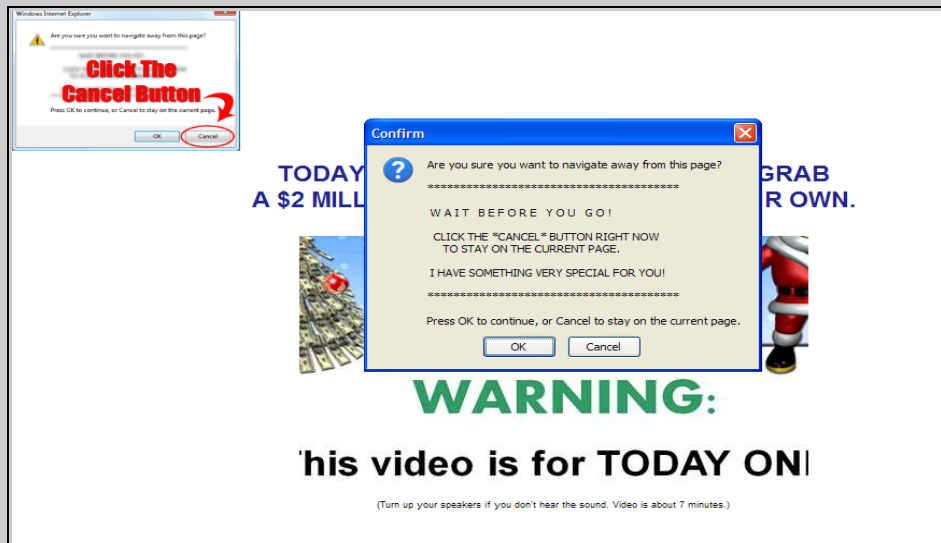
Done

This will add a more social aspect to the page.

Finally there is the description boxes, these can be used to add text or code to your affiliate page. One of the best uses for this would be to use the code for a list building opt in box for one of the descriptions.



You could also use it to add the script for an exit catcher window. This would help you to raise conversions by adding discounts and extra opportunities to your customers.



So as you can see with very little effort you can start to build up a very effect, viral ready affiliate, squeeze, bonus or giveaway page.

Montization

Monetization is how you ready your website to make a profit. It allows you to transform your traffic into profit (Or subscribers and affiliates depending on the situation).

Right well to start off we will look at some of the most used forms of monetizing web sites;

Adsense

This is googles monetization plugin, essentially you place it on your website and it will display offers relevant to your webpage.

How AdSense Works;

1. Choose where to show ads

- Specify where you want ads to appear
- Choose what types of ads can compete for those slots

2. Highest-paying ads display

- Advertisers bid on your inventory in a real-time auction
- Always show the highest-paying ad

3. Get paid

- Google bills advertisers and ad networks
- Get paid through our reliable payment options

You can also get detailed reports help you identify opportunities to make more money.

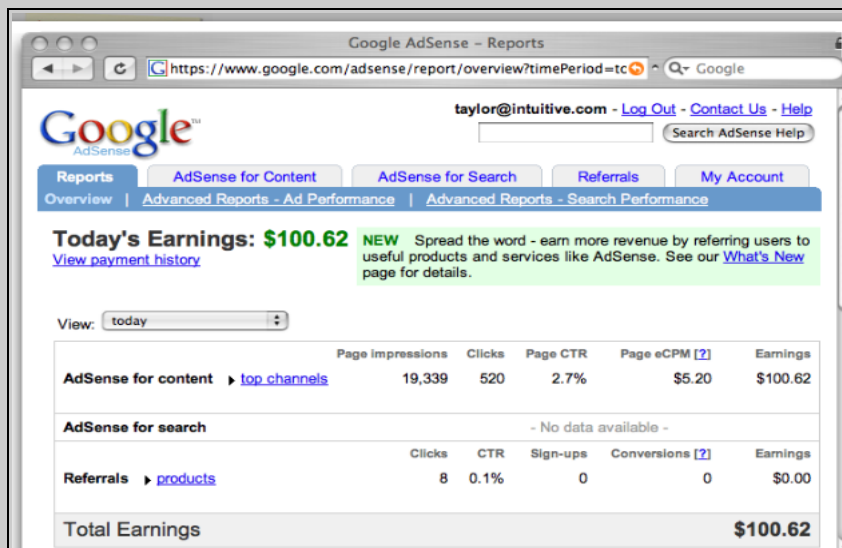
Performance reports

- Earnings by specific day or date range
- Earnings by page, domain, or ad unit
- Clicks, CTR, and eCPM

Google Analytics reports

- Earnings by user visits
- Earnings by user location, browser type, and referring source
- Traffic by AdSense impressions, clicks, and revenue

As you can see adsense can be a very valuable tool if you use it correctly, it is a good idea to include at least one adsense ad on your page as it adds variety and a dynamically changing advertisement that is related to your page.



The screenshot shows the Google AdSense Reports interface. At the top, it displays the user's email (taylor@intuitive.com) and navigation links. Below the Google AdSense logo, there are tabs for 'Reports', 'AdSense for Content', 'AdSense for Search', 'Referrals', and 'My Account'. The main content area shows 'Today's Earnings: \$100.62' with a 'NEW' badge and a promotional message. A 'View:' dropdown is set to 'today'. Below this is a table with columns for 'Page Impressions', 'Clicks', 'Page CTR', 'Page eCPM', and 'Earnings'. The table lists data for 'AdSense for content', 'AdSense for search', and 'Referrals', with a 'Total Earnings' row at the bottom.

	Page Impressions	Clicks	Page CTR	Page eCPM [?]	Earnings
AdSense for content ▶ top channels	19,339	520	2.7%	\$5.20	\$100.62
AdSense for search	- No data available -				
	Clicks	CTR	Sign-ups	Conversions [?]	Earnings
Referrals ▶ products	8	0.1%	0	0	\$0.00
Total Earnings					\$100.62

Here is just a quick shot of the AdSense Analytics showing you impressions Clicks, Page click through rate, average earnings per sale etc.

Affiliate Marketing

Affiliate marketing is often used by marketers that do not want to go to the trouble of making their own product, but it can also be used by marketers with their own products.

You could use affiliate marketing in several situations, the first and most relevant to this section is by using affiliate product to monetize your website.

Doing this you could put up a link or a banner with your affiliate link embedded in it to gain a commission of any sales you make through your page. This can be a great way to turn your traffic into profit with very little effort.

You should be careful to keep the affiliate product relevant to your own, there is no point trying to sell a pigeon racing product just because the layout looks nice and the commission is high because no one on your page for building abs is going to be interested in the niche (Well maybe some but it will not be an effective use of your webpage).

You can also use an affiliate product in your sales funnel. For example if you find an affiliate product that is similar to yours, but does not contain as much information you may want to use it as a downsell for those that do not want your one time offer (Being your main product). If you find a product that has information that compliments your one time offer well you may want to have it as an upsell for those that do buy your one time offer.

These are all very good options for people that do not have the time or money to create a string of products for their sales funnel.

One place to find some of the best affiliate product is www.clickbank.com .

My Smart Affiliate Script Guide

Select marketplace to get a look at what products are on offer for you to promote.

Home | Sign Up | **Marketplace** | Order Help | Blog | Log In | Search

CLICKBANK®

Sell Products | Promote Products | Buy Products | About Us | Help Center

We've paid our clients on time, every time, for over 10 years. Client Earnings Paid Out: \$1,709,560,419

English

Live Outside the Box®

Our clients have earned over 1 billion dollars. It's your turn.

Affiliates

Find tens of thousands of digital products to promote online. Get your ambition rewarded. [Sign Up.](#)

[Learn More](#)

Vendors

Attract customers and accept payment for your digital products online. Get your imagination rewarded. [Sign Up.](#)

[Learn More](#)

"ClickBank's reputation as a payment processor of the highest order takes the hard work out of reassuring people wary of making a payment on the Internet. On the flipside, their fraud protection means that we never have to worry about losing money to fraudsters and visitors paying with stolen credit cards."

► **Simon Slade**, Christchurch, New Zealand

[→ Why ClickBank? Find out...](#)

[Community](#) | [News to Use](#) | [Fresh Blog Posts](#)

From here you can select your specific niche to start having a look at what products are on offer.

Categories

- ▶ Arts & Entertainment
- ▶ Betting
- ▶ Business / Investing
- ▶ Computers / Internet
- ▶ Cooking, Food & Wine
- ▶ E-business & E-marketing
- ▶ Education
- ▶ Employment & Jobs
- ▶ Fiction
- ▶ Games
- ▶ Green Products
- ▶ Health & Fitness
- ▶ Home & Garden
- ▶ Languages
- ▶ Mobile
- ▶ Parenting & Families
- ▶ Politics / Current Events
- ▶ Reference

How to Find Products to Promote

1. Browse Categories on the left.
2. Use the Find Products box above to search by keyword.

To view the vendor's Pitch Page, click the listing title. **Stats** show you how much you can earn for referred sales. Click Promote to create a **HopLink** and start referring sales!

To learn more about how the Marketplace works **click here**.



New to Affiliate Marketing?

The ClickBank **Help Center** will help you to get started.

- Not sure what an affiliate is or does? Learn the **basics of being a ClickBank affiliate**.
- Follow the easy steps in **this guide** to get started promoting ClickBank products.
- How does an affiliate earn commissions and get paid? **This article** will show you how your earnings are calculated.



HOT! Fresh New Offers DAILY
\$ Highest EPC's uncovered \$
www.RapidMassTraffic.com
Avg Comm 60%: Promote Now

TOP Affiliate-\$1000P/Day!
#1 Rated. Earn HUGE checks!
www.PennyStockProphet.com
Avg Comm 75%: Promote Now

Google Wants to Pay You!
Try it For 7 Days!
www.TryitFor7Days.com
Avg Comm 75%: Promote Now

Registry Site Google Slapped?
We Ain't. Microsoft Certified!
www.RegClean.com
Avg Comm 75%: Promote Now

#1 Affiliate Product of 2010!
High Conv. Low refunds. Big \$\$
www.MysteryShopperAgency.org
Avg Comm 75%: Promote Now

Make 1 Million \$\$\$ in Sales
Hypnosis niche is very hot!
www.HypnosisInsider.com
Avg Comm 75%: Promote Now

\$466,197 in 4 weeks? Wow!
Huge Market. 75% + Bonuses!
www.1-Click-Fix.com
Avg Comm 75%: Promote Now

See My \$4,370/DAY Secret?
Big FREE Secrets Revealed
www.SecretOffer.org/ERFF

All you need to do then is select the various products to find one you like with a commission that you are happy with and select promote. You will need to be registered as an affiliate with clickbank for this but that only takes a few minutes.

- ▶ Computers / Internet
- ▶ Cooking, Food & Wine
- ▶ E-business & E-marketing
- ▶ Education
- ▶ Employment & Jobs
- ▶ Fiction
- ▼ **Games**
- ▶ Console Guides & Repairs
- ▶ General
- ▶ Strategy Guides
- ▶ Green Products
- ▶ Health & Fitness
- ▶ Home & Garden
- ▶ Languages
- ▶ Mobile
- Parenting & Families**
- ▶ Divorce
- ▶ Education
- ▶ Genealogy

Product Type | Language | Billing Type | Popularity | Low to High | High to Low

ProFlightSimulator #1 Flight Sim Game (\$88.05 Per Sale! +\$7 Bonus) Avg \$/sale **\$67.53**
Earn 75% on \$128 product. Insane Conversions of 14.6%! Earn \$88 per sale. *Hot* Seller With Low Refunds -The #1 Converting Flight Simulator Game. Try Us and See Why We *Crush* The Competition!
Affiliate tools at: <http://www.proflightsimulator.com/aff>
Stats: Initial \$/sale: **\$67.53** | Avg %/sale: **75.0%** | Avg Rebill Total: **\$0.00** | Avg %/rebill: **1.0%** | Grav: **92.70**
Cat: **Games : General**

🇺🇸 🇬🇧 🇩🇪 🇫🇷 🇮🇹 🇯🇵 Like 345

Zygor Alliance & Horde World of Warcraft Leveling & Dailies Guides Avg \$/sale **\$18.89**
Zygor's In-Game Alliance & Horde World of Warcraft Leveling & Dailies Guides. Completely Automated Dailies & Events Guides Just Released, Conversions Have Skyrocketed! 50% - Affiliates Earn Up To \$60.00 Per Customer!
Stats: Initial \$/sale: **\$18.89** | Avg %/sale: **50.0%** | Grav: **275.06**
Cat: **Games : Strategy Guides**

🇺🇸 🇬🇧 🇩🇪 🇫🇷 🇮🇹 🇯🇵 Like 1K

Dugi's World Of Warcraft Leveling / Dungeon / Dailies Guide Avg \$/sale **\$19.36**
100% In-Game 3 in 1 Guide With Brand New Addon And Dungeon Leveling Guide Released June 2010. Leveling Guides Without Dungeon Leveling Are Out of Date! Stay Ahead in the Market By Promoting the #1 Warcraft Leveling Guide in the world.
Stats: Initial \$/sale: **\$19.36** | Avg %/sale: **50.0%** | Grav: **168.38**
Cat: **Games : Strategy Guides**

🇺🇸 🇬🇧 🇩🇪 🇫🇷 🇮🇹 🇯🇵 Like 942

My Smart Affiliate Script Guide

The screenshot shows a Mozilla Firefox browser window with the following details:

- Address bar: <https://www.clickbank.com/info/jmap.htm?affiliate=connormc&promocode=&submit=Create&vendor=WOWZYGOR&results=>
- Page Title: Affiliate Program: HopLink for 'WOWZYGOR'
- Language: English
- Text: ClickBank pays you 50% when you sell WOWZYGOR's product. To refer a customer send them to this domain name:
- Link: <http://b8921xybsdwnk3tqm2rlc6oda.hop.clickbank.net/>
- Text: Copy the following HopLink HTML code and add it to your web page:
- Code: `Click Here!`
- Warning: **WARNING:** Due to the possibility of transcription errors, we recommend copying the HopLink from this page instead of typing it manually. To copy the HopLink, click on the text of the HopLink and either right click and select copy or hit Ctrl-C.
- Text: This HopLink has been encrypted by HopLink Shield. It represents an encrypted version of the traditional HopLink format of <http://affiliate.vendor.hop.clickbank.net>.
- Buttons: Close Window, Close

This is the page you get to after you have chosen to promote a product, this is just the specific link for the product that you will gain commissions from. If your traffic goes through this link, you make money! Simple!

JV Monetization

This is one of the best ways to monetize your site, you will be doing something very similar to the affiliate marketing deal but with a partner of yours.

So for each sale you make you will get a commission, but it is a two way system so they may then have your offer as an affiliate and be sending people over to your site for a commission.

This is a very effective way to monetize because there is a two way motivation to get the best out of the situation.

Link Building

Link building is an essential part of a business online, you need to generate links that point back to your website in order firstly to get traffic through the links, and secondly for the search engines to rank your page higher.

Therefore it is essential that you build up enough back links so that your business can flourish and essentially pull in profit.

There are a vast, vast amount of different ways to get backlinks for your website so we are going to try and go through the best ways to get your website reconised.

All of these link building methods can be used to send traffic to your viral site through back links from them.

Articles

Articles can be one of the most effective free methods to get traffic to your site, and it can be done in a matter of days. It is a very good way to promote your business and build one way links.

It can help help you greatly financially and boost profit of almost all businesses online or even offline.

So what is Article Marketing?

Article Marketing is the art of the writing and distributing articles in an attempt to get people to click on the link to your website, blog, or affiliate page at the end of your article.

So How Do You Write Great Profit Producing Articles?

The number one rule for writing profit producing articles is to provide value to the reader! If you don't do this then nothing else you do matters, and article marketing will produce no results for you. Some of the best value oriented articles that I have seen explain a topic (like this article does), answer a question, or solve a problem for the reader. Regardless of your article format though, you want to make sure that you stand out by providing GREAT information.

The second rule for writing articles is to never sell anything in the body of the article - This really goes with rule number one, but I thought I would make it it's own rule to really drive home the point. People do not want to be "sold" anything when reading an article. The goal of the article is to inform. You do the selling on your website once they click through at the end of your article. Besides, if you do try to sell something in the body of the article most directories will refuse to publish the article anyway.

In addition to following the two rules of article marketing listed above, the following steps will make your article much more readable and enjoyable for the reader.

- Break up your text - Never have a paragraph that is longer than 5 sentences. Especially at the beginning of the article. Most people are lazy and will see long paragraphs as a lot of work. Don't laugh, I'm serious. If you break up your paragraphs and text it will go along way to getting people to read the article.

- Create Number & Bulleted Lists - Always, have at least one numbered or bulleted list in your article on something that is important. Use this article as an example of this. See how I am breaking up my text and giving the main points as bullets? Very good idea whether your writing an article or blog post.
- Have Multiple Sub-Headings - This again accomplishes two things. First, it makes the article look more readable. Second, if someone is reading your article to find out one specific piece of information sub-headings will help them find this information quicker. The reader or researcher will appreciate this and then might click through to your website for more information.

Follow the two rules listed on top and format your article properly and you will be ahead of 99% of Internet & Article Marketers out there. Let's push you over the top though, and give you a obscene advantage. What I am about to share with you is one of my top tricks.

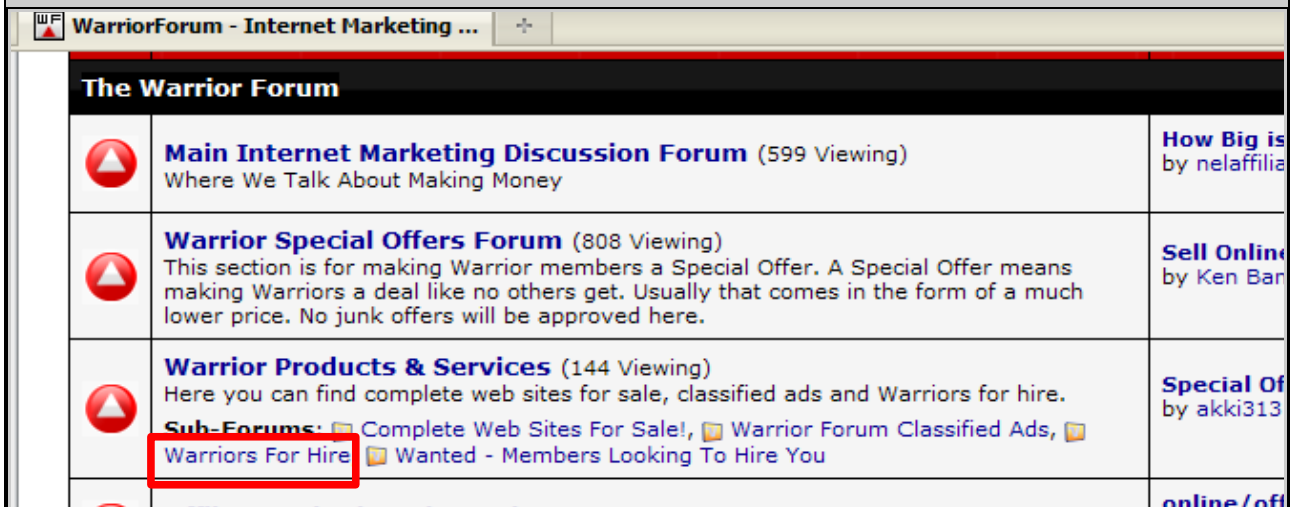
Articles can be written yourself and published in a variety of places, you can post them on your blog or website or you could publish them to a directory like ezinearticles.com.






The range of things you can promote are endless, if you know a little about something you can make an article for it.

It could be your own product or an affiliate product, or even just a website.

You can always just outsource article writing if you do not want to do it yourself at places like the Warrior Forum.

<http://www.warriorforum.com/warriors-hire/>



The Warrior Forum		
	Main Internet Marketing Discussion Forum (599 Viewing) Where We Talk About Making Money	How Big is by nelaffilia
	Warrior Special Offers Forum (808 Viewing) This section is for making Warrior members a Special Offer. A Special Offer means making Warriors a deal like no others get. Usually that comes in the form of a much lower price. No junk offers will be approved here.	Sell Online by Ken Bar
	Warrior Products & Services (144 Viewing) Here you can find complete web sites for sale, classified ads and Warriors for hire. Sub-Forums:  Complete Web Sites For Sale!,  Warrior Forum Classified Ads,  Warriors For Hire  Wanted - Members Looking To Hire You	Special Of by akki313
		online/off

Here is what you do :

1) Determining your Niche topic :

Exactly what are you going to write about? It shouldn't matter that the same type of article had been written before or not, just think what you want to write. You need to tie down your target audience. You should also try to write about a subject you know about and/or are passionate about, it will help your writing speed and help you to build a reputation in a certain niche.

But if you want you can write in other niches, all you need to do is some research on the area and possibly just rewriting articles you find online.

2) Choosing Keywords for writing articles :

I would suggest you use a keyword tool like Semrush.com, this will help you select keywords for writing articles.

Here is a link for your to register at:

<http://semrush.com/>

Essentially, SEM Rush is a spy tool; one that definitely works to your benefit.

My Smart Affiliate Script Guide

Register (Free) Manual FAQ Rank Contact Us More ▾ Our Projects ▾ Prices

SEMRUSH Enter your domain, keyword or url US ▾ Search

SEMRush.com was designed by the developers of SeoDigger and SeoQuake for Google organic and AdWords keywords research.

✓ 40 million keywords | ✓ 20 million domains | ✓ 8 databases | ✓ 103073 users

Google.com Google.co.uk Google.ru Google.de Google.fr Google.es Google.it Beta Google.com.br Beta

Get Google Keywords Get the list of Google keywords for any site	Get AdWords Keywords Get the list of AdWords keywords for any site	See Your Competitors Get the list of your competitors in organic and paid Google search results	Estimated SE And AdWords Traffic Get the estimated SE and AdWords traffic for any domain	Find Hidden Keywords Get hidden related (and low-cost) keywords to optimize your AdWords campaign
--	--	---	--	---

Just some of the benefits of using SEM Rush

This will help you when you decide to run your marketing campaign because you will be worrying about ranking high in the search engines, thus making the right keywords essential.

These keywords need to be thought of carefully and also need to be flexible enough to use in all your promotion as they will be used from everything from PPC to craigslist.

SEM Rush is a great program to help you achieve this, it can be used for free so it is great to try it out. Off course you will not get all the features for free but it still does have some gems that you will want to try out.

Many Internet marketers recommend 'Google keyword tool' for selecting keywords, but Semrush.com is more advanced and provides more information.

3) Content for Writing Articles :

It is very easy to find information when you want to write articles, after all you have the worlds largest source of information right in front of you, the internet. All you need to do is find as much articles, PLR and related products. These will be your research, read through all this and it will help you to develop you knowledge in the niche and make article writing much easier.

Here are some article directories for you to search;

- i) <http://www.Ezinearticles.com>
- ii) <http://www.Articlesbase.com>
- iii) <http://www.Suite101.com>
- iv) <http://www.Buzzle.com>
- v) <http://www.Goarticles.com>

4) Writing Articles :

I would suggest keeping your article length to about 500 words, after you research you can then just put the into a word document and use the search feature to search for certain keywords relating to the article you want to write. Then take pieces from all of these and put them into a seperate word document until you have about 500 words, then rewrite this and hey presto you have a unique article.

proprietary system for integrating his article marketing techniques with sales funnel conversion tactics to multiply value to levels as high as \$10 or more per unique visitor from his articles.

[More from Sean R Mize](#)

Recent Articles By Sean R Mize

SEO Article Marketing Tips - Simple But Powerful Steps to Get Ahead of the Pack Part 2

Internet and Businesses Online: SEO • Published: December 4, 2010

Below are more powerful steps to take in order to excel in the field of SEO article marketing: List down the ideas that you like to discuss. Before you continue writing your articles, I would suggest that you create an outline so you'll know ahead of time where your content is heading. List down the ideas and information that you're going to discuss.

SEO Article Writing - Learn and Master the Process in 6 Easy Steps

Internet and Businesses Online: SEO • Published: December 4, 2010

Right now, there's no better tool to use in securing better page rank than writing and distributing SEO articles in the online Google and other giant search engines will surely pay attention to your website if you constantly offer great, properly optimized content. Here's how you can easily write effective SEO articles without breaking a single sweat: Know your audience.

SEO Article Marketing Tips - Simple But Powerful Steps to Get Ahead of the Pack Part 1

Internet and Businesses Online: SEO • Published: December 4, 2010

From this we can see that the keyword chosen is SEO Article Marketing, and that the title is Keyword rich because the first words in it are they keyword

You will want to make sure your title is what we call keyword rich, this means that the first couple of words really do need to be your main keyword, and try to slip some of your other keywords into the rest of the title.

If your article is more keyword relevant then it is much more likely to get picked up when people search for that keyword and thus finding your article and then your site.

Try to make your title as catchy as you can, often making it a question will help to peak interest and make people want to take a look. Questions help give an inbuilt sense of truth e.g.

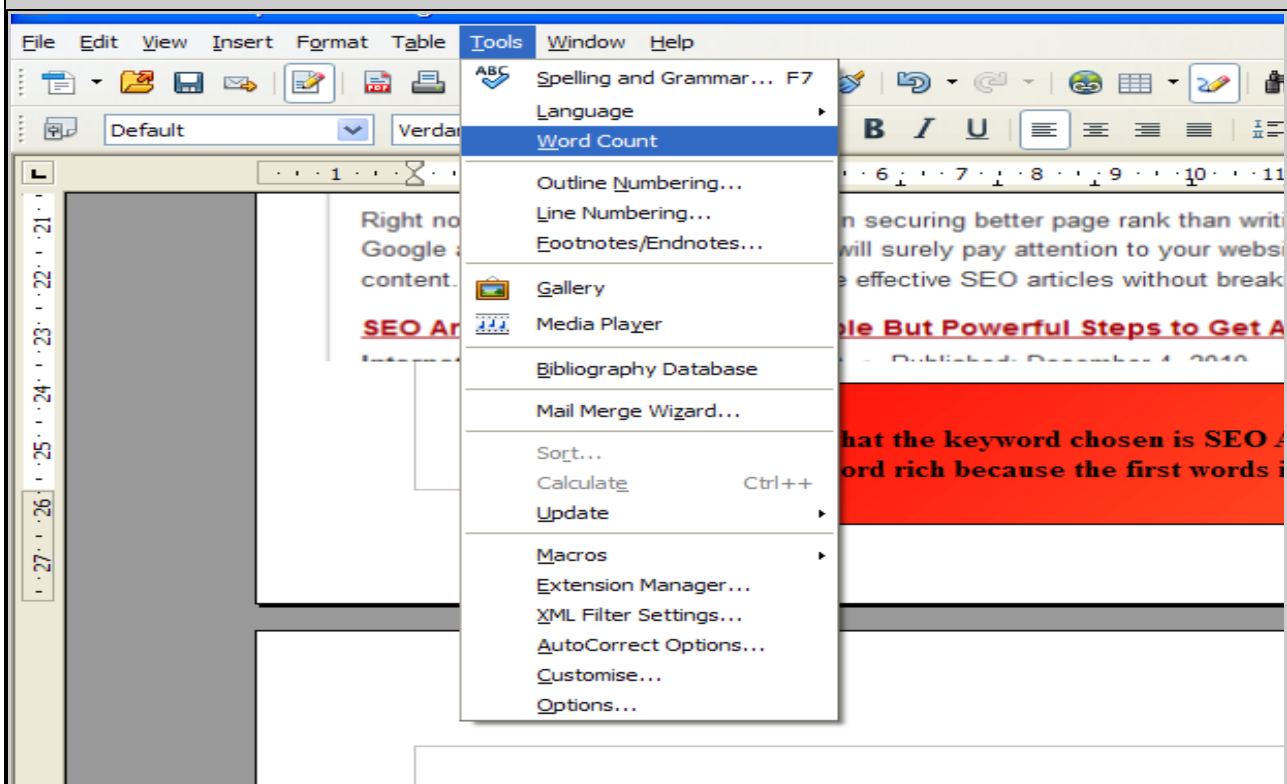
1000 in three days?

Would make people think that the article must tell you how to achieve this as their would be no point saying so if not. But it removes the need to write ; 1000 in three days, is it possible to do this?

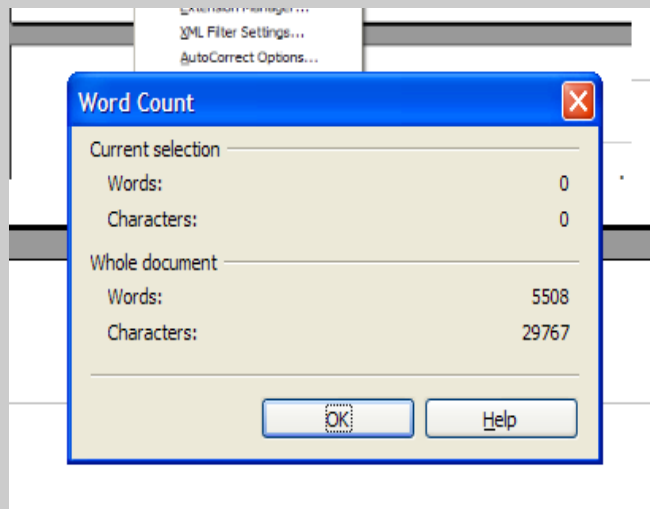
You will want to make sure your first paragraph tells the reader clearly what the article is about incase the title does not well enough. All this article writing should not be difficult at all, especially for native English speakers.

When everything is done you should check how much words you have used. Use the Tools section of Microsoft word :

Microsoft word ---> Select data ---> Tools section ---> Word count.



Make sure it is between 250 and 500.



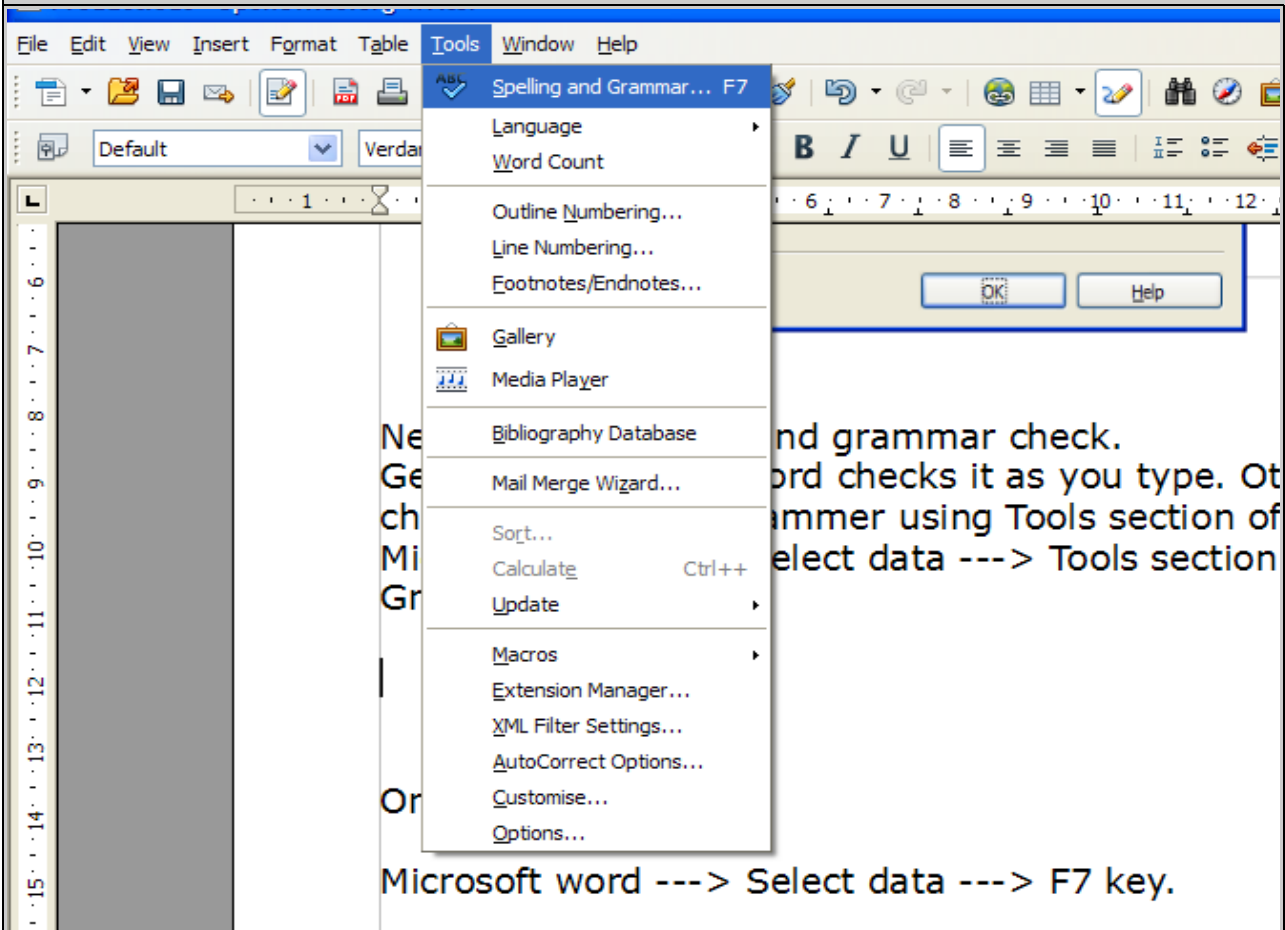
Next step is spelling and grammar check.

Generally Microsoft word checks it as you type. Otherwise you can check spelling and grammar using Tools section of Microsoft word. Microsoft word ---> Select data ---> Tools section ---> Spelling and Grammar.

Or

Microsoft word ---> Select data ---> F7 key.

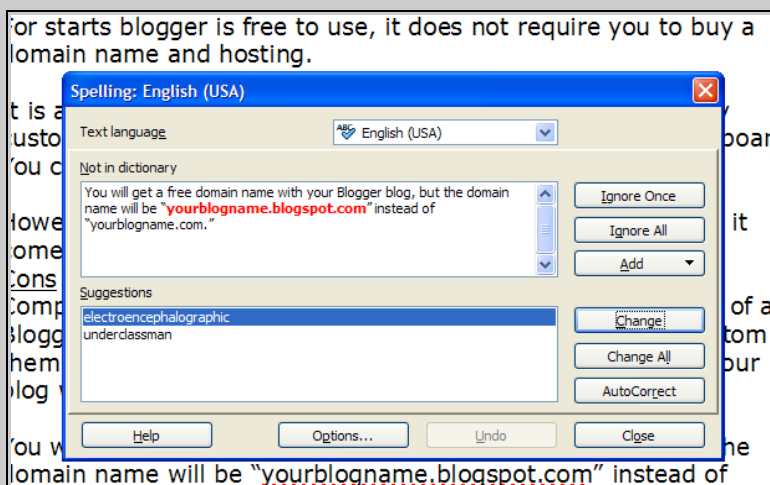
My Smart Affiliate Script Guide



The screenshot shows the Microsoft Word interface with the 'Tools' menu open. The 'Spelling and Grammar...' option is highlighted, and the keyboard shortcut 'F7' is shown next to it. Other options in the menu include Language, Word Count, Outline Numbering..., Line Numbering..., Footnotes/Endnotes..., Gallery, Media Player, Bibliography Database, Mail Merge Wizard..., Sort..., Calculate (Ctrl++), Update, Macros, Extension Manager..., XML Filter Settings..., AutoCorrect Options..., Customise..., and Options... The background text is partially obscured by the menu.

nd grammar check.
ord checks it as you type. Ot
ammer using Tools section of
elect data ---> Tools section

Microsoft word ---> Select data ---> F7 key.



The screenshot shows the 'Spelling: English (USA)' dialog box. The 'Text language' is set to 'English (USA)'. The 'Not in dictionary' section contains the text: 'You will get a free domain name with your Blogger blog, but the domain name will be "yourblogname.blogspot.com" instead of "yourblogname.com."'. The 'Suggestions' list includes 'electroencephalographic' and 'underclassman'. Buttons for 'Ignore Once', 'Ignore All', 'Add', 'Change', 'Change All', 'AutoCorrect', 'Help', 'Options...', 'Undo', and 'Close' are visible.

or starts blogger is free to use, it does not require you to buy a
omain name and hosting.

ou w
omain name will be "yourblogname.blogspot.com" instead of

....As you can see yourblogname.blogspot.com is very similar to electroencephalographic....

Now you can check how unique the article is, i would suggest using copyscape.com. This is really the leading solution to you to check if work is unique or not. It helps to prevent plagiarism and copywrite breach.

It lets you easily identify if your content has been copied without permission, as well as who it taking a quote from your site.



This just gives you a look at what Copyscapes layout is, you add your URL and it find other sites That have duplicate content.

Copyscape Premium allows you to easily check for duplicate content -- whether a new article has been copied from the web, as a whole or in part.

Simply copy and paste the text of the article into the search box and Copyscape Premium will search for the text online.

Copyscape Premium provides a more powerful plagiarism checker

than the free service. With Copyscape Premium, you may also search for copies of offline content by copying and pasting your text into the search box.

Copyscape Premium also provides the Batch Search feature, Premium Compare for any two pieces of content, team management tools, an API for integrating in your work flow, and case tracking to manage your responses to multiple instances of plagiarism of your online content.

Each Premium search or comparison costs \$0.05.

Premium credits are purchased in advance by credit card or PayPal and can be bought as and when they are required.

Here is the link for Registration :

<http://www.copyscape.com/signup.php?o=q&pro=1>

Here are some article writing tips :

Organize your article in a step by step fashion.

Before you have started with your article, you should think of what you are aiming to cover with the article. It is always good to have an outline of what you are doing so that you know you have covered everything and it gives you objectives to complete and often lets you write faster as you get into the flow of things.

Emphasize the benefits of your product or service.

When you are trying to get people to buy or download your products you should always talk about its benefits. I think the analogy goes "people do not want to know about your grass nutrients, they want to know about their lawn".

Tell people how your product will make them build a massive list and get rich, not that it will let them build backlinks and page

ranks.

Write Easy.

You need to remember that you are writing for mostly casual people, so write as if you are speaking to someone, if you bring in new terms or words that you explain them first.

Keep your most important information near the beginning of the article

and summarize what you want to say at the end.

Editors usually cut things near the end, so keep your most important points and ideas in the beginning of the article. At the very end of the article you can summarize what you set out to accomplish in your opening paragraph. Then you can submit them to your Blog/Website/

In the first paragraph clearly state what the article is about.

Generally you want to sum up your article in the first paragraph, it lets your readers know what they are in for. I would suggest that you introduce a problem and then tell the readers how you are going to go about solving it. For example people opting out of your list, introduce the problem to create a relation to the readers, and then tell them you are going to solve the problem. In the following chapters you can step by step reveal a solution to the problem.

Do not be afraid to give your secrets away.

If you let people in on your inside tips and secrets they will come to see you as an authority in the niche, whilst you do not want to give away everything in one article, on tip or secret per article is a very good way to get "quality" as one thing related to your articles. Not to mention it will raise demand for any products you release.

Give resource information to your readers.

Make sure you list resources to your readers, if you link helpful

websites and information on the subject that your article is on you can help people get a more positive image of you.

Give concrete examples and personal experiences to back up your points.

You should bring up problems you have had, generally other will have faced the same or similar problems, this allows you to solve it for them. This will once again make you appear to be an authority in the niche and make people more likely to read your other articles.

Explain your points in short paragraphs.

Using short paragraphs makes the article easier to follow and digest, it will make it easy on the eye and not be daunting like a big wall of text.

Three or four sentences per paragraph should be enough.

Get a second opinion on your article.

Show it to your friends and colleagues, and don't worry if they criticize you, it is better that your friends find the mistakes than your clientele. If not you should always ensure that a proof reader has a look through the article first, it is always a good idea for a second opinion.

Do not be afraid to give your secrets away.

If you let people in on your inside tips and secrets they will come to see you as an authority in the niche, whilst you do not want to give away everything in one article, one tip or secret per article is a very good way to get "quality" as one thing related to your articles. Not to mention it will raise demand for any products you release.

Article Spinners

These have their uses occasionally but i would not recommend them generally, they are not as effective as good quality articles on authoritative sites.

Writing Review Articles

These often make more sales/subscriptions than normal articles, but they are also often always written for sales purposes (well as are about 90% of articles i suppose). You should try to write from an unbiased point of view to give the readers the best idea about the product, if you are truthful you will gain a better rapport with the client and get a better chance of sales/subscriptions.

Ezinearticles 'Share this article' feature

This new feature will increase traffic to your article and website. Visitors will be able to share your articles with their friends and other people.

List Building through Article Writing

This is a very good use of articles, and also the main use we will want for them next to backlinks. In an article you can have a link at the bottom, if you link to a free product that is related to the article you are much more likely to get people clicking through and subscribing.

We can later use this list to generate affiliates that do Search engine optimisation for us!

To build a list you need to have an email opt in option, this allows people to give you their email address in order for you to send them a free product. This can lead on to on to one time offers (that you offer after the freebie), upsells (offers if they but the one time offer) and downsells (if they do not buy the one time offer).

By having articles full of good quality content you will help ensure that people will want to download your product and thus become part of your list. You can also send the articles out to your list as some of them will not have read it, this makes for great content.

Now whilst article marketing is not the fastest way to build a list, it is definitely a way, and it is good to build up multiple streams leading to your opt in page, and also helps to give traffic and page rank.

Offer your list free gifts for few months before sending emails for purchasing your products.

You can use Aweber autoresponder for list building.

Here is the link : <http://www.aweber.com/>

Taking it up a step

You can always just submit to normal article directories like ezine articles and try to compete with thousands of other articles for your traffic, or you could submit your articles to a high page rank site in your niche.

There are a great many sites where you can submit your articles that are not a directory, www.Associateprograms.com is one of the better places to submit articles if you are in the internet marketing niche.

With these sites you will have less competition for traffic and you will get more recognition as a niche authority submitting to high PR sites instead of directories. You are also much more likely to get some JV offers because of the high quality your article will have to be to get a place on an authority site, but in the end this is by far the best way to go for high traffic, high authority article marketing.

Write some top quality articles, these cannot be your usual directory rubbish, no re-writes just gold. You will want to make sure every sentence of the articles makes people think you are a genius.

This is not hard to do, just read related material in your niche, buy products in your niche, all you need to do is have some sort of passion or flare for the niche you are interested in and be able to

write about it.

You will find it more difficult to get articles accepted for these high authority sites, but this is a good thing, it shows you both that the site is only the top quality and therefore your traffic from there will be as well, and also it lets you know personally to put more into the article, if you are holding information back and it is not accepted then you know why.

Then you need to find the sites to submit your articles to, so what you need to do is do a Google search on your main keywords and see if you can find related sites that have articles submission or guest articles/blog posts.

If there is no button to submit an article then there is no harm in sending an email to the site owner if you see articles on the site.

All you need to do then is submit the articles or send it to the owner, rinse, repeat!

Job done.

Resource Box

Once you have the hang of writing articles you can work on the analytics, there are the stats of your article, how many views is it getting, how many click throughs does it get? Is it getting a lot of views because it is ranking on Google? Are you getting the views but not click throughs?

These are all questions that you will want to start asking, and then you want to start tweaking your articles and techniques to help optimize your articles, getting you more traffic for your time and money!

To start lets cover the RESOURCE BOX, this is the author bio that

should not be neglected in your marketing efforts. This is the equivalent of a signature on a forum or blog.

article. Be sure to include your name, website address, your unique selling proposition as briefly as possible and a simple call to action.

About The Author:

Christopher M. Knight invites you to submit your best quality original articles for massive exposure to the high-traffic <http://EzineArticles.com/> expert author community. When you submit your articles to EzineArticles.com, your articles will be picked up by ezine publishers who will reprint your articles with your content and links intact giving you traffic surges to help you increase your sales. To submit your article, setup a membership account today: <http://EzineArticles.com/submit/>



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Article Source: http://EzineArticles.com/?expert=Christopher_Knight

Searching for **article marketing?**

Transferring data from mm.chitika.net

Okay so your resource box needs to include a couple of factors;

First it should contain your name, there are a huge amount of people that do not do this, and it helps to create a sense of humanity, and then you feel a connection.

Feeling connected to a human makes you more likely to believe what they are saying.

Get into the mind of your viewer and tell them what they want to hear. If they want to know all about you, they'll click on your name and see your bio page, your resource box is not a place to force your life story on your reader, just keep the personal stuff to a minimum to not seem like a sales robot.

You should include your email address, this is the same as in any backlinking strategy.

Your Unique Selling Point, talk about what makes you and your offer unique. It only needs to be two or three sentences.

Curiosity is the key! You should always be vague about your benefits when you are limited in an advertising sense with platforms like article marketing.

If you state a benefit and add an aspect of curiosity you will cause the reader to seek out how a benefit can be achieved. If you state how the benefit can be achieved then you run the risk of cutting the amount of clicks through because people may have predetermined thoughts about your method without actually hearing you out.

"Get ripped in two weeks using our hormone supplement"

"Did you know there is one simple step you can take to get ripped in two weeks?"

For a start the question implies truth, people assume naturally that because you are asking a question about a subject you know about, that it must be rhetoric and in fact you do know the answer.

The second one also does not remove people that may have had previous experience with hormone supplements or preconceived ideas about them.

Where as if you manage to get a person to your squeeze page you have the full force of your marketing efforts to get them to buy or subscribe instead of being all nice and proper in the public eye that is the article directory.

By keeping people curious you have a much better chance of them

going to your landing page, and a much better chance to convince those which preconcieved ideas that they should try again for hope of better results.

Then be sure to give a specific call to action, this will follow the trust building stages so help to get higher conversions. You should have a free call to action that leads on from your article. If you have a product that goes into more detail on the article subject then that would be a prime example to use in your call to action.

You need to make the call to action very benefit dirven, if you have got your keywords optimized well then you will know what the majority of people at your article have searched for, so you know the problem they are trying to solve.

In your resource box you need to, in straight up terms tell the reader what you can do to benefit them.

"People do not want to know how your miracle grow is full of essential nutrients, they want to know you will make their lawn look amazing"

Give specific times, this will help people differentiate offers, for example;

Miracle grow will make your lawn look great, click here,

or

If you want your lawn to look amazing in **just one week** click here!

As you can see the bottom link is the best option to go for, people are impatient by nature and want a fast way out of everything. Take internet marketing for example, the amount of products that promise an income after 15 minutes is unbelievable, people just want a one click "make me rich button". The same impatients applies to all forms of product sales.

Now we have covered the basics we can start to move on to little extras that you can trial to see what change they have on conversions.

So first it is a good idea to include your contact details. This will help with any joint ventures you may inspire, so it is good as always to try and deliver the best content you can, it may pay back in the future.

But always be sure that you have a long term solution to your details, if you have a website set up for a product and then let the product die down you may end up getting bad feedback because you are not answering the emails send.

Though an email address is a safer option then a phone number, that should be reserved for potential JV partners after they have approached you by email.

You can include your ezine subscription address, this will help to build trust and build you up as more human, it is easy for people just to see other people online as robots so it is good to get into conversation with others, or at least to build up trust with people by having a friendly picture on your home page, or an intimate piece of information about yourself, a hardship or other event that has made you the person you are today is often used.

You can also try to anchor text a keyword you are hoping to build up to your website. If you were looking to target "christmas weight loss" you could link that term to your related website.

Just do not abuse this technique!

Now what NOT to do with a resource box;

Do not use advertisement or sales pitches for product that have no relevance to the article.

Do not list every achievement you have accomplished to date, it is not important or relevant, it should include value for reading, but it should not be a giant ego announcement. No one wants your life story, just enough information to build a trust rapport.

Do not list all the websites you own, it will kill off your credibility dead-er than the dodo, you should only use the most relevant and related url to the article.

If you are smart it will have a free call to action that is related to the article.

Do not have a massive resource box, keep it under 20% the size of the article, it is just abusive to go over and is not productive.

To conclude somewhat the article body is where you give, the resource box is where you take.

It is the payment you receive for giving away your article.

Blogs

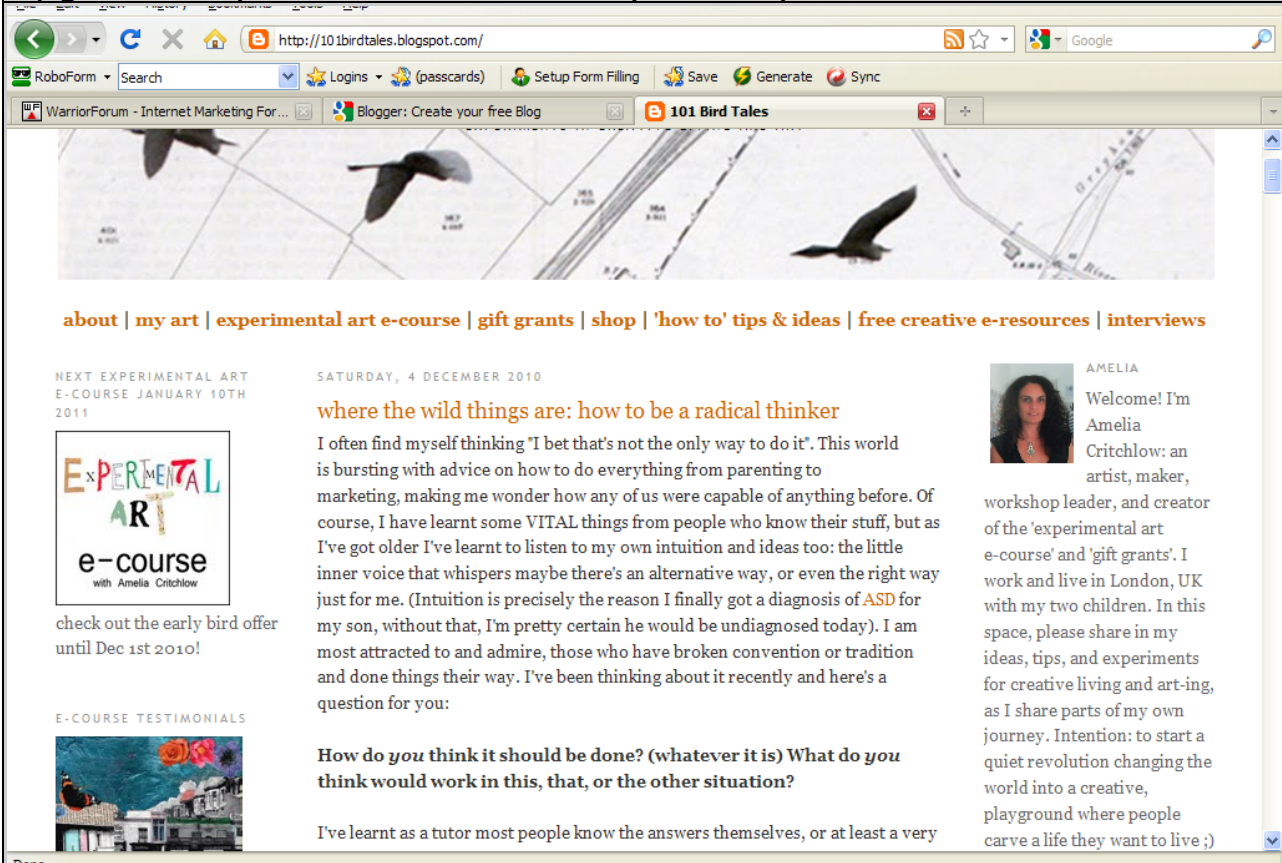
Blogs can be one of the best ways to get traffic online. If you are interested in starting a blog you will be confronted with many options for where and how to set up your blog.

You need to find a good blogging platform, these are the software that you build a blog on, they are designed specifically to make building a blog easier, they are generally made with posting and comment sections etc. for easy access.

You can choose between two main platforms, these are Wordpress and Blogger. These have advantages and disadvantages each but you should make sure you get a good idea of both, there are situations where either are better.

So for starting up you should begin with a free blog hosting service such as Blogger. Starting with a free blog hosting service allows you to begin blogging instantly without having any advance knowledge of scripts, hosting, or programming. It allows you to focus on your content and not the internal maintenance of the blog. The best benefit of starting with a free service is, in the case your blog doesn't become successful you do not lose any money or are you left holding the bill. The great thing about a blog is that they are organized in chronological order, your latest entry is displayed first. When your blog traffic grows greatly and you are ready to upgrade to your own domain then you can simply make your last blog entry the announcement of your "move". Simply add a last entry stating that your blog has "moved" and type the new blog URL address. Which directs visitors to your new blog site,

keeping your following, without a major inconvenience to anyone. Upgrade as you need to...but only when you need to!



Blogger has several advantages. It's very easy for new bloggers to use. Setting up a blog with Blogger is as simple as following a few prompts. There is nothing to install. Some of the other advantages include:

Pros

For starts blogger is free to use, it does not require you to buy a domain name and hosting.

It is also easy to use as it is all ready set up, allowing for easy customization and you set these up through the blogger dashboard.

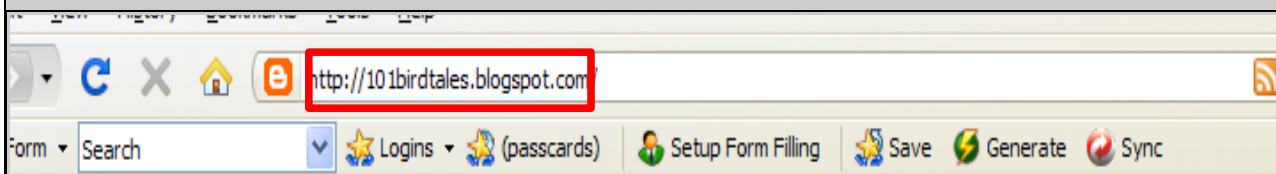
You can also run multiple blogs from this dashboard.

However, Blogger does have some major disadvantages when it comes to creating money making blogs.

Cons

Compared to other options out there, the design and function of a Blogger blog is very limited. You can download and install custom themes for the blog, but most look very similar. This means your blog won't stand out as well in your niche.

You will get a free domain name with your Blogger blog, but the domain name will be "yourblogname.blogspot.com" instead of "yourblogname.com."



Also you will never truly own your Blogger blog because the files and content are hosted on Blogger's server.

Wordpress is the other popular platform for blogging. There is a free option that functions similarly to Blogger. However, there is also a free option that allows you to have your own website name. You install Wordpress on you website hosting and hook it up to a domain name that you own. If you don't know how to do this, your hosting company should be able to walk you through the process.

Pros

The themes you can get for this platform are vary diverse and you will find one to suit any niche or situation online.

You can get a multitude of plugins for Wordpress that allow increased functionality and will help you blog do a massive amount of different things. These can range from high tech auto-submitting, spinning and posting of articles etc.

Cons

Wordpress however is not as user friendly as Blogger, it is a little more advanced and so can be intimidating for new users.

You also have to pay for a domain name and hosting which may put some people off.

Despite these disadvantages, most professional bloggers go with the Wordpress option because they maintain ownership of their blogs and can customize them to their heart's content, but ultimately the choice is up to you and what will fit your needs the best.

Make sure the niche is Targeted

Now if you are trying to build up traffic for you viral affiliate page you will already have a product, but you need to try and make sure your keywords are optimized for your niche.

A niche is a targeted product, service, or topic. You should first decide on a product, service, or topic which interest you. Choose an area which you can enthusiastically write about on a daily basis. You can use keyword research services like Google Zeitgeist or Yahoo! Buzz Index to find popular searched topics. It does NOT matter if your topic is popular as long as there is a audience for your topic and the topic is precisely focused then your blog should be successful. Anything can be considered a niche as long as it has a target audience no matter how large or how small the audience is. A blog about your cat can be a niche or a blog about the species of the cat family can be a larger niche market, if there are people who are interested in hearing about your cat or the species of the cat family...you can even choose to build your audience for a market which an audience does not exist, but first you must build your blog.

Keeping a Blog Flowing

It is simple to get your blog set up, but keeping the interesting and relevant information coming in is a whole new thing.

There are massive amounts of abandoned blogs throughout the internet as people simply cannot keep them going as they run out of ideas or just cannot keep up with posting relevant information every day.

This step is a must and not a suggestion. Updating your blog daily not only keeps your blog more interesting to readers, but it also gives your blog fresh content on a day to day making it more appealing to search engines. Not updating your blog on an

occasional holiday or one day here and there is understandable to most, but missing days at a time or weeks is unacceptable and will most likely result in your blog being unsuccessful. To keep your blog traffic and retain your visitors interest it is a must to update your blog daily with multiple entries. You should try to update your blog everyday with at least 3 or more daily entries. The best way to accomplish this is to set aside 1-2 hours a day for tending to your blog and adding new entries. It may even be wise to schedule a set time which you dedicate to your blog each day. Give yourself work hours and treat your blog as a job, what happens if you don't come to work for days or weeks...you lose money or worse you get fired! Same applies here...if you don't update your blog for days or weeks you'll lose visitors.

To keep your blog alive and brimming with traffic you really need to post once or twice a day at least, do interviews with experts and make a newsletter summing up your niches week.

Review and compare similar products in your niche, go over the good points and build a relationship with your blog viewers, reply promptly to their comments.

- Other blogs in your niche.

These can be a great source of information in your niche as they are trying to do the same thing as you. If you stop to look what other blogs are writing about you can then search for more on their information and expand on it, or quote from them and say whether you agree or not.

Other bloggers can be an excellent source of information so get involved!

- Resource lists.

This is just finding out about sites that often have related information to your blog. If you start to list these and give information on how people can best access them you will be able to to make posts just talking about these.

You can quote and expand on their information and it is always a good idea to look at if you have a brain freeze and cannot come up with anything to post about.

- Comments section.

This is the most important part of your blog, the comments section is the life of your blog and the public link between you and your readers. There will be many times where you draw inspiration from this section as people will comment asking questions about your posts, if these questions are broad enough you can make a post about it. This will help people feel more involved with your blog and its information.

- News in your niche.

When writing a blog it is important to keep on top of the news in your niche, try to search related blogs and use search engines to find the latest news. It will help keep your blog up to date and keep your readers happy and interested. Try using Google Alerts, it is free and will give you an update when news relating to your keyword pops up.

TIPS

Start collecting a list of quick tips you'd like to share with your niche. These can be inspired by your personal experience with the niche, from other blog posts you've read or from other products in your niche. When you find yourself stuck for blog post ideas, you can write a quick tips post.

These tips just scratch the surface of where you can find topic ideas for your blog posts. Start keeping a notepad file with blog post ideas and you'll never be at a loss for material.

The size of your posts can vary greatly, there is no set rule that says it must be 100 words or 10000 words, as long as you post often you can keep your blog alive. Different styles of posts will help to retain interest in your blog and keep it active.

These tips can be used whether you are trying to make money of a blog by monetizing or just directing traffic.

There are five main post types that you should be familiar with.

Listen to Your Audience

When using the proper page counter you should begin to see how others are finding your blog and if through search engines then which keywords are being used to find your blog. If constantly your blog is being found by 1 or more keywords then focus your blog around those keywords to make it even more powerful. When writing entry titles and entries use the keywords as often as possible while keeping the blog legible and interesting.

Multiple blogs

Use multiple blogging accounts to attract more people. This means you should have a blog with JournalHome.com, Blogger.com, LiveJournal.com, Blog-City.com, tBlogs.com, etc. The more blog accounts the better. You can copy/paste from 1 blog to all others. Having different blog accounts is like having a publication in different newspapers. This enables you to attract more visitors and this also increases the chance that 1 of your blogs will be in the search engine results for your focused keywords.

Short & Concise

Aside from the lengthy article a week for syndication and publication your blog entries should be short & concise (if you can help it). Sometimes there are exceptions to the rule and you have no choice but to blog lengthy entries, but try to avoid this as much as possible. You do not want your blog entries to become hours of reading. Visitors like to easily find information and skim through your entries. It is good to be detailed and provide useful information, but do not include useless information or run away sentences that veer away from your topic.

Digital Art

Try to include non-advertising graphics, pictures, photos, and art in your blog entries. Not too much. Once a week is fine. Graphics can sometimes bring your blog to life. Of course, the content of the blog is the most important aspect and you do not want to overshadow your content with graphics, but displaying graphics can add a bit of spice to the blog. Be choosy about your graphics and make sure they fit your entry topic. You should add content

with the graphic, at least a caption. Original graphics, photos, pictures, and art is recommended.

Keep it Personal

A blog is most successful when it is kept personal. Try to include personal experiences which relates to the topic of your blog entry. Stay away from the business style of writing. Write with a more personal style and use first-person narratives. Do not write any of your entries as sales letters, instead share product reviews and personal endeavors.

Interact With Your Visitors

You now have the traffic you deserve. You should begin interacting with your visitors. Create a regular theme such as: "Monday Money Tip" or "Picture of the Week" which entices your readers to look forward to each week.

Give your readers advance notice about a product, service, or topic which you are going to review and then talk about later. If the President was scheduled to give a speech then in your blog you should state that you "will discuss the speech and give your opinion after the speech airs. Comments will be appreciated".

Try your best to find exclusive information that not many have. Do not disclose any confidential or secret information which is deemed illegal or can potentially get you into trouble, but try to get the scoop before everyone else does. Such as: If your blog was about Paris Hilton (the socialite) and you had a blog entry about "Paris Hilton Getting Married" then it would be interesting to your readers if you had a actual picture of Paris Hilton engagement ring. Give your best effort to dig and search the internet for exclusive information and you will possibly come up with something useful.

Your readers will appreciate this and they show their appreciation through word-of-mouth referrals. Imagine how many readers will tell their friends, family, and others about information they only can find at your blog.

Make Money

Once your blog has gained some real momentum and your blog traffic is increasing then it is time to start thinking about turning your traffic into profit. You should use contextual advertising, like Google AdSense or Chitika. Contextual advertising is usually text links which use the content of your blog to publish targeted ads on your blog. The payout is usually based on a pay-per-click model, meaning for ever click an ad receives you are paid a small percentage of the profits. In addition to contextual advertising it is good to also use graphical advertising such as: BlogAds.com, Amazon.com, MammaMedia, or General Sponsored Advertising.

You're a Professional

You're a professional now! What are you still doing with that free blog hosting service? It is time to upgrade to a domain hosted solution. You need to get a web host and choose a domain name for your blog then check its availability. Select the blogging software you wish to use, such as: Squarespace.com, WordPress.org, MovableType.org, etc. When you have your new blog domain setup and ready for traffic then it is time for you to announce your move on all your previous blog accounts. Your last entry to the blog should be a "move" announcement. The title should be "Moved" and the blog entry should state something like "Old Blog has been moved to New Blog please follow and bookmark this link for future reference. This way all returning

visitors and new readers should not have any problem finding your new blog domain.

At the level of a professional blogger you may want to team up with 1 or more other bloggers. This will create a more interesting and more powerful blog. The old saying "two heads is better than one", more authors mean more advertising and exposure because each author will have a vested interest in the blog. The idea of a team blog is to make it profitable and rewarding for all authors, while continuing to target the blog topic and keeping the blog interesting for visitors.

Track your blog!

How do you know if your blog has traffic? Just because no one is leaving comments doesn't mean your blog isn't growing. Many visitors do not leave comments but they are returning visitors. I know it sounds crazy but with blogs people are more interested in what "you" have to say! Many visitors do not comment their 1st, 2nd, or 3rd time. Some do not comment at all, but are active daily visitors.

Tracking your blog does not have to be overly sophisticated usually a simple free page counter like StatCounter.com or Active Meter will do the trick. Install (copy/paste) the code into the html of your blog template and start tracking your visitors. Its better to use a service which gives you advanced traffic analysis, such as keyword tracking information, referral information, and search engine information. Visitors, returning visitors, and unique visitors should be standard for any page counter service you choose.

Quick tips.

These are little small tips along the lines of " Hey just had a brainwave and wanted to drop this little tip of that has bumped my conversions by 3%" something like that with a little paragraph to explain. These make great posts as they are really appreciated and only take five minutes for you to do.

"How to" posts.

These are another take on the quick posts, they are slightly more in detail and discuss how to do something on a certain topic. You can even separate these into courses covering two or three posts. For ideas on these try to look at frequently asked questions on your niche, then if you do not know how to solve it, find someone that does! Use this information to write a how to post.

Review blog posts.

These can be a good source of income, these posts are when you analyze a product related to your niche. This can product income if you use an affiliate link to point to the product (though do be weary because some readers will not like the fact that you are using affiliate links as it seems as if you are falsely reviewing just to make sales).

Make sure you try to keep the review unbiased and balanced, mention what is good, what is not and what can be improved. This helps to build trust.

Interviews.

Whilst being a more difficult type of post, they are well worth the preparation. If you can find an expert or authority in your niche it is not normally too much trouble to contact them and ask if they

would mind doing an interview. This could simply be you sending them some questions to answer, or go to a skype conversation on video, even meeting with them in person and recording it.

Generally the experts will be happy to help out because it helps them get their name out more and you can offer to give a link to their websites.

Also it works both ways for traffic as the person you interview will generally spread some hype around about them doing an interview so will help bring traffic back to you.

Lists.

These are a very good use of your blog, people love useful resources sorted and arranged in front of them.

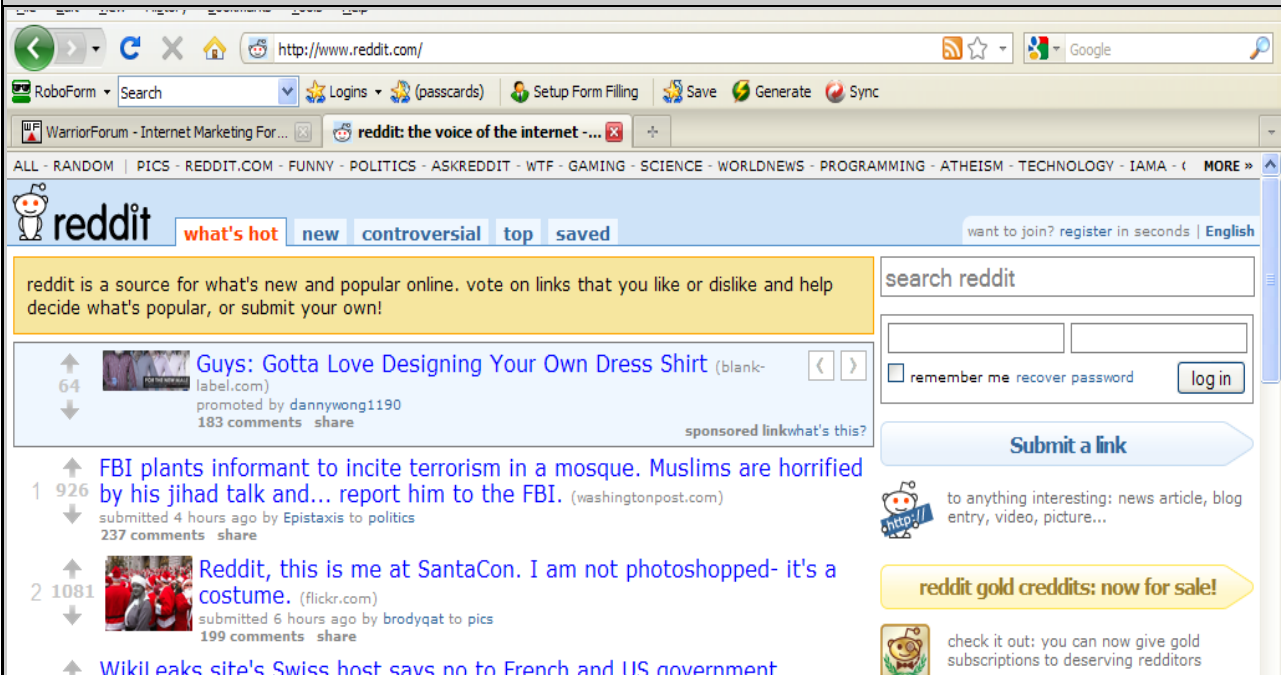
This applies to any niche you can think of, they are easy to make and all it requires is for you to compile relevant websites in your niche.

They are great ways to convey information online because they can easily be scanned by web readers who like to skim over information. The possibilities are endless.

The simple truth is that a blog without readers is pretty much useless. If you've been blogging for a while and have only been getting a trickle of viewers to your posts, you need to put a traffic building plan into action.

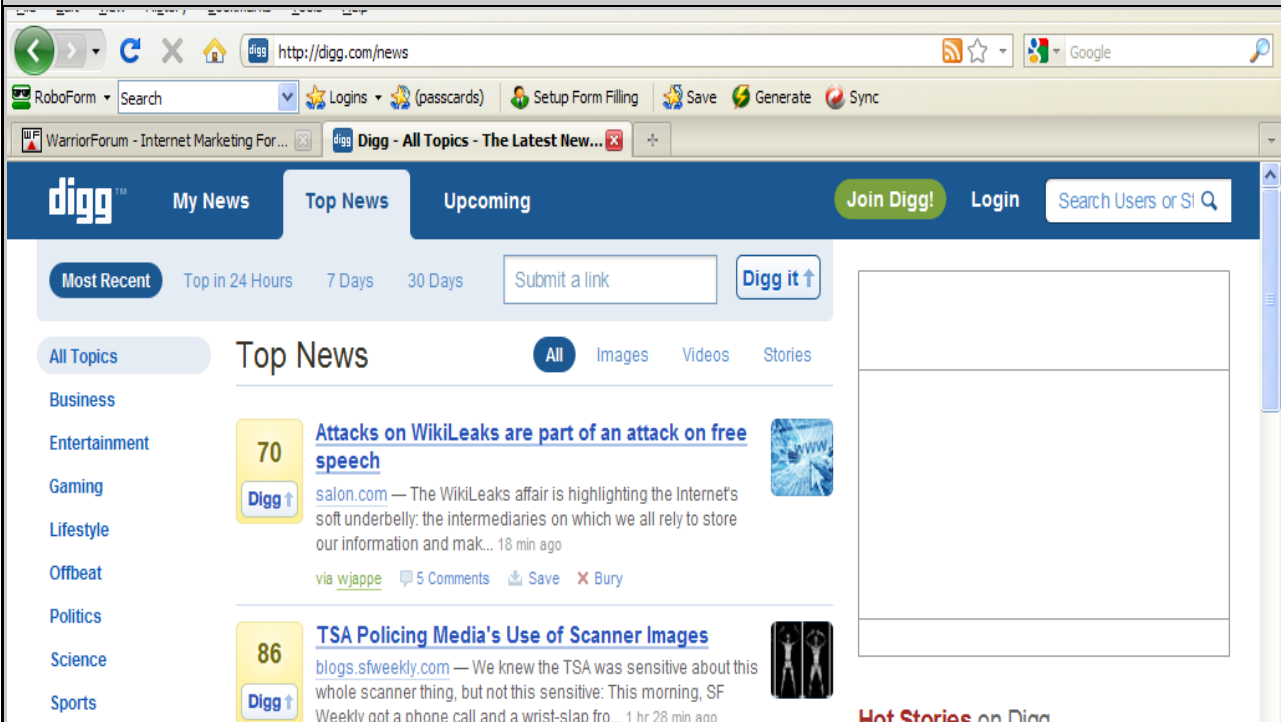
Building traffic is just as an important skill to bloggers as writing quality posts is. Most bloggers are terrific at creating content but don't know a thing about building traffic. Here is a quick guide to the five most popular (and most effective) traffic building techniques.

Blog Traffic



* Social networking and blogging go hand in hand. Your blog posts can be distributed across social networking channels in many different ways. Sign up for Twitter and tweet about your posts as soon as they are added to your blog. Update your Facebook status with a link to your new blog posts. Submit your stories to Digg.com, Reddit.com and StumbleUpon.com. Remember that in order for social networking to be effective, you need to participate with other people on your list. If you visit their links and respond to their updates, they'll be likely to do the same for you.

My Smart Affiliate Script Guide



Digg and Reddit are just two main examples of what is called Social Bookmarking, This is where you give a little summary of a story and then a link back to where to find The rest of it (Your blog)

My Smart Affiliate Script Guide

The screenshot shows a Google search for "affiliate marketing blogs". The search bar is highlighted with a red box. The search results are displayed on the left side of the page. The first result is "Programs Affiliate" with a green star icon. Below it is "Become an Affiliate Today" with a green star icon. The third result is "affiliate marketing programs" with a green star icon. The fourth result is "UK Affiliate Marketing Blog - Kirsty's Affiliate Marketing Guide ..." with a green star icon and a magnifying glass icon. This result is highlighted with a red box. Below it is "Fraser's Affiliate Marketing Blog" with a green star icon and a magnifying glass icon. The fifth result is "Affiliate Marketing Blog by Shawn Collins" with a green star icon and a magnifying glass icon. On the right side of the page, there are several ads for affiliate marketing programs, including "UK Affiliate Marketing", "Increase Affiliate Sales", "Leading Affiliate Program", "Hotel Affiliate Program", "Do You Blogadvertise?", and "The #1 Affiliate Program".

* Find blogs in your niche and start following their posts. Make sure to add insightful and interesting comments on their posts. Not only will the blog owner take notice and visit your blog, other commenters will visit your blog to get more of your great insight into the topic. Don't spread yourself too thin with blog commenting, but make it a point to comment on a few related blogs each week.

* RSS feeds are a way to syndicate your blog's content so that it is sent to many different people in their own blog readers or on their own sites. Most blogging systems have RSS feeds automatically included but you can add a lot more functionality to your feed by using a free service like FeedBurner.com. With FeedBurner you can add things like sharing the feed via e-mail to your feed so it will

pull in new readers and encourage previous visitors to come back to the blog again.



The RSS Feed

* You may think that by being a blogger you can ignore article marketing. However, you can get a lot of traffic to your blog by tweaking some of your popular blog posts and adding them to article directories. You can post your popular posts as articles with a link back to your blog in many different article directories. Not only will you get a valuable backlink but your article may also be used by ezine owners which will bring you more traffic.

* Speaking of backlinks, you should work to build backlinks to your blog through several different means. By creating backlinks to your blog, you'll improve your blog's ranking in search engine results. You can get lots of traffic from search engines if you are within the first group of search results for your keywords.

These simple ways of building traffic can be used over and over again to help build traffic to your blog and increase your readership.

Once you have this traffic all you need to do is make sure you have enough links in your blog pointing to your viral affiliate page, these will let the traffic flow from your blog to that page.

It's no secret. You must have traffic to profit from blogs. There are numerous ways to build traffic. Paid advertising, free advertising, viral marketing, search engine marketing, RSS/XML feeds, and word-of-mouth. You should always use your blog URL address in the signature of your email, forum discussions, message boards, or any other communication media. You should submit your blog URL address to search engines and blog directories. You should submit your RSS/XML URL feed to blog ping services like Technorati, Ping-O-Matic, and Blogdigger. You should confidently share your blog with family, friends, co-workers, associates, and business professionals when it relates.

Many blogs can be considered as a collection of articles, for this purpose you should submit your blog entries (those that are valuable and lengthy articles) to content syndicators like GoArticles.com or ArticleCity.com. Once submitted your articles can be picked up and published by others. The trick is to make sure you include your Blog URL address in the "About the Author" passage. What this does is create link popularity and backlinks for your blog, when someone picks up your article from the syndication then publish the article on their website the "About the Author" passage is included with each publication and the link you included is followed, crawled, and indexed by search engines. Imagine if your article is popular enough or controversial enough to produce 10,000 publications across the web.

The search engines is bound to find your site in no time with that many publications and credit you a authority on the topic, in return increasing your rank on search engines. The small effort of writing a well written article is rewarding. You should try to write at least 1 full length article every week for syndication and submit your article to at least 10 article syndicators.

Blog Posting Traffic

This leads on from blogs but it takes a look at the opposite view point, this time we look at getting traffic by commenting on blogs.

This is the same in many ways as posting on forums, when posting on a blog there is no point spamming, because for one many blogs are moderated so your comment will not even get published, secondly no one is likely to click through your link if you just spam crap.

What you need to do is really put the effort in, if you post a brilliant answer to someones question, or a review of a post or some other relevant, helpful information then you are more likely to get viewed as an authority and more likely to get your signature link clicked through.

Do not at any point try to sell anything to people, if they find your information to be useful, they will click your link. If you are lucky the blog owner may even ask you to submit some articles for them.

What you need to do first is to find blogs in your niche with high page ranks and traffic, so search Google (or another search engine) for ["your niche/keyword" blog] this will allow you to see what blogs appear and what have the best page rank and traffic.

My Smart Affiliate Script Guide

The screenshot shows a search engine interface with a sidebar on the left containing filters like 'Everything', 'Images', 'Videos', 'Blogs', 'Discussions', and 'More'. The main content area displays search results for 'weight loss blog'. A red rectangular box highlights the following results:

- Need to Create a Blog?** An innovative new way to put your **blog**, and more, online. www.squarespace.com
- Natural Weight Loss Blog: The Token Fat Girl** I started c25k as a way to **lose weight**, and while it's safe to say it has helped me maintain, I have not lost. This is because I haven't changed my diet. ... Inspiring Blogs - Insanity + GoWear Fit - Product Reviews - Blogger www.myallnaturalweightloss.com/ - Cached - Similar
- Hollie's Weight Loss Blog** 2 Dec 2010 ... I will write more tomorrow, hopefully, about all the thinking I've been doing about my future health and **weight loss** efforts. ... www.skinnyhollie.com/ - Cached - Similar
- Weight Loss Blog | Lose Weight Blog | Diet Blog** My **weight loss blog** which may help you if your trying to lose weight, covers diets, weight loss news BMI recipes. www.losethattyre.co.uk/ - Cached - Similar
- Fatty Weight Loss Blog** Many people are probably unaware that they can **lose weight** by lowering their insulin levels. Revelations about insulin's role in **weight** control and overall ... www.fattyweightloss.com/ - Cached - Similar
- Former Fat Guy - Weight Loss Blog** The **weight loss blog** by Former Fat Guy Rob Cooper. This **weight loss blog** is the story of a man who lost 300 pounds and is now leading a very active ... www.formerfatguy.com/weblog/blogger.asp - Cached - Similar
- Louisa's Weight Loss Blog** Full of hints and tips on **weight loss** and keeping healthy; discover ways to burn fat that you may have never thought of! totalchunk.com/ - Cached - Similar

On the right side of the screenshot, there are several advertisements for services like 'Blog Design for Christmas', 'Kellogg's My Special K', 'Blog Design Experts', 'Sainsbury's Diets', 'Gastric Banding', 'Award winning fat burner', and 'Ultimate Bootcamp'.

That is as easy as it gets! Just type in the search bar and start analysing

There are also tools you can use to find blogs, here are a couple of the better options;

www.technorati.com/blogs/directory

and

www.fastblogfinder.com

The screenshot shows a search results page for 'Sports / Baseball blogs'. At the top, there are category counts: Football (1641), Basketball (747), Hockey (512), Golf (684), and Motorsport (893). A sidebar on the right contains a 'Read How' link and a 'What is authority?' section. The main content area lists four blogs. A red box highlights the authority and top 100 status for each blog:

Rank	Blog Name	URL	Recent Article	Baseball Auth	Change	Top 100
1.	MLB Rumors - MLBTradeRumors.com	http://mlbtraderumors.com/	Pujols Seeking A-Rod Money	1000	-	TOP 100 OVERALL / TOP 100 SPORTS
2.	Beyond the Box Score	http://www.beyondtheboxscore.com/	An Offseason Classic: The Silly Trade Rumor	840	-4	TOP 100 SPORTS
2.	The LoHud Yankees Blog	http://yankees.lnblogs.com	A bench option emerges	840	-3	TOP 100 SPORTS
4.	River Avenue Blues	http://riveraveblues.com/	The RAB Radio Show: December 6, 2010	839	-2	TOP 100 SPORTS

Below the table, a red box contains the following text:

Here we can see the authority of each site as a numerical amount. Below this there is other "Awards" that technorati has given such as being in the top 100 sport, or top 100 overall. These top blogs are what you want to look for!

When searching for a baseball blog I turned up this;

What you now need to do is find the relevant blogs and keep an eye on them. The easiest way to do this is through RSS feeds, doing this will allow you to see when a blog posts new content so you can get straight there to comment.

My Smart Affiliate Script Guide

The screenshot shows a TechCrunch article titled "Where are the stock markets headed?". The article text is partially visible, mentioning a report by Ken Fisher. A red box highlights the "Subscribe:" link, which includes an RSS icon. Below the article, there are three featured articles: "Google Cloud Print", "Android Map App Will Get 3D Buildings, Compass Orientation, And Offline Capabilities", and "Whoomp! There It Is... The Crunchies Awards 2010!". A main article titled "iPad 2 Coming In The 'Next 100 Days'" by John Biggs is also visible, with a red box highlighting the text "This is where you can Get the link for the RSS feed".

You should then get an RSS feeder such as Bloglines from www.bloglines.com , you then need to gather all the RSS feeds you have and input them into bloglines, this will alert you whenever a new post is added.

To do this you first need to register with bloglines.

Create an Account

Your email address is your Bloglines login. We will send you a verification message to confirm that you own this address. Your password must be at least 6 characters in length, and should not be easily guessed by others.

Email Address


Password
Must be at least 6 characters in length.



Re-type Password

Time Zone
We will adjust the dates of posting to your local time zone.

Language
Where possible, we will provide translation links for posting in other languages.

Text in the box





  **reCAPTCHA™**
stop spam.
read books.

By submitting your registration information, you indicate that you accept the [Terms of Service](#) and have read and understand the [Bloglines Privacy Policy](#), and agree to be bound by both.

This is your usual registration process, so do this and use the confirmation email that will be sent to you.
Next you can download the notifier so you get the RSS alerts.

The notifier will give a pop up like this when it is installed and you try to click an RSS feed;

Folder	TopLevel <input type="button" value="v"/>
Updated Items	<input checked="" type="radio"/> Display As New <input type="radio"/> Ignore
Display Preferences	<input checked="" type="radio"/> Default <input type="radio"/> Complete Entries <input type="radio"/> Summaries if Available <input type="radio"/> Titles
Monitored By Bloglines Notifier	<input checked="" type="checkbox"/> 
Displayed in Mobile	<input checked="" type="checkbox"/> 
Access	<input checked="" type="radio"/> Public <input type="radio"/> Private
	Private subscriptions don't show up in blogrolls and you will not be remain available to the public via Bloglines and Ask.com Blog & Fe require http authentication. In both cases, the feed and its posts w
Notes	<input type="text"/>
	<input type="button" value="Subscribe"/>

Just click subscribe and everything is done!

These early RSS alerts will allow you to get to the blog as soon as possible to post a great comment, and it is normally only the first three or four comments that are read by most people so try to make sure yours is up there.

These comments shouldn't just be "Great post" or "yeah I agree with Jeff above me", you need to give great information and feedback, this will convince others that you know what you are talking about and so they will click through your links.

Pinging

This is a great way to generate traffic, essentially pinging was used to check websites to ensure that everything was working correctly but now days it is used to communicate that your blog has been updated.

You can use various services to ping your blog to all the largest blog directories and this prompts them to re-spider your blog to upload any posts you have made to the search engines.

This is why pinging can be so important to you if you are constructing your own blog and it should be done after each post you make (unless you are doing several at a time, then after the last post should be fine).

One of the best services to use is www.pingomatic.com

Blog Name:

Blog Home Page

RSS URL (optional):

Services to Ping

Common Services (Check All)			Specialized Services
<input type="checkbox"/> Weblogs.com ↗	<input type="checkbox"/> Blo.gs ↗	<input type="checkbox"/> Feed Burner ↗	<input type="checkbox"/> Audio.Weblogs ↗
<input type="checkbox"/> Syndic8 ↗	<input type="checkbox"/> NewsGator ↗	<input type="checkbox"/> My Yahoo! ↗	<input type="checkbox"/> RubHub ↗
<input type="checkbox"/> PubSub.com ↗	<input type="checkbox"/> Blogdigger ↗	<input type="checkbox"/> BlogStreet ↗	<input type="checkbox"/> GeoURL ↗
<input type="checkbox"/> Moreover ↗	<input type="checkbox"/> Weblogalot ↗	<input type="checkbox"/> Icerocket ↗	<input type="checkbox"/> A2B GeoLocation ↗
<input type="checkbox"/> News Is Free ↗	<input type="checkbox"/> Topic Exchange ↗	<input type="checkbox"/> Google Blog Search ↗	<input type="checkbox"/> BlogShares ↗
<input type="checkbox"/> Spinn3r ↗	<input type="checkbox"/> PostRank ↗	<input type="checkbox"/> SkyGrid ↗	
<input type="checkbox"/> Collecta ↗	<input type="checkbox"/> Superfeedr ↗		

As you can see from the screen shot, ping-o-matic has a very simple layout and is simple to follow, all you need to do is fill in the top two (or three) slots with your blog information, select the "Check all" option and then ping your blog out to all the directories.

It is a very simple way of letting the search engines know that you have information they want. All you need to do is give them good information and it will put you in a greater standing for high page ranks.

[Www.Pingoat.com](http://www.Pingoat.com) is a very similar service, lets take a look at it;

Get started!

Blog name

Blog url

XML feed (optional)

(Click category title to Select all :-)

General

- | | | |
|--|--|--|
| <input type="checkbox"/> technorati.com | <input type="checkbox"/> icerocket.com | <input type="checkbox"/> weblogs.com |
| <input type="checkbox"/> newsgator.com | <input type="checkbox"/> blo.gs | <input type="checkbox"/> feedburner.com |
| <input type="checkbox"/> blogstreet.com | <input type="checkbox"/> my.yahoo.com | <input type="checkbox"/> moreover.com |
| <input type="checkbox"/> newsisfree.com | <input type="checkbox"/> syndic8.com | <input type="checkbox"/> feedster.com |
| <input type="checkbox"/> weblogs.se | <input type="checkbox"/> topicexchange.com | <input type="checkbox"/> blogdigger.com |
| <input type="checkbox"/> blogmatcher.com | <input type="checkbox"/> pubsub.com | <input type="checkbox"/> coreblog.org |
| <input type="checkbox"/> blogpeople.net | <input type="checkbox"/> bulkfeeds.net | <input type="checkbox"/> blogrolling.com |
| <input type="checkbox"/> catapings.com | <input type="checkbox"/> effbot.org | <input type="checkbox"/> focuslook.com |
| <input type="checkbox"/> holycowdude.com | <input type="checkbox"/> octora.com | |

Non English services

- | | | |
|--|--|--|
| <input type="checkbox"/> veneblogs.com | <input type="checkbox"/> bitacoles.net | <input type="checkbox"/> bitacoras.net |
| <input type="checkbox"/> bitacoras.com | <input type="checkbox"/> technorati.jp | <input type="checkbox"/> bakeinu.jp |
| <input type="checkbox"/> blogdb.jp | <input type="checkbox"/> blog-search.net | <input type="checkbox"/> blogmura.jp |
| <input type="checkbox"/> cocolog-nifty.com | <input type="checkbox"/> bloggers.jp | <input type="checkbox"/> blogoon.net |
| <input type="checkbox"/> blogstyle.in | <input type="checkbox"/> amagle.com | <input type="checkbox"/> gpost.info |

The two sites are almost identical and it only takes a few seconds to use the two so it is always good to try and build authority from more than one position.

I think there are even word press plugins that will ping posts automatically so it is something to look into.

Blog Directories

Blog directories are where people look to find blogs related to their niches, so for this reason they are somewhere that you want to get your blog!

You want to try and get your blog registered in all the major directories so that you can ping them and get all the traffic that comes to them.

To find them then just simply Google it!

The screenshot shows a Google search for "blog directory" with approximately 84,900,000 results. A red callout box is overlaid on the search results, containing the text: "It takes two seconds to do a quick search (Well 0.27 to be exact..) The results speak for Themselves, four of the best directories for you to submit your blog to!". The search results are listed on the right side of the page, with a red box highlighting the first four results:

- Free Blog Promotion**
Submit your **blog** to Zimbio to get more readers.
www.zimbio.com
- Blog Directory Submission**
Submit your **blog** to HotVsNot today Get more **blog** traffic and readers!
www.hotvsnot.com/AddUrl/
- Blog Catalog / The best blogs of all time**
Sites are listed by category and can also be searched. Five are selected as top weblogs, along with a spotlight weblog.
Signup - Browse Blogs - Login - Discussions
www.blogcatalog.com/ - Cached - Similar
- Blog Directory | Submit Blogs | Promote Blogs | Free Option ...**
Submit your blog and rate the listed blogs in the leading **blog** directory of blogs from various walks of life. Blog Hints is one of the best blog directories ...
www.bloghints.com/ - Cached - Similar

Other visible search results include:

- Blog Directory**
Search **Blog** Directory and browse categorised blogs.
www.blogdirectory.org.uk/ - Cached - Similar
- Marshall Ward Catalogue**
Online Catalogue Full Of Products
Next Day Delivery Available.
www.marshallward.co.uk
- Blog Directory**
Find Quality and Established **blogs** in the BOTW **Blog** Directory.
BLOGS.BOTW.org
- Submit your blog**
100% free
to the British **blog** directory
www.britaine.co.uk
- Search Engine & Directory**
Free **Directory** Listing -5 Web Pages
Add URLs & Subpages - Only \$19.95
www.Clush.com

These directories are great to register with, whilst some will register your blog when your ping it, some require you to register first to get the effect of later pings.

You can use these directories to judge how well the public will respond to your blog by searching for related ones and looking at the comments. If they are positive you know you are safe and if they are negative you will know what to change about your blog to ensure it gets a positive response.

Try a Different Take

Video blogging is a great alternative to your usual typed blog, this method will help you to create more of a connection with your listeners.

I would recommend this option for people that are more confident with speaking than writing, or if equally so then video blogging is always a more effective option.

You need to be engaging, interesting and being funny is also often looked upon well.

Doing a video blog is similar to a podcast but with the visual element, and you also do not often need to download the video because you can embed them in the blog pages to stream them automatically.

No matter what your niche, video blogging can be a viable option for you. It is proven to work well and can build a much tighter following because of the intimate personal aspect.

It is also very easy to sneak website links into your videos, you can have it superimposed on the video in one of the corners, or appearing before and after the video for maximum exposure.

You can link these video blogs to social media sites like facebook and myspace.

Keeping the fun in your blog will help you to keep the attention of those watching your blog! This is an essential factor that you should always try to keep in. It does not need to be false or rehearsed, but if something funny happens when you are making the video then keep it in, people may respond better to it.

The main highlights of video blogging are the intimate aspect of it, people can see your face, hear your voice, these always build up a relationship with a person.

And as we know a trusting relationship makes people more likely to subscribe to your list, buy your products and promote your products!

Social Bookmarking

This is a very strong social trend at the moment, and also does seem to do well with the search engines.

If you do not know what it is, let me go over it briefly. Social bookmarking is similar to bookmarking a page you like, except it bookmarks it socially to a community.

This allows the bookmark to be promoted and gain traffic. It works by you writing two or three "hook" lines about the link and then they click on the bookmark as a site like www.digg.com to find the full story.

The screenshot shows the Digg website interface. At the top, there's a navigation bar with 'My News', 'Top News', and 'Upcoming' tabs. A search bar is on the right. Below the navigation, there are filters for 'Most Recent', 'Top in 24 Hours', '7 Days', and '30 Days'. A 'Submit a link' button and a 'Digg it ↑' button are also visible. The main content area is titled 'Top News' and features a list of stories. A red box highlights the top three stories:

- 76** [What Makes Gamers Keep Gaming?](#) by physorg.com — Creating Wikipedia has so far taken about 100 million hours of work, while people spend twice that many hours playing World of Warcraft in a single... 5 min ago
- 131** [When you're serious about entertainment, every detail counts.](#) by youtube.com — Watch Conan O'Brien master the art of glass blowing to create the best entertainment experience. Sponsored by American Express
- 86** [Angry Birds dominates apps of the year list](#) by telegraph.co.uk — Apple has released details of the most popular apps, albums and movies sold through the iTunes store in 2010. Angry Birds, the hugely popular

Other stories visible include 'Anonymous' Operation Payback IR Operator Arrested' and 'SPACE.com -- Wheel of Cheese Launched Into Space On Private Spacecraft'. A 'Hot Stories on Digg' section is also present on the right side of the page.

These top stories are social bookmarks, can you see how they give you an overview of a Story? When you click on them you get all the information.

These bookmarks can be ranked, and in the case of digg.com they get "digged", this allows them to get ranked for various time frames and categories.

Social bookmarking is a highly used strategy because it is so easy to leverage, after posting an article, blog post, video or anything you can bookmark it for a quick burst of traffic to it.

This is good because it can allow you to build up quick views on what ever you have bookmarked and this can be seen as the bookmark being popular, perhaps getting put on the front page of the site because of this.

A couple of things to remember is that you should post interesting, and really high quality content, make sure it stands out from most of the stuff on the social bookmarking site. Then make sure your bookmark does it justice, it needs to be catchy and draw people in if it wants to make any traffic.

Automated Software

If you are new to SEO , you might feel tempted to employ the automated forms for submitting your blog or website at the different social bookmarking websites. Through the process of automation you would be able to finish your work swiftly and effortlessly. Many websites and software are in vogue and these enable a webmaster to instantly post his articles to multiple bookmarking sites instantly. Conversely, manual submission is laborious and time-consuming. In spite of all these pitfalls there are certain distinct advantages that manual submission has and that can make the crucial difference between success and failure.

In manual submission you can be assured that the articles have been submitted properly. It has been found that many companies providing automated submission services are dubious and

incompetent. They are simply not able to submit your articles correctly. Hence, you should take the tougher path and submit manually by hand. You must keep in mind that in no way should your submissions be banned from the bookmarking sites.

Nowadays the tracking tools of the various social bookmarking sites have become very advanced and they are able to spot if any article or blog is posted manually. Those sites might bar your domain if they find any automated submission to take place. The sites also have tools that allow viewers to vote down the content of any website if they find it to be of inferior quality.

If there are many negative votes for your site then it might be pushed into oblivion forever. So the quality of content posted is very important. In order to ensure that people are able to appreciate your work you can also do directory submission. Getting quality inward links is very important to get a high Page rank. To empower their link-building campaigns, webmasters do directory submission regularly. Hence, to gain maximum benefits from SEO explore all possible opportunities including social bookmarking and directory submission.

Affiliate Automated links

This is one of the best forms of link building, and is in fact a combination of all the methods, essentially you need to make a product and then get affiliates for it. The affiliates then do all the link building for you!

You can then direct the links through the product to whatever else you want, so in our case the viral site.

Creating a Product

You should create a product in the same niche as the automated website. This sounds scary but is very easy to do and will only take you a few hours.

You need to find an eBook or PLR that is similar to what you are looking for. You then need to rewrite the eBook so that you have an information backbone. You can then research articles to find additional info to flesh the product out with.

Get some eBook cover graphics, and a header and there you have a product whipped up in a couple of hours. It is that easy!

your own work, once again adding your own spin on it and making sure you do not have conflicting or repeated information.

There you go, all you need to do then is maybe get some graphics (at least an eBook cover and header) these are widely available for about \$10-20. Add some screenshots where applicable and use tools to highlight relevant areas, arrows, boxes etc.

Find a cool name, convert it to a .pdf file (you can do all of this with Open Office) and get ready to give it away to your list for tonnes of subscribers.

You can throw this in with related PLR material, or related products from anyone you joint venture with.

Creating a Squeeze Page

Now we have familiarised ourselves with lists, know what sort of opt-in we want to use and have a hook to get people to join our list, we need a page to squeeze visitors to our list opt in.

For the most effective boom of subscribers you want to direct the squeeze page solely at the free product that they will get if they just simply give you their email address.

Make sure you get across that you have become successful just by implementing the system you are about to show them, and that if they only give you their email address you will be able to give them

“exclusive access to the members area so they can get this ground breaking course” etc. etc.

You need to know your audience when you are selling, for internet marketers tell them how much they can build their list by in how

few days, or how much they can make in how little time, all internet marketers are looking for is a "get rich button", so try to offer them as close to that as you can without being false. If you have relevant proof then use it use it use it!

Make sure that you go into detail about the course, there is an extent you can go to bigging up a course without saying what it is specifically about, but this leads to more complaints (which you are partly countering by making the course free).

Talk about each module of the course they will get, but make sure you are vague enough that you do not give too much away.

E.g.

- I will tell you the exact plan I used to make over \$1,450 a day
- I will tell you where to go to generate 1000 leads a day

You are telling them what the course teaches them, but not HOW.

Have a catchy headline, a quality guarantee, testimonials and comments, anything that helps to put your product in a more positive light.

Hopefully if you have been using the viral ready features for your squeeze page then you should already have some good comments!



Just for Clarity this is a squeeze page, it offers a freebie and has sales copy above the opt in.

There are a couple of tips and tricks you can also use are arrows, these help to draw the eye to your opt in box.

This works very effectively to draw attention to your opt in box and create a sense of urgency. Though make sure you mention what they will be getting for opting in!

You also need to think about your chain of events, if you send them an email containing their freebie when they subscribe you break the chain because they need to go to their email inbox to get the item, where as if you use a single opt in, and then host the freebie on the next page you can deliver it straight to them. Combining this with an offer that they have to buy will help carry the momentum and make the prospect much more likely buy from you.

Your need to consider what information you ask for in your opt in box, there are ups and downs to asking for a name. For example if

you do not ask for names you will generally get a conversions boost which can be quite significant, but you also get a conversion boost if you use their name in the title of your email you send.

Think about what your submit buttons say, if you use words like subscribe you will get lower conversions then if you have your own button made that says for example "Click here for your FREE access" or "Next Step".

It will help you to get more conversions as it will take the leads attention away from becoming part of a list and more towards getting a freebie.

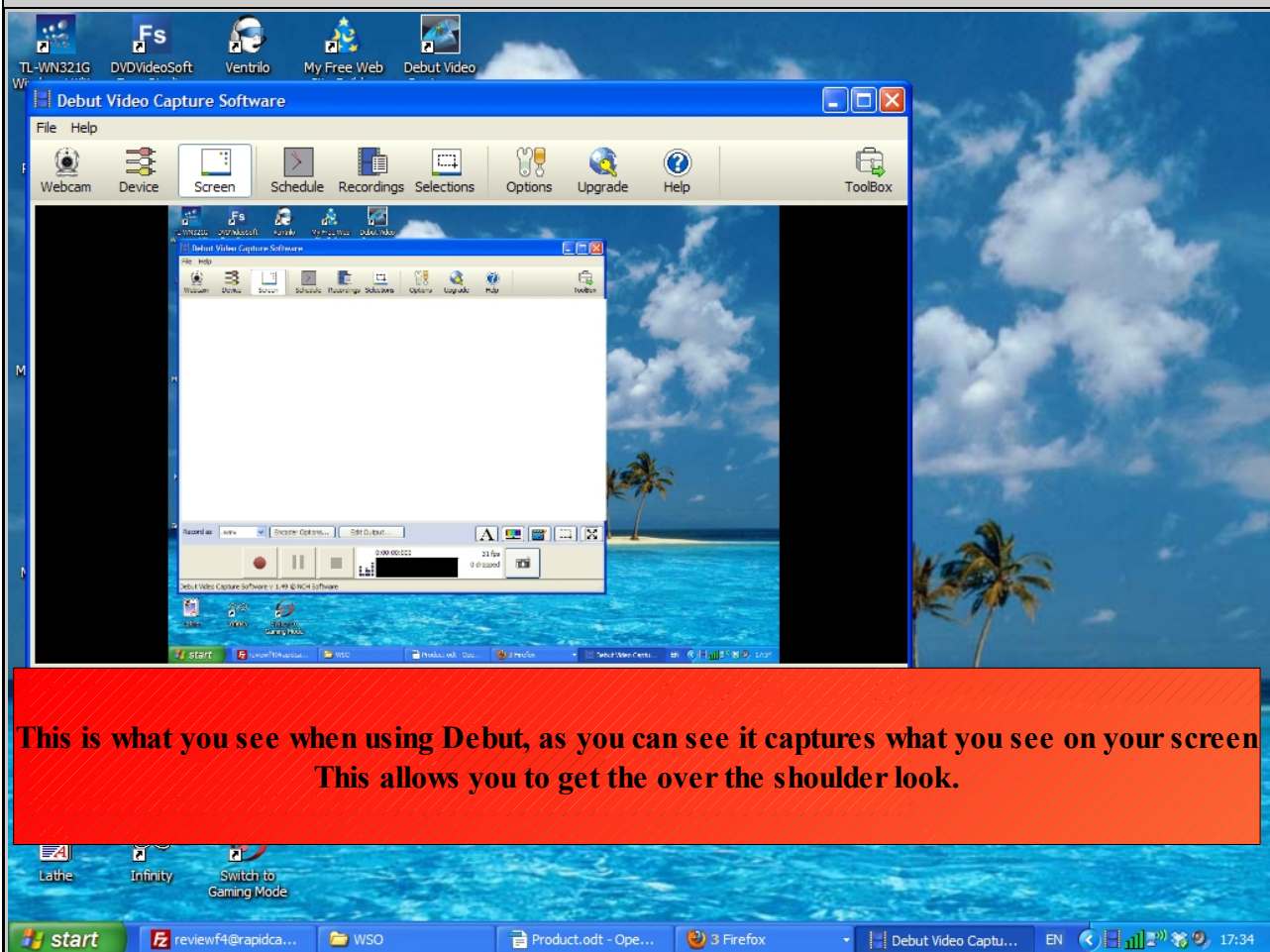
Okay, so now you have your squeeze page setup you need to get some traffic to it, now this can be done through any of the methods we have mentioned or will mention later, so there is no point repeating anything. Essentially we will work on getting traffic to the squeeze page, this will convert into subscribers, and they will later be converted into affiliates.

What you can do is upload your product to somewhere like www.scribd.com then you can link that to a picture on your affiliate page as a freebie for joining the list (Like we looked at in the How to use the script section)

Affiliates

So when we have built up a sizable list we need to start thinking about turning some of the list we have into affiliates, and to have affiliates you need something being sold. So we can go back over the product creation method to make sure we have something they are going to want to sell.

Now we could create another eBook like before, but i think it is best to do a video as well, this adds a false sense of value, where as video is not really any more difficult to setup then eBooks. All you need is a software like Debut or Camtasia, so look them up on Google and you can start getting into recording.



This is what you see when using Debut, as you can see it captures what you see on your screen
This allows you to get the over the shoulder look.

The system is very similar to eBook creation, you will want to find PLR and articles etc. Take the useful information and put it into a logical order.

Then the only difference with video is that you do not need to type all the eBook up neatly, you can just use the notes to go to various websites and work through the processes you have covered. Using one of the screen capture programs i mentioned earlier you can make sure your clients get an "over the shoulder" point of view.

You can then upload these videos to youtube and then put the embed html code into your webpages. This then means your videos will be on your website.

Then you can use a program like \$7 Secrets Script for a cheap affiliate program and place that at the top of your video page. Then give your affiliates a good commission, and you are ready to go.

For a commission i would recommend 75-100%, it does not matter if you do not make any money having affiliates selling this, because you will be building a list as they sell for you, and this list should be worth about \$1 per person per month to you.

So think how well you will be doing with a list of 10,000 or 100,000 people!

Auto-responder Series

This is the series of emails you will want to send out from the start of the time your prospects get your freebie to becoming an affiliate for you.

So your first list needs to be people that have not bought your product. This will start when people subscribe to your list in exchange for the freebie.

This will run something like this

Email 1

Day 2

Hey there,

First i would like to say thank you for downloading [My Course Name]. I hope you are enjoying it!

Well whilst reviewing the course I have learn't some new tricks and tips, I though whilst you are working through [My Course Name] I would give you some extra info!

XX
XX
XXXXXXXXXXXXInformation about niche XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
XX
XX

Also whilst i have your attention what do you think of a possibility of me doing a new course to expand on [My Course Name]? Is that something that interests you?

Send me your thoughts at [yourname@yoursite.com]

Kind Regards,
[Your Name]

P.S Remeber to keep motivated and TAKE ACTION!

Email 2

Day 4

Hello Again,

How are you finding [My Course Name]?

I Hope that my last message helped you, and here i have another little nugget of advice.

I have recently had an interview with [Related Niche] Expert, [Their Name]. And they have given me some great insites into [Related Niche].

XX
XX
xxxxxxInformation about niche or Interview Videoxxxxxxx
XX
XX

This guy/lady really seems to know what they are talking about, i will be sure to stay in touch and make sure i can get some more top quality information for you!

If you enjoyed the interview with [Their Name] then drop me an email at [yourname@yoursite.com]

Kind Regards,
[Your Name]

P.S. Have you started to implement [My Course Name]? If not stop slacking! And get [Making money/Loosing weight etc.]

Email 3

Day 6

Hello Friend,

Did you take me up on starting to implement the course?

Whilst talking to many of the people that have been using it a lot of them are getting some pretty good result!

So much so that i have agreed to help them out more by starting on a new more advanced course, I have spent the last couple of days searching for any extra information I can to make it extra special.

On a related note, here is a gem of information I have found just this morning whilst researching, take a look.

XX
XX
xxxxxxxInformation about niche xxxxxxxxxxxxxxxxxxxxxxxxxxxx
XX
XX

I will keep you updated on the progress of the new course and of any new tricks i find on the way, if you have any questions or want a hand then email me at [yourname@yoursite.com]

Kind Regards,
[Your Name]

P.S. Have you managed to get the course setup yet? If so you should soon join the growing pool of people to start [Profiting/Loosing weight/Loosing fungal foot infection]!

Email 5

Day 10

Hello Friend

Its done!! Very excited to announce that [New Product Name] is finished and i have set it up for any of you to purchase.

And not only that, i have for a very limited amount of time put it for sale, just for you and the others that bought [My Product Name] at 80% less then what the general public will get it for in a week or so.

Here is the link, check it out;

[Link to specially designed squeeze page aimed at list]

And do not fear, you will find the new tips i have shared with you recently, as well as much much more in this, from initial review testing with some of you we have got a very positive feedback (Some have even made implemented it already and started [making money/loosing weight])

I hope you take the time to have a look at [New Product Name] it is truely something special, and as always , feel free to send any questions to me at [yourname@yoursite.com]

Kind Regards,
[Your Name]

P.S. Try [New Product Name] Out, it is very comprehensive if i do say so myself!

Next we need a new auto-responder series to send to anyone that buys the product.

Email 1B

Day 2

Hey There,

Well i am glad to see that you decided to buy [New Product Name] I just know that you will enjoy it, i am currently working on an affiliate program for it.

This is where i will pay you a commission of any sales you make through your affiliate link, so if you like the course what better way to make money then selling it!

If you have anything you would like me to include in an affiliate area please give me a message at [yourname@yoursite.com]

Kind Regards,
[Your Name]

P.S. Get working on [New Product Name] and take action!

As you can see these will start to follow the same route and general pattern as the first autoresponder series, except you replace the freebie with your course, and you new product with the affiliate program.

Email 1B

Day 4

Hey There,

It is finished, I have got an affiliate area up and running, there are a large amount of tools that you can use to help you promote [New Product Name].

I have set up [Banners/An Auto-responder series/Am Affiliate forum/OTO's/Upsells/Downsells/Membership plans] for you to make use of and profit from.

And even better you can get a 80% commission on any you sell, that means you make 4x the amount per sale that i do!

Here is the link to the affiliate area [Link]

If you have anything you would like me to include in an affiliate area please give me a message at [yourname@yoursite.com]

Kind Regards,
[Your Name]

P.S. You have bought the product, now sell it! Get pulling in some great extra cash for your effort!

As you can see this is just a basic outline for what you can attempt but it is a very good plan for an affiliate system.

When you have affiliates they will have to promote their links that point to your website, this will skyrocket your page rank and thus your traffic.

Keep your affiliates motivated

Maintaining affiliate programs with our software is easy but when it comes to finding the right affiliates and selling your products you might feel a little uncomfortable. If your business relies solely upon the performance of your affiliates then you must be able to provide them with the right resources and tools so that they are able to complete the job successfully.

When you have already setup your affiliate program to promote your services, then you must know that a lot of people who join your program have never heard about it. You can remain in touch with the affiliates that are productive by maintaining a regular contact with them.

Keep them informed about their username and passwords; send them emails to check their stats or new ways of promoting the products regularly. Always remind them about any changes in the policy or services that you offer.

You must always make sure that you stay in touch with your quality sellers. Pay attention to any of their queries and provide them with resources or information for marketing your products.

This will help them stay motivated and work more harder.

The fact behind most affiliates not performing well is that they do not get a good guidance to go in the right direction. You should try to offer them with a marketing course with no charge and you could even sell it to the non-affiliates.

You must regularly provide new pieces of strategic techniques to your affiliates to encourage them. Just throwing them with a simple text link and a banner will not create any kind of enthusiasm at all.

You should offer them with good banners, ads, reviews and something more creative which they could use for further promotion. You must always make sure that your affiliates are aware about the materials that you provide them with.

You should try to have virtual meeting with the affiliates. Build chat rooms so that your affiliates could have weekly virtual meetings. You must answer whatever the questions affiliates ask and have good speakers who could handle the task successfully.

Giving credits to the deserving affiliates is also an important factor. You must reward the best performers each month with a small bonus. You can also setup a payment structure for those with higher volumes of sales.

You should ensure that your affiliates are able to generate more sales and make money from your program. As if they are earning a good income - then you are making a better income.

How to turn that motivation into selling power!

When you've invested your time, money and effort creating a brand new product and you're ready to unleash it online, you really need to know that your affiliates and JV Partners are equipped to promote your product effectively. There is nothing worse for an affiliate marketer than trying to sell something you don't understand, don't see the benefits of and can't answer questions about.

You see, to effectively promote a product to their list or through an affiliate site, affiliate marketers need to be able to thoroughly discuss it, explain how and why it works, and highlight the benefits to the potential buyer. They need to understand your product, see how it can solve a problem or meet the needs of their subscribers and most importantly be able to answer any questions that may arise.

As the product owner, with a reputation to protect and a product to sell, you need to avoid leaving your affiliates guessing about the important details. Moreover, you have to avoid affiliates and JV partners making inaccurate claims that could affect your return rates.

Affiliate Training Tip #1 - Access To Your Product

Where possible, it is highly beneficial to give your affiliates and JV partners access to your product or at least partial access. While it is natural for you to feel that giving copies of your product away for free is counter-productive in making money, a limited number of free copies today can generate more sales tomorrow.

A good example of this might be if your product is an informational

product, such as an ebook or report. If possible, give your affiliates a full copy to work with, but if you would rather not release the full version, you could give your affiliates access to important extracts via your affiliate control center or affiliate blog.

Affiliate Training Tip #2 - Training Videos

Perhaps it is not possible to provide a copy of your product, for example, if your product is a WordPress plugin or a piece of software. In these circumstances, you should provide a sequence of training videos, showing the product in action and how it is used. Again, having an affiliate control centre and exclusive affiliate blog as part of your affiliate program enables you to share videos and other training materials with your affiliates.

Affiliate Training Tip #3 - Keep Communication Lines Open

This is arguably the most important element in training your affiliates to promote and sell your product. Affiliate manager to the Internet Marketing elite, Andy Hussong, argued in his JV Attraction Formula Masterclass Webinar series that providing affiliates with the ability to contact you any time, to ask questions and to seek information is vital. Andy suggests including as many communication options in your affiliate welcome email as possible and also add contact options in your affiliate control center.

Affiliate Training Tip #4 - Detail The Key Benefits & Target Market

Never assume that your affiliates will automatically pick out the important details or leave them to guess. Use your blog to make key product details, key benefits and your target market explicitly clear. Many affiliates are promoting a number of products at any one time making it easy to totally miss the point or misinterpret the details. Aim to do everything you can to avoid any

misunderstandings as they can be extremely costly in the long term.

Affiliate Training Tip #5 - Pre-Launch Webinar

Think about it, not only is it an opportunity to give your marching soldiers a solid recap, it also allows you to build a relationship with them and answer their questions ahead of the launch.

These are great for motivation, they build up confidence and help to get your point across. It will help you to build trust between your affiliates and get across information in a more personal way.

Forum Marketing

Forums can be an amazing place to go if you are looking find people interested in your niche. In a dog walking enthusiasts forum, you will find dog walking enthusiasts, so if that is the niche of your list then what better place to look for subscribers.

To start off you will want to locate a relevant forum, we can start by looking at www.big-boards.com for a massive directory of forums.

The screenshot shows the Big Boards website interface. At the top is the logo "Big Boards" with a person icon. Below the logo is a search bar and a "Message Boards Search" section. A banner for "GETTING BRITISH BUSINESS ONLINE" is visible. The main content area is titled "Forum Directory" and lists various categories like Computers, Entertainment, Games, Recreation, Society, and Sports. A "Rankings" section is highlighted with a red box, showing a table of top forums. To the right, there are sections for "Board of the week", "Fastest growing", "Latest additions", "Popular categories", and "Free statistics".

Rank	Board name and description	Posts	Members
1	Gaia Online Anime roleplaying community	1869219643	23640697
2	4chan Japanese culture message board	630638512	66194
3	d2jsp	337624724	609510

You can use the Big Boards directory to find new forums and add them to your growing list, then for each forum you will want to register and start building a reputation there.

Start posting often at the higher traffic forums to gain credibility and to build up your post count.

When you have a high enough post count to use a signature then put your website url in it and keep on posting good quality content.

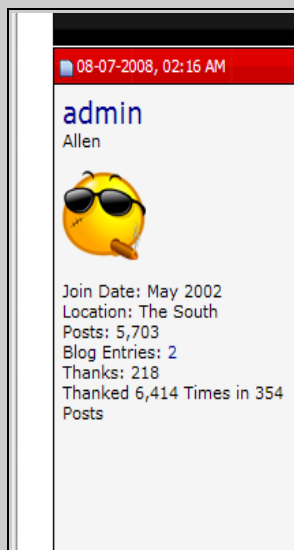
It does take a while to get into but once you have got the hang of it you can drive ultra targeted traffic from these forums to your website.

There is a certain way you should go about acting on a forum, you need to always keep your cool and since it is the internet there is no reason why you cannot.

If someone is giving you a hard time you have plenty of time to judge a reaction and think of what the consequences of this may be.


In such a social place as a forum you are always under the scrutiny of others. But if you act correctly, provide good information and also establish yourself as an important member of the community, the rewards are massive.

So in light of this you cannot just barge into a forum and expect a load of people to join your list, forums are a social place so you need to build up at least a little reputation first.



08-07-2008, 02:16 AM

admin
Allen



Join Date: May 2002
Location: The South
Posts: 5,703
Blog Entries: 2
Thanks: 218
Thanked 6,414 Times in 354 Posts

**Here you can see an example of reputation
From the Warrior forums (Internet
Marketing), the amount of posts
And in this case thanks are all used
To give people an idea of how well you
Are known in the community**


Look in the question and answers sections, look to help people and do not just copy the answer of the people before you. Give a long structured and most importantly, a helpful answer. Doing this will help people to view you as an authority, and begin to trust your word. Continue doing this and before you know it you will have people emailing you to ask about the niche.

You should start threads and conversations that help people, if you see a lot of threads asking the same question then make one to answer these.

All this time you can put a link in your signature back to your squeeze page, and as people begin to see you as someone in the know they will start to go to your squeeze page and try your free course. This leads to the affiliate traffic generation we were talking about.

>> Hire A Copywriter With **High Profile** References <<

>> I Train World Class Copywriters Through
The Best **Copywriting Course** Ever Created << - 61 Copies Sold In The First Week - No Affiliates.

 [QUOTE](#) [MULTIQUOTE](#) [QUICK REPLY](#) [THANKS](#)

This is just an example of a signature, showing you that you can direct people to Various pages, this works best if you are thought of as an authority in the niche

You can also cut out the middle man here and put a link to your viral affiliate page, this allows people to get promoting straight away, and even though it means they skip the buying step, it does not matter because they will be convincing others to buy.

As soon as you learn that forums are the most targeted places to look for traffic you will stumble across the sheer value of them. There are the kind of traffic you want, these are the people you want in your list and these are the people you want promoting for you.

As you build reputation you can begin to post your products on the forums, whether that is the free reports, the paid video courses, or others you decide to make.

This will once again reinforce the fact that you know what you are on about, it is these small actions that help to build you up into a subject expert.

And what if you do not know enough about a niche? Simple, just read/watch other peoples material. Take in their knowledge, integrate it into your own and go from there. Simple!

Testimonial Writing

This can be a very good source of quality back links, i for one have had many people message me about products that i have left testimonials for.

I have used the forum marketing to lead into this as the two can be linked very closely. You can often on forums ask people for a free copy of a product they are selling, in exchange for you reviewing it.

Now you should always post private messages to request review copies as it can seem cheap and spammy if you just start asking for a free copy on their thread.

Now there is the bonus to you that for one you get a product for free, but secondly you can integrate your link into the testimonial.

On the other hand if you have just bought a product you can also just message the owner regarding a testimonial to get your link out there.

You can either write a testimonial or do a video one, the video option often gives a more authoritative appearance because it seems more effort then just writing a testimonial.

It may also be easier to integrate your link into a video as you can put a watermark of your URL in the video, as well as the url appearing at the start and the end of the video.

This can be combined with putting a link after the video saying "this testimonial was submitted by [your name] at yoursite.com.

In both cases you should ensure that your testimonials are enthusiastic, and to the point. You want to seem fair and

balanced, but you also want the person that owns the product to put the testimonial in a good position.

You can try the old interview technique of reverse negatives, so after you have gone over the positives you mention the negatives, but these are actually positive for example;

"The only problem with this product is that there is too much of it! There is far too much value for money and i feel like i am stealing by getting it for \$X !, it could easily be divided into four modules and each one being sold for four times this amount"

Doing this regularly can get you recognised and it will cause people to approach you to ask for you to review their products, they may even offer to pay you for a review. This is just one of those many situations where you will profit long term from putting 100% effort into what you do. People pick up on this and it makes an impression on them.

Joint Venture Marketing

Joint Venture Marketing (JV Marketing) is where you decide to enlist the help of another for various aspects of your marketing.

There are various ways in which this can be done, most, but not all of these require a mailing list.

Now i will take the time to go over some of the major JV methods.

The screenshot shows a web browser window displaying the Warrior Forum website. The browser's address bar shows 'http://www.warriorforum.com/'. The page content is a list of forum categories and threads. The 'Warrior Joint Ventures' thread is highlighted with a red box. The table below represents the data visible in the screenshot.

Category	Thread Title	Author	Views	Replies
Programming Talk (70 Viewing)	Search bar Help!	by sulmaanislam	3,854	22,307
Website Design (109 Viewing)	Cloning a website	by asim566	6,278	40,861
TEST FORUM (13 Viewing)	testsigg	by mblount	3,428	7,578
The Plug-In Profit Site Forum				
Plug-In Profit Site Support Forum (23 Viewing)	Making Money with Pips	by Patrician	1,783	23,037
Joint Ventures, Articles, eBooks...etc				
Make Money Online (3 Viewing)	FREE Make Money Online eBook...	by davidthomas35	1,394	15,985
Warrior Reciprocal Links - Buy - Sell - Swap! (13 Viewing)	Submit UNLIMITED Articles To...	by yanivkalfa	3,677	14,699
Warrior Joint Ventures (24 Viewing)	1000 Clicks Guarantee + Solo...	by PRsbest17	5,795	25,429
The Chat Room				
The Off Topic Forum (100 Viewing)	Worlds hottest Chili	by HeySal	11,124	132,355

This is the Warrior Forum Joint Ventures Section, a vital part of any online marketers arsenal.

Starting a joint venture to make your business more successful isn't hard. Finding the most suitable partner when you are starting a joint venture can be the most difficult part. Using another company's resources, mailing lists and capital can offer advantages to you, but you must sell a joint venture partner on the advantages they will gain, as well.

Finding a company who has a complimentary product or service can propel both companies to success. You don't always have to have a product because you can own exclusive rights to sell one. You don't always need to have an email or mailing list because you can buy those. You don't always need to have start-up capital because there are investors willing to put up the money for good ideas and products.

When you are starting a joint venture, you need to give some thought to the most complimentary partner. It should be a strategic alliance partner that brings something to the table that you need and you should be able to offer them something in return. Starting a strategic alliance is the easiest when you are able to sell yourself and what you have to offer to a potential joint venture partner. From there, you need a blueprint of how you plan to structure the joint venture and split the profits or share the expenses.

Once you have an idea of potential business partners, you need to approach them with a business plan that spells out how you envision the transaction. Starting a strategic alliance means that both partners will have input that involves the advantages for making more profit to each of them. Your negotiating and communicating skills should be good in order to make a convincing sales pitch for what you are bringing to the joint venture. Just keep in mind that starting a joint venture is considered one of the leading business marketing tools for the future.

Combining resources with larger and more successful companies can be especially helpful when starting a business relationship. If you can show them how they can share their email lists and advertising resources or technology to make you both more money, it won't be that hard to convince most people. Your salesmanship, knowledge, action and desire go a long way in starting a strategic alliance with another successful business, but it is much easier than going it on your own.

Keep in mind that starting a joint venture is based on the principle of small hinges can move large doors. The more leverage you have, the more profits both businesses will make in a strategic alliance. Even if your partner is another start-up company, you can combine resources to make more money and lower expenses. Other than finding the right partner, it is just a matter of agreeing on the joint venture structure and putting it on paper.

Be sure you have chosen the correct business partner because a bad choice can hurt your company. Once you have sold the idea, negotiated the terms and documented the agreement that is all there is to starting a joint venture partnership besides making the massive profits.

Paid Ads

Paid ads are where either you as the marketer with the larger list, or another person decided to let someone send an email out to their list.

The obvious advantages of this are either that you make money just from sending an email out or you can email a large list and potentially get a lot of subscribers without

needing a large list yourself.

Now there are risks involved with this, if you are selling paid ads you need to make sure you check over the email before you accept payment, the last thing you want to do is get the money and then take a look at a horrible spam filled email, tell them you will not send it and then have to mess around with refunds etc.

It only takes one spammy rubbish email to kill the trust that a list has in you, even if you are saying that the email is on behalf of someone else you will still be in the minds of those in your list. Doing this will lead you to loose a connection with your list, you will just want to build numbers instead building how responsive your list is.

It is find having a list of 50,000 , and if you are just looking to build a list as soon as possible to sell with a website or something then that is to your disgression, but if you are hoping to make profit with this you may find that lists of 5,000 are outperforming yours.

This is also applicable to selling ad swaps, if you advertise a huge list and people do not get much results from it you will not get good feedback, this can be very destructive in a social environment such as a forum.

My Smart Affiliate Script Guide

Offer Title	Author	Date	Replies	Views
1000 Clicks Guarantee + Solo Ads Available	Ivancho	12-06-2010 08:35 PM by PRsbest17	28	285
I Want To Promote Your INSTANT Commission Health Products	JamesPenn	12-06-2010 08:04 PM by Duccorleone	2	99
Major Relaunch: 2,000+ FREE Youtube Videos For My Clickbank Affiliates - Check it out	Chris Kent	12-06-2010 07:53 PM by luboff	6	542
booking adswaps / solo ads 8K list	secrets2010	12-06-2010 07:41 PM by msalston	22	283
Limited Solo Ads Ad Swaps - 300 Clicks Guaranteed		12-06-2010 07:32 PM by msalston	10	129
Free software for your IM list	Reilly472	12-06-2010 06:01 PM by Reilly472	0	13
Send Your Ad To A 4k Buyers List (1 2)		12-06-2010 05:45 PM by thegabrieljibril	66	1,654
IM List Swaps - Any Size Up to 10k - Quality Swaps Only!	E. Brian Rose	12-06-2010 05:12 PM by Reilly472	1	12
Looking for Thank You Page Cross Sell Partners	PPC-Coach	12-06-2010 04:03 PM by Oleg Kolomatskiy	2	27
Adswap (Self Improvement List)	alvinhuang	12-06-2010 03:31 PM by StephanieMojica	1	14
Looking for affiliate, dropship partners - silver, gold, diamond jewelry	Igor Pauer	12-06-2010 02:17 PM by Igor Pauer	2	47
I am looking for a few marketers in the Internet marketing niche to swap Autoresponder messages!	entrepreneurjay	12-06-2010 02:01 PM Replies: 3, Views: 96	3	96
Forex/Stocks/Options Cross Swaps	imakemoney	12-06-2010 01:43 PM by PS_Alex	5	103

Just to get the point across you can see just from the first page of the JV forum
There is four offers for Paid Ads, this is powerful stuff!

Ad Swaps

These are similar to the paid ads, but they are more on even terms. An ad swap is when two marketers swap an email to each others list, and the email will contain a link to a squeeze page offering some freebie such as a video, eBook, template, DVD or any other thing of value to the list.

When conducted correctly these Ad swaps can be the fastest way to build your list full stop.

As with paid ads you do want to make sure you do not get

carried away, i do know people that have conducted an ad swap every two or three days and ended up with a list of about 3,000 after two months, only to find that they make maybe one or two sales per email. This was because they just did swaps in the Internet Marketing niche, instead of concentrating on a sub niche. I know for a fact that i have no interest in marketing other peoples products as an affiliate, those are just my personal feelings and i know that if i am send email advertising affiliate programs that i will not read them. This is the pit fall of diluting your list into the whole of a niche instead of staying in a sub niche.

I know that i have had lists of 300, so 10x less then my friends and made 15-30 sales because i keep my lists concentrated on one specific sub niche, combining this with good quality content and respect will get you a long way.

Another good point for Ad swaps are the fact that they can be done with any size list, you could swap with someone that has a list of 100,000 even if you only have a list of 2,000. By using most good autoresponder programs you can select to only send out your email to a certain amount of your list so this is perfectly fine.

Take a look at some of these locations for marketers interested in doing ad swaps;

<http://www.imadswaps.com>

<http://www.warriorforum.com/warrior-joint-ventures/>

<http://www.AdswapFinder.com>

Try to find some potential JV partners at these sites and then propose a

swap with them, if you really want to shine then whip up an altered squeeze page before hand and just add in a title specific to them for example;

" This special ONE TIME OFFER goes out exclusively to [Their Name]'s List, for one day only get my Massively Selling [Product Name] for FREE"

If you just whip this up before hand and just change the name for each person you email you can link this page in your email, it does not take much effort but shows that you are someone willing to put some time in and work hard to impress.

(Just make sure you get their names right!!)

Doing this will also help boost conversions because it transferres the trust that the list has in their marketer to you, it gives confidence and will really help sales.

If you use your auto-responder intelligently you can ad swap with someone multiple times, just make sure that once or twice a month you send out an email to eachothers newest subscribers so you get the option to try and catch as many from them as possible.

There are many types of ad swaps, it does not have to be limited to emails. If you both have similar amounts of website traffic you could put a banner up on eachothers site to try and get traffic that way, or a link on their page somewhere.

This can be integrated into another marketers sales funnel, but we will get onto this later.

Auto-responder Swaps

Auto-responder swaps are a way to automate your ad swapping, they are when you decide to add their auto-responder sequence into your own. The bonus to auto-responders is that they help to build trust in someone, and if you work it right you can transfer the trust your list has in you, onto the other marketer.

A few things to remember is not to flood your list with emails, make sure you space auto-responders out enough depending on how many you are running at one time, the minimum time for autoresponders should be one email every two days. One a day can be okay as long as the content is really top quality. So if you think about it, for every new auto-responder series you add to your own, you are stretching out your own series.

For example;

Day 0
Yours
Day 2
Marketer 1
Day 4
Yours
Day 6
Marketer 1

So here your email is once every two days, but in the next example things are a little different;

Day 0
Yours
Day 2
Marketer 1
Day 4

Marketer 2
Day 6
Marketer 3
Day 8
Yours
Day 10
Marketer 1
Day 12
Marketer 2
Day 14
Marketer 3

So here you can see the more autoresponders you add to your list the longer it will be between your own emails, not to mention any ad swaps or other promotions you want to do.

I would try to keep it to a maximum of two auto-responders going on at a time, now there is no problem with setting one to start after they have been in your list for three weeks. One auto-responder could end after having been in the list for two weeks, and the next could start a week later. So the marketer would not see any response for three weeks at least, but after that it would start to pick up and become steady.

My advice would be to personalise any emails you are going to send out, introduce the new marketer, give some backstory on them and talk about your relationship.

Customise the title to show that the message is from such and such a marketer, this will make it easier for your list because if they have read an email from the JV partner and are interested they will be able to pick up the others easily, and if it does not appeal to them it saves them opening every email you send out to check.

Joint Ownership

There is no problem with deciding to work together with someone if you are in the same niche and subniche, this is much like the business transactions that go on in the offline market everyday. If you both have valuable information and resources to add to a project then why not work together?

These resources can vary greatly and the business slip can depend on these, for example your JV partner may have had a lot of success in the area before so may have some proof of income, even if your product is 100x better, if you have not had good sales before it may be hard to convince buyers to take the plunge. The partner may be an expert in the niche and be able to help you making the product, or even just reviewing over the product to help you make changes. You may even just want a partner with start up capital, if you are going to require a lot of cash to get the business going then investors may be needed (If anyone has watched Dragons Den they will understand this system). This will be where the investor weighs up the forecast profits, and their investment, they then come up with the time taken to get their return back and decide upon an equity stake in the business to have.

Here is an example;

Rabbit care business wants \$100,000 start up capital,

They forecast \$10,000 first year
\$50,000 second year
\$250,000 third year

So on those numbers it would take 2 years to get \$60,000 back, and then another $[250,000 \text{ divide } (100,000 \text{ initial investment} - 60,000[40,000]) = 6.25, 365 \text{ divide } 6.25 = \text{about } 60 \text{ days}) 60$

days to get the final amount. And that would be taking 100% of the profits, so considering that an investor would normally only take up to 50% profits maximum it is something that needs to be considered before hand. There is no point investing in a business that will not give you a return for ten years.

Integration Marketing

Integration marketing is a very effective form of automated marketing and it leads nicely on from the JV joint ownership topic.

Essentially Integration is leveraging the efforts of other marketers to your own advantage, a couple of good ways to achieve this is to get your link or banner on someone elses thank you page, their log in/log out page, their membership website, many many places can be used effectively for integration.

This can be a very fast way of lead generation, off course depending on how much traffic the partner you are integrating with has. And we know leads means affiliates which means backlinks and round in a cycle.

Another great point about integration is that if you get leads, they will be the right kind of leads, and what i mean by that is if as usual you integrate to someones thank you page, then whoever joins your list will already have bought something or signed up to a list, this means they are in the perfect frame of mind to buy off you or sign up to your list. It also goes some way to knowing if they are a time waster or if they are someone you could profit from.

One of the reasons that integration JV marketing is so powerful is the fact that not many people are using it. If everyone did it then people would just learn not to take the offer at the thank you page

because it is so expected.

It is the fact that the offer of integration is so unique that potential JV partners are much more likely to say yes, the fact that they may not even be monetizing these sections of the websites is often a great incentive.

This works especially well for marketers that do not have the time or money to create four or five products to cover a free one, a one time offer, an upsell and a downsell as you can become the one that gives them this product.

Also the fact that other marketers will likely not be proposing this to them gives you a good chance of success, where as they may have three or four months or ad swaps lined up.

Strategy

The strategy you will be looking for with this integration marketing is to have your free offer and then after they are given that they will be sent to your One time offer, this offer will comprise a discount on one of your products generally.

Now what you need to do is set up an affiliate link on your JV partners page, and through this leads are sent to your squeeze page, from this when they purchase your One time offer your JV partner gets a commission.

This system allows you to recruit many JV partners to promote your page and in return you can promote theirs. They get sales, you get content to offer and a commission.

Personally i would suggest using a banner, preferably an animated one to draw the most attention. Include a call to action on the banner and write a small sales cope about it.

This should be all that is required to get some sales from the integration offer.

AS SEEN ON Google CLICKBANK! YouTube facebook YAHOO!

Thank you for your purchase, your credit card or bank statement will show a charge by ClickBank or CLKBANK*COM.

All you need to do to access your purchase is submit your desired login details below. You will then receive a conformation email directing you to the video page.

Name

Email

Password

Verify Password

If you would like support, please email connor_mcreech@rapidcashoverdrive.com.

ClickBank is a registered trademark of Keynetics Inc., a Delaware corporation. Rapidcashoverdrive.com is not affiliated with Keynetics Inc. in any way, nor does Keynetics Inc. sponsor or approve any Rapidcashoverdrive.com product. Keynetics Inc.

<http://the7figuresecrets.com/login.php>

As you can see this marketer has not made use of the space on thier thank you page

You now need to work on making the deal as sweet as possible for the potential JV partner, whether you are exchanging links to integrate two ways, or if you just want them to integrate your link, you need to make sure that the offer is appealing enough to them.

First i recommend at the very least a 50% commission, even up to 100% could be used, depending on how highly you value the leads added to your list. Realistically as you do not know exactly what type of traffic they are getting to their site i would suggest about an 80% commission, because you do not know how many list builders, or body builders they are getting, where as if you are sending an email to their list you can get a general idea of what they have responded to before.

An even most essential number is your conversions, you must be able to let your potential JV partner know how much sales they are likely to make from 100 visitors, 1000, or 10,000 etc. You are the one that knows how much affiliate commission they will be getting, so give them some figures for example;

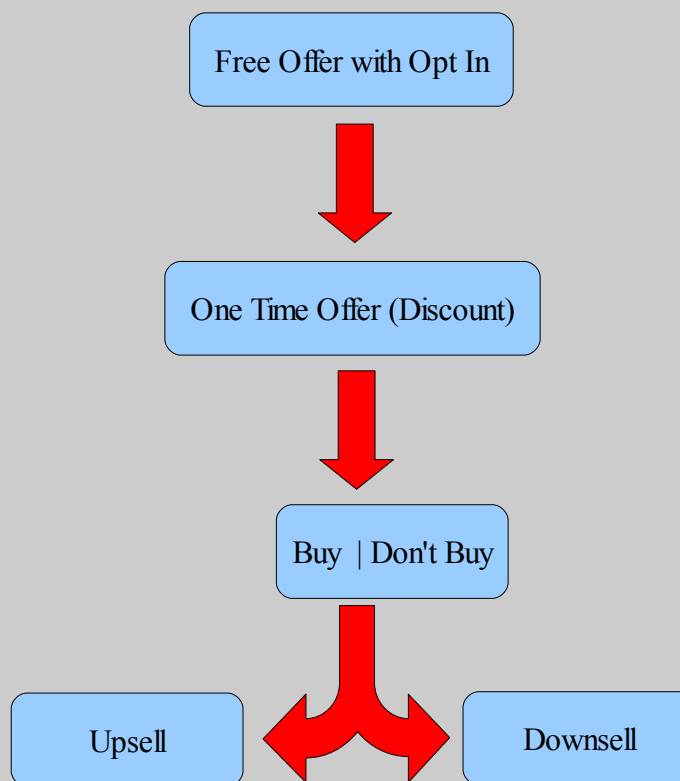
Your product costs \$30, they get an affiliate commission of 80% so \$24 per sale.

Your sales page converts at 5% so for every 100 visitors they send you they will make 5 sales, so $5 \times \$24 = \120 , so they make $120/100 = \$1.20$ per visitor they send through your affiliate link.

Numbers like this will help give confidence to your potential partners and make them more likely to work with you. But you should also keep in mind that you may be needed to back these numbers up before hand, and if after a month the sales do not correspond to the figures given you will be lucky to see your JV deal continue, and this also runs the risk of getting a bad name so make sure you are always honest, will come to bite you in the arse if not!

You should always remember to optimize your sales page before you even consider trying to get affiliates, i have tried it before and i can tell you that affiliates will not stick around long if they do not get a sale with 100 visitors, generally about 20 visitors is the average an affiliate will send before they quit if no sales are achieved.

A good way to boost your chance of a sale is through the upsell, downsell options. Try to run something a little like this;



You will find that the best buyer in the world is the one that has just bought from you, they are in the mindset to buy, so if you give them an irrisistable reason not to, then surely they will buy again and again. This is often a good place to slip in a membership option because you can give a \$1 first month or week or something, this makes people much more likely to get that as well, and generally the time spent with a membership site is 3 months on average so you will be making good money.

These are the people that already have their credit cards out and are hungry to buy from you, if they were masters in what you were selling the would not for a start be after your freebie, let alone your courses they have to pay for, so you know if someone is at

the stage they get the option to buy, there is a good chance you can make repeat sales off them. If you are smart you can make a list out of the people that buy at each stage, if you were to have a chain of say three paying offers and some people bought all three then doesn't this tell you that these are your massively concentrated buyers, perhaps they have a lot of free income or are just fussy or cannot stay motivated. What ever the case these are the people that are hungry to buy so it can be effective to put people in different lists depending on a heirarchy of how likely they are to buy.

The trick is to make sure all your upsells/downsells are closely related to the One time offer (OTO), this way they will see your sales as a further boost to what they will learn with the OTO, instead of being another option in the other direction. You need to make them work together constructively.

Also with the downsell you may want to consider a cut back version of your OTO, for a reduced price. For example;

"Sorry you are not interested in [OTO name] but can i interest you in the cheaper alternative [Downsell name] it is the same as [OTO name] but a more simplified more stripped back version and i think it would be perfect for you, i will even throw in a 25% discount"

This also gives the option of if they like the downsell, they know that the OTO builds on it so will be more likely to consider buying it at a later date.

For a rule the Upsell should build a little on the OTO, the OTO should build a lot on the Downsell, the Downsell should be the most basic version.

Integrated Banners and Pop-Ups

Banners and pop ups are great ways for you to harness the power of integration without taking much time at all to set up and use.

Now in certain niches there is not a big market for banners but in some such as gaming, internet marketing and several others you can find multitudes of banner swapping sites to use.

The newest quest in the Earth Orb saga is now live! Visit Guardian Fortuna in Willowshire to begin your adventure in the mines under the Temple of Gloom!

Thankstaking turns into Welcomegiving!

Oishii wants to change the terror of Thankstaking into the fun and friendly feast of Welcomegiving this year! There's just ONE problem! All her food has turned into a terrifying buffet of beasts! We've got a bevy of new rewards, monsters, and fun for you this Thankstaking, so get in gear and lets get this WAR started!

Captain Rolith in Oaklore has a brand new Challenge fight for you! Talk to him to go on a quest filled with togs the likes of which you've never seen- or fought- before! It's one of the hardest quests in game!

Make sure to visit the THREE Black Friday themed shops in Falconreach AND visit Guardian Fortuna in Willowshire for a new Earth Orb quest!

FALCONREACH IDLE premieres!

DragonFable's very first voice-acting event is live! Click on the button in Falconreach to be taken to the event where you'll star in a reality talent show parody alongside George Lowe, Cysero, Lim, Serenity, and the brand-new character, Lime the moglin! Who will Lim choose as his assistant? Will it be YOU?! And talk to Karina in Hunter's Paradise to start on the hunt for the mysterious, poisonous Scorpiar!

Earth and Darkness

CLICK HERE
Upgrade your account

TRUSTe
EU SAFE HARBOR

BAND TOGETHER TO UNLOCK NEW LEVELS
PLAY NOW!

DD JANK
OPEN BETA

DD JANK
OPEN BETA

WAR of 2012
ENJOY

To the right are the banner ads, as you can see they do not really distract from the page

My Smart Affiliate Script Guide

To start getting into banner exchanges then www.neobanners.com is a great place to start, it is open for all niches though so make sure that you find relevant banners to your product.



HOME QUICK TOUR SIGN UP FREE TOOLS RESOURCES FAQ CONTACT

Account Management
Username:
Password:
LOGIN

Account Options
→ Homepage
→ Quick Tour
→ Sign Up
→ How It Works
→ Advertising
→ Banner Specs
→ Resources
→ FAQ's
→ Contact Information
→ Privacy
→ Terms Of Use

Promotion
→ Meta Tag Creator
→ Search Engine Submit

Got a Travel Site?
→ If you run a Travel related site, look here for our dedicated Travel exchange, ClickLeisure.com

Buy or sell anything free of charge with [free classifieds](#) from USFreeds.

How it works

1. Complete the sign up process.
2. Choose which categories your site will be shown in.
3. Upload/link in your banner or banners.
4. Paste the supplied code into your pages.
5. Your done!

It's as easy as that!

Our sophisticated ad serving software tracks all the advertising and clicks for the sites within our network. We offer a 2:1 exchange ratio which means we show one of your banners for every two member banners that you show on your site.

Our software automatically deposits **1000** credits in your account as soon as your site has been approved which means we start to promote your site immediately and give you a head start.

You can log in at any time to see how many ads have been shown on your site, how many of your ads have been shown on other sites throughout our network, how many credits you have in your account, how many people have clicked through from other sites onto yours and much, much more.

Once your account is setup, it runs on 'autopilot' so all you ever need to do is check your statistics once in a while!

Got questions? Email our technical support department at tech.support@neobanners.com.

3D Stats!

Detailed Reporting!

Date	Exposures	Clicks	CTR (%)
1/1/2009	41	0	0.0%
1/6/2009	36	0	0.0%
1/13/2009	36	2	5.6%
1/20/2009	122	1	0.8%
1/27/2009	35	2	5.7%
2/3/2009	117	0	0.0%
2/10/2009	109	0	0.0%
2/17/2009	79	1	1.3%
2/24/2009	100	1	1.0%

Multiple Banners!

Search Engine Tools!

Submitting...
Submitting...

Quick Tour **Sign Up!**

This can also be a good way to get your site some traffic by submitting your own banner.

How it works

1. Complete the sign up process.
2. Choose which categories your site will be shown in.
3. Upload/link in your banner or banners.
4. Paste the supplied code into your pages.

5. Your done!

Also pop ups are a good way of promoting another persons site, not the opens another page of spam type pop up, but one that is part of the page you are on, that slides onto the screen or hovers over it.

This is because every browser out there now has pop up blockers, so it needs to be the slide on or hover over variation because these are not classed as pop ups, and so no blocked.

You should make a pop up that is easy to read, clear and has not much text. It should also have that most important of things, a call to action.

Get people motivated, make them click through your ad so they can make a change to their lives.

If you make good use of this it can be a very good method of JV integration as it is ever so simple and anyone can do it, there is nothing to loose!

There are a couple of things you will want to keep in mind when you are exchanging banners, pop ups, or any links in the matter.

First you need to make sure that your links are not competing, is your JV partners product a similar price to yours and better quality? This is something you need to be sure about when promoting someone elses product as even though you are both advertising each others links, you may end up getting very little sales or subscriptions because people would have to had bought your partners product to get to the banner to you sales page.

If yours does not seem better then theirs for the same amount then no one will buy it!

But also you do need to make sure that any products you promote are related to yours, they should compliment each other, preferably targeting two different problems in the same sub niche.

Integrated Bonus

You do not need to only target thank you pages and other inner pages, you could instead approach someone about including your product as a free bonus to what they are selling.

make the most of ProFlightSimulator...

Time-Limited Bonus 1:

"Interactive Scenery Designer "

(Create Your Own Scenes and Landscape!)



makes night planning easy and hassle free. See the details below.

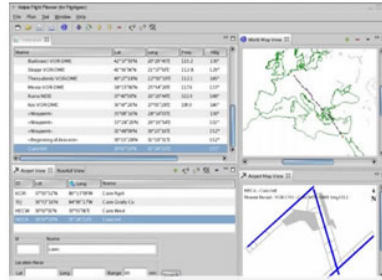
Time-Limited Bonus 2 : "Kelpie Flight Planner" (A Must Have!)

How would you like to plan your flights to any destination easily and quickly?

Now you can customize your flight anywhere in the world with this flight planner!

It uses real time data with actual airports and places. Fly from your airport to your selection destination.

Search for airports and navigation aids and plan flights between them. It makes flight customization easy and hassle free. **This is a MUST-HAVE!**



For the 3rd bonus , I'm going to do something I didn't originally plan on doing at all.

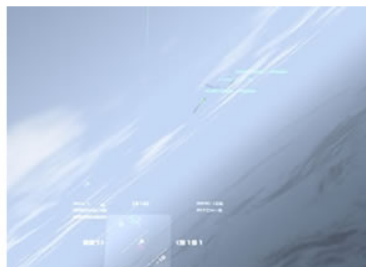
Time-Limited Bonus 3 : "Aeron Combat Flight Simulator" (The Most Intensive Flight Combat You'll Experience...)

If you enjoy intensive, high-adrenaline air combats, you'll LOVE this game. Aeron is a combat flight simulator that focuses strongly on **intense air battles, combat maneuvering**, artificial intelligence, and flight dynamics.

This is a perfect add-on to ProFlightSimulator which does not include combat fighting. With this bonus, you'll going to have the **Ultimate Flight Sim Package!**

Here are some of the features of this amazing combat flight simulator:

- **Realistic flight dynamics**
As close as real life as possible. Makes you feel that you're flying the plane.
- **Simple controls**
No avionics to worry about...focus is straight on maneuvering. Playable with keyboard or joystick
- **Advanced A.I**



This just goes to show you how important a bonus can be, this was the first Product i selected at clickbank and it had 4 bonus deals!

There are several conditions you could impose, the first is the more difficult of the two, this would be getting them to submit to your list, this can break the sales flow, but over all is not really difficult to achieve, and if you are only getting a 20% visitor to subscriber conversion it is still fine because 20 out of 100 visitors is more than 0 out of 100! The second option is to include details of how the reader/viewer can become an affiliate to the product.

There are a great many programs that allow this, clickbank for example has an affiliate program, another good one is the \$7 Secrets script as it does not involve registering anywhere, you just need to whack your paypal address in the affiliate link code and promote away. So putting instructions on how a reader can do this is often a very very good idea as you can get a viral effect and quickly receive a massive amount of firstly money, and secondly traffic from affiliates promoting the link, and as with all traffic it is free to direct around as you see fit.

What i suggest is both of them, they are not mutually exclusive so can and should be used together, it will allow you to gain leads and also affiliates, the two most crucial components to successful marketing online.

Another great place to advertise your bonus would be through membership sites. Membership sites are constantly trying to find quality content to keep their members happy so why not tap into it? You should see if the site has a forum where you would be able to advertise your freebie, contact the owner and see where it goes. The great part to subscribers you gain through a membership site is that they are buyers, if you know that the site costs £297 a month then you know these people are serious and you will be able to make massively more return off them than freebie seekers.

You can also alter your product as a give-away for other marketers lists, as long as you make sure it is some really good content and not just PLR that has been redone over and over again. If you then let them distribute the product for free, even without an opt in you can work to get results.

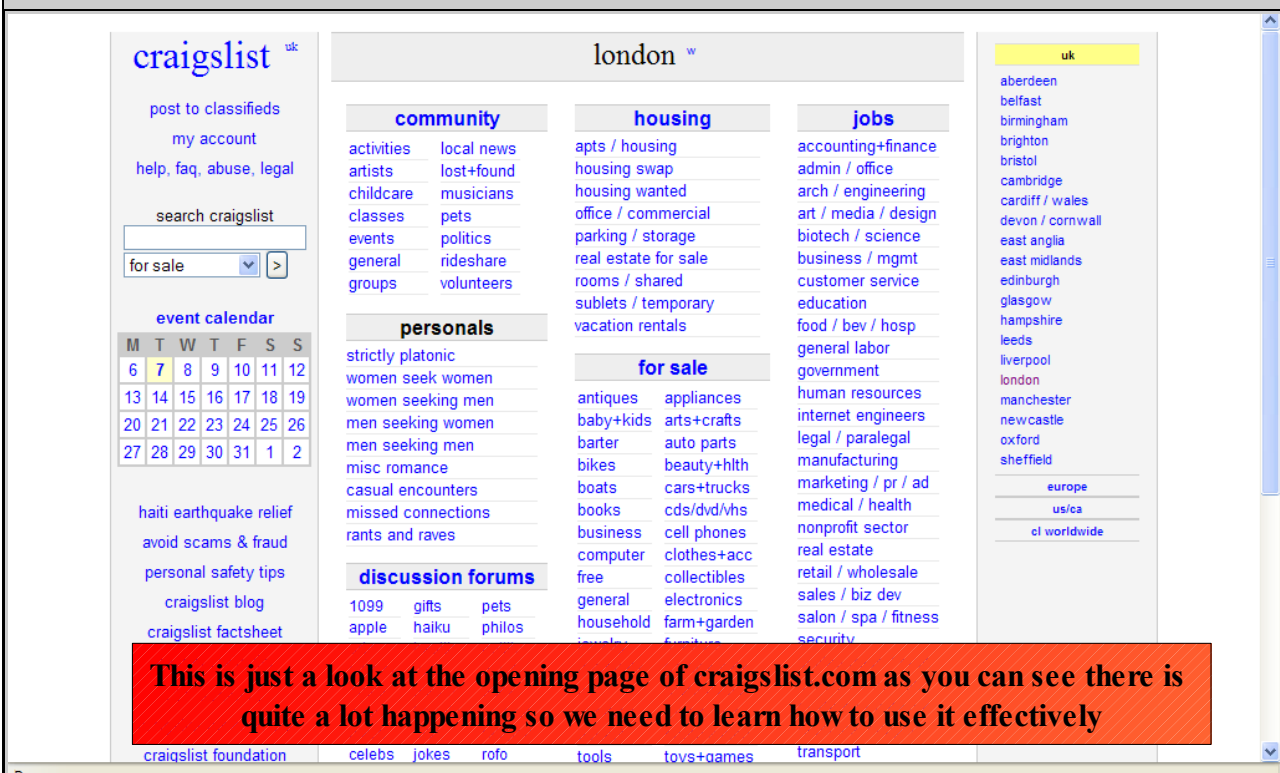
First embed the report with links and prompts to go to your squeeze page and as a bonus, adapt the squeeze page for each marketers list. This is the same as what we have mentioned before where you write a little paragraph talking about how it is a special discount for such and such's list, just do one of these pages per person you are sending to.

Also you can put affiliate links for them in their unique reports if you like, this would give more of an incentive to them to send it out.

For your own purposes if you make sure you have an affiliate plan in there for reader to become affiliates for you, then you will benefit from that as the product they promote will come directly from your squeeze page and thus not be related to the product you are giving as a freebie to others (so you get the subscribers and any revenue from other affiliate links in the product).

Craigslist

Craigslist as of lately can be hard to pin down to one specific use, it is essentially a classified ads site, but I am going to use a section with more potential for profit, the forums section.



Now we talked before about the power of forums and the Craigslist forum is no different, we have found with a simple paragraph post you can get a spike of about 100 visitors, not that does not sound like much but for under five minutes work it is not too bad.

The craigslist forums may come as a surprise to some as they are very often overlooked.

So to start you must create a craigslist account, and then search for the most related discussion to what you intend to drive traffic to.

Now you must remember that you need to wait a week to post a link on the forums but you can always fill that time with some other traffic methods.

Alternatively you can just leave out the <http://www>. Option of the link so that people have to copy and paste, now off course this will drop click through rate but it is a start.

So all you need to do is post a thread, make sure you use a catchy title, try to include some enticing element and often using a question is a good way to imply truth.

Write a small paragraph giving some hype and proof to your title and end with a link to your website. The more relevant and useful this information the better.

You will want to make sure that you post at a time where there is the least posts happening, therefore your thread will get maximum exposure.

Also you may notice the city option at the top of the forum, this is just to allow you to view posts from specific areas of the world, the default option is all so this will mean maximum exposure for your advertisement.

My Smart Affiliate Script Guide

craigslist > discussion forums [sfo | all] [login](#) [register](#)

ALL CL - feedback search

adoption R 89	dance 3	gift ideas 86	outdoors R+ 103	self-employment R 63
alt energy R 78	death & dying R+ 120	haiku hotel R+ 186	over 50 club R 111	shopping forum 5
alt housing 3	design & decor 25	health & healing R 510	p.o.c. forum R+ 321	spirituality R 350
antiques 11	dieting R+ 127	history forum R 106	parenting R 13452	sports R 1282
apple / mac R+ 149	disabilities R+ 7	housing R+ 497	personal forum R 76	std info 13
arts forum R+ 137	disaster relief R 1	insomnia 5	pet & animal R+ 1773	supernatural 84
astronomy 4	divorce R 622	job market R+ 244	philosophy R+ 259	tax forum 117
atheism R+ 608	eating disorder R 3	jokes R 848	photography R+ 74	television R 340
automotive R+ 655	ecology R+ 36	kink & bdsm R+ 1362	politics local R 98	transgender R+ 49
beauty / fashion R 98	education 151	knitting & sewing 7	politics mideast R+ 220	travel forum 158
bicycling R 919	elder care 5	legal forum R+ 931	politics usa R+ 2020	trying to conceive R+ 124
bisexuality R 24	electronics 34	limericks R+ 20	politics world R+ 15726	vegan forum R+ 233
boomers R+ 103	en français svp 3	linux R 106	polyamory 6	vegetarian forum R+ 4
celebrity gossip R+ 1172	etiquette R 232	literary & writing R+ 97	pregnancy R+ 185	w4w forum R+ 107
cl - categories R 37	film & theatre R 133	m4m forum R+ 61	psychology R+ 96	wedding forum R+ 72
cl - cities/sites R+ 31	fitness R+ 86	marriage & ltr R+ 611	public transit	wine 39
cl - feedback R+ 86	fixit / home imp R 224	media watch 3	queer forum R+ 130	women's issues R+ 2502
cl - flag help R 1460	food forum R+ 243	money R 895	radio 1	word association 451

This is the forums page, so at the top right hand corner you can see the register option, and then you can select a niche from the list for example spirituality

You will find that each time you implement this strategy you will get a spike in traffic to your linked website and so more potential subscribers and affiliates.

A quick way to implement this is to;

- 1.GET ADSENSE
- 2.Create a simple 1 or 2 paragraph Blogger blog related to the discussion. blogger.com
- 3.Add your adsense code to your affiliate settings in your account.
- 4.Adsense ads will automatically be placed into your blog.
- 5.Add a Youtube video to your blog.
- 6.Add a clickable image of the video in your blog as a the link to your hub in the thread.

7.Reap the rewards.

If you don't know how to add a clickable image of a video as a link, here's how to do it...

- Go to the hub you created. Make sure the video is visible on the screen.
- CLICK "PRINT SCREEN" ON YOUR KEYBOARD
- Open up the PAINT program on your computer
- CLICK CTRL+V or edit paste.
- This will paste a screen shot of your hub, including the video in paint.
- Use the SELECTION tool and drag a box around the video on the page to select it.
- Now click CTRL+X or edit then cut. You should now have the image of the video cut out.
- Next click on file then new. Don't save your current changes.
- Now click CTRL+V or edit paste.
- You should now have an image of the video from your hub in PAINT.
- Click file then save as.
- Save the file to your desktop as a JPEG.
- Go to Imageshack.com and upload that image.
- Next get the direct link code for your image.

Now in the forums leave the image of that video as a clickable link to your hub.

Like this,

```
<a href="http://www.hubpages.com/whateverhub"> </a>
```

Now if you mention that they watch the video...they'll just click on it and be sent right to the video they wanted to watch. They don't flag that as spam.

Twitter

Twitter is a great social tool for marketing, it allows people to "follow" you if they find your content interesting. Essentially they choose to opt in to your twitter list because they are interested in what you have to say (Which would be the content in your auto-responder series instead of the free product you were offering).

There are several things you can do in twitter to generate leads, i will just go over a couple of these before going into detail about how to generate a lot of subscribers and profit when you have a following.

First you need to make sure your profile is attractive and creative, have a designer make one that suits your niche and product. Include your URL and pictures, and just in general make it nice and enticing to others. You can always include a url to your squeeze page to try and get subscribers to your mailing list.

Secondly i would recommend following people in your niche, if not only to get some good information from them and expand your knowledge, but also to get them to follow you as well. If you find experts or "gurus" in your niche then you can follow them and their followers in how that they follow you back.

For a third step you will want to post often, and post quality. If you post two or three times a day you have the best chance of capturing followers. Perhaps submit one secret tip, one inspirational quote and one personal statement. It will help to build up depth to your profile and build interest.

Use a viral aspect, there is no need for complex scripts and secrets, just ask for people to retweet information. This allows you to expand quicker and the better your information the better it will do.

Before going into techniques i want to just go over some of the pros and cons to using Twitter to try and give you a more full view of the process.

What are the pro's of using Twitter?

The first thing is the fact that you can build up quite a large following of people. If you were to go out and use the standard internet marketing methods for getting people on a list it would either cost you a small fortune in clicks using PPC (pay per click), or, it would take you several months of writing good quality articles and then giving people a reason to sign up to hear from you.

That's a very time or money intensive way to go about getting a list of people.

The next pro is that you're restricted to 140 characters in your messages. No need for the long and ponderous prose when you have the length of a decent paragraph to get your point across. This saves you time, and makes sure you get straight to the point.

You can tweet as often as you like. Just imagine if you were sending emails out to people about your latest product, just how high on a scale of one to one hundred do you think that they'd get annoyed if you emailed them ten to twenty times a day?

With Twitter you can tweet as often as you like without too many

people getting too annoyed about it.

One of the last of many points to mention is the potential for instant customer feedback. If someone buys your product, and has an opinion on it, the chances are you hear about it pretty quickly on Twitter. This is also a very good way to interact with them and see what you can do to make the situation better, if there's a problem, or just say thanks if they have a good word for your product.

What are some of the cons about using Twitter?

First off you have to try to put together a group of followers who are interested in your niche. That's not always difficult, but you may have to spend some time filtering out the people who've only joined your list as a way of growing theirs.

The next con is the fact that they only have a 140 character limit. While this is a pro, it's also just as easily a con too. Not everyone can be concise, so the chances are you're not going to be able to say everything you need to in order to get those potential buyers. It's an art form.

Many of the people on Twitter take an instant dislike to people trying to sell things to them. This is a reasonable thing to understand as many of them are just on there to write short and often meaningless messages, either to their friends, or nobody in particular, so being sold to put a damper on that.

There is so much spam starting to appear. The spam isn't always in the messages that they send but can just be down to the sheer number of times that they send messages in the space of a few

minutes.

This is often down to the fact that they're using some form of automation to send them, but still, looking at your screen and seeing that it is three quarters full of messages from one person is not going to make you want to buy from them - and it's only a button away to delete them from your list permanently.

There we have it; some of the pros and cons of Twitter when it comes to marketing.

You can get messages out to your followers quickly, but the chances are they may never see them. It's free to build your list of followers, but other people may be joining as a way to build there's and they may be spammers. Finally, the number of characters you're restricted to can help you to deliver a more targeted message, but having to cut it down too much can have an adverse effect on what you're trying to do.

Despite the cons there's no reason not to have a go at trying to market using Twitter. It is a good social list building software so you should use it that way, think of your list building rules and your forum rule and combine them, but also combine the benefits.

Why not kill two birds with one stone? (Poor birds...)

Here are some tips and tricks that may help you get a leg up when marketing on twitter;

Staying positive stops people from unfollowing you. Even if you've tweeted the most ludicrous thing on earth recently, if you tweet positive stuff following that, people think that you are worth

hanging onto. I just don't think that there are a lot of people who hate positive stuff. As in... 'Gosh, this person is too positive. I think I'll unfollow this person.'

Find interesting thing to say about you, your work, your company, the things that you use or do. Have a quote or two ready and then surf around for good one-liners and jokes. People love those stuff especially during the work day when they have nowhere to go and feeling frustrated.

Rant sparingly but if you have to rant, make it funny so that it doesn't turn people who are not into negative things off. It is good when you rant about slow internet service (those ISPs are all online on twitter now so you might just get their attention when you rant) or your teddy bear being soiled by your nephew but try not to get personal and vindictive on twitter. People are turned off by that sort of stuff.

People become careful around you because if it is not beyond you to get personal with others, it won't take much for you to get personally vindictive with them as well. They don't want to risk having their name or twitter address splattered in a virtual bloodbath.

RT generously if you find people saying good stuff that you think might benefit others too. Twitter is also about sharing yourself and your friends. And remember, whatever goes around, comes around. If you generously ReTweet other people's tweets, they won't hesitate to do the same for you when you say something totally off-the-rocker funny or useful.

Space your tweets out. If there is something about twitter that totally annoys me is this - people who tweet every second. Literally, every second. They don't say anything for the longest time and then all the tweets come in...one shot! Even if they usually have something good to say and are positive people, I find

myself wondering if I should just unfollow this person. The reason? They probably scheduled the tweet and forgot to manage the time properly. It is safe to schedule your tweets to come in once every hour or so.

Create a personality for yourself. Being all serious and business-like is one thing but to be more effective, it works better if your followers can attached themselves to a personality instead of a twitter account. Put a name to the person doing the tweeting, maybe even a face.

This helps you build up a rapport with your followers and like most aspects of marketing, if you seem more human then you will get a more positive response, more subscribers, more sales, more affiliates and so on.

Think carefully about your followers!

One of the misconceptions of using Twitter for marketing and advertising for business is the thought that you need to add as many people to your list of followers as possible. When in fact you should be aiming for a larger number of quality followers that will pay attention to what you are putting out there. You can have 10,000+ followers on your Twitter account pretty easily. But would you rather have 10,000 followers that ignore your tweets and remain silent for you or 1,000 that follow your tweets, your links and tell all their friends about you?

Let's face it. We all know the old saying that time is money. And how true that old statement is when it comes to marketing and advertising? Twitter can be a gold mine for the picking. The perfect customer base. If you have the right combination of people following your account. If those people are sorted out correctly, you have just hit the jackpot. If they aren't, then you just wasted a lot of time and money.

So how do you acquire quality followers that are worth the time that it takes to find them and get them to follow you? It's not as hard as you would think and I'm going to tell you what to do and what not to do to accomplish this.

Never, never, NEVER use a follower bot on Twitter! I can not stress this enough. These follower bots are never free and aren't worth the money that companies are charging for them. Why? Because if you are looking for quality, a bot can not deliver, plain and simple. It is perfect for acquiring a large number of followers who will probably never read your tweets. But we aren't looking for quantity. We are looking for quality that will result in sales and that are worth your time.

Follower bot users are people who are charging you for a shotty shortcut service to just add numbers to your account. If you are expecting real results, never allow the use a bot for adding on Twitter. If you are hiring someone to add followers, ask the bot question and if they do use one then don't buy from them. Your account will be filled with you following an extremely large number of companies and spammers and your follow backs will be exactly what you are following. Junk followers.

To add quality followers you MUST do it by hand. It goes much quicker than you would think and gives you the opportunity to skip over undesirable candidates. If someone hasn't tweeted in a month, more than likely they are an inactive account that you don't want to follow. If you are wanting to market to people, you don't want to attempt to add a big name celebrity, a casino or a Forex trader. Chances are that they either will not follow you back or if they do, they will pay no attention to your tweets because they are trying to do the same thing that you are.

The accounts that you do want to follow are those that have tweeted recently and appear to be interested in your niche. Go down the line and follow those accounts. Grab the ones that have a photo and engage others in conversation. Those are the people that pay attention to other's tweets and that's what you are looking for. That individual IS a quality follower and you want them following you!

Stay away from "Follow Back" titled Twitter accounts. These accounts are geared toward people who are just looking to gain followers. Quantity, not quality. And that's **not** what you are looking for.

It can be frustrating and confusing for beginners who are just getting into marketing and sales by using Twitter. For this reason, there are people out there who will do the follower building for you. If you decide to go this route, be sure to stay away from follower building services that use bots. Don't be afraid to ask about the service because if you aren't careful, you will end up paying for a lot of followers who never read your tweets. And that's like paying to shout down an empty hallway. The message is there, but no one's listening and your wallet is lighter because of it.

Tweet Swaps

Now with twitter we can effectively use it like another sort of list, it is similar to a list crossed with a forum where what you send out can be scrutinised by others but also praised and so pushing others to follow you.

Because of the fact we can use twitter like a list, it allows us to do similar features with it, one of these would be tweet swaps. This is exactly what it sounds like, you promote a JV partners free squeeze page offer to your following and they do the same for you (this of course works with the paid ad variation as well).

You could also cross promote articles, press releases, blogs and various other things for increased traffic.

Whilst twitter sometimes may not be as responsive as a list, you need to treat it right, condition you list, make them trust and respect you. They will leave positive feedback and this social proof will help to boost the responsiveness of your followers. Doing this will condition them to go through your links when you promote them.

Now because twitter is a live website and not an inbox, you will have to make sure you post your tweet swaps multiple times a day, if you agree to post it once every 6 hours or so it will ensure that the vast majority of your followers see the tweet and get a chance to act on it, in contrast an ad swap only needs to be one email because it just sits in their inbox waiting for them!

Also do not be afraid to approach people with a larger following than you, all it requires is working some ratios so if they have 10,000 followers and you only have 5,000 you would just send out two tweets for every one of theirs, so that in the end the same amount of people have had the chance to see the tweet.

Ezine Advertising

Ezine advertising allows you to get your content into another marketers emails so that you get exposure to their list. This is generally by getting in their newsletter that they send to their subscribers.

This can be one of the fastest ways to get online income, subscribers and therefore affiliates.

Though like many things it is a game of numbers, you will want to know how large the authors list is, how responsive it is, how effective your squeeze page is at converting visitors to subscribers, how effective your OTO is at converting subscribers to buyers, even how many of these buyers become affiliates can be a good number to have.

For example;

Their list is 100,000 people strong in the niche you are marketing in.

For a space on the front page of their newsletter the average click throughs you will get is 10% give or take 5%.

This ad will cost \$1,000 (average cost for a paid as is \$1 per 100 subscribers)

You know your squeeze page converts at 10% visitors to

subscribers.

Your One time offer converts 5% of those subscribers to visitors and it sells for \$30

Out of everyone that buys, 33% of them on average will go on to be affiliates and promote for a 50% commission.

So lets get to some numbers!

Best case scenario

You get a 15% click through rate to your squeeze page, so 15,000 clicks.

$15,000 \times 10\%$ (divide by 10) = 1,500 subscribers,

$1,500 \times 5\%$ (divide by 20) = 75 buyers,

$75 \times \$30 = \$2,250$ Up front revenue

$75 \times 33\%$ (divide by 3) = 25 affiliates

$25 \times \$15$ (30 divide 2 for commission) = \$375

Not to mention you could do 25 divide 3, for the affiliate gained from those affiliate.

So total revenue = $\$2,250 + 375 = \$2,625$

And total profit = $\$2,625 - 1,000$ (cost of ad) + **\$1,625**

Worst Case Scenario

You get a 5% click through rate to your squeeze page, so 5,000 clicks.

$5,000 \times 10\%$ (divide by 10) = 500 subscribers,

$500 \times 5\%$ (divide by 20) = 25 buyers,

$25 \times \$30 = \750 Up front revenue

$25 \times 33\%$ (divide by 3) = 8 affiliates

$8 \times \$15$ (30 divide 2 for commission) = \$120

From those 8 affiliate sales, 25% of those will become affiliates so another 2

$2 \times \$15 = \30

So total revenue = $\$750 + \$120 + \$30 = \900

And total profit = $\$900 - 1,000$ (cost of ad) = - **\$100**

But this is not necessarily a bad outcome, because you have now

essentially got 500 new subscribers, so you have only paid \$0.20 for each new, targeted subscriber.

And as you should know the average return for a good targeted subscriber is \$1 per month. So you should have gained an extra \$500 per month, so in less than one week you will have made back the loss!

As you can see Ezine advertising can be very powerful, this is down to the fact that you are advertising to a group of very targeted people, so if you find the right ezine to post to, you can get not just good up front profits, but also great retained profit through your subscribers.

You can know this because the people that have subscribed to an ezine are already interested in the subject and want to know more. So why not be the person to give them more?

Lets go over the various ways of ezine advertising, now the first and really the most obvious is a solo ad.

Solo Ad

This is an advertisement sent to everyone in the list and only containing your offer, this is just the same as a paid ad.

As we know these are very, very powerful and when used after calculating your math, you can make them extremely successful.

You are the one in control of the subject line, the body of the email, the sales copy, everything is down to you so you can have a great influence.

The fact that these ads are also just solely targeted at your offer

means they get the best response in terms of numbers, though they are often the most expensive option.

Even though they are expensive, they are normally more easy to predict, as the list owner will have a general idea of how many clicks they get when they send out an email, where as with a newsletter advertisement the clicks are more down to your advertising skills and the placement/page of your ad.

Sponsor Ads

These appear in an ezine along with the main content, these are more similar to newspaper ads. Now it depends on if the ezine is over multiple pages of how long it is, also the subject of the ezine is important.

If the ezine is about the sub niche of your product you can often do better having your advertisement at the end of the text, it will allow you to say if you are interested in becoming successful at what ever the text is about, to get your FREE product.

I would place these as the second most effective way of advertising, once again you should always do a little math to figure out your best option. The list owner may not have thought too much about how much they are charging so you may infact get more for your money using an option with less exposure.

You will not know until you work it out!

Classified Ads

These are you bog standard newspaper style ads, there are normally only a few lines of text. The headline and a small description. This is followed by a call to action and a link to your website.

These are much less responsive then the previous two so i prefer to stick to the others. Though you may find a deal where it works out cost effective to use classified ads, they would not exist if there was not some sort of demand after all!

Free methods

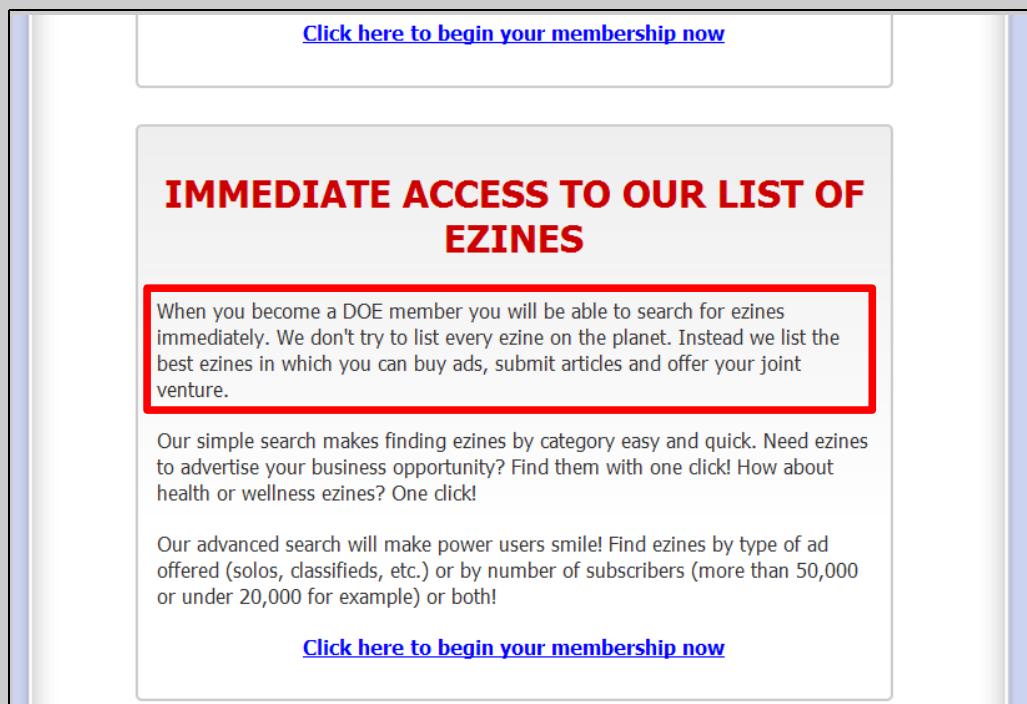
Now we have gone over the paid methods of ezine advertising we should have a look at free methods. Like all free methods it requires more work on your behalf but it can be extremely successful if done right.

What you need to do is write a very good article, this can be used by ezine authors as the main body of text for their ezines (that we talked about in the sponsored ads section). This will go with a link to your website, so you can see how powerful it will become if you can write some top quality information for a list owner to use.

After all they will want to keep their list happy so if you can get in, you can possibly secure multiple deals to have your articles used in their ezines.

You will need to look somewhere like

<http://www.DirectoryOfEzines.com>, this allows you to search out related ezines to pitch to, you can sort by various filters such as number of subscribers and category.



The screenshot shows a webpage with a white background and a light blue border. At the top, there is a blue link: [Click here to begin your membership now](#). Below this is a large red heading: **IMMEDIATE ACCESS TO OUR LIST OF EZINES**. Underneath the heading is a red-bordered box containing the text: "When you become a DOE member you will be able to search for ezines immediately. We don't try to list every ezine on the planet. Instead we list the best ezines in which you can buy ads, submit articles and offer your joint venture." Below this box, there are two paragraphs of text. The first paragraph says: "Our simple search makes finding ezines by category easy and quick. Need ezines to advertise your business opportunity? Find them with one click! How about health or wellness ezines? One click!" The second paragraph says: "Our advanced search will make power users smile! Find ezines by type of ad offered (solos, classifieds, etc.) or by number of subscribers (more than 50,000 or under 20,000 for example) or both!" At the bottom of the screenshot, there is another blue link: [Click here to begin your membership now](#).

**This is from the Directory of Ezines Page, just showing some of their features
My favorite is how easy it is to sort through all the ezines.**

One of the most important filters will be the ezines that can accept article submissions, this is a very powerful option.

Lots of these ezine charge massive amounts to advertise in them, but if you can come up with a good article they will do it for free.

So when coming up with an article, do not use crap, do not rewrite an article of the internet, do not use any bog standard information. Give away a secret, maybe two, if you start revealing some of your greatest tips and tricks in the niche you are much more likely to impress the list owner and get the chance for thousands of free

leads.

This is a really great way to try build a list, you could just submit an article to ezine articles and get what 100 visitors a week if you are really lucky, or you could get your article on a list of 10,000 and get ten weeks traffic all at once.

All i can stress is the need for math (see what your high school teachers were always on about now?), it does not need to be difficult, no algebra (well not if you don't really want to ;]), just simple percentage calculations (Divide by 100, times by the percent).

You will loose money if you do not have a good converting squeeze page, you will loose money if you choose an ezine with a bad click through rate, you will loose money if your one time offer does not convert.

But do not let all this potential money loss scare you, if you just do some homework you can easily make much more then you invested, do a little work on optimizing your conversions, split test your squeeze page, little differences in colour or title can give big jumps in conversions, just keep trying to add 1% conversions.

1% of 100,000 is 1000 more subscribers! So if you spend \$1,000 a month on optimizing your squeeze page just that 1% extra, you will gain it all back in a month with one ezine solo ad.

Like i mentioned before, if you find the best ezine authors you can just make an arrangement with them to use your articles, or to send out an ad every week from you.

This allows you to autopilot your income through ezines.

You could even try for a "bulk buy" type deal with a list owner, see if they will give you a discount if you order a large amount of ads, one a week for 6 months is 24 ads, you may be able to get as

much as a 50% discount on this is you order all at once. This allows you to account for a lower advertising cost to deduct from total revenue, this will make it easier to be in profit.

Okay so lets go over the steps to take for an effective autopilot ezine advertising campaign.

First you need to find the best suited ezine to your niche (sub niche really). Use DirectoryOfEzines.com for this, or perhaps do a google search for "your niche" newsletter, or "your niche" ezine.

Try to find a newsletter with a high quality subscriber base, you will be looking for at least 10,000 subscribers. Keep in mind that people will generally offer \$1 per 100 subscribers so this should be around the margin you are looking for and to pay, you should then just concentrate on the average click through rate to decide what ezine to go with, this tells you the quality.

DO NOT go for any ezines that are selling solo ads at about \$1 per 1,000 subscribers or any other ridiculous amount, with 100,000 for \$50 you are not going to get any decent results and any subscribers you get will be time wasters.

All you should be concerned with is finding ezines in your sub niche, make sure their prices match that for a good quality list, then start arranging them in order of click through rate, also if it is a social advertisement like on a forum or blog, then check the feedback to prioritise what ezine authors to approach.

When you have your prioritised list then i would recommend setting up a new email account to sign up to these ezines, you could even try and email the owner to send you previous newsletters so you can get a good idea of the content.

Now you need to get analysing the emails, are they good enough quality?, could your offer fit in with the content?, can you potentially write better content?, how often do they send out

emails?, How many ads are in each email?.

Generally you want to look for one with some ads in (because you need to be able to get your ad in) but not filled with ads because that will be lower quality and just an attempt to get cash out of people.

So after you have considered all the possibilities then you should take your top two or three and approach the authors of the ezine.

Depending on what content information you can access i would recommend trying to use a phone, or even a skype call, this makes it much harder to refuse a proposition, or just harder for them to ignore. With an email they can simply delete it.

So it is always a better advantage to get some human conversation going on between you and your potential partner, it will help to create a better relationship.

Try to compliment them on one of their newsletters or something, tell them what you liked and expand on it a little, this will both make them happy you like it and also more interested as you will be shown to have something to offer.

You should then ask them about third party advertising, see if they would be interested and that your content compliments theirs very well. You could even offer to write them some articles for content.

Send them your ad and explain why their subscribers would like it, tell them a couple of inside tips that you think they would like.

The publisher will be able to tell you if your style, content and you advertisement will be relevant to their list.

Even if you do not get the ad, you may get some good advice or maybe a potential future JV partner, it never hurts to make friends.

Okay so now we have the confirmation, we need to get our

tracking set up, an ad without analytics is useless.

This tracking will allow you to see how many people click through your link, how many subscribe, how many pay the OTO etc.

The software I recommend is <http://www.hypertracker.com>

it does require a monthly fee but if you use it right it is a great piece of software. If you do not want to pay for it then there are plenty of other tracking softwares out there, just do a Google search on "Free ad tracking".



YES! Give me instant access!

I understand that, because of the digital nature of hyperTracker, I will literally have access to this advanced, powerful tool within seconds.

I understand that I can save even more money by choosing from several prepaid options... Up to a whopping 33% off! Choices are:

- **\$19.95** per month (monthly rebilling)
- **\$17.95** per month for a half-year prepaid (11% discount)
- **\$14.95** per month for one year prepaid (33% discount)

SIDE NOTE: Remember, that you can cancel your 14-days free trial at any time and don't pay anything! -- **only until tonight, midnight.**

Finally, I understand that there is NO fine print, NO time-restricted access and NO minimum term contracts. It's impossible for me to lose!

Sign up and start "hyperTracking" in minutes! Click the link below and see for yourself how it can help your business. *It is risk-free.*

Place your order by secure credit card company...

FREE - 14-days trial account
BRONZE - \$19.95 per month, renewed each month
SILVER - \$17.95 per month, semi-annual rebilling (6 months)
GOLD - \$14.95 per month, annual rebilling (12 months)

Ready to get the Holy Grail of online marketing?
Get instant access now!

Here we can see the various payment plans for Hypertracker, you can get a free Trial and as always you can get bulk buying discounts.

When you decide to make a solo ad you have to be confident in your copywriting skills, it is up to you to get an attention grabbing title, a great sales email and to get people to both open your email and click through the link in it to your squeeze page.

You can write a long email or a short email, i would say to stick to a short one, the longer the email the further they have to go to see your link. The only goal of a short email it to make people click through it, if you have a great tip or secret you can write in three lines then put that in, saying "much more in this course" or something along those lines.

Through the link you want to get people straight to your squeeze page, getting subscribers is often more important then sales.

Just get the traffic to your squeeze page as quick as possible, then the squeeze page should do all the work from there.

If everything goes well then there is no reason not to set up a relationship with the ezine author to do this on a regular basis, even try to get a bulk discount or barter by offering some of your services instead of cash, you would be surprized at how often this works.

This allows the author the guarantee that they will get paid for the time period agreed, this is generally worth a little discount.

List Building

As we know list building is a very important part of marketing online, it allows you to retain potential buyers instead of just letting them go. It is used by every large online company so why should you not use it? Generally we are going to stick with Aweber, it has the most flexibility involving analytics and functionality and you can get a free month for only \$1.

Now i am just going to go over some of the finer points of tuning a list to increase conversions.

To start with we need to decide on the type of opt in we want, double or single.

Opt-ins

This is an area of list building as a "safety net" by auto-responder providers, essentially programs list Aweber have a double opt-in system that you can choose to use.

I will just take this chance to cover both the double and single opt-in options.

Single Opt-In

Single opt-in is thought of a dangerous by the auto-responder providers, with single opt-in people are added to your list as soon as they give you their email address, it is a simple option and gives you a much better conversion rate of 100% of people that give you

their email addresses, ending up on your final list.

The problem with this is that you could just add other peoples email addresses into your list personally to add them. Because of this Aweber has a strick complaints policy when you choose a single opt-in option, Aweber can cancel your account if you have over a 0.1% complaint rate.

Double Opt in

A double opt in is a kind of safety feature brought in by auto-responder programs, with this method when people submit their emails to your opt in box, they are sent to a page telling them about an email they will receive. This email then asks them if they are sure they want to sign up to the list before being sent to the page, where the single opt in choice would have sent them straight after submitting their email addresses.

Double opt ins are an auto-responding companies way of keeping their service secure. If you only have the single opt in option you can just type peoples email addresses into your list essentially without their permission.

This double opt-in system does not have the same strict regulations regarding complaints as anyone on the list has agreed to be there.

Now lets go over a couple of options for choosing each and what you can do to improve each option.

Single Opt-in Strategy

The pro's of single opt-in are obvious, they allow everyone that submits their email address to you to be instantly added to your list. It is a very crucial time as people often do not want to bother going to their email to confirm double opt-in, and thus double opt-in conversions drop often by 50%.

Though single is dangerous, so lets give a solution to the problem!

Say for example you have 10,000 subscribers in your mailing list, sending out a promotional email you get 12 complaints (not much considering it is 10,000 people) but 12 divided by 10,000 is 0.12% which would be over the 0.1% threshold that Aweber has, and so putting your 10,000 strong list in danger.

If you were to outsource someone to add another 10,000 inactive email addresses to your list you would then have essentially a list of 20,000, but as far as Aweber is concerned, you have a list size of 20,000. So the same email generating 12 complaints, would only be a 0.6% complaint rate, and thus keeping you in the safe zone.

Double Opt-In Strategy

Now this is the safe zone, but do you want to potentially let up to 75% of people who give a single opt-in but do not confirm their email addresses for a double opt-in?

I will now go through a technique to try and help get that second confirmation.

This technique involved making sure your thank you page is really targeted towards that second confirmation, you should make sure that you tell the person that "they are not finished yet!" and that they need to go to their email addresses to find an email title "List building Secrets" or whatever your email will be titled.

You need to stress that they will be missing out on a FREE product that is worth X amount of money (a very generous valuation), and that they will be throwing that money away if they do not confirm their email address.

This can help to get your double opt-in confirmation rates closer to 80% which is much more reasonable.

Which Opt-in?

Now I cannot decide for you which one to go for, it is a very close call. The single option means you get more subscribers but puts you at risk of losing it all just in case you get one unlucky day and there are complaints, especially if you promote some ones product who then gives your list a reason to complaint to Aweber about you.

The double option gives you a safety net, but you may be losing 1 out of every five subscribers at best. That is the difference between a list of 40,000 and 50,000.

Personally I would recommend that you use the double opt-in option until you have a reasonable sized list. Unless you want to start off your single opt-in list by making sure you have about 10x as much inactive email addresses added to your list as active ones, just to try and cut down the complaints percentage.

No name trick

A trick i have found is that if you only ask for an email address and not a persons name they will be more likely to subscribe, i have had conversions jump over 10% when using this little technique.

Now this does mean that you cannot use the name tags in your emails, but that will not effect conversions too much(3% generally), getting the subscribers in the first place is much more important, lets take a look at the numbers;

(You have a list of 0 people to begin)

You ask for name and email address, 1,000 visitors are sent to your squeeze page that converts at 20%

Later you send out an email with a One time offer, this converts at 10% (+ another 3% because you included a {Name!} tag to put your leads name in the title of your email) so a 20% conversions rate.

So when you start the clock you gain 200 subscribers (20% of 1000).

Then from this you make **26 sales**

But when you only ask for an email address you get 30% subscribers.

So 300 subscribers to start with (30% of 1,000)

10% of 300 is **30 sales**, so as you can see you get more sales with the second option.

Now this is just from my experience, but i will tell you how to work out what is the best option with some simple ratios.

Find out how much your subscriber rate increases when you leave an email address out of your opt in box, and make sure you know the original %.

Then find out how much you click through rate to your squeeze page increases if you use a {name!} tag in your email title and if you do not.

So then you need to compare the two, so for example;

The **original subscriber rate is 20%**, the new subscriber rate is 30%

(a **10% increase**)

The **original click through rate is 10%**, the new CTR with the name tags is 15% (**5% increase**)

Now you compare the **increase** to the **original**,

10% is half of 20% = $10/20 = 0.5$

5% is also half of 10% = $5/10 = 0.5$

In this case it does not matter what option you choose because the end ratio results are both 0.5,

Now lets try to change the balance;

The original subscriber rate is 30%, the new subscriber rate is 40% (a 10% increase)

The original click through rate is 10%, the new CTR with the name tags is 17.5% (7.5% increase)

Now you compare the increase to the original,

10% is a third of 30% = $10/30 = \mathbf{0.333}$

7.5% is three quarters of 10% = $7.5/10 = \mathbf{0.75}$

0.75 is bigger then 0.333

Even though the opt in box change has the biggest conversions change, the {name!} tags have the largest ratio change, so to apply the previous sums we will show which comes out best sales wise.

So here goes;

(You have a list of 0 people to begin)

You ask for name and email address, 1,000 visitors are sent to your squeeze page that converts at 30%

Later you send out an email with a One time offer, this converts at 10% (+ another 7.5% because you included a {Name!} tag to put your leads name in the title of your email) so a 17.5% conversions rate.

So when you start the clock you gain 300 subscribers (30% of 1000).

Then from this you make **52.5** (52 or 53) sales ($300/100 \times 17.5$)

So on the other hand only taking the email address will give these results:

When you only ask for an email address you get 40% subscribers.

So 400 subscribers to start with (40% of 1,000)

10% of 400 is **40 sales**

Here you can see that doing a little math has let us figure out that we would make more money using the email and name capture option because we make more sales.

It is all to do with the ratios between conversions before and after changes.

By simply comparing the conversion increases and the initial

conversions like i showed you before you should be able to quickly work out what is the best option to go with after some short testing.

Just shows you not to rely just on the method that increases conversions more, as the OTO conversions are reliant on the subscriber conversions.

Hope i am not bombarding you with too much maths, but it should show you that some simple sums with a calculator can help you go a long way with your optimization.

Viral Advertisement

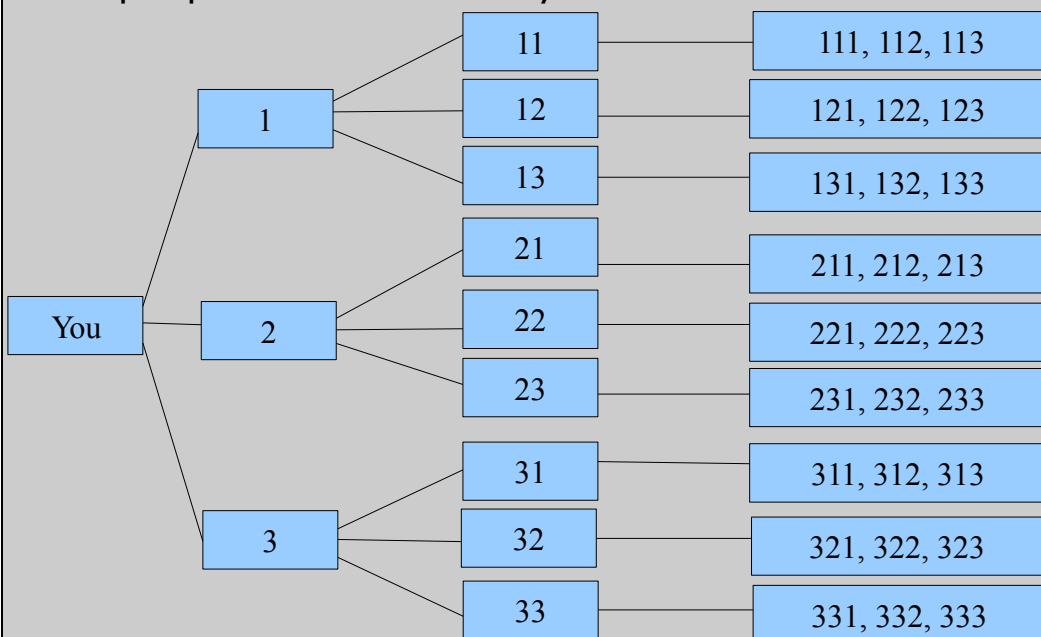
There is sure fire way to make something a success, that is to make it "go viral", this is the term coined because it makes your product/list/video/website start to spread like a virus. A group of people get it, say only three, you then ask them to send it to three people each, and so on and so forth.

This is what we call exponential growth and it is how numbers can be very big very quickly.

Most of you will have heard of squaring a number, essentially it is multiplying it by iteself. This is the simplest form of exponential growth that most of use will come across.

Lets just take a look at some examples to put this in perspective of business.

Now in a simple scenario your page converts at 100% (oh if only!) and you send it out to three affiliates, you ask them to send it to a three people each and then you will send them a free ebook.



So from this you can see that only three stages in you have 39 affiliates (3 + 3x3 + 3x3x3). For example if they are promoting at 50% and your product costs \$30 then you will have made at least \$585 just from sending out three emails.

Now to go into a little more detail with a situation lets propose a couple of things.

In detail situation

You start off with five affiliates, they promote to five people a day, on average 60% buy the product and two thirds of those people become affiliates.

Every time an affiliate brings in ten new affiliates you will give them a bonus of \$150.

The product costs \$30 and your affiliates get a 50% commission per sale.

So lets get clear on a few things. Each affiliate sells three products a day (on average), and convinces two people to be affiliates (two thirds of those three people)

So every five days, and affiliate will get \$150 because they get two affiliates per day.

If they make three sales a day, every day for five days you will make \$15 (50% of \$30) x 3 sales x 5 days = \$225 per affiliate, and your total profit per affiliate for five days will be \$225 – their \$150 bonus, so \$75 per affiliate per 5 days.

So lets get started,

Day 1

Total Affiliates = 5

Total Sales = 15 (3 per affilaite)

Total Affiliates Gained = 10 (2 per affiliate)

Total Bonus' Paid = 0

Total Revenue = \$225

Day 2

Total Affiliates = 5 + 10 (original plus last days gained)

Total Sales = 15 + 30 (3 per original, 3 per last days gained)

Total Affiliates Gained = 10 + 20 (2 per original + 2 per last days gained)

Total Bonus' Paid = 0

Total Revenue = \$225 + \$675 (original + 45 x \$15)

Day 3

Total Affiliates = 5 + 10 + 30 (original plus last days gained)

Total Sales = 15 + 30 + 90 (3 per original, 3 per last days gained)

Total Affiliates Gained = 10 + 20 + 60 (2 per original + 2 per last days gained)

Total Bonus' Paid = 0

Total Revenue = \$225 + \$675 + \$2025 (original + 135 x \$15)

Day 4

Total Affiliates = 5 + 10 + 30 + 90(original plus last days gained)

Total Sales = 15 + 30 + 90 + 270 (3 per original, 3 per last days gained)

Total Affiliates Gained = 10 + 20 + 60 + 180 (2 per original + 2 per last days gained)

Total Bonus' Paid = 0

Total Revenue = \$225 + \$675 + \$2025 + 6075 (original + 135 x \$15)

Day 5

Total Affiliates = 5 + 10 + 30 + 90 + 180(original plus last days gained)

Total Sales = 15 + 30 + 90 + 270 + 540(3 per original, 3 per last days gained)

Total Affiliates Gained = 10 + 20 + 60 + 180 + 360(2 per original + 2 per last days gained)

Total Bonus' Paid = \$750 (\$150 x total affiliates added to total 5 days ago)

Total Revenue = \$225 + \$675 + \$2025 + 6075 + 14175(original + 135 x \$15)

Day 6

Total Affiliates = 5 + 10 + 30 + 90 + 180 + 360 (original plus last days gained)

Total Sales = 15 + 30 + 90 + 270 + 540 + 1080(3 per original, 3 per last days gained)

Total Affiliates Gained = 10 + 20 + 60 + 180 + 360 + 720(2 per original + 2 per last days gained)

Total Bonus' Paid = \$750 + \$1500(\$150 x total affiliates added to total 5 days ago [and every 5 days before that])

Total Revenue = \$225 + \$675 + \$2025 + 6075 + 14175 + 30375(original + 135 x \$15)

Now is a good time to stop but as you can see with an exponential

growth you can **make a massive amount in a short amount of time, \$51,300 to be exact**, now off course it is not always so easy to keep and exponential growth going but you can see just how easy it can be for this type of thing to take off. You can give larger incentives, \$500 bonus if you get five affiliates that promote well is easy still. The bonus can out weigh how much an affiliate makes because the exponential growth is five days in front of the affiliate, so you will have made much more then the bonus you are promising to give them in five days.

This is the potential locked in viral advertising and it is the way that "gurus" manage to have clickbank account numbers showing them making \$100,000 in a week or a month or what ever.

Whilst real life does not often act so favourably, you would be a fool to ignore the advantages of making your product "viral ready"

Whilst keeping an eye on the numbers you should always have in your mind that whilst you are getting sales, you are also getting subscribers. This is what causes some viral marketers to offer 100% commission on their one time offers, and sometimes even their upsells and downsells.

Giving a 100% commission makes affiliates much more likely to promote for you, and will make your list skyrocket. Using this you can make up any loss you have made from making the product.

All you need to remember is that if you can make something "go viral" it will spread out of control, it is like rolling a snowball down a hill until it picks up too much snow to stop.

I will try to go through the main concept of making something "viral ready"

Viral Product Promotional

Viral Promotion is a force to be reckoned with, the entire concept with it is to make people want to share it. If you can make something that is so completely compelling to share then people will likely share it! And those people will share it, and those people.

Now there are various strategies to help this along, some to do with what you are trying to make viral, some with where to make it go viral, and some about how you can make something "viral ready".

You should try to make the content witty, intelligent, visually impressive, packed full of information and with the ability to compel people to share it.

This is something that you do when you want affiliates to promote your product and is generally very good to plug into your list at various places.

You can use something like the [\\$7 Secrets Script](#) to let anyone that has bought your product to instantly become an affiliate. Essentially it works by allowing people to place their paypal address in a web URL that you have set up for your product, so that if they sell through this URL, they get an instant commission to their paypal inbox.

If you place this at the top of an eBook it can make a great quick option to get people to try and promote for you. You can customise many features like One time offers, how long you want the link available for, how many items you want sold etc.

You can also propose affiliate offers to your customers after they have bought your product through your auto-responder series. Some advantages of this is that you can assume that by giving

them the option to promote, a short while after they have purchased means they will have had a chance to use and try your product and so will have greater knowledge of it, and will be more likely to promote it successfully.

A good source for this would be Clickbank because if you have a good list of people that have bought the product then if you promote the affiliate opportunity to them and they make sales, you will gain gravity with Clickbank and be more likely to get the product turning viral.

Viral Video

Videos have quickly become one of the most popular content formats online. If you're not creating and distributing videos, you're missing out on a major traffic source. In fact, 52% of web traffic is video, according to eMarketer.

Other interesting statistic about the power of video:

- Of the 80% of viewers that have watched a video online, 52% have taken some sort of action
- Prospects are 72% more likely to purchase a product or service when video is used
- There is a 51% great understanding of a subject or product using video rather than print
- Video increases retention of the message by 50% over printed materials

- Video decreases the time it takes a viewer to reach a buying decision by 70%
- Of consumers who made purchases in the last quarter, 48% said Internet drove awareness
- According to Forrester, on-line video advertising will grow 72% by 2012 reaching \$61 billion

Video is a very engaging format. You can get people to watch 20-30 minutes of video when they would never read 20-30 minutes worth of content on your site.

You will find more and more often that video is becoming prevalent online, even most good squeeze pages now have several videos, some of the best are simply a video because people just do not want to spend ages reading a lot of sales copy.

Viral video can be a very good way to get traffic if you do it well, now most promotional videos that go viral have nothing to do with what they are promoting and are just cool or funny to watch, so if you have a great video already you can essentially promote something not even vaguely related to it.

Video helps businesses of all sizes to promote their products and their services in a way that informs but also entertains. Video allows you to catch your prospects' attention in a way that text just can't compete with. Videos allow you to say more in less time, which is especially important since online users have such a short attention span.

You've probably heard why you should use video to market your business online, but exactly **HOW** can you effectively use the

power of video in your business? Here's some simple ways you could use video marketing in your online efforts.

Product Demos

Create a video that demonstrates how to use your product. Not only can you use this as an additional feature to offer your customers, but you can also show it to prospects. By showing them what they can do with your product, prospects are much more likely to purchase your product. Think of the value you could add to your product with a video your customer gets showing them exactly how to use that product. This not only creates value, but will also cut down on the time you spend answering questions/phone calls/emails about how to use your product or service.

Product Launches

Create a video about your new product or service, playing up the benefits your clients or customers will receive. You can use the video in your emails, on your sales page, on Twitter, on Facebook - whatever channels you're using to talk about your new product. And because video engages people much quicker than text, you can catch more attention faster than you would with just copy alone.

Customer Testimonials

Start gathering video testimonials from your clients and customers. Engage a professional production company to capture your clients testimonials, or you can try using a Flip camera or the video option on your regular camera (quality might suffer, but better to get the testimonial), and start asking your customers for a quick testimonial.

If you're a local business, when your customers come in to pick up

their product or if you go to your customer's home to provide your service - take your camera with you and get that testimonial while your excellent service is fresh in their mind. Then use these testimonials just like you would a written one. Post it on your website. Send it out in your online newsletter. Send it out in your next customer email. Put those videos on YouTube to show potential customers why they would want to use your product or service.

Informational Videos

Educate your prospects and current customers on topics related to your business, related to the product or service that you offer. For example, if you are a weight loss coach, you could create a series of videos on weight loss tips, or low-fat recipes. Then, make sure you link back to your website in the video's description. One of the best ways to do this is to link back to your website's opt-in offer or your blog.

Videos can really help you solidify and personalize a relationship between you and your clients, your customers and your prospects. It is probably one of the closest ways you can get that face-to-face connection online. So be creative, think outside of the box, and start using video to add more value to your current customers and to reach more prospects that you can turn into customers as you build your relationship with them.

So as a quick additional overview if you want to up your chances a little without being a comical genius or just really lucky then;

- You can create videos on How to do something. These types of videos are basically tutorials teaching people a specific skill.

My Smart Affiliate Script Guide

- You can create review videos where you review different products. You can do a news announcement whenever you want to announce a contest.
- You can do some personal videos for building relationships with your audience.

Personally i think you should make one that gives a "gold nugget" of value to the customer.

Just your one best and most valuable tip, make a short five minute video about it and post it on Youtube.

But there's a lot more to video marketing then just uploading your video to YouTube. In fact, this is why many people are so disappointed with Video Marketing. They just upload their video to a few sites and then wonder why they're not getting truckloads of traffic.

The screenshot shows a Google search for "legs workout". The search bar contains "legs workout" and the search button is visible. Below the search bar, there are suggestions for "legs workout program", "legs workout exercises", "legs workout at home", and "legs workout for mass". The search results show "About 3,640,000 results (0.16 seconds)". A red box highlights the "Videos for legs workout" section, which includes two video results: "At Home Easy Leg Workout" (10 min - 30 Sep 2009, uploaded by ShellsFitness101) and "Leg Workout Without Weights - AthLEAN Xtreme" (9 min - 14 Sep 2009, uploaded by JDCav24). Below the videos, there are text results for "Leg Workout Routine", "Bodybuilding.com - The Kill Leg Workout! - Mitch Hodge", and "Legs Workout". On the right side, there are several ads for "Bodybuilding Supplements", "David Lloyd Cheadle", "Legs Workout", and "Workout Legs on Sale".

Here is the first thing that came to my mind, and the video has the top spot on Google! Now that is powerful.

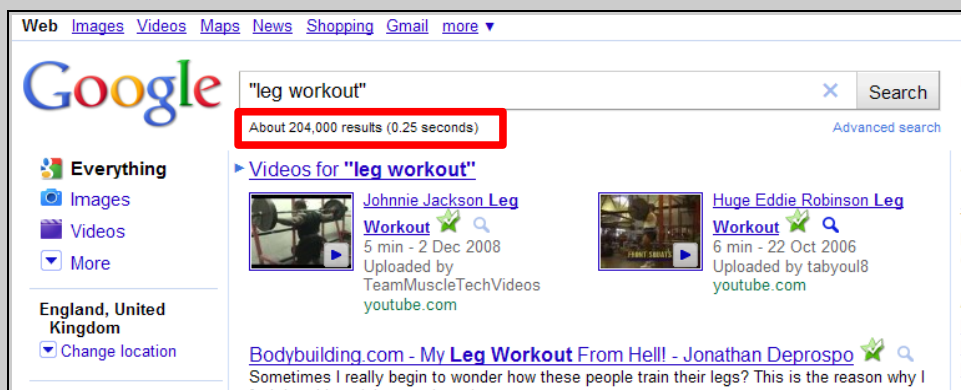
First, you need to make sure you're targeting very specific keywords. YouTube and other video sharing sites rank extremely well on Google. In fact, you've probably seen YouTube and Google Video while searching on Google. They're all over the front page for thousands of different keyword phrases.

It just shows how much you can do with video, the pictures look much more attractive than the text and stick out so are even more likely to get selected.

Also another good tip about optimizing your keywords is the fact that not only will the search engines be more likely to pick you up, the video site will rank your video better so people will be able to more easily search for it in the site itself.

So you need to choose your keyword phrase well, try to get a keyword that has less than 30,000 competing sites when you search for it in Google in "quotes".

So to try and find a keyword lets just test "leg workout"



204,000 competing sites,

And to check the video;

My Smart Affiliate Script Guide

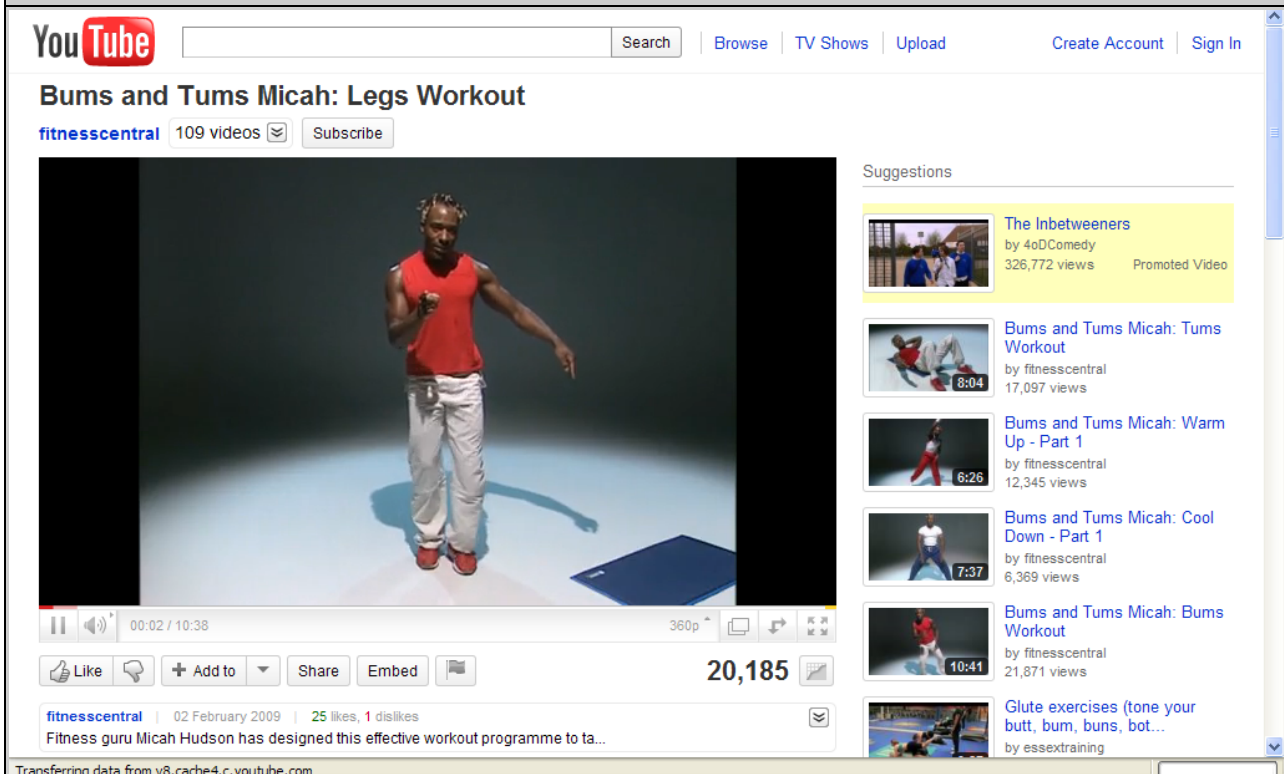
The screenshot shows a YouTube video player for 'Johnnie Jackson Leg Workout' by TeamMuscleTechVideos. The video has 308,416 views and 278 likes. The video player shows a black screen with the text 'In order to capture raw, unaltered training footage,'. To the right of the video player is a 'Suggestions' section with several related videos, including 'IFBB Pro Bodybuilder Johnnie Jackson biceps', 'Pro Bodybuilder Johnnie Jackson arms training', 'Branch Warren's Titanic Texan's Quad Thrash', '500 Dead for 16 reps deadlift', 'Johnnie Jackson pulls hamstring on 3rd deadlift...', and 'Killer Leg workout for massive strong legs'.

308,416 views is a hard target to aim for!

So now lets change it slightly to "legs workout"

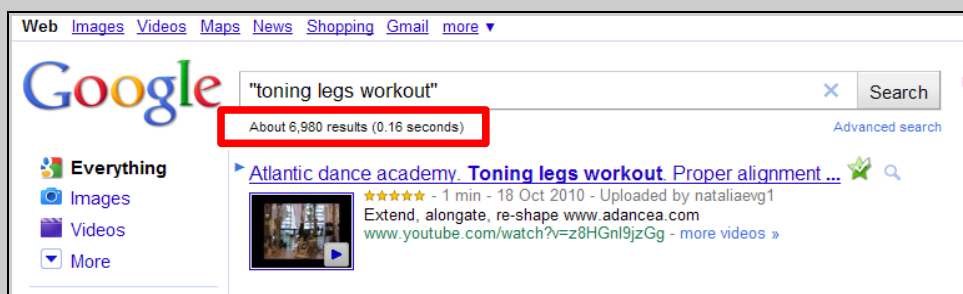
The screenshot shows a Google search for 'legs workout'. The search results show 'About 50,500 results (0.24 seconds)'. The search results are categorized into 'Videos for "legs workout"'. The first video is 'Bums and Tums Micah: Legs Workout' by fitnesscentral, uploaded on 2 Feb 2009. The second video is '5 Min Super Legs Workout 1. Fitness Training...' by psychetruth, uploaded on 29 Jul 2010. The third video is 'Advanced Leg Workout' by HedeemFitness, uploaded on 15 Jan 2009.

Only one letter has taken that down to 50,500 results,



20,185 is still a lot of views to compete with!

so now lets extend it a little more to "toning legs workout"



About 7,000, looks like we have a winner and looking at the video shows;

YouTube

Atlantic dance academy. Toning legs workout. Proper alignment. Increase range of motion.

nataliaevg1 5 videos | Subscribe

0:47 / 1:10 360p

318 views

nataliaevg1 | 18 October 2010 | 1 likes, 0 dislikes
Extend, alongate, re-shape www.adancea.com

Transferring data from v14.lscache1.c.youtube.com

318 views after only being made a month and a half ago, so this is actually a good start but there is much more that could be done with it.

But it just shows you how well you can do, also if you choose several keywords such as "legs workout" and "toning legs workout" as you build more views your video will be more competitive to appear on the higher pages of Google for difficult keywords.

So now we have a keyword you will want to start trying to optimize your video with it.

First you should have the keyword phrase at the beginning of your title e.g. Toning Legs workout with [Your name]. This is a very important factor and is used by Google to help decide what is relevant to what keyword.

Also if it works, try to use the keyword twice in the title, once at the start and once at the end e.g. Toning Legs workout with [Your name] – The ULTIMATE toning legs workout!

This one tip can have a very positive effect on your videos chances of ranking well.

You should use different keywords for different video sites, and so different titles should be used. Now off course it is best to use your main targeted keyword for Youtube as it is the largest video site, but others can use different keywords. It is always best to try broaden your potential traffic reach.

You should also make sure you include your keyword in the video description, most people do not use this to their advantage and it will cause their video not to be fully optimized and thus loose easy traffic.

Search engines cannot know what your actual video is about so they have to use the title and description to register it under the relevant keywords. Try to sprinkle various keywords throughout the description and have your main one at the beginning and the end of the description.

You also need to make sure that you backlink to the video, this is essential as you will find it hard to get views just by being on some video hosting sites. If you have affiliates in your list then send them an offer to promote the video, track where the views came from and offer a bonus to what ever affiliate gets the most.

Using your video you can then start to direct some of the traffic to your website, so in this case your squeeze page to start turning the views into subscribers. Make sure your website URL is in your description and at the start and end of your video. You can also use watermarks to put the url as a layer over the video.

The screenshot shows a YouTube video player for 'BodyRock.tv'. A red watermark box is overlaid on the video, containing the text: 'This shows a watermark advertisement using google for Private Healthcare. It can also be used to put your website URL in.' Below the video, there is an advertisement for a treadmill sale from 'Powerhouse-Fitness.co.uk', featuring a 'View Here!' button. The video player interface includes a progress bar at 0:19 / 0:34, a volume icon, and a '360p' resolution indicator. A 'Bupa Private Healthcare' advertisement is also visible in the bottom left corner of the video frame.

You also need to make sure a call to action is available in your videos, this will prompt the viewers to take a look at your website. It is all well and good putting your website URL around everywhere, but people are much more likely to click through if you say something along the lines of;

"Go to my website for a FREE summer ready legs course"

This just lets them know that there is more related information at your website and that the video has some relation to it.

It is often a good idea to do a video in two parts, posting one half to a video site and the other on your web page, this can make up to 80% of your video traffic travel straight through to your website. Also another good way to do this is put up the first couple of videos from your video course on a video hosting site, then tell the leads to go to your url to find out more about the course. It is a very well known trailing technique, give them a little taster to make them much more likely to buy.

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Now to work on the viral promotion of videos you should use the tools given to you. Try to use social networks to link the video, this is a very easy format for people to pass information on. If done right the video will start to travel through the social network picking up views and links to your website and like we showed before, once the ball is rolling it quickly gets out of control.

The screenshot shows a YouTube video player interface. At the top, a red callout box with white text reads: "Clicking the 'Share' opens up the option to easily share you video through Social networks like twitter, facebook, blogger, myspace etc." The video player shows a video titled "video all the way through BEFORE you comment!!" with a duration of 0:03 / 9:44. The video has 538,078 views. Below the video player, there are social sharing options: Buzz (24), Tweet (22), and Share (1707). The video is by "AlienScientist" and was uploaded on 23 October 2008. The video description reads: "Multiple corroborating sources have been pieced together to unlock the secret...". To the right of the video player, there are several recommended videos, including "Bell Antigravity De...", "Future Cars - (Passenger Vehicles) defying gra...", "Anti-Gravity- the real men who stare at Goats! ...", "UFO-Flying Saucer Engine-how it works", "Free energy in minutes step by step", and "secret to the pyramids ANTI GRAVITY - Coral Cas...".

Try to send your video out to your list and twitter following, if people like it and you prompt them they may well send it out themselves.

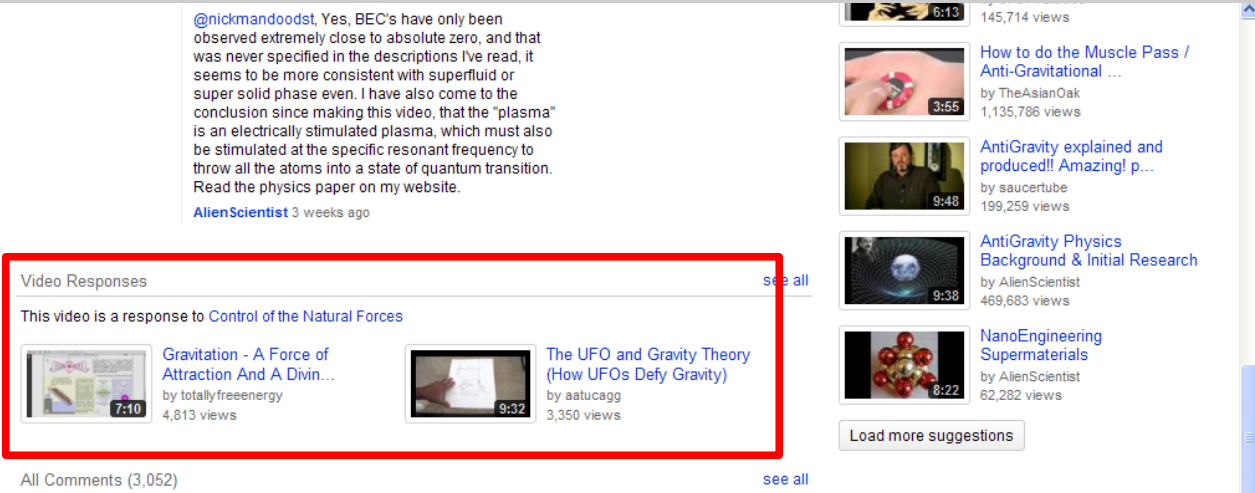
As long as you make sure the content is great then your video has the potential to spread like wildfire.

There are many ways you can get backlinks for your videos, try social bookmarking <http://www.searchenginejournal.com/125-social-bookmarking-sitesimportance-of-user-generated-tags-votes-and-links/6066/>, if you want to automate your social bookmarking submissions, you can use a tool called <http://www.submitbookmark.com/>.

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Also using forums can often be a great idea because they are such a social place, just linking to them in a related thread or starting a thread about a video is common place in most forums. It helps to get conversation going and will help to give the viral aspect a chance of taking off.


Another point i want to cover is doing a video response, this is when you link your video to a similar video,

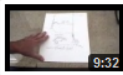


@nickmandoodst, Yes, BEC's have only been observed extremely close to absolute zero, and that was never specified in the descriptions I've read, it seems to be more consistent with superfluid or super solid phase even. I have also come to the conclusion since making this video, that the "plasma" is an electrically stimulated plasma, which must also be stimulated at the specific resonant frequency to throw all the atoms into a state of quantum transition. Read the physics paper on my website.
AlienScientist 3 weeks ago

Video Responses [see all](#)

This video is a response to [Control of the Natural Forces](#)

 Gravitation - A Force of Attraction And A Divin...
by totallyfreeenergy
4,813 views

 The UFO and Gravity Theory (How UFOs Defy Gravity)
by aaticagg
3,350 views

[Load more suggestions](#)

All Comments (3,052) [see all](#)

This shows the video response feature, this is how you link a related video to a higher traffic one.

8 hours ago please tell us more ?

TzolkInXX12 8 hours ago @bretcolin very interesting point please tell us more ?

In the video responses section you can post your video as a response to another higher traffic one. So you are then taken to the page where you can respond and you get to "Choose a video". Then you choose a video you have uploaded already and "Respond with this video".

If you do this with a very popular video you would be able to divert a great portion of traffic to your own video, this is a very very powerful way to get traffic to your video.

All you need to do is find the best relevant videos and respond to them!

We have covered RSS feeds before so it is a good idea to say that the same techniques can be used for videos.

By submitting your RSS feed to various directories you can build up extra traffic to your videos, it also works well to build a one way backlink to your video, boosting search engine rankings.

For example, in YouTube, you can access the RSS feed of your videos using the following URL: [http://www.youtube.com/rss/user/\[insert username here\]/videos.rss](http://www.youtube.com/rss/user/[insert username here]/videos.rss) Simply replace [insert username here] with your own username.

If you are looking for some good traffic then try to copy the tags of a related video that has a large amount of views, it will give you more chance of appearing to the right hand side of the video as a related video. This has the potential to give you a lot of extra views!

The screenshot shows a YouTube video player for the video 'PANICKIN' I'. The video has 113,661 views and is by user carlis0445. Below the video player, there is a red box with the text: "These are the related videos, it is great for you to try and Optimize your video to appear here for videos with high views". To the right of the video player, there is a 'Suggestions' sidebar with a red border, containing several video recommendations such as 'New Professor Green track', 'Rihanna - What's My Name ft. Drake (Lyrics)', 'Nicki Minaj ft. Eminem - Romans Revenge [LYRICS...]', 'Lil Kim- Black Friday (Nicki Minaj Diss) (FULL ...)', 'Nicki Minaj Roman Revenge', 'Nicki Minaj - Right Through Me [Lyrics]', and 'Kanye West "Monster" ft. Jay Z, Nicki Minaj, Ri...'. The video player interface includes a play button, progress bar, volume control, and share options.

Also keep in mind that Youtube as with most other video hosting sites are social places, you should reply to your comments, give useful advice!

Treat it the same as a blog or forum because in a sense it is, these are the same social conduct rules you should follow anywhere online or offline, it works to boost your authority and in the end make you better off for it.

Try to write comments on related videos, add people in your niche as friends and make contacts, it opens up avenues for joint ventures and other money making opportunities.

The more video subscribers you have the more people will comment on your videos and page, this will ensure that the videos you have and any others you launch will have a ready basis of traffic and rank well in the site and in the search engines.

These subscribers will react better if you have an attractive youtube channel for them to chat in and navigate to find related work. It is where you get the chance to talk about yourself and your business, now don't get me wrong, this is still a marketing aspect, you are still as with everything trying to further your business, but do not just appear to be trying to sell your website. If you take it seriously and create a personal bond with people it will give them trust in you, and you are much more likely to buy from someone you trust, it is just human nature.

Prompting people to subscribe to your videos will work in much the same way as your list or twitter following, they will be updates when you post new videos and can be used to drive traffic to your site.

And whilst on the subject of your other lists, do not be afraid to use them for views. Announce to them that you have a new video and explain how it will appeal to them, this will get you a nice burst of views and you can always ask them to spread the word, even for some reward if you want.

There is another feature we should cover for video marketing, and that is embedding your videos. This is a great feature that you can use to upload your videos to a site, it could be used if you host a video with youtube, but want the video to appear on your video course page.

There are sites you can embed your video on for hundreds of extra views.

Some sites where you can embed your video include:

www.imbroadcast.com/

www.flixya.com

www.spike.com

www.instructables.com

www.myspace.com

www.uvouch.com

www.magnify.net/sites/categories
www.ulinkx.com/
www.myvidster.com (Social Bookmarking for Videos)
www.gemzies.com/
www.infectiousvideos.com
www.videosift.com
www.vewgle.com
www.tagged.com
www.wonderhowto.com
www.maxior.pl
www.nowpublic.com
www.vodpod.com
www.mefedia.com/add.php

Now i am going to cover perhaps the most valuable tool to viral video marketers, and this is www.tubemogul.com it is a tool that allows you to automate your video submissions so you do not have to go to each video site and submit one after the other.

Really the aim with viral video marketing is that people watch the video and are so excited about it that they feel the need to share it with everyone. The access of quick social networking links makes it easy for people to share with their friends.

This works kind of like the branches of a tree, where your video is seen by 100 people, 10 of these send the link to 100 friends each, so you then have 1100 people that have seen the video, then a further 10% of these send the video out, so 110 send out the link to 100 of their friends and before you know it all the promoting is out of your hands and everyone knows your name.

Now when combining this by linking to your squeeze page you can use this viral video marketing to generate a huge mailing list, perhaps with the promise of more tips and tricks that build on the one you have given.

This has the added advantage that people will comment on and rate the video, and often the product/list you are directing them to. This creates a social proof element that can be as strong as, if not stronger than financial proof.

Tips

Here are some tips and tricks just to refresh you on what you should do with your video marketing;

- Think about your target audience needs to hear, not what you think you need to say
- Have a call to action at the end of the video.
- Keep it short and succinct. For you home page or social media, I recommend a run-time of 45 to 90 seconds. It is more difficult to craft a message in such a short period of time, but any longer and you run the risk of your viewers leaving your site.
- If you think you need a longer video than 90 seconds, consider breaking the video up into shorter segments and give your viewer/visitor the option to learn more. This is especially effective if you provide more than one product or service.
- It's my personal opinion, but refrain from having the video starting automatically when someone comes to your website. Some people will not have their speakers on and will miss part of your messages, and others like me will have them on too loud and wake the kids up when I am surfing late evening or early morning
- There might be a reason to self-produce a video, but it usually does not communicate the message or the brand you want to

put out there

- Remember, no matter how well or poorly you produce a video for your company, you will always communicate something - it just might not be what you want people to know or think about you or your company
- Try to limit background distractions like poor audio, ambient noise, movement behind you in the frame
- Every aspect of your video is important, especially post production or editorial. This does add a significant cost to your video, but it is the editorial process which makes or breaks a video - just like a Hollywood production.

Itunes Traffic

This is a very little known about traffic secret, what it entails is submitting your video as a podcast on iTunes. You need to make sure that the video is full of useful and relevant information, it should be a gold mine of information.

Just make sure you have a highly-targeted, keyword-rich Subject line and description, you'll gain immediate access to your prospects who are lurking among the many millions of iTunes viewers.

If you do this properly you can get over 10,000 views per week! This is major traffic for such a simple task and should be implemented by anyone that is serious about becoming successful with video marketing, or just at all online.

By posting an hour long video full of top quality information you can be looking at 10,000 unique downloads a week that last for

months.

Just make sure you have the content and it is free and you are off to a good start.

Make sure that as with other videos you put your website URL in it at least at the start and end, a good thing to do is have the url superimposed above the video, perhaps in the corner.

I just really need to stress the need for quality, it will cause people that view your video to rate it highly, if you give away something for free and it is so packed with great information people will be over compelled to give great ratings and reviews, this will cause more traffic to come to the video and cause more downloads and so on and so forth.

If you nail this it can be better traffic then youtube or any other video hosting site. Generally if people have iTunes, they have the cash for an iPod and to buy songs so you know you are not targeting free loaders. You can always put a call to action at the end of your video telling these people that you have a great FREE offer they can get at your site, this will put them in line to buy your one time offer so you can make massive profit off them.

Just remember that if you post a video that is obviously just aimed at marketing something to them then you are not going to get the same effect, people will have no interest in your video and will not rate it well, this will not cause the exposure needed to get it off the ground.

Do not be afraid to test it out, find a forum in your niche and send it to some authoritative figures, ask them what they think. If they like it but think it needs improving then add to it.

The reaction you are looking for is "Wow, i cannot believe you did not charge me for this stuff!", you want people to not believe what they have just received for free and get a giddy feeling and just want to run away and implement it straight away.

Here's how to do it!

Step 1:

Upload your podcast onto a server. Whether you use a free server or a server you pay for month by month (or yearly) you must upload your podcast onto a third party server in order to use iTunes. A quick search in cyberspace will turn up a variety of different servers. None are expensive, and the free ones are usually the perfect fit if you're doing a podcast that doesn't require a whole lot of storage space.

Step 2:

Get your RSS code. Once you upload your podcast onto the third party server, you need to obtain your RSS code. This is the code that you will give to iTunes in order to review your podcast and make it available for download on the iTunes store. Your third party server will most likely give you the RSS code on your log in page.

Step 3:

Apply your podcast to iTunes. Open iTunes on your computer. Go to the iTunes store and click on "Podcasts." Scroll down to the bottom of the page and click on "Submit a podcast." A screen will come up that will ask for your RSS feed code. Enter it exactly as it was given to you on your third party server, and click "Continue."

Step 4:

Wait for approval. Unfortunately, the iTunes staff has literally hundreds of new podcasts to approve every week, so it will take two or three weeks before you find out if your podcast is approved. Once it is, however, you can update it as often as you like (via your

third party server) and iTunes will carry it indefinitely.

Video Commenting

This is a very similar process to the blog commenting that we looked at earlier. Essentially all you need to do is search out niche related videos on a site like Youtube and leave a comment and link on them.

For example lets take a look for "Free Energy Machine";

The screenshot shows the YouTube search interface. At the top, the search bar contains 'free energy machine' and the search button is visible. Below the search bar, the results are sorted by 'Relevance'. A red box highlights the text 'About 5,220 results'. The main content area displays a list of video results. On the left side, there are five video thumbnails with their titles and view counts: 'Selfrunning free energy machine' (501,423 views), 'TB4000 Free energy machine: The answer to the world's energy pr' (13,835 views), 'free energy machine 1' (397,367 views), 'free energy machine 2' (48,669 views), and 'FREE ENERGY JOSEPH NEWMAN MACHINE BATTERY CHARGE' (view count partially obscured). On the right side, there is a 'Promoted Videos' section with three video thumbnails and titles: 'Balls of Steel' (403,127 views), 'Who Was Ed Leedskalnin?' (241 views), and 'Get Girls with Pheromone?' (3,380,578 views). At the bottom of the video list, a partially visible video titled 'CON-E-CO 427 Batch Plant' is shown.

Here you can see there are 5,220 results, that is 5,220 high quality back links you could get just by watching videos and commenting on them with constructive, relevant information.

Just make sure that you use your affiliate page or squeeze page url to try and drive traffic from related videos to your site. Even post responses to some of the better ones to try and get traffic that way.

Viral Web Page

This is essentially what your affiliate page for this course is, it is designed to be viral and be easy to spread the word about. Really most things can be potentially viral, you just have to put the tools in place to enable this.

This can be similar to the video option where instead of making the video go viral, you add social networking links to your squeeze page, this allows people to link your squeeze page to their friends and thus get the same sporadic effect that can help take promotion out of your hands.

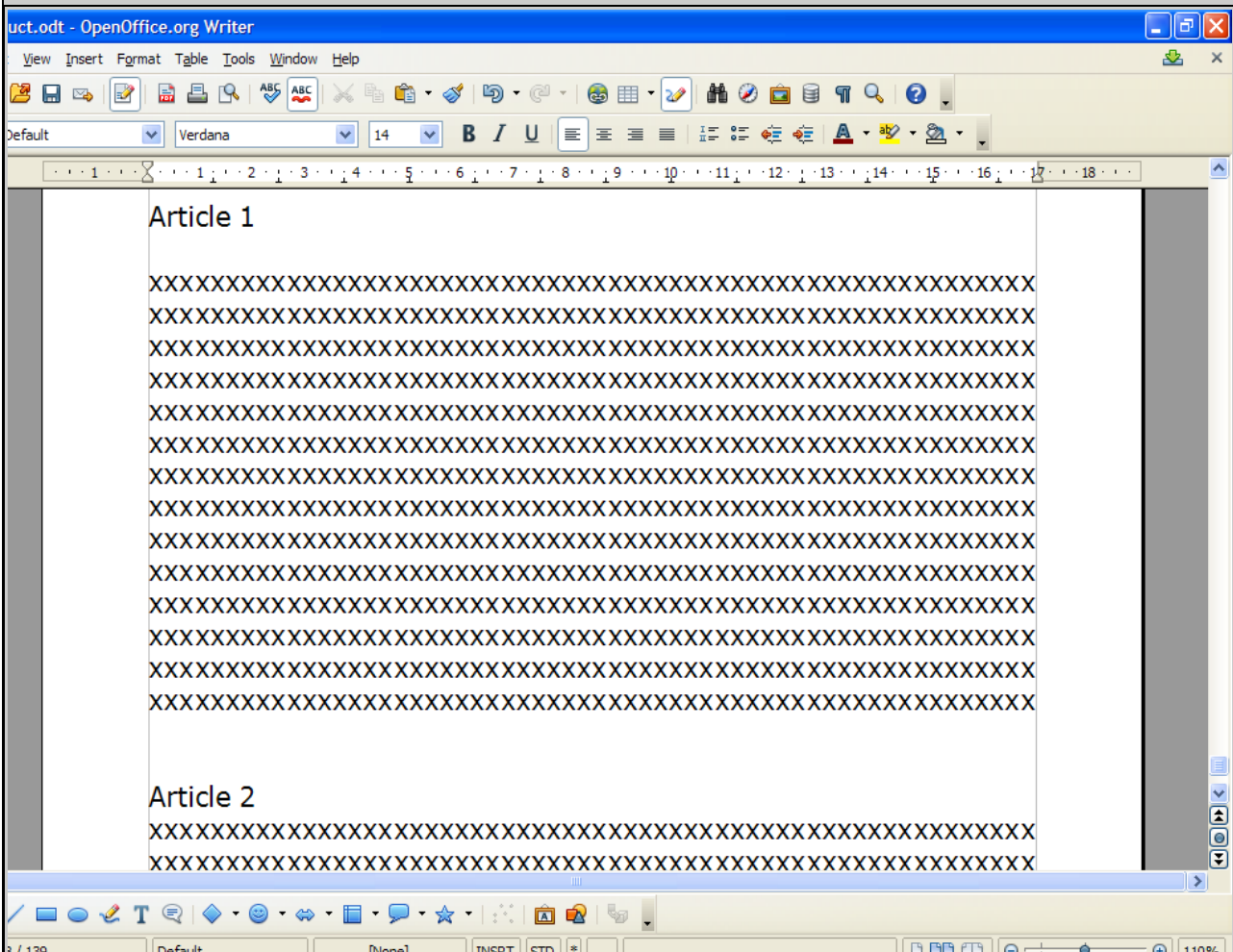
Syndication

Syndication is the art of changing the form of something when it comes to Internet marketing. For example if you have a collection of articles, why not turn that into an ebook? Why not then turn that ebook into a video, an audio podcast and a slideshow?

Then you are multiplying the exposure of your articles massively and opening up much more traffic opportunities for the same content.

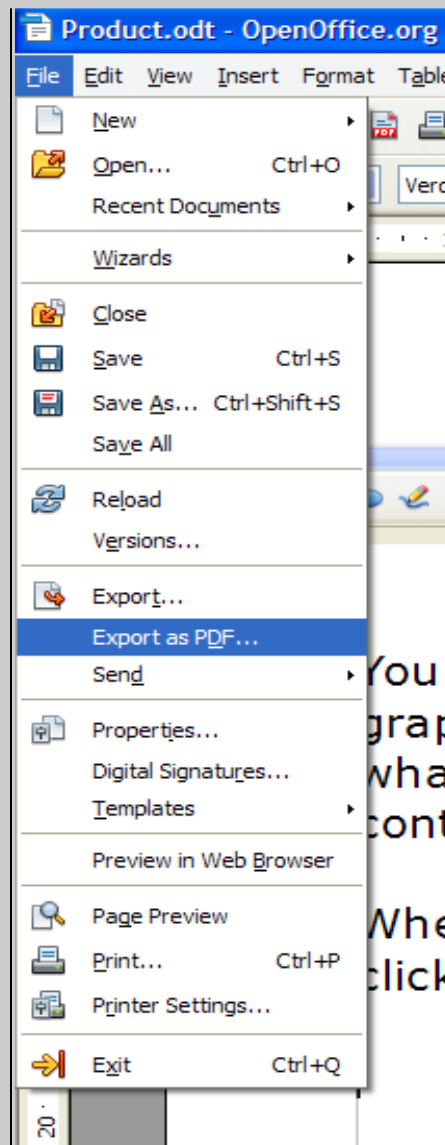
So lets put the theory to use for eBooks first. What we need to do is download open office. This is a free software based around being an alternative to microsoft office. You can find it here ; www.openoffice.org . After that we need to take our article, or collection of related articles and arrange them in an open office document.

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You then need to add a title page where you could put an eCover graphic to add a more professional look, a disclaimer page saying what people can and can not do with your eBook and also a contents page if the eBook is over 5-10 pages.

When this is done you need to convert the page into a .pdf file by clicking "file" and then selecting "Export as .pdf".



And there you go, you have your ebook ready to dispurse around the internet.

You can then submit the ebook to <http://www.free-ebooks.net/> and <http://www.getfreeebooks.com>. This is all you need to do for a couple hundred extra visitors for every eBook you submit.

You will want to ensure you have links to your squeeze page as

well as affiliate links in the ebook and this can allow you to make profit or gain subscribers out of the list.

You can spend time sending your ebook out to other directories, and you may get lucky and get results but i find that the two i linked before are the main contenders so they should always be the first place you go to submit eBooks.

Complete List of Ebook Directories:

<http://www.changethis.com/>
<http://www.free-ebooks.net/>
<http://www.getfreeebooks.com/>
<http://www.thefreesite.com/>
<http://www.ebookjungle.com/>
<http://e-library.net/>
<http://ebookdirectory.com/>
<http://www.memoware.com/>
<http://www.ebook88.com/>
<http://www.sharewareebooks.com/>
<http://www.ebookee.com/>
<http://www.feedbooks.com/>
<http://directory.pdf-search-engine.com/>
<http://www.howto.co.uk/>
<http://www.e-booksdirectory.com/>

Next you can start thinking about vidoes, this can be a very easy process and you can just convert each article you make into a one or two minute video.

Using a simple program like camtasia you can just use screen capture to go over articles. You could even make it as simple as reading the article out through a video, then going doing the

specific steps of the article. Going to certain sites or using techniques.

If it is a niche like sports then you could just do what is being described in the article such as a stomach crunch or whatever. If they say a picture is worth 1,000 words then how much words is a video worth?

Just whip up a video for each article or ebook you make and submit it to www.tubemogul.com for large spread distribution.

You can then go and embed the video on various sites for more views, try these;

www.imbroadcast.com/

www.flixya.com

www.spike.com

www.instructables.com

www.myspace.com

www.uvouch.com

www.magnify.net/sites/categories

www.ulinkx.com/

www.myvidster.com

www.gemzies.com/

www.infectiousvideos.com/

www.videosift.com

www.vewgle.com

www.tagged.com

www.wonderhowto.com

www.maxior.pl

www.nowpublic.com

www.vodpod.com

www.mefedia.com/add.php

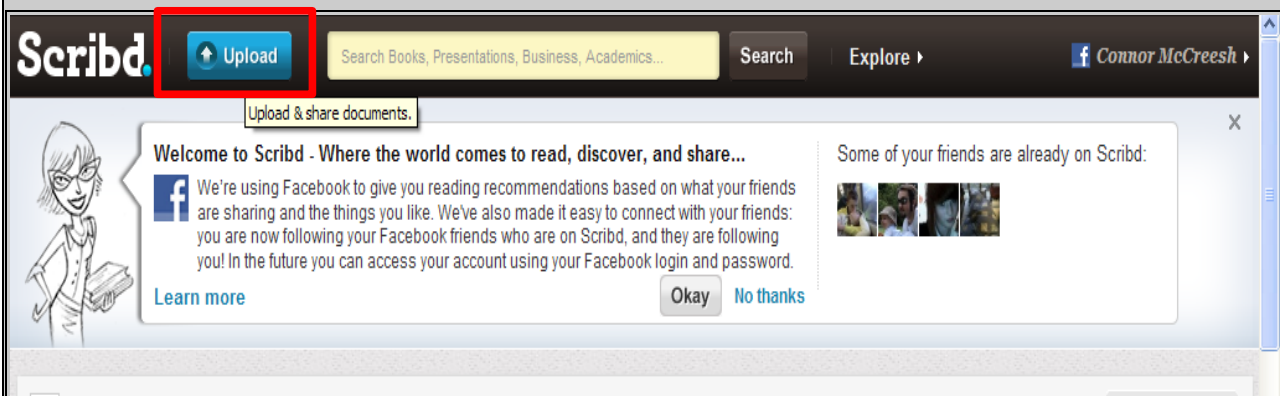
So there is another way you can turn your one article into a whole load more traffic. You can also try to put some of the viral techniques to use in your videos to try and get a massive amount

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of traffic that way.

Now lets just go over a couple more methods quickly. Slideshows can be made with open office also, so why not split your articles up into slides and make another form of content?

Submitting to sites like www.slideshare.net and www.scribd.com can help to boost your traffic some more.



This shows you the interface of scribd, all you need to do is register and start uploading.

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SlideShare is the best way to share presentations, documents and professional videos.
Get a free account to upload and share. Or go PRO to get more.

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Like 45

SpeakEasy:
20 Tips, Tricks & Techniques To Being A Compelling PUBLIC SPEAKER

By Michelle Villalobos

SpeakEasy: Tips, Tricks & Techniques To Become A Compelli... from Michelle Villalobos

FEATURED PRO USERS [Get a Pro Account](#)

SPOTLIGHT: TWTRCON SF 10

Slide share is the main website you will want to use for your slide submissions. It has the largest following for the medium of slide shows.

Another way of syndication your articles is to just record the audio of you reading them out. Then just submit them to itunes using the method we mentioned earlier on and you are off to a good start. This can either be done by submitting a large amount of audio articles or by just compiling them into 30 minute blocks and releasing them as a pod cast that way.

People may come to enjoy you telling them tips on your niche whilst they are going for a run or doing work.

It is a good one to think about, make sure to drop your website in there to get the traffic out of it.

This has been a pleasure writing for you, i hope you have enjoyed the information and i hope you do not spend another second before taking action with this great script.

Kind Regards,
Tim Bekker