

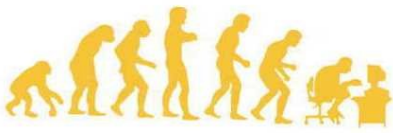


# The Affiliates Missing Link

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**Join the high-earning super affiliate club**

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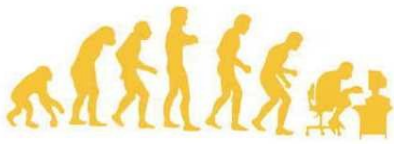
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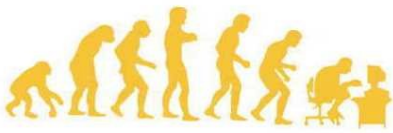
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## Chapter 1

# Introduction to Affiliate Marketing

Although you are probably more than aware of what affiliate marketing means to you, it is important to point out some of the misconceptions and misunderstandings of affiliate marketing as well as the history and future of 'the recommendation peddlers'.

Simply put, affiliate marketing is a method of promoting via the Internet, in which the promoter is rewarded for every visitor, subscriber, customer, and/or sale provided to an online retailer.

The compensation an affiliate marketer would receive would be revenue share or cost per sale. For this reason affiliate marketing is often referred to as performance marketing, as the compensation models applied to affiliate marketing are very similar to the ones used for people in sales department.

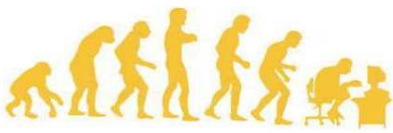
Multi level marketing or multi tier marketing programs are not considered affiliate marketing. Two-tier programs exist in the minority of affiliate programs; most are simply one-tier. Programs beyond 2-tier are not considered affiliate programs, but rather Multi-level marketing or network marketing.

The origins of affiliate marketing is the subject of hot debate, it has been argued that the Amazon Associate program, which was launched in July 1996, was the forerunner in the market. This is something disputed by Brad Waller, VP of affiliate and business development for EPage ([www.epage.com](http://www.epage.com)), the affiliate program for EPage started in April 1996, just some three months before Amazon.

But if you were to read “The CDNow Story: Rags to Riches on the Internet,” CDNow’s affiliate program predates Amazon’s by more than a year. In November 1994, with its buyweb program, CDNow was the first to introduce the concept of an affiliate or associate program with its idea of click-through purchasing through independent, online storefronts.

Affiliate marketing has grown quickly since its inception. The e-commerce website, viewed as a marketing toy in the early days of the web, became an integrated part of the overall business plan and in some cases grew to a bigger business than the existing offline business.

According to MarketingSherpa's research team, affiliates worldwide earned \$6.5 billion commissions in 2006, with the most active sectors being the adult, gaming and retail sectors. Predictions are, that the three sectors expected to experience the greatest



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growth, will be the mobile phone, finance and travel sectors. With entertainment and internet-related services sectors, hot on their heels.

Merchants and retailers like affiliate marketing because in most cases, they pay for results, meaning the merchant does not incur a marketing expense unless results are realized. Some businesses owe much of their growth and success to this marketing technique, one example being Amazon.com.

Some merchants run their own affiliate, in house programs, while others use third party services provided by intermediaries to track traffic or sales that are referred from affiliates. Merchants can choose from two different types of affiliate management solutions standalone software or hosted services typically called affiliate networks.

Successful affiliate programs require a lot of maintenance and work. The numbers of affiliate programs just a few years back was much smaller than it is today. Having an affiliate program that is successful is not as easy anymore. The days when programs could generate considerable revenue for the merchant, even if they were poorly or not at all managed, are over.

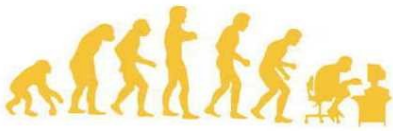
The opportunities to generate considerable amount of profit in combination with a much more crowded marketplace filled with about equal quality and sized competitors made it harder for merchants to get noticed, but at the same time the rewards if you get noticed are much larger.

Affiliate recommendations work best through linking to merchants in the context of the information contained within a website or medium. For instance, if a website is about "How to publish a website", within the content an affiliate link leading to a merchant's ISP site would be appropriate. If a website is about Sports, then an affiliate link leading to a sporting goods site might work well within the content of the articles and information about sports. The idea is to publish quality information within the site, and to link "in context" to related merchant's sites.

Entrepreneurs who are working at the forefront of Internet marketing drive affiliate Marketing. They are the first to take advantage of new emerging trends and technologies where established advertisers do not dare to be active.

Affiliates take risks and "trial and error" is probably the best way to describe how affiliate marketers are operating. This is also one of the reasons why most affiliates fail and give up before they "make it" and become "super affiliates" who generate in excess of \$10,000 commission per month.

The attitude that can be found in the affiliate communities is probably the main reason why, the affiliate marketing industry is not able to self regulate itself beyond, individual contracts between advertiser and affiliate. The industry is full of failed attempts to



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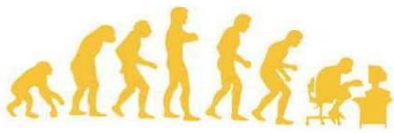
create an organization or association of some kind that could be the initiator of regulations, standards and guidelines for affiliate marketing.

The only place where the different people from the industry, affiliates, publishers, merchants, advertisers, networks and 3rd party vendors come together at one location is at online forums. It is therefore almost impossible to create any form of legally binding rule or regulation that must be followed by everybody in the industry.

Forums have had very few successes in their role as representing the affiliate marketing industry. The last example was a success at halting Commission Junction Link Management Initiative in 2006, when a single network tried to impose on their publishers & affiliates the use of Javascript tracking code as a replacement for common HTML Links.

The problem with the word affiliate marketing is that it is often confused with network-marketing or multi-level marketing, which it is absolutely not, and the pressure to change the name 'Affiliate Marketing' is getting stronger. Similarly, years ago, an attempt to change the name for the Search Engine Optimization Industry was tried, an attempt that obviously failed since it is still called SEO today.

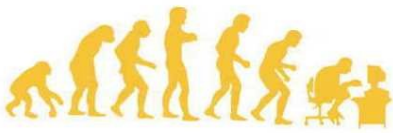
New developments have made it harder for unscrupulous affiliates to make money. Emerging black sheep are detected and made known to the affiliate marketing community with much greater speed and efficiency.



## Chapter 2

# Affiliate Marketers Glossary

AD	Advertisement, text, banner, flash, video etc.
CJ	Commission Junction (Network)
CPA	Cost per action
CPC	Cost per click
CPL	Cost per lead
CPM	Cost per mil (mil/mille/M = Latin/Roman numeral for thousand)
CPS	Cost per sale
CR	Conversion rate
CTR	Click through rate
DRM	Dynamic rich media (type of Ad, technology).
EPC	Earnings per click / earnings per 100 clicks
KB	KowaBunga (Network)
LS	Linkshare (Network)
OPM	Outsourced program management
APM	Affiliate program management
OSC	On site conversions. The sales count divided by the number of clicks
PFI	Pay for inclusion
PID	Publisher ID (Affiliate/Affiliate site ID)
PF	Performics (Network)
PFP	Pay For performance
PPA	Pay per action
PPC	Pay per click
PPCSE	Pay per click search engine
PPI	Pay per impression
PPL	Pay per lead
PPS	Pay per sale
ROI	Return on investment
SAS	ShareASale (Network)
SE	Search engines
SEM	Search engine marketing
SEO	Search engine optimization
SERP	Search engine result page



## Chapter 3

# Affiliate Programs

Before deciding what affiliate programs to join we need consider what products we can recommend and the pros and cons of each classification of affiliate sites. The main affiliate site categories would be:

**Search affiliates** that utilize Pay per click search engines to promote the advertisers offers.

**Comparison shopping** sites and directories that set up product against product, a kind of online 'Which Magazine'.

**Loyalty sites**, typically characterized by providing a reward system for purchases via points back, cash back or charitable donations.

**Coupon and rebate** sites that focus on sales promotions, involving expensive offline activity.

**Content and niche sites**, including product review sites, heavy in site content utilizing subtle pre-selling strategies.

**Personal websites** were the reason for the birth of affiliate marketing, but are today almost reduced to complete irrelevance compared to the other types of affiliate sites.

**Blogs and RSS Feeds** using subtle recommendation through online diaries

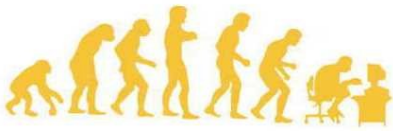
**Email list** affiliates (Owners of large opt-in email list)

**Registration Path** affiliates that include offers from other companies during a registration process on their own website.

**Shopping directories** that list merchants by categories without providing coupons, price comparison and other features based on information that frequently change and require ongoing updates.

**CPA Networks** are top tier affiliates that expose offers from advertiser they are affiliated with to their own network of affiliates (not to confuse with 2nd tier)

**EBook** and information products.



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For the most of our readers looking to set up as a typical 'home based business' with limited resources and equipment, many of the above categories are out of reach when looking at the amount of research revenue and web design skills needed.

The main categories we'll cover here and certainly the main categories that you the reader will be either contemplating or perhaps involved in would include search affiliates, content and niche sites, personal websites, blog and RSS, email list affiliates and eBooks

## Search Affiliates

Search affiliates or those using Pay for Click or sponsored advertising, are those affiliate sites utilizing Search Engine sponsored programs such as Google Adwords. If you were not aware of this form of marketing, you would have certainly used it.

Do any search on Google or Yahoo and look at the list of web sites on the right hand side; these are what Google call 'sponsored sites'. These sites have paid the Search Engine or Directory to be there, if you click on their link it will cost them for your click, and guess what the more you are willing to pay, generally the higher you'll get! Some sites in some highly competitive industries are willing to pay up to \$50 for your click, a costly business.

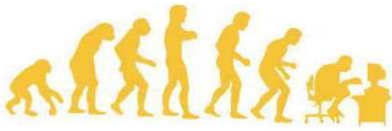
Mind you, there are ways to reach the first page of the search engine without paying the highest price. We'll go into this in more depth later, but in short it's **content**, Google as an information service, rewards a good content web site more than a higher paying site. Google understands that the quicker you find what you are looking for, the more relevant the site that Google finds, the better the content Google delivers, the more you'll use them.

## Content and Niche Sites

A Content or Niche sites tend to be very specific in subject and very rich in content. Its subject matter is a fine balance between content and contextual linking, it would neither be too broad, as to wash out content, nor too blinkered, as to be irrelevant to the wider market.

The Content or Niche site is the favored site of search engines, if structured correctly, with the correct use of keywords, then these sites are the better performing SEO sites. The search engines love them because they deliver high value relevant content to their customers, and the contextual linking will be to related subject matter.

So again, content is King.



## Personal Websites

Although there is a small surge in today's market with people registering their own personal websites whether it be the [www.john.smith.net](http://www.john.smith.net) personal URL or other Bebo type account. And, even considering the reason for the birth of affiliate marketing was based around personal websites. Today, this type of 'affiliate' website has almost been reduced to a complete irrelevance compared to the other types of affiliate sites.

## Email List Affiliates

There are three types of email Marketers, those who build their own 'opt in' list of subscribers and use email software like Autoresponders to communicate. Those who similarly use blogging or online diaries to do the same and those using 'opt in' Safelists, emailing to rented lists of prospects who are willing to receive your email.

For the purpose of this model we will look at the first, opt in list owners, which can be adopted by the blogging affiliate. But we will look more in depth at Blog and Safelist when we talk about traffic.

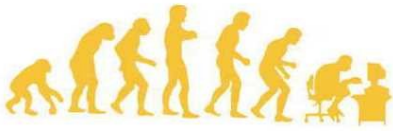
You may have heard it quoted before "the money is in the list", and this is as true today as it always has been. No matter what marketing business you are in, survival without a substantial list, where it would be possible, is greatly diminished.

List marketing is 'trust' marketing, prospects that have been subscribed to your mailing list, are there because they want to hear what you have to say. The longer your prospect remains with you, the more likely they are to buy.

Again, as with all of the models we have looked at content is king, if a prospect joins your list from your eBook or website on a specific subject, it is important to write high value, high content information emails to them, based on that specific subject.

If your content rich, niche website is about 'holidays in Fuerteventura', and you have built up a list of prospects interested in holidaying in Fuerteventura, there is no point in emailing them with information on the 'new greatest fully automated, internet money making system', it has no relevance to them and they're sure hit the unsubscribe button.

They found your website because of its content, they joined your list because of the content, and they will stay on your list, because of the content.



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## EBooks

EBooks (electronic books) or information products are rather like content rich niche websites; they provide high value content on a particular subject, with contextual affiliate links to products or services associated with that subject.

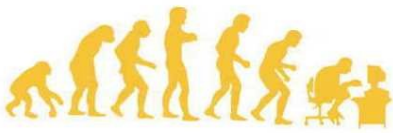
The interesting thing about eBooks is; are you the merchant selling information? Or are you the affiliate providing information and recommendations to earn a commission? In essence you are both!

Does the prospect of writing your own book sound daunting? Well it shouldn't, especially with the great research source that is the Internet! You may have heard that the eBook market is dead, well don't believe a word of it, companies and agents like Clickbank, Commission Junction and eBay have a massive supply of information products and there will always be a market for good information.

## Conclusion

So when we are looking at the categories of affiliate marketing we can see that they almost all go hand in hand, there is no PPC without a good content site, there is no opt in list without either content site or eBook. You will have to write a good content website or a good content eBook to fully utilize the other two marketing methods.

Therefore, for the purpose of this book we will study **Content Rich, Niche Websites** and **Content Rich eBooks** as primary forms of affiliate marketing, with PPC and emailing as secondary forms of affiliate marketing.



## Chapter 4

### Content Rich Niche Websites

Content or Niche Websites are also loosely referred to as themed Websites, these are sites that are clearly focused on a single product or market. The term 'themed' is an inaccuracy as nearly all Websites carry a theme, I could build a website about holidaying in the Canary Islands, this is clearly 'themed' website, but is it a 'niche' website?

To answer that, we need to study the subject. The Canary's are made up of five main holiday destination islands Gran Canaria, Tenerife, Lanzarote, La Palma and Fuerteventura.

What sort of content could we put into such a site?

Interesting content for the holiday maker could include; history, inhabitants, geography, site seeing, beaches, towns, villages, agriculture, places of interest, churches, nightlife, restaurants, hotels, casinos to name but a few.

What sort of affiliate programs could we implement? Direct affiliate marketing could include car hire, flights, casinos, hotels, apartments, bus companies with supportive direct advertising for boat trips, taxi companies and tourist attractions, of course the list can go on, but you get the picture.

Can you imagine the work involved just doing a study of all the beaches on each of the five islands!

Clearly this is a themed website, to make it a 'Niche', I would choose one island, like our earlier website example Fuerteventura.

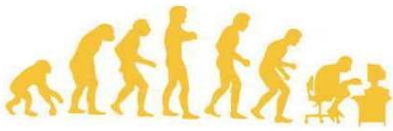
Something like; [www.holidays\\_in\\_fuerteventura.com](http://www.holidays_in_fuerteventura.com)

Why choose a 'niche' website?

Quite simply, to be found! The Internet is huge, and to be found by your prospective customer, you need to be found by the search engines.

Most people looking for information or products on the Internet use search engines to find them, entering words or phrases in the search bar. These are known as keywords and people are becoming more and more specific, when using keywords.

If you were to search for 'car hire in the canaries', the search engine results would find a lot of companies offering you car hire on islands your not visiting. Rather than dig



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through page after page to find car hire in Fuerteventura, the island you are holidaying on, you would simply research for 'car hire in Fuerteventura'.

This search is more specific and of course the results would be more specific. Probably all of the first two or three pages would be related to that search and my niche site, [www.holidays\\_in\\_fuerteventura.com](http://www.holidays_in_fuerteventura.com) has more chance of being found.

Of course, after being found, my site being so specific to Fuerteventura, and so full of good content about the island, it is far more likely to be 'book-marked' and 'subscribed' to.

Good for the customer, as he finds content, good for the search engine, as they provide relevance, and of course good for me. Good for me because it will be much easier for my site to get in the top ten to twenty sites as my competition is diminished.

But surely being in a smaller niche diminishes sales? Well all being equal I suppose it would, but all is not equal, by having a niche site I have less competition, by having less competition I have more chance of being found, by being found I have more chance of a sale.

If my website had the theme, 'holiday in the canaries' and for any specific search my site was ranked at number 40, 50, 100 or 200, I am invisible and will never make a sale.

That's not to say there is no market for such a themed website, in fact, domains being so cheap, I would register my first website;

[www.holidays\\_in\\_fuerteventura.com](http://www.holidays_in_fuerteventura.com)

and probably also register my next niche sites;

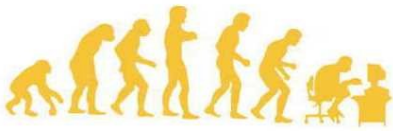
[www.holidays\\_in\\_gran\\_canaria.com](http://www.holidays_in_gran_canaria.com),  
[www.holidays\\_in\\_tenerife.com](http://www.holidays_in_tenerife.com),  
[www.holidays\\_in\\_la\\_palma.com](http://www.holidays_in_la_palma.com),

as well as my umbrella theme;

[www.holidays\\_in\\_the\\_canaries.com](http://www.holidays_in_the_canaries.com)

We'll look more closely at this later in the book.

**Choosing your website niche correctly will be crucial to your success on the Internet. Your choice of niche will be the main factor determining the ease of achieving high website ranking. Without a high website ranking it is not possible to attract free search engine traffic and hence free visitors.**



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To understand the process of being found and ranked by the search engines we need to understand how the Internet works, and the role of the search engines within it.

## Understanding the Web

Firstly, lets remove the mystery from the World Wide Web

What is the World Wide Web? Quite simply, its is a library of documents written in an universal language available for anyone to view. It's just a collection of files rather like your computer. However, unlike your computer, all the files are written in the same software or language and, unfortunately, the user or surfer doesn't know where all the files are.

To try and help us find this information, each World Wide Web document, or website, is given a specific address. The address for any website will be written in your web browser something like; <http://www.ebookmarkit.com>. This is known as an URL.

The address or URL is split into different components. The first bit is the http; This is short for Hyper Text Transfer Protocol, which defines how messages are formatted and transmitted, and what actions Web servers and browsers should take in response to various commands. So when you type http: into your browser your are typing a command to your Web browser, directing it to fetch and transmit.

The // just separates the next bit of information, normally the www. which is just the location of the document, like My Documents on your computer. So the command is, to fetch and transmit something from the World Wide Web.

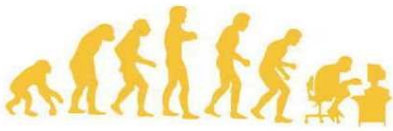
The next bit is what we call the Domain Name, this is just the name of this document, [ebookmarkit.com](http://www.ebookmarkit.com) is the name of this document.

Sometimes you see extensions to the website, like  
[http://www.ebookmarkit.com/90\\_day\\_powerseller\\_ebook.htm](http://www.ebookmarkit.com/90_day_powerseller_ebook.htm)

This is just an extension of the first document, a bit added on, the .htm refers to the language this file is written in.

So when we type; [http://www.ebookmarkit.com/90\\_day\\_powerseller\\_ebook.htm](http://www.ebookmarkit.com/90_day_powerseller_ebook.htm) into our browser we are telling our software to fetch and transmit on the World Wide Web a document called 90\_day\_powerseller\_ebook which is written in htm language and is located at [ebookmarkit.com](http://www.ebookmarkit.com), simple.

So what is htm or html? This is the preferred Internet language, html is short for Hyper Text Markup Language, the reason we use html is that it supports links to other



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documents, as well as graphics, audio, and video files. This means you can jump from one document to another simply by clicking on hot spots.

To see html, open any website, go to the view button, go down to the source link and a text document will open. That is html and that is what your computer brought back from the World Wide Web. Basically, just a set of instructions telling your browser what to do.

The html is split into 2 parts, the HEAD that we don't see and the BODY that we do. The HEAD contains what we call META tags, these are small notes to provide additional information about a web page, rather like an index card describing a book.

The initial idea for META tags was to allow website builders to help search engines index the page correctly by providing an accurate description of the page content and a list of keywords associated with the page. Unfortunately this left the door open to abuse.

## The Search Facility

The search facilities on the World Wide Web are provided by companies like Google and Yahoo. They help us to find documents on the Internet. They collect information about documents posted on the Internet, indexing and classifying the type of site, the content and popularity of each document.

They are just like giant telephone books, but instead of storing just name, address and telephone number they store all the information they can find.

Could you imagine having a telephone book that you could type in something like; Find Bill's telephone number, he's got brown hair' a beard, wears reading glasses and lives in Queens, New York.

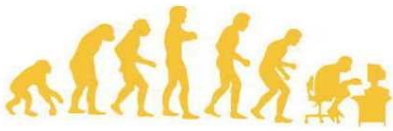
That's just what these search facilities do!

However they do it in completely different ways.

## Search Directory

Yahoo is a Search Directory, which is a human made search page.

A directory only enters sites that are directly submitted to it, each site is then inspected and a decision is made whether or not the site is worthy of listing. As a commercial organization it would be normal to pay an annual fee to be inspected by a directory, mind you that does not guarantee inclusion.



## Search Engine

Google is a Search Engine, which is a computer generated search page.

A search engine has an extra piece of software to a search directory, spider software. In Google's case GoogleBot. The spider software constantly crawls the Web collecting document data for the indexing.

As we mentioned earlier the initial idea for Meta tags was to allow website builders to help search engines index their pages. This information was here for the spiders, to provide accurate website descriptions. However, due to the abuse of Meta information the spiders are increasingly ignoring it.

## Search Engine Optimization

The secret of any successful website is free traffic, and that elusive top 10 position. Any affiliate or merchant would have untold riches if only they could rank in the top 10.

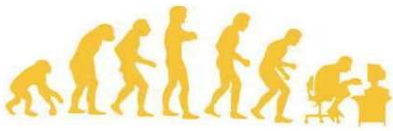
It is the Search Engine Optimization specialized or SEO who has tried and will try every trick in the book to reach that top 10. And for every SEO trick comes a Search Engine block.

We have seen that the Meta tags were put in place to index websites, and of course the more keywords you put in the Meta content, the more you could mislead the Search Engines. This is known as Spamdexing.

It has been a constant battle between the SEO's and the Search Engines, When the Meta content was deceiving, Search Engine Spiders were sent to WebPages, the SEO's then Spamdexed or frontpaged their sites, so the Spiders checked out links, which led to link farms and SpamBlogging.

The SEO's aim was to trick Google into thinking that their websites are more relevant and important than they really were and Google aim, is for its search results to contain relevant, important sites, not sites that merely appear to be relevant and important.

To this end, Google invests millions of dollars and employs the world's smartest mathematicians to create algorithms that would identify sites that were trying to trick them. And that's exactly what 'Jagger' did; and when it found those sites, it simply adjusted their ranking to more accurately reflect their true importance.



## High Ranking Sites

You see the more you try to trick the Spider the harder it gets, the only way to build a successful, high ranking website is to work with the Search Engines and build a site that the Spiders will love.

Let's have a look at some of the guidelines for web design as put down by Google, at their Webmaster Help Center. I have highlighted some important points to cover later.

### Webmaster Guidelines

Following these guidelines will help Google find, index, and rank your site. Even if you choose not to implement any of these suggestions, we strongly encourage you to pay very close attention to the "Quality Guidelines," which outline some of the illicit practices that may lead to a site being removed entirely from the Google index or otherwise penalized. **If a site has been penalized, it may no longer show up in results on Google.com** or on any of Google's partner sites.

Make a site with a clear hierarchy and **text links**. Every page should be reachable from at least one static text link.

Create a useful, **information-rich site**, and write pages that clearly and accurately describe your **content**.

Think about the **words users would type to find your pages**, and make sure that your site **actually includes those words** within it.

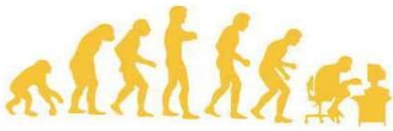
Try to use **text instead of images** to display important names, content, or links. The Google crawler doesn't recognize text contained in images.

If **fancy features** such as JavaScript, cookies, session IDs, frames, DHTML, or Flash keep you from seeing all of your site in a text browser, then search engine **spiders may have trouble crawling** your site.

Make use of the robots.txt file on your web server. This file tells crawlers which directories can or cannot be crawled. Make sure it's current for your site so that you don't accidentally block the GoogleBot crawler.

### Quality guidelines

These quality guidelines cover the most common forms of deceptive or manipulative behavior, but Google may respond negatively to other misleading practices not listed here (e.g. tricking users by registering misspellings of well-known websites). It's not safe to assume that just because a specific deceptive technique isn't included on this page, Google approves of it. Webmasters who spend their energies upholding the spirit of the



# The Affiliates Missing Link

basic principles will provide a much better user experience and subsequently enjoy better ranking than those who spend their time looking for loopholes they can exploit.

Quality guidelines - basic principles

Make pages for users, not for search engines. **Don't deceive your users or present different content to search engines** than you display to users, which is commonly referred to as "cloaking."

**Avoid tricks** intended to improve search engine rankings. A good rule of thumb is whether you'd feel comfortable explaining what you've done to a website that competes with you. Another useful test is to ask, "Does this help my users? Would I do this if search engines didn't exist?"

**Don't participate in link schemes** designed to increase your site's ranking or PageRank. In particular, avoid links to web spammers or "bad neighborhoods" on the web, as your own ranking may be affected adversely by those links.

Don't use **unauthorized computer programs to submit pages**, check rankings, etc. Such programs consume computing resources and violate our Terms of Service. Avoid "doorway" pages created just for search engines, or other "cookie cutter" approaches such as **affiliate programs with little or no original content**.

**If your site participates in an affiliate program, make sure that your site adds value. Provide unique and relevant content that gives users a reason to visit your site first.**

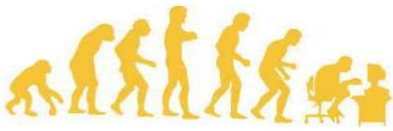
If a site doesn't meet our quality guidelines, it may be blocked from the index. If you determine that your site doesn't meet these guidelines, you can modify your site so that it does and request re-inclusion.

## The Do's

**Create a useful, information-rich site, including relevant keywords in the content with contextual linking.**

**Keep your site simple, avoiding unnecessary pictures and fancy programs like flash, Writing pages that clearly and accurately describe your content,**

**If your site participates in an affiliate program, make sure that your site adds value. Provide unique and relevant content that gives users a reason to visit your site first.**



# The Affiliates Missing Link

## The Don'ts

**Don't deceive your users or present different content to search engines and avoid tricks. Don't participate in link schemes or spamming and make sure that you do not use unauthorized computer programs to submit pages**

## Choosing A Niche

As I have already stated, 'choosing your website niche correctly will be crucial to your success on the Internet'.

To build niche websites that make you money you have to find the right niches to compete in. Selling sand in the desert is a hard thing to do. You need to be selling products to people who have a need, an interest, or a desire for what you are selling.

This is why niche marketing works because people are already searching for what you have.

It is much easier to sell to traffic in a market that is already there than it is to create the market itself. Plain and simple that is why niche marketing works.

So what niche do you start with? You will always do your best work when you like the work you are doing.

Choose to sell products in a niche market that you have an interest in. If you are passionate about it marketing to this niche is a breeze. You can create web pages that are full of valuable information because of your enthusiasm for it.

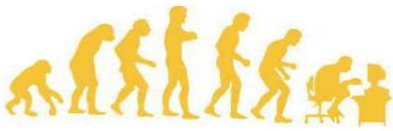
We have looked at the **CONTENT** and the use of relevant keywords to help you index higher at the Search Engines, which in turn take care of the **TRAFFIC**.

The use of contextual linking and recommendation, to your Affiliate Merchants rather than banners and ads is the **PRESELLING** of their product causing your traffic to click through to your merchant's site, allowing them to sell and you to **MONITIZE**

**CONTENT- TRAFFIC- PRESELLING- MONITIZE**

**C-T-P-M**

The **C-T-P-M** process is the only way and the only logical way for you to build your niche website. We have compiled a separate text book to take you through the niche website building process, which you can download at the end of this chapter.



# The Affiliates Missing Link

This guide takes you from choosing your concept, brainstorming your keywords and profitability, giving you your site blueprint to follow the **C-T-P-M** process.

The Affiliate Masters Course will show you how to execute the **C-T-P-M** process on your own. Each of the 10 days has a specific goal, a clear target that you can easily meet. By the time you finish DAY 10, you will have a Theme-Based Content Site up and running and generating traffic and income.

What's the bottom line? Upon completion of this course, you will have the power of **C-T-P-M** working for you, helping you to build a flourishing, profitable and stable online business.

With the right process, you get the right results!

Be forewarned though. The material we cover will be extensive in scope. It will require effort and commitment on your part, as does anything important that yields rewards.

Take your time to digest the information properly before you start to work on the prescribed action steps.

Use the ongoing goals as your guideposts, your beacons of light. Understanding the concepts will boost your confidence level in applying them.

I have included The Affiliate Masters Course as a complimentary eBook for you to print out a hard copy and make your own textbook.

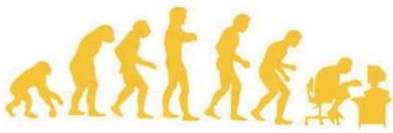
There is just too much information to learn by reading off a monitor screen.

Underline the important parts. Add your own notes and ideas. I promise you'll get lots and lots of great inspiration as you go along.

Please, please work with a printed version of this course. If you are at all serious about following this course to build a serious income stream, start right.

Click the following link to download your printable textbook;

## [The Affiliate Masters Course](#)



## Chapter 5

# The eBook Affiliate

The term eBook refers to a book that is available in electronic format, an electronic book.

Usually eBooks are available in Adobe PDF or eBook Reader format but there are many other formats available. A good eBook uses the technology effectively, with links to Web sites and other files.

eBooks can be anything from the digital version of a paper book, to more interactive content that includes hyperlinks and multimedia. It can even be the electronic reading device such as a Rocket eBook or Pocket PC.

An eBook can give you lots more than a paper book. You can store lots of books on one computer, for example. You can mark your page with an electronic bookmark and jump straight to it when you open the book.

Some eBooks have built in dictionaries so you can click on a word and find out what it means. And non-fiction books may come with extensive collections of references and footnotes.

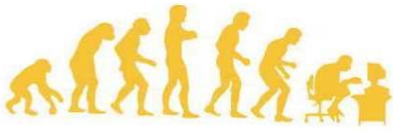
In the future some people think that ebooks will replace printed books, and we are certainly reaching the point where an eBook loaded onto a hand-held computer is as easy to read as a typical hardback book.

So why choose eBook formatting for your affiliate business? Writing an eBook would have similar rules to niche website building, but without the **T** of the **C-T-P-M** process. Obviously, eBooks need to be rich in content, but without the use of relevant keywords to produce the traffic, leaving it free for your content to flow.

To write an eBook we cannot follow the **C-T-P-M** process. The **CONTENT** will always be primary, but the Traffic will be replaced by your **DISTRIBUTION & DELIVERY** efforts. The **PRESELL** will still lead to the **MONITIZE**.

**CONTENT- DISTRIBUTION-DELIVERY-PRESELL- MONITIZE-**

**C-D-D-P-M**



# The Affiliates Missing Link

## Content

Where do I begin, content? This is your biggest starting block, what can you write about? Daunting isn't it?

Well stop for a minute, ask your self, who am I? What have I done in my lifetime?

Let me ask you something, how old are you, 20, 30, 40? Have you not learned about anything in your 20, 30, 40 years? What do you like? Where do you work? Where have you worked and been? What are your hobbies? What are your interests, qualifications and passions? What are your strengths and weaknesses?

You are knowledge, you are history, you are science, passion and belief. You can instill into others your unique experience and your experience has value.

Let's just take an example of someone's job and what sort of subjects they could write about.

Example Lets look at someone with a catering background;

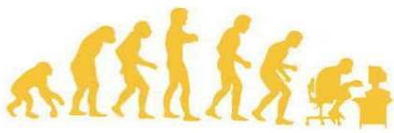
Subject title and subtitles could include;

Major Catering Equipment  
Kitchen Equipment  
Refrigeration  
Coffee Machines

Minor Catering Equipment  
Tableware  
Glassware  
Linen

Legislation  
Health & Safety  
Fire Regulations  
Food & Hygiene

Employment  
Employment Agencies  
External Contract  
Employment Law



# The Affiliates Missing Link

## Promotion

- Advertising
- Directories
- Website design, hosting etc

## Hardware

- Computers
- Tills
- PDQ

## Software

- Epos
- Accountancy
- Wages

## Dry Goods

- Chemicals
- Paper Goods
- Menus

## Food & Drink

- Food Suppliers
- Drink Suppliers
- Snacks

This list is by no means exhausted, I have quickly thought of 9 heading with 3 subheadings each, even with just 1 page on each item your eBook will be almost 40 pages, great information.

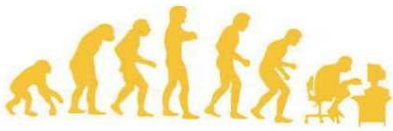
So what about affiliate links? I did a quick search on Google, searching with the subject in inverted commas; so all results are specific to each subject, then using a plus sign with the word affiliate programs. These are the results;

"kitchen equipment" + affiliate programs	104,000 Sites
"food and drink" + affiliate programs almost	800,000 Sites

I admit that not all run affiliate programs, lets say only 0.1% do, that's over 900 affiliate programs to choose from on just those 2 subjects.

And even if you can't find an affiliate program, look at Amazon for a great book, or eBay for some great products.

People are always in the market for information, and you have got it.



## The Affiliates Missing Link

It doesn't matter if you're a carpenter, plumber, car mechanic, engineer, architect, artist, doctor, accountant, housewife, mother, dentist, self employed etc etc. You can make the same list for any job.

If you are uninspired by your job, what do you do? Sport, read, watch telly, listen to music, films, fish, ride a bike, sew, knit, photography, there is a book in all of us!

**Please Note:** We have looked at the **C-D-D-P-M** process of writing an eBook, I put the **C-D-D-P-M** in this order because that is the process in work, you must have content and this content must be distributed & delivered for your customer to read and be presold, enabling you to monetize.

However, when writing content you need to consider the preSelling and monetization. The preSelling is how you write, the monetize is your choice of affiliate partner.

I am in the business of Internet Marketing; so something I might preSell is an Autoresponder, look at 2 example recommendations I might use to preSell an Autoresponder;

### Example 1

When email marketing, I like thousands of others discovered AWeber. They offer unlimited Autoresponders, follow ups, newsletters, and Toll-Free Expert Customer Service with 9+ Years of Experience, is second to none.

Experts state it often takes 7 or more messages before prospective customers make a purchase. With AWeber I get unlimited campaigns, lists, follow up messages, and newsletters. With reliable, >99.34% email deliverability, fast! They also they give me 51+ Templates for newsletter and follow ups, with easy to create and web forms

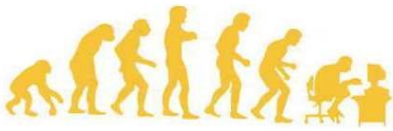
Instantly Create a Risk Free Membership, Click Here To Try [AWeber](#) risk free for 30 days,

If they don't help build your opt-in list and convert more website visitors They'll give you a 100% no questions asked refund.

### Example 2

The importance of list building is paramount in Internet Marketing, it can take up to 7 emails for my customers to build enough trust in me before committing to buy, so the value of an automated emailer or Autoresponder is paramount for my business.

I have used a number of Autoresponders over the years, and have found that as my business grew the limitations on form design, and reliability caused nothing but problems.



# The Affiliates Missing Link

Changing Autoresponders was never going to be an easy decision as I had built a substantial list of 5,000 opt in subscribers which I undoubtedly would lose, however, I was offered a 30 day trial and experimented with [AWeber](#), and have never looked back.

What is the difference between these two examples;

## Example 1

This is clearly **Hard Selling**, I am telling you about the features.

Unlimited Autoresponders, follow ups, newsletters, and Toll-Free Expert Customer Service with 9+ Years of Experience, unlimited campaigns, lists, follow up messages, and newsletters. With reliable, >99.34% email deliverability, 51+ Templates

Hell, I even give you the Risk Free Membership, 100% Refund.

## Example 2

This is **PreSelling Content**, I am giving you the benefits of any Autoresponder, but I am also pointing out some issues with some Autoresponders and suggested that all my problems are now solved.

This is a great little paragraph;

“Changing Autoresponders was never going to be an easy decision as I had built substantial list of 5,000 opt in subscribers which I undoubtedly would lose, however, I was offered a 30 day trial and experimented with [AWeber](#), and have never looked back”.

So why preSell? If I Hard Sell I devalue my content and look like an advert leaving my customer Click Resistant.

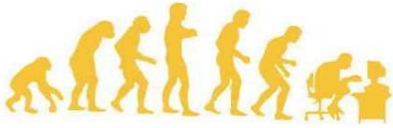
If I preSell I add to my content, offer solutions and my readers click on my link, in an open ready to buy attitude.

As an affiliate, it is your job to preSell and recommend, offering solutions, benefits and ideas. Your merchants are the sellers!

## Cover Design

I have done my own eCovers using basic graphics software and eCover templates, I use Photo Impact but any Graphics editor will do the job, you can get free images from sites like [freeimages.com](http://freeimages.com) .

Developing your own eCover is OK, but I wouldn't recommend it if you're short on software skills, artistic talent, or time.



# The Affiliates Missing Link

You can get eBook Cover Software, but if you are going to invest I would suggest investing in a Graphic Designer, You may think having your own design will bump the price up, well it will! I have paid up to \$500 for eBook covers and I've got to say, I won't do it again.

Yes a good cover will increase sales but there is no need to spend anything like \$500. I now use [AbsoluteCovers](#) or [BookCoverPro](#)

Another way to find a good designer is to have a look at some covers you like, most covers will have the designer on them, just check out their work and of course price.

## EBook Format

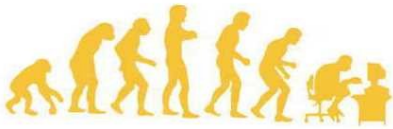
What do I mean by format? Well what software shall we use to publish our eBook. Shall it be exe or pdf? And what are they?

Exe is what I would call a 'live' eBook, if this worked properly I would always choose exe, its like a little eBook website, I can update it, add pages, change my links and because its online, my customers will always have the latest information. Problem is, it doesn't always work, it relies on Windows Explorer for its functionality, which reduces its readability, and of course when the next Explorer comes exe will develop a blip.

So today I think I'll go pdf. What's pdf? Short for Portable Document Format, a file format developed by [Adobe.com](#). PDF captures formatted information from a variety of desktop publishing applications, making it possible to send formatted documents and have them appear on the recipient's monitor or printer as they were intended.

The trouble with pdf is that as an eBook writer is that I can never change the information I write, if your reading this sometime in the future and exe or a new type of 'live' system is all the rage, I'm sorry, today its pdf.

Getting your document to pdf, like everything else you'll need software, and to preserve all your hyperlinks you'll normally have to pay. I have found an easy to use bit of software from [pdfOnline](#) it will preserve your hyperlinks and if you can live with a little icon on all your eBook pages, you can use it for free



## Distribution

There are a number of things to consider before you begin to distribute your eBook, that is, what sort of eBook are you writing? Are you going to keep an exclusive eBook for you to host and sell yourself? Are you going to offer a commission to allow other affiliates to distribute it? Are you going to allow others to sell your eBook and keep all the selling profits? We'll go through the pros and cons of each.

## Self-Hosted

The self-hosted option is good if it is an additional product to your already built, traffic rich website that you can direct customers to. To host a sales page as a stand-alone website, and try to build traffic to is a no no.

Whichever option you go for I would suggest hosting your eBook as a stand alone website, but not for traffic building, just for the professional look of the eBook, hosting is so cheap at these days, [BlueHost](#). have a pretty good basic package

## Using Affiliates

Registering your eBook with [ClickBank](#) is a great option for a high value eBook, they specialize in downloadable products, and are always on the look out for good high value new releases. Both [ClickBank](#) and [CommissionJunction](#) have a large affiliate base and along with your sales efforts distribution levels can be quite high. You do tend to get a higher price for your eBook but obviously you will lose from 50% to 75% in commissions.

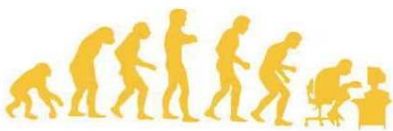
Consider this, does your eBook have wide appeal and high value affiliate linking?

You will have to pay a registration fee to get either of these companies to list your product, but 1 or 2 sales will normally cover this.

## Free & Bonus

If it's free then flee! Someone once told me, is that true? I don't know, the thing is that if an eBook is free how much value will someone put on it?

If they have bought the eBook, and like the content, then surely they'll follow it through, what I mean is that if you have invested over \$50 in this book, and you like and trust the



content then surely you'll follow through on my suggestions and affiliate links. On the other hand if the book was free would you even read it?

Mind you, if your eBook was free then surely it would have a wider audience?

So how do you give away free eBooks? We'll look at the next 2 categories first as our distribution is similar.

## ReSale Rights and ReBrandable

These types of eBooks are also known as viral eBooks, as the readership grows and grows. The Resale Right eBooks grants your customer the rights to sell your product and keep the profit, with Master ReSale Rights your customer can also pass on the ReSale Rights. Some eBook distributors would suggest that this was the only way to sell eBooks as ReSeller after ReSeller pushes your product.

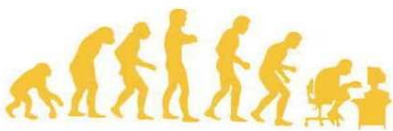
A good example of this is an eBook called the '90 Day PowerSeller Guide'. Click Here to see the [ClickBank Sales Page](#), Now Click Here to see today's [eBay Search Results](#), for the same eBook. At the time of writing, the eBay search produced 155 items, and this does not include eBay Shop items or listing with a different names. Could you imagine if you had written that eBook! How much would your affiliate links be worth? If your interested in eBay as a source of distribution then the author John Thornhill of [PlanetSMS](#) would be a ideal mentor.

So what is ReBrandable? Seems a strange thing to do, but this is when you will grant Resale or Master ReSale Rights but grant the ReSeller rights to ReBrand the eBook with their own affiliate links.

The reason that this is such a powerful catalyst to the viral effect is that the ReSellers distribution efforts are going to be much greater. Of course you will only select certain links to be rebranded, perhaps with affiliate programs that allow second tier commissions with affiliates you sign up, or possibly with lower value commission programs leaving the stronger links as yours.

You may even want to give all the links up if there is a strong pull to your own website generating you free traffic.

There are 2 ways to ReBrand, you could either charge a premium for your eBook and do the ReBranding yourself or purchase ReBranding software. [ViralPDF](#) offer a neat package that you can bundle with the zip file of your eBook, to allow your ReSellers to brand preset links themselves.



## Free eBook Hosting Services

For those of you wishing to grant ReSale or Master ReSale Rights and want the viral effect without the headache of selling the eBook itself I have included a list of eBook suppliers who will distribute your eBook to their members for free.

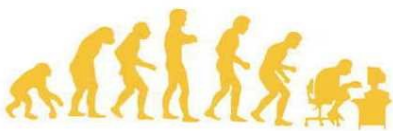
[ResellRightsMastery](#)  
[PlanetSMS](#)

[Sallys-eBooks](#)  
[eBook-Publishing-Tools](#)

## eBooks On Ebay

John Thornhill is a highly regarded eBay eBook marketer. Here are some quick tips from John at [PlanetSMS](#) on selling eBooks with ReSale Rights, on eBay.

1. Include a sales page, you know your product better than anyone else so include a well written sales page.
2. Include graphics. A good sales page will have good quality graphics including at least one eBook cover. Try to include many different variations if possible so your re-seller can personalize the page to suit their taste.
3. Don't have a minimum sales price. Some will disagree with this but if you have a minimum selling price this will prevent others selling your eBook. Plus this won't stop it ending up on eBay for 1 cent anyway.
4. Don't put any restrictions on distribution. Some people say their eBooks cannot be sold on auction sites???? I know this is done to keep the value of the eBook up but what's the point of creating something with resale rights that can earn you a backend income if you are going to restrict distribution? Allow it to be given away, added to membership sites, added to compilations, etc, etc.
5. Create a quality product others will want to sell. If your eBook is good quality it will go viral all on its own, if your eBook is poor no one will sell it so take your time on your eBook and make it the best you can.
6. If possible allow some links to be branded. If you gave me a good quality eBook that could earn me money AFTER I have sold it do you think you will have more chance of me adding it you my eBay inventory? Of course you would so if possible try to create eBooks that can be branded. As long as some links still benefit you it will still make you money.
7. Contact other eBook sellers on eBay and offer to cross promote by selling each other's eBooks. If you can find 100 like-minded eBay eBook sellers you can have 100 people actively promoting your eBooks and you can have 100 extra eBooks for your eBay inventory.
8. I would also encourage you to sell other authors eBooks. Most eBooks have contact details or a web-link. Contact the authors and work with each other by selling each others eBooks on eBay.



## Delivery

I am not going to give you lessons in http and ftp protocols, if you are not already selling eBooks and have no idea how to zip, host and deliver your eBooks then I would really consider joining an established eBook distributor. The support is more than I could duplicate in a broad subject eBook like this.

If you are going to sell and distribute eBooks you will need to take care of the delivery, if you already have an Internet presence all well and good, if not, then you will need to get some. Domain names and hosting is inexpensive if you use a company like [BlueHost](#). Creating a sales page is also quite easy, if you have no idea about html try something like [CoffeeCup](#) or [SiteSpinner](#), if you can use Microsoft Publisher or Word, then you'll have no trouble with either of these packages and both will offer you a free trial.

Another great piece of free software is, [SmartFTP](#) which is what I use to upload to my server, it's a simple piece of Drag and Drop software which makes uploading child's play.

Automating your delivery is essential, it gives you a fast professional response, saving you time to concentrate on new books and promotion. If you're on a budget, then you can automate delivery with Outlook Express just by setting up some simple rules. There are a few problems when using Outlook Express, you are tied to the computer, making sure all you're payment notifications are responded to and you can't turn your computer or Internet connection off.

If you can use an Online delivery method do so, I use [MyDigitalDispatch](#), they are very reliable and they run a great little Affiliate Program, so I tag my delivery emails with a little signature line, like "powered by [MyDigitalDispatch](#), Hands Free Delivery" and this builds another revenue source.

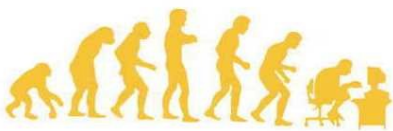
But, this is not the purpose of this chapter, whatever the mechanism you use to deliver your eBooks, you must follow this rule;

Do Not, Do Not and I'll say it again Do Not!

Do Not Do what nearly all eBook sellers do, send a download link!

This is the number 1 mistake nearly all eBook sellers do! If you only learn one thing from reading this eBook, this has to be it;

**When you send a delivery email, send your customers a link to a website page that contains the download link.**



# The Affiliates Missing Link

Why? I here you ask. **Because, this is your only chance to make a secondary offer and harvest their email.**

When you deliver customers your download instructions take them to a specified download page, this is where you must make a secondary offer, preferably a free offer related to the eBook sold, to take advantage of this offer your customer must fill out an online form, providing their name and email address.

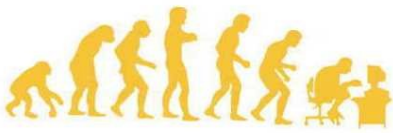
For example, if I was to sell this eBook, as soon as PayPal notified me of a payment made, I would respond, using [MyDigitalDispatch](#), with an email containing a specific website address, my customer would click the link, taking them to a download page. Here I would make a secondary offer, something like, Get these 5 NEW Affiliate Reports Hot of the Press, Find out etc etc, Just Fill out the form below etc. you get the picture.

On submission my Autoresponder will automatically send the links for the 5 reports, and my customer will be redirected to another page.

My customer is now warm, happy with their purchase, over the moon with the freebie and showing me trust by leaving details

This is where we make our third offer; we've made 1 sale, added contact details to our list and know we make a powerful offer, something along the lines of premium eBooks at a low price, make it a good quality offer at a low price.

**This is the power of delivery**



## Chapter 6

# The PPC Affiliate

The PPC or Pay Per Click Affiliate cannot operate without a Website, whether the website be an eBook sales page or content website.

There are 2 ways to operate an affiliate website with PPC. The first is traffic generation the second is income generation. For the purpose of this model we are using the Google PPC programs AdWords and AdSense.

## Google AdWords

Do any search on Google and in the search results on the right hand side are what are known as sponsored links, this is [Google AdWords](#). To be listed here you have to pay, well not pay to be there but pay if anyone clicks on the link to your website.

In theory, this gives anyone the opportunity to get on the first page of Google. However, in practice it doesn't always work like that.

A word of warning, to many new Affiliate Marketers the PPC opportunity is their first port of call, seemingly guaranteed traffic=guaranteed sales. For most though, the PPC experience often leaves a bitter aftertaste.

How does PPC advertising work? Simply put, you would put a highest bid price on certain keywords and phrases and assign listing text to it.

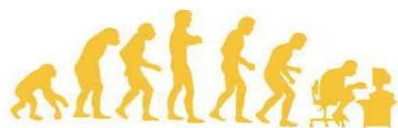
Eg. For my hypothetical website [www.holidays\\_in\\_fuerteventura](#), I may want to promote 'car hire', therefore I would write a list of keywords and phrases that my customers may use to search for car hire companies in Fuerteventura.

Something like; Fuerteventura car hire, car hire Fuerteventura, Fuerteventura car rental, Fuerteventura car rental, rent convertible cars in Fuerteventura etc etc.

For a comprehensive list use the Keyword generating tool from [WordTracker](#) Once my keyword list was complete I would enter it into Google Adwords and assign a maximum bid price, as well as an advert listing to appear on the results page. Sounds simple enough?

So what would you need to consider before using PPC advertising? Your market!

Are you in a Niche Market? How much competition do you have?



## The Affiliates Missing Link

When I first started Affiliate Marketing, like so many I set up a website promoting ‘money making ideas’, and went straight to PPC for my traffic. Just do any search on Google related to money making ideas, click each page until the Sponsored links run out. When I wrote this I searched “making money” and there were 55 pages of sponsored links, that’s 550 websites! A highly competitive industry!

If you consider that generally each website owner pays more for their click than the website owner placed underneath them, and bidding starts at 5 cents, how much will you have to pay to be on page 1?

It is not unusual for bidders to be paying 5 or 10 dollars a click, in very competitive markets like insurance and finance.

So, what happened to my first Affiliate website? Did I make sales? Yes I did make sales but my Adwords bill was double my commission payout.

So lets go back to my niche site [www.holidays\\_in\\_fuerteventura](http://www.holidays_in_fuerteventura), here are some search results on possible PPC keywords I may use to promote certain web pages.

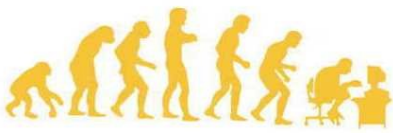
Search Keywords	Total Websites	Sponsored Links
“car hire in Fuerteventura”	14,300	70
"restaurants in Fuerteventura"	1,620	0
"beaches in Fuerteventura"	4,290	2

As you can see, in a niche like this PPC advertising is very tempting, bidding prices on keywords will be very low, in fact on two searches the lowest possible bid will be enough to be on page 1 of Google.

Interestingly, when you look at the Sponsored Links for the search “car hire in Fuerteventura”, after page 2, about 20 adverts, the websites seem to be less specific, like “car hire in the Canaries” or just general car hire companies. This is good news as we will be able to beat these adverts with a lower bid price!

How do we do this? Because the relevancy and content rules that Google apply to their general search results, apply on Adwords to.

If you are using the “Affiliate Master Course” from [Site Build It](#) to build a niche website, you will already have the tools from [WordTracker](#) to developed your list of Keywords to use on Adwords. But, of course, if you build a niche website properly Adwords is less



# The Affiliates Missing Link

relevant, as a naturally elevated Google ranking will be bringing you plenty of free traffic, the best kind of traffic.

On the other hand, if you already have a website, or want to speed up the traffic to your site, you need to be careful, examine your market, your competition and bid prices before dipping your toe into Adwords.

Adwords is not a quick traffic fix, the most comprehensive Adwords manual to set up Adwords properly is the "[5 Days to Success with Google AdWords](#)", by Perry Marshall. If you find that your market has medium to high levels of competition, then you need to use his model.

## AdSense

[Google AdSense](#) is a fast and easy way for website publishers of all sizes to display relevant Google ads on their website's content pages and earn money. Because the ads are related to what your visitors are looking for on your site you have a way to both monetize and enhance your content pages.

Google AdSense are the links on many websites that come under a title "Ads by Google". Similarly to Adwords the ad owner has entered a keyword bid price, to have his ad appear on someone else's website, and every time someone clicks on his link Google will charge him for the click.

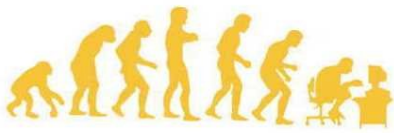
Google will then give the website owner, where the ad appeared a proportion of the bid price. This is your income generator and not to be missed by **any website**.

The great thing about Google AdSense, is that it is highly suited to niche websites and niche websites will see the greatest profits. However, do not be fooled by the AdSense fortune eBooks out there, AdSense is purely a secondary income, it will never be the primary source of your niche websites turnover. There is no replacement to good content, there is no replacement to free traffic and if you play the Google rules you will have plenty of it.

Trying to marry up Adwords traffic to AdSense earnings will never be profitable and you will be punished by setting up a purely AdSense website. Content is king!

Your niche website should be full of good content, giving your customer value and building trust. It is this content that when combined with pre-selling and contextual linking, that will bring your large affiliate cheques, not PPC advertising programs.

But you will never satisfy 100% of your traffic and if some of your visitors leave far better that they go through PPC advertising than hit the small X in the top right corner.



## Chapter 7

# The email Affiliate

Classifying Adsense or other PPC advertising programs as secondary is because you need a successful niche website with high volumes of free traffic, to create a small but significant income stream. Classifying email marketing as a secondary is purely because a website presence is essential, whether it be niche web or eBook delivery.

It is important to stress, that as an income source, the email affiliate rewards can be substantial. Even outstripping the revenue of a successful affiliate site.

Other than web space, the essential tools of an email marketer are as follows; opt-in **email harvesters**, **double opt-in** confirmations and an **Autoresponder**.

## Opt-In email Harvester

We have already discussed the importance of the delivery when it comes to eBook marketing, that is, using a specified download page to make a secondary offer in order to collect your customers name and email address. The same can be said of websites, that is, offering free information in exchange for contact details.

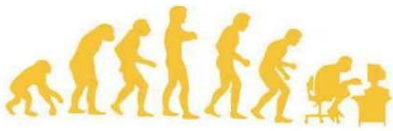
To do this we need an Opt-in email harvester or online form. Form creation and redirection is possible with some HTML knowledge, but the process is much simpler using copy and paste from an online 'contact form' provider. Although there are resources like [MyContactForms](#), that can provide free online forms with a limited emailing service, any serious campaign will soon outgrow such restrictions.

If you have or are going to use the [Site Build It](#), site creation and hosting services, you will of course have an unlimited form creation and Autoresponder source, for others either with websites up and running, I would look no further than [AWeber](#).

## Double Opt-In

Before looking at the double opt in rule, I would like to say a few words about Spam.

For those that do not know what Spam is, here's a brief description; Spam is the term we use to describe the use of mailing lists to blanket private email boxes with indiscriminate advertising messages.



## The Affiliates Missing Link

The CAN-SPAM act prohibits sending junk email that uses deceptive subject lines or fake routing information, including the "from" field. Senders must include a return address and give recipients a way to opt out of follow-up messages.

People practicing Spam can face up to five years in prison and fines of up to \$2 million, while international violators risk up to \$6 million in penalties.

Technically, Spam is defined as Unsolicited Commercial Email (UCE). But beyond the technical definition, there is confusion: What email is wanted? What constitutes permission?

**The answer is simple: If you are not 100% sure as a list owner that you are using an email address for the purpose for which permission was given to you, you are probably sending Spam.**

If you are sending a newsletter or group email the following is required to comply with anti-Spam laws:

Sending emails without fully identifying yourself and your company is never acceptable. Your email should always have the following information: Your name, address and phone number. Your email and website address.

In addition, your email must be addressed to a specific person and must contain the email address to which the email was addressed somewhere in the body of the email.

You should either have a link, an email address or a toll-free phone number, which instructs people how to get their name off the list.

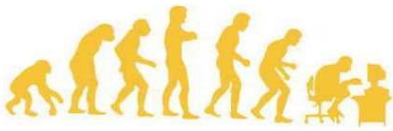
If someone asks to be removed, the request should be honored before you send anything to that list again.

Every person on the list must have either requested to be on the list (and you should have proof of that fact) or they must be your customer or someone who has requested that you send information to them.

Your list should be set up so that only the list owner or their representative should be able to write to the list.

Never sell your list to a third party. This is not only a bad business practice; it may subject you to civil or other liabilities.

So why double opt in? Single opt-in is when people submit an email address and ask for specific emails to be sent to them. The inherent issue with a single opt-in, is that people might submit their name inadvertently, or someone may have submitted their name for them, against their wishes.



# The Affiliates Missing Link

Double opt-in is an enhanced permission that tackles these issues. With double opt-in, the submitted name is not immediately added to a mailing list. Instead, an email is sent to the address, asking to confirm that email address should indeed be added. If the recipient of the confirmation email does nothing, the submitted address is taken off of any mailings. The name is only added to a distribution list if the recipient responds to the confirmation email.

This then shows that you, as a list owner, have taken every step to ensure that the original request was valid and they are the email owner.

## Autoresponder

An Autoresponder is a program that automatically returns a prewritten message to anyone who submits an email to a particular address. Autoresponders are widely used by Web sites for the purpose of responding to visitor comments and suggestions, as the sole way to communicate with user inquiries.

It easy to set up software like Outlook Express to automatically replies to an email message with a prewritten response, when that email comes into a specific email or Internet address. We have looked at this facility when discussing eBook delivery.

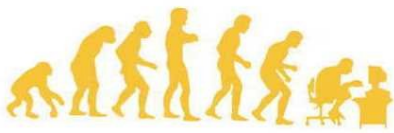
Autoresponders were developed to respond to user comments automatically. For example, an individual may use an Autoresponder feature to inform the sender that he has gone on vacation and will not be replying personally to emails until he returns to the office, and for that purpose the rule facilities available in Outlook does the job well.

It's since the growth of affiliate marketing that there is a need for more sophisticated automatic message delivery. Autoresponders take the communication to clients from a simple response to email sent, to a series of automated messages, helping to build trust, with a series good content informative emails.

Multiple Autoresponders send a series of messages to a received email addresses on a predetermined, timed basis. For instance, a multiple Autoresponder can be used to send an instant response, then a follow-up message three days later, then another five days after that, and so on. It can be programmed to send a message a day, one per week, twice monthly, or any interval that satisfies the purpose of the message series.

When you use Autoresponders, your Internet business runs itself 24 hours a day. Launching an effective Autoresponder campaign can mean the difference between a struggling business and a wildly successful one.

There are many online Autoresponders available, when choosing your software this is what I would look for;



# The Affiliates Missing Link

- Are they established?
- Can you have unlimited subscribers?
- Can you have unlimited opt in forms?
- Can you create an unlimited series of messages?
- Do you have a broadcast facility?
- Do they offer double opt in email service?
- Do they operate with a clear anti Spam policy?
- Do they remove unsubscribed clients immediately?

It is said that it will take up to 7 emails before your customer commits to buy one of your recommendations. So the way you write your email messages is all-important, as is the subject line.

As consumers tend to buy only after repeated exposure to a product. Having an Autoresponder system is the hassle-free, automated way to put your product in front of interested buyers enough times to move them from consideration to purchase.

To build an effective Autoresponder campaign, you should prepare eight to ten messages to load into your program. Each message should build on the previous one, and make your product more enticing to buyers.

Once you have your Autoresponder messages set up, you will need to determine the timing. You can send one a day, three at one-day intervals with weekly follow-ups; one a week, or any interval you would like.

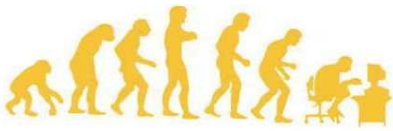
So how exactly, do you go about composing an Autoresponder message? Here's a breakdown of what your messages should contain.

## Subject Line

The subject line is the first thing people will see when they receive your message. Therefore, it must be compelling enough to keep them from deleting the message unread.

Which of the following e-mail subjects would you be more likely to click on: "Make a MILLION DOLLARS Practically Overnight!" or "Here is your free Report #1 on boosting your web site profits through the roof"?

You may have jumped at the first one, but think about it: to most Internet users, the first is obviously Spam and would be deleted without a second thought. The second subject line implies that, not only have you requested the information, but you are also receiving something of value, for nothing.



# The Affiliates Missing Link

Be understated, but as specific as possible with your subject line to ensure your message is opened.

## Compelling Opening Sentence

Let's say you clicked on the second subject line in the preceding example. You now have the message open, and the first line is this: "Buckets of money will pour on you. Buy My program Now, for only \$495. It's easy!" Will you read further?

Chances are, you're already looking for the delete button. This opening is long on hype and short on promise—not to mention riddled with spelling and grammar mistakes.

But what if the first sentence reads: "You are about to learn the secrets successful web marketers use, to make a killing on the Internet." Will you continue? Probably. There is no outright pressure to buy anything; you are being given something for free that will benefit you. So far, it costs nothing but a few minutes of your time.

## Disclaimer.

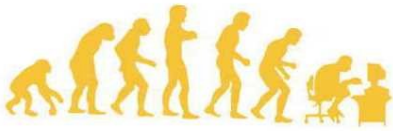
Immediately following your compelling opening sentence, you should write a short disclaimer, to remind people they are receiving your message because they asked to be on your list. It will keep them from clicking the "Spam" button if they decide they aren't interested in your product, and keep your Autoresponder and website off Internet blacklists.

## Introductory Paragraph.

Explain in a concise paragraph exactly what your product will do for the buyer. Avoid using ALL CAPS or excessive punctuation!!! This looks amateurish and will almost certainly get your message deleted.

## Subheadings and Further Information

Write compelling subheadings, set on separate lines within your message, that describe certain benefits or sections of your program, then follow up with a short paragraph of explanation.



# The Affiliates Missing Link

## **A Call to Action**

After several subheads and short paragraphs of information, reveal your product. State what it is (an e-book, e-course or audio CD or download); where customers can get it (your web site, Amazon, e-Bay); and how much it costs.

NOTE: To make your price impressive, state the retail value of your product, and then reveal your price as a deep discount. When setting your price, aim for the high side at first and be willing to lower it in later follow-up messages—this will give people an even stronger incentive to buy after message 3 or 4.

## **Reminder of Follow-Up Messages**

Let your subscribers know the next time you will contact them, which will be the time interval you've set for your Autoresponder distribution—tomorrow, in a few days, next week. Be sure to include a teaser of what will be revealed in the next message.

## **Unsubscribe link**

This is critical to a successful Autoresponder campaign. You must give subscribers the option to discontinue receiving messages from you, or you will be labeled as Spam. Most Autoresponder services will provide you with an automatic unsubscribe list for all your Autoresponder series. All you have to do is make sure to include the link in your message.

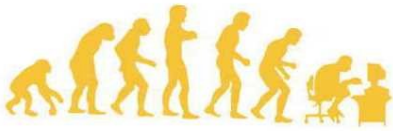
## **Making your message irresistible**

With the inundation of available products and information on the market today, you will have approximately three seconds—yes, three seconds—to hook a buyer's interest and keep him or her reading. Fortunately, there are ways to breach this barrier and keep the consumer riveted to your message.

## **Passion**

Remember when you were choosing the topic for your product? Personal interest was a key element in that decision-making product. Now that you have a topic you believe in, let that passion show in your Autoresponder messages.

Mention those aspects of your product you find particularly fascinating and give them your personal endorsement.



# The Affiliates Missing Link

## Be Casual

Make your message read the way a conversation in a restaurant would sound. Big words might impress some people, but most of them just want to know what you have to say—and they aren't going to rush to the dictionary in the middle of reading your message to find out what you're talking about.

Use short sentences and keep it straightforward and direct. Don't be afraid to use contractions instead of the more proper two word phrases. Do, however, make sure your spelling and grammar is correct. You want to seem friendly, not sloppy.

## Be Personal

You are writing a message that will be read by thousands of people, one at a time. Each person who opens your message is an individual, and will be far more at ease if you address them as a person rather than a piece of the collective public.

Use the word "you" as often as possible, and limit the use of "I." You don't want to tell them why you're so great. You want them to know how purchasing your product will benefit them, and why they should part with their hard-earned money to hear what you have to say.

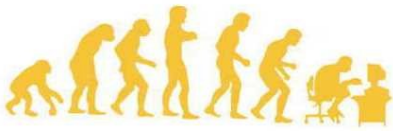
## Eliminate Extra Words

As previously mentioned, keep your message simple and clear. If you have an "effective web site marketing technique," don't say it's a "wonderfully amazing, mind-blowing web site marketing extravaganza method." No one wants to try and cut through all the fluff and hype to try and decode your message. It's also annoying.

## Use Decisive Language

Try to use action verbs whenever possible—this means replacing as many instances of "are," "is," "was," and "were" in your message with stronger wording. For example: instead of writing "If your web site has been languishing with low sales, this program might be able to help your business grow," say: "Your web site sales will increase dramatically with this program."

Write your messages with the confidence that your product is worth paying for, and your subscribers will be more comfortable buying.



# The Affiliates Missing Link

## Give Reasons and Incentives.

Don't be afraid to repeat the benefits of your product throughout your message. Just as repetitive contact is effective in converting prospects to buyers, repetitive reminders of benefits—without bludgeoning people over the head with them—can reinforce everything they stand to gain from a purchase.

Also, reveal some of the information in your product within your marketing message without giving everything away, and then state that even more exciting information can be found when you purchase a product.

## Testimonials

Testimonials are a great way to build consumer confidence in your product. Hearing from other people who have purchased the product and are satisfied with the results goes a long way toward making sales. Testimonials can range from short blurbs (a sentence or two, or a paragraph) to letter-length endorsements. The blurbs are great for interspersing with the text of your Autoresponder messages; longer testimonials are excellent for posting on your web site.

## The Hype Spam Balance

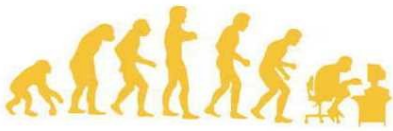
When preparing your Autoresponder messages, it is imperative to strike a balance between excitement and hype about your product. You must avoid wording your messages so that they look, feel and smell like Spam, even if they have been requested.

Here are a few deadly Spam sins to avoid:

**Do not** write in ALL CAPS, or put seven exclamation points at the end of every paragraph!!!!!!

**Do not** write your message in 18-point **Impact Red** or other "*flashy*" font styles and sizes.

This does not draw attention to your product; it draws attention to your inexperience. It's perfectly acceptable to use **color in your Autoresponder** messages, and in fact may help to strengthen that three-second lead time by pulling attention to those compelling subheads you wrote. But for the most part, keep your entire message in the same font and type size, using emphasis like **color**, **bold** and *italics* sparingly for effect.



## The Affiliates Missing Link

**Do not** stuff your messages with “cool” graphics, animated smileys, or a dreaded Flash presentation. This slows down load time considerably, and many people won’t wait for your incredible pictures to appear on the screen.

**Do not** use chat language, or “leet,” in the text of your message. Even to people who know what LOL, IMHO, IOW and ROFLMAO\* stand for, this is not professional and does not score you any “friendly” points. And if your subscribers don’t know what these abbreviations stand for, they will be quick to dismiss you as inept. (\*In case you don’t know yourself: LOL=laughing out loud or laughing on line; IMHO=in my humble opinion; IOW=in other words; and ROFLMAO=roll on floor laughing my a\*\* off.)

**Do** remind people that they are receiving your message because they requested more information.

**Do** remind people that they can opt out of further messages using a link you have provided at the end of the message.

### **Spam filters: Is your message zap-proof?**

Just about every email program has built-in Spam filters that route unwanted messages to a separate folder, often called a bulk or junk folder. The contents of these folders are routinely deleted by, either the program or the owner of the account.

If you have followed the basic rules to create your email series, it will go a long way toward ensuring your Autoresponders don’t get diverted to an early grave.

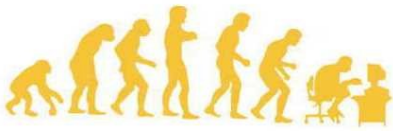
Here are more tips to stop your legitimate message from being zapped by the Spam filters and verification programs:

Never begin your subject line with ADV: or include the word “advertisement.” Do not state “this e-mail sent in compliance with...” And never use the word “free” in the subject line—especially in all caps.

Never use the word FREE (in all caps) anywhere in the message. If possible, avoid using all caps altogether.

When you set up your web site and associated e-mail accounts, do not name any account sales@yourdomainname.com – this guarantees you an automatic trip to the bulk folder.

Never say “for free?” or “for free!” or use the words “extra income” in the body of your message. Recently, many internet marketers attempting to bypass Spam filters have begun breaking up the word “free” anywhere it appears in their sales copy: f-ree or fr.ee are the most commonly used methods.



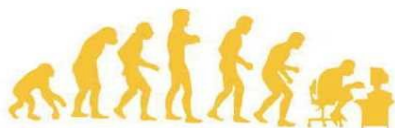
## The Affiliates Missing Link

If you would like some free email resources than Michael Rasmussen has created a set of video tutorials called, [Email Promos Exposed](#), this course will walk you through the process of creating your own killer email promotions.

### **Working with leads**

I am not a great fan of working with leads, the only leads available tend to be in the broad based markets, the likes of business opportunities, insurance and finance. These industries are over subscribed, by suppliers and affiliates alike, and if possible, you should be avoiding them like the plague.

Far better to build an honest opt in list, through your own content and value, than buy thousands upon thousands of leads, which will be 'hit' time and time again by other Interpreneurs. Until they delete their email address.



# Chapter 8

## Choosing an Affiliate Program

Ask questions first before you join an affiliate program. Do a little research about the choices of program that you intend to join into. Get some answers because they will be the deciding point of what you will be achieving later on.

### **Will it cost you anything to join?**

Most affiliate programs being offered today are absolutely free of charge. So why settle for those that charge you some dollars before joining.

### **When do they issue the commission checks?**

Every program is different. Some issue their checks once a month, every quarter, etc. Select the one that is suited to your payment time choice. Many affiliate programs are setting a minimum earned commission amount that an affiliate must meet or exceed in order for their checks to be issued.

### **What is the hit per sale ratio?**

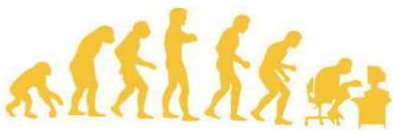
This is the average number of hits to a banner or text link it takes to generate a sale based on all affiliate statistics. This factor is extremely important because this will tell you how much traffic you must generate before you can earn a commission from the sale.

### **How are referrals from an affiliate's site tracked and for how long do they remain in the system?**

You need to be confident on the program enough to track those people you refer from your site. This is the only way that you can credit for a sale. The period of time that those people stay in the system is also important. This is because some visitors do not buy initially but may want to return later to make the purchase. Know if you will still get credit for the sale if it is done some months from a certain day.

### **What are the kinds of affiliate stats available?**

Your choice of affiliate program should be capable of offering detailed stats. They should be available online anytime you decide to check them out. Constantly checking your individual stats is important to know how many impressions, hits and sales are already generated from your site. Impressions are the number of times the banner or text link was viewed by a visitor of your site. A hit is the one clicking on the banner or text links.



# The Affiliates Missing Link

## **Does the affiliate program also pay for the hits and impressions besides the commissions on sales?**

It is important that impressions and hits are also paid, as this will add to the earnings you get from the sales commission. This is especially important if the program you are in offers low sales to be able to hit ratio.

## **Who is the online retailer?**

Find out whom you are doing business with to know if it is really a solid company. Know the products they are selling and the average amount they are achieving. The more you know about the retailer offering you the affiliate program, the easier it will be for you to know if that program is really for you and your site.

## **Is the affiliate a one tier or two tier program?**

A single tier program pays you only for the business you yourself have generated. A two tier program pays you for the business, plus it also pays you a commission on the on the sales generated by any affiliate you sponsor in your program. Some two-tier programs are even paying small fees on each new affiliate you sponsor. More like a recruitment fee.

## **Lastly, what is the amount of commission paid?**

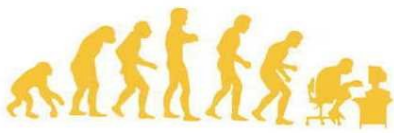
20% - 80% is the commission paid by most programs. .01% - .05% is the amount paid for each hit. If you find a program that also pays for impressions, the amount paid is not much at all. As you can see from the figures, you will now understand why the average sales amount and hit to sale ratio is important.

These are just some of the questions that needed answering first before you enter into an affiliate program. You should be familiar with the many important aspects that your chosen program should have before incorporating them into your website. Try to ask your affiliate program choices these questions. These can help you select the right program for you site from among the many available.

Here are some tips you may want to look over before choosing one:

## **A program that you like and have interest in.**

One of the best ways of knowing if that is the kind of program you wish to promote is if you are interested in purchasing the product yourself. If that is the case, chances are, there are many others who are also interested in the same program and products.



## **Look for a program that is of high quality.**

For instance, look for one that is associated with many experts in that particular industry. This way, you are assured that of the standard of the program you will be joining into.

## **Join in the ones that offer real and viable products.**

How do you know this? Do some initial research. If possible, track down some of the members and customers to give you testimonial on the credibility of the program.

## **The program that is catering to a growing target market.**

This will ensure you that there will be more and continuous demands for your referrals. Make inquiries. There are forums and discussions you can participate in to get good and reliable feedbacks.

## **A program with a compensation plan that pays out a residual income and a payout of 40% or more would be a great choice.**

There are some programs offering this kind of compensation. Look closely for one. Do not waste your time with programs that do not reward substantially for your efforts.

## **Be aware of the minimum quotas that you must fulfill or sales target that is too hard to achieve.**

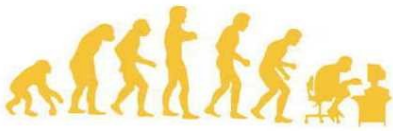
Some affiliate programs imposes pre-requisites before you get your commissions. Just be sure that you are capable of attaining their requirements.

## **Select one that has plenty of tools and resources that can help you grow the business in the shortest possible time.**

Not all affiliate programs have these capacities. Make use you decide on one with lots of helpful tools you can use.

## **Check out if the program has a proven system that can allow you to check your networks and compensation.**

Also check if they have it available online for you to check anytime and anywhere.



## The Affiliates Missing Link

**The program that is offering strong incentives for members to renew their membership each time.**

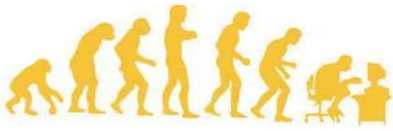
The affiliate program that provides continuous help and upgrades for its products have the tendency to retain its members. These things can assure the growth of your networks.

**Be aware of the things that members are not happy about in a program.**

Like with the ones mentioned above, you can do your checking at discussion forums. If you know someone in that same program, there is no harm asking if there are many downsides involved.

Have a thorough and intensive knowledge about the affiliate program and network you will be promoting on.

Knowing the kind of program you are getting yourself into will make you anticipate and prevent any future problems you may encounter.



## Chapter 9

# Creating Traffic

Every affiliate marketer is always looking for the successful market that gives the biggest paycheck. Sometimes they think it is a magic formula that is readily available for them. Actually, it is more complicated than that. It is just good marketing practices that have been proven over years of hard work and dedication.

Obviously for many, just the bigger volume of website traffic seems to be the way to shortcut to affiliate pay outs, to a certain degree that is true, but traffic without content, only moves the counter not the cash.

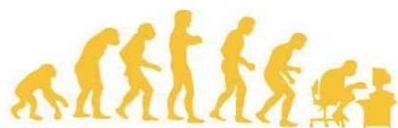
We are not always operating in the world of straightforward commerce, the world that lives by the rules of supply and demand. In the world of the Internet quite often the rules are turned on their head, it's a world of demand and supply.

As affiliate marketers, we all demand traffic, and there are many unscrupulous marketers who will sell you a supply, when none really exists.

There are many ways to increase your traffic, some highly recommended tactics, some pointless techniques and some highly dangerous activities to avoid.

We have already addressed some of these techniques, but at the risk of repeating myself, I would like to point out some of the traffic generating techniques that are a must as well as the techniques avoid.

It would be easy for me to recommend program after program, lacing this section with affiliate links to every traffic generating organization I could find. After all that's how I started, but I'm daring to be different! Although the techniques I'll discuss are not the quickest to get results, they are tried, tested and above all sustainable and, in the long run, will save you time, trouble and expense.



## Search Engine Traffic

Search Engine Traffic is your ultimate goal, it's free, its abundant, its looking for you and it comes to you with an open mind. The only way to build free traffic is by working with the Search Engines, providing good content and relevant contextual keywords, the [Site Build It](#) way. If you have not downloaded your free Site Build It Hand Book do so now. Here's the link again. [The Affiliate Masters Course](#)

This is a comprehensive guide to building your website for your customer, but with the Search Engine Spiders in mind. It will take you through the process of niche finding, keyword research, profitability, content, preselling, site submittal and monetization.

SBI is the only way to build a search engine optimized site that will perform well in search results without fooling the spiders, building a long standing profitable website.

## Google AdWords

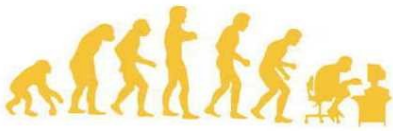
As we have discussed earlier in the book, my considerations before using Adwords or other PPC advertising, would be 'how much competition?' and 'Am I in a true niche market?'

Promoting my hypothetical website [www.holidays\\_in\\_fuerteventura](http://www.holidays_in_fuerteventura), we searched on the following phrases;

Search Keywords	Total Websites	Sponsored Links
"car hire in Fuerteventura"	14,300	70
"restaurants in Fuerteventura"	1,620	0
"beaches in Fuerteventura"	4,290	2

PPC advertising is very tempting, bidding prices on keywords will be very low, with such low levels of competition, but if I have built a content rich website using relevant keyword phrases, then my natural high Google ranking page will give me more than enough free traffic.

With the search term "car hire in Fuerteventura", I would be more likely to consider Adwords as the competition is a little more intense, but by following [Perry Marshall's](#) model and with good use of keywords from [WordTracker](#), the 1<sup>st</sup> and 2<sup>nd</sup> pages on Google will be achievable without breaking the bank.



## Safelists

What is a Safelist?

I found this nice definition from [www.marketinghwy.com](http://www.marketinghwy.com) "A Safelist is a group of people all willing to receive each others promotions via email --in the hopes that their promotion will generate more business. In other words, Safelists are many, many "marketers" that have agreed to receive each others email. The drawback is that everyone is trying to sell and no one wants to buy. Some do buy, however, and that's your market. You just need something that other "marketers" will want or need. Currently, there are many tens of thousands of members to various Safelists, and some are more effective than others.

Every single Safelist member had to agree to receive your email. That makes these lists "safer" than simply mass emailing (i.e. Spam)

By definition then, that means that Safelists are what is known as "opt-in". Opt-in is when:

People actively choose to receive your message by signing up somehow. People can opt-out or unsubscribe from the list at any time.

The best types of opt-in list are known as double opt-in lists. The difference is that after a person signs up for the list, they **MUST** reply to an email to be activated. This cuts down on programs spamming the list with false emails and also guarantees that someone **DID** actually want to sign up.

So how does opt-in email benefit you as the marketer?

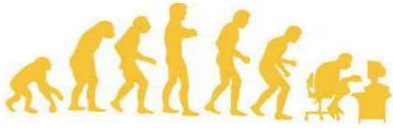
It enables you to get your message out to thousands of potential customers every single without being accused of Spam."

So far so good.

**Then in 2004 they added this little update;**

**"Update (02.05.2004): Over the last couple of months, we have noted a serious reduction in the effectiveness of our Safelist campaigns. Although our "conversion rate" has remained steady at roughly 25%, our "click-through rate [CTR]" has steadily declined from about 2% down to 0.0002%.**

**We believe this to be due to many, many Safelist users signing up for Safelist email systems that will auto-delete your email for you. This sounds great at first (send your email and not receive any), but the inevitable has happened. Everyone is switching. So, it's the catch-22 that everyone wants**



## The Affiliates Missing Link

**to send ads to make sales, but they won't even take time to look through the emails... so, why would anyone else either?**

**For this reason, we have removed all of our recommendations for Safelists while we re-evaluate their effectiveness and the effectiveness of other types of email-based campaigns.”**

In other words don't waste your time!!

### Traffic Exchange

A traffic exchange website receives website submissions from webmasters that join traffic exchange networks. The person who submitted the website then has to browse other member sites on the exchange program to earn credits, which enable their sites to be viewed by other members through the surf system. This increases the number of visitors to all the sites involved.

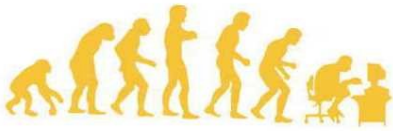
The idea is that as the viewers are all website owners or affiliates, it is possible that some might find certain member sites interesting and thus make note of them on their own sites, sending more traffic their way. Most traffic programs also impose a time limit when members are browsing, ranging from 10 seconds to 60 seconds. Some incorporate the use of captcha to ensure user interaction.

Traffic exchange programs are generally used by small business owners, or by marketers who either want free advertising, or use the exchange programs for low-budget advertisement campaigns. The usefulness of some of these programs is doubtful, as many people simply forget sites once the time limit is up as they are only interested in promoting their own site. Also, a small number of users may simply purchase credits because of their typically low price.

Some associate traffic exchanges with free-for-all pages, which some say it is risky to use as it can you get banned off some search engines.

As programs get more and more sophisticated, more and more traffic exchangers are being used by auto surf programs, so that 10 second to 60 second window is becoming irrelevant.

In practice, the exchange does get your web counter ticking, but with a reduction in conversion rates. So will the traffic exchange work for you? Doubtfully, as most users tend to be in the “make money” category, all with their own program to promote each participant is pushing a similar product, and more and more are using automated programs. You will have to have an outstanding business opportunity, and that's if your lucky enough to be seen.



# The Affiliates Missing Link

## Bloggging

A weblog (usually shortened to blog) is a web page made up of short, frequently updated posts, rather like an online journal or diary. The content and purposes of blogs varies greatly from news to diaries, photos, poetry and commentary about other web sites.

With optimized site structure, clear navigation and existing in a well-linked environment, blogs naturally attract search engine traffic. You will miss out on some great one-way links without submitting to blog directories, and in most cases it's free.

However, the function of a blog is not really to get your site indexed quickly in a search engine. Your site will get indexed anyway, blog or no blog, and the speed with which you get indexed doesn't really make that much difference because indexing and ranking are two different things.

The goal of a dedicated blog is not to get direct traffic from Google for blog posts (although that does happen frequently). The goal is to get links from thousands of other bloggers.

Once you begin to network with other bloggers in your niche, they will link to you. And then, like a virus, your blog and more importantly, your whole website begins to spread around the Internet.

As a result, your website will end up right in front of the eyes of authority sites in your niche - and they will begin linking to you.

All of these inbound links from bloggers and authority sites will raise your rankings in search engines, so you can think of a dedicated blog as a very powerful form of marketing.

Here are blog and RSS directories you can submit your blog and feed to:

[RSS-Specifications](#)

[PopDex](#)

[Blog Rolling](#)

[Blogarama](#)

[Blog Kits](#)

[Bloggeries](#)

[Blog Flux](#)

[Blog Hop](#)

[Blog Explosion](#)

[On Top List](#)

[TopRankResults](#)

[Pheedo Exchange](#)

[Globe of Blogs](#)

[Blog Shares](#)

[Blog Wise](#)

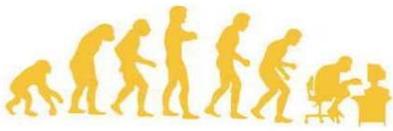
[Blogpulse](#)

[Blog Reporter](#)

[Blog Tricks](#)

[Catch My Blog](#)

[Top 100 Bloggers](#)



## The Affiliates Missing Link

Once you have submitted your blog you need to ping it, Pinging is telling blog directories and engines, that you latest post is finished, rather like a press release, telling the engines to have a look.

To ping your blog you will need an online pinging service like Ping-o-Matic or Technorati just fill in the details and press the button to send pings. Here are their links;

[Ping- o- Matic](#)

[Technorati Ping](#)

The problem with an off-site blogging service is that they don't help to answer the call of search engines that want fresh, newly updated content right on your own website. With fresh up to date content, the spiders will come and index your site over and over again, just keep feeding them.

Putting a dedicated blog on your own site will dramatically raise your search engine ranking. Having RSS And A dedicated blog on your website will be like having your own broadcasting network.

The mass market is subscribing to blogs. And... Since your visitors like your content, they will want more of it.

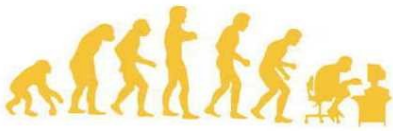
Don't confuse a blog with RSS. Your blog is the content. RSS is how you distribute your content. Think of it like your local newspaper. The blog is the newspaper. RSS is the paperboy.

But what exactly is RSS?...

RSS stands for "Really Simple Syndication." And that is exactly what it is... a new way for you to distribute content. That content can be any electronic communication (i.e., Web pages, mp3s, video, etc.)

How valuable is RSS: You are giving others the chance to pick up the news and information from your site and put it on their sites ... in their Palm Readers ... iPods ... and every other gadget that collects RSS news feeds. Then, when someone clicks on the link to read the full article, they arrive at your site with all its links to the products and services you provide.

Plus, the search engines record this as an inbound link. So you will be seeing your Google Page Ranks soar! People are signing up for RSS in droves because it gives them exactly what they want without having to search for it -- information when they want it, the way they want it. This is not big – it's HUGE!



## The Affiliates Missing Link

You've heard about viral marketing before – this is it in its truest form. Let others spread your website's news and information (not to mention links) for you and before your know it, your site will be:

Higher in search engine results!

Displayed in feed readers worldwide!

Syndicated by hundreds, even thousands of other webmasters!

Calling the search engine spiders to return again and again!

Climbing in Page Rank and Link Popularity!

And that's not even the best part yet: The traffic you will get is targeted traffic ... people who are looking specifically for your product or service. They're online to find immediate solutions to their problems and they are going to buy, buy, buy. Chances are that you'll get repeat business and referrals as well.

If you don't think blogs are important, read this.....

The big players on the net are very, very interested in blogs, blogging and RSS. Let's look at the track record for just how important the big players think blogs are. Money talks.....

Here are the big buy-outs in the order that they have occurred:

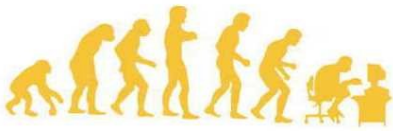
Google bought Blogger, Yahoo bought Blo.gs, AOL bought Weblogs Inc.  
.....and now Verisign has purchased the Weblogs.com pinging system for \$2.3 million!

Why did Verisign buy out Weblogs.com - the original ping service on the web servicing nearly two million pings each day and supporting thousands of daily RSS feeds from bloggers as well as professional publishers

Verisign says they are doing this to improve the weblogs.com service.

Verisign reports that "by migrating Weblogs.com's ping service to VeriSign's reliable and scalable ping infrastructure, VeriSign will be able to offer the users of RSS and real-time content a robust, intelligent platform as the use of RSS and real-time content continues its rapid growth. "

And, if Verisign is interested in improving the service of weblogs.com, the next question becomes. What do they have in mind for this new, robust service?



## The Affiliates Missing Link

We don't know yet, but I do know that my own RSS feeds take quite awhile now (up to 12 hours) to update in Yahoo and that the weblogs service provides updates to online readers such as Yahoo and. tells Yahoo when the feed has been updated.

According to Google, Google's Blog Search is "Google search technology focused on blogs". It includes search engine results specific to blogs not just in the Blogger.com community, but across the blogosphere at large. You can access it at [Google Blog Search](#)

### What the Big Deal Is

A lot of people have probably heard about this extra version of search Google has added and are greeting it with a big yawn, particularly since it's still in Beta. So what is the big deal, anyway?

The big deal is that the top search engine in the world, which was already paying particular attention to blogs in regular search results, seems to make a subtle statement with the introduction of blog-specific searches.

Blogs are important enough to warrant their own special level of search, and not just as an advanced search option, but in their own search engine.

If search engines are paying attention to blogging that closely, you should be too -- if you want better search engine results.

Current fans of blogs will be able to search the freshest results so that they can see what is being discussed right now - information that is often as fresh as the news, and draws upon sources that the media-at-large either doesn't have ready access to, or interest in.

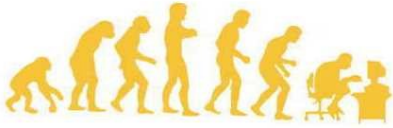
So to those with even the most obscure interests or hobbies, a blog search powered by a top search engine gives ready access to fresh information on any subject that someone can blog about.

And if a blog doesn't yet exist on these narrow themes? You can be the one to start the discussion.

But a word of warning, there is no shortcut on the Internet, so do not buy into software like Blog Blaster, that claim to automatically create thousands of links to your website - which will rank your website in a top 10 position!

Although they say this is not Spam, it most definitively is. Software like Blog Blaster daily Spam other peoples blogs with thousands of automated messages. If you send the same messages repeatedly to the same blog. The blog owners may post angry comments, unwanted links or report you.

If you get caught you will be banned, this is Spam.



# The Affiliates Missing Link

## Ezines

An Ezine is a periodic publication distributed by email or posted on a website, typically they are tightly focused on a subject area. The word is short for electronic magazine, which suggests that the correct pronunciation should be "ee-zeen" rather than "ee-zyne".

The first Ezine appeared in the early 80's and some of the first publishers still have their Ezines in production today. In the late 1990s Ezine publishers began adapting and started generating content by opening their pages to everybody who cared to write.

It was through this development that the Ezine was opened to affiliate marketers searching for website traffic. Savvy Internet affiliates started writing relevant, 400-500 word articles based on their experience within a target market and then submitted it to eager Ezine publishers.

Today, with so many publishers out there, the problem is finding targeted, relevant, usable and worthwhile Ezines related to your target market.

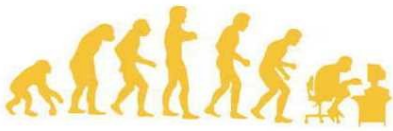
If you've just written a brand new eBook on "Starting a Catering Business" and you're wanting to reach the most targeted and worthwhile audience you can, you would need to search for Ezines that would appeal to you target market, Caterers, Hoteliers, Commercial Property Agents and working men and women within that industry.

There are a number of free Ezine directory resources available, organizations like [Internet Based Moms](#) offer a wide range Ezine publishers, but it is worth investing in a more comprehensive listing with much wider categorizations, [The Big Ezine Directory](#) is probably the most comprehensive and offers a you 30 days to try out this system.

Publishing your own web based opt in Ezine or newsletter lets you revisit your visitors. It reminds them about you, and it gives them reasons to return to your site, the goal being, to deepen the preselling and build likeability and trust. Nurturing relationship with customers and prospects, together with blogging, there's no better way to keep in touch with your customers (current and potential) on a regular basis.

Provide what your subscribers want to hear, not what you want to talk about. Make them look forward to receiving the next issue! Your Ezine must contain excellent content, the better your Ezine, the more you build credibility

If we go back to my fictitious site fuerventura, I may start an opt in monthly Ezine about "living in Fuerteventura". A monthly magazine which is built up with article after article, recommending employment, buying property, life on the Island etc etc. Of course this is preSelling with direct affiliate links within each article, it also builds trust and value to my website, supporting the preselling and affiliate links there.



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This builds the habit of dealing with you. Every month, there you are, friendly and helpful with great info... and obviously, an authority! Making your prospects like and trust you, they feel confident and good about you, even developing feelings of obligation. Since they keep getting free-but-valuable information from you, when it comes time to do business, it will be from you, not a competitor.

No doubt about it, your Ezine gives you the inside track to landing a lucrative new contract. Execute well, and you'll have a client for life.

### **FFA & Classified**

FFA or Free For All are not search engines or directory's. They are, for the most part, pages that simply take submissions that usually stay active for a period of time. A submission is placed at the top of their list and then moved down and eventually out as other submissions are made. These sites are rarely recommended and usually result in the reception of a flood of unwanted e-mail and solicitations.

There are no qualifications for adding links, resulting in nothing more than raw link pages. They often have no categorization, no review... and no traffic. On the plus side, many do offer marketers the gratification of instant submission; something not found easily elsewhere, although the gratification does not last long.

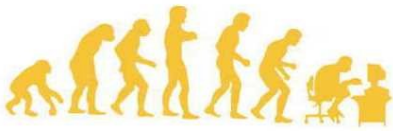
An FFA script often powers the link pages. The script automates the addition of new links and the deletion of old links once a limit has been reached, keeping each other busy with minimal human intervention of any kind.

While FFA sounds like a potential good source of visitors, the reality is that these sites get very little worthwhile traffic, and their benefits in terms of link popularity is overstated and irrelevant.

The alarming thing about FFA, is that anyone can sponsor a site, and in doing so, is able to email in return, to the thousands of FFA links submitted, and as far as I am aware there is very little control on the numbers of sponsors a FFA has.

What this means is that any particular FFA may have many sponsors, and by submitting your site you are giving each sponsor an opportunity to email a response to you. Is this Spam? By the letter of the law probably not, but does that matter when your inbox is jammed full of unwanted mail.

Classified advertising is a form of advertising that is more particularly common in newspapers and other periodicals. Similarly to newspaper advertising or free ads classified advertising is now web based with textually based adverts consisting of small descriptions and links back to your website.



# The Affiliates Missing Link

Classified have far more value than FFA as they are categorized and don't receive the sort of abuse that a FFA does. However, their value as traffic generation is hardly worth the time and effort.

## Link Farms

How many links a website had linking to it was a measure of its popularity, what the search engines called 'link Popularity' and in their search to find relevant content the measure of the number of back-link's to your site played an important role.

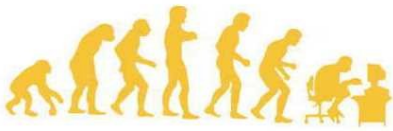
Originally, this popularity rating did not consider the relevancy and quality of those given links, which play a substantial factor in the overall outcome of boosting your site higher in the Search Engine rankings. Simply the more links the better.

This led to the creation of sites that link to other sites for the sole purpose of increasing their link popularity score. Unlike perfectly valid links to sites with related information, sites that participated grew their links to totally unrelated sites, boosting their search ranking without providing more content. This practice is also referred to as link farming.

Since websites participating in these link farms create links to each other websites, without any context or genuine reason, they are considered an infringement by most Search Engines and if caught carry a penalty.

Link popularity is still important today in terms of ranking, but is now defined by the **quality and quantity** of inbound and outbound links of your web page. By quality we mean the reputations of the websites that link to you, the titles of the pages that link back to you, the text used to link to your website and a few other factors.

Google hates link farms and labels the links they generate as Spam. ...



## The Traffic Scam

As with any product whether on or off line, there are scammers, and when there is a market for something, there will be plenty of people willing to take your money, and there is no bigger market than 'traffic'.

I have tried to give you a rundown of how, playing by the rules will build a large sustainable business, one that will provide an income for many years to come.

So, how do you spot a scam? Well, when you see the offer of a lifetime ask yourself a few quick questions;

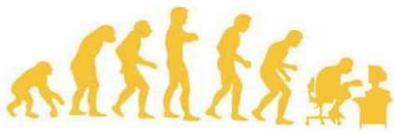
If it's free and offers the world, do you really think it will deliver?

If you had created the answer to untold traffic riches, would you give it away?

Does it sound possible?

Will I get penalized for using it?

And if you're still in a comfort zone, research it, hit the forums, ask questions the Internet is a big place, it's full of opinion and content and the scammers have very few places to hide.



## Chapter 10

# The Affiliates Missing link

What is the missing link in affiliate marketing?

For many years it seems that the missing ingredient in affiliate marketing has been honesty and integrity, within many, so called 'rich quickers', getting in on the 'making money online market'.

For many looking for ways to make money their first introduction to affiliate marketing will be at the search engines, a Google search for 'ways to make money' brings a multitude of income opportunity websites, promising untold wealth for selling, well, income opportunities.

My first introduction to affiliate marketing, was to such a website, it was in the form of an eBook telling customers the step by step process to setting up in affiliate marketing.

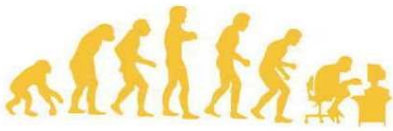
The product was the eBook I had just bought and the process, included, choosing a domain name, registering the domain and having a website designed and uploaded on your behalf. Sounded great.

The website was a one page report, warning people about the dangers of Internet marketers rich quick schemes, and of course the recommendation of the report was to 'only' invest in one of the following three programs, with the emphasis on, you guessed it, the eBook I had bought.

So in essence I had bought an eBook for \$97, spent \$200 through affiliate links recommended in the eBook and ended up with a website to promote, selling the \$97 eBook. The author of this eBook (who shall remain nameless), had sold me a \$97 eBook, made about \$100 in affiliate commissions and he had a newbe affiliate trying everything he could, to sell his eBook, clever eh?

The trouble is that the website had no depth and no thought about contextual keywords, so it would never do well at the search engine. It was also not unique, so it would never get indexed at the directories. So where do you go for traffic? Of course the eBook had limited advice about blogs and Ezines, which I duly followed, however the levels of traffic was never going to produce a large turnover.

So, following the eBooks 'poor' guidelines, off I went to Google Adwords, can you guess the rest? Yes I had made sales; about ten eBooks and on a 50% commission I had made a handsome \$500, almost enough to cover my Adwords bill.



## The Affiliates Missing Link

Of course the author of this eBook was well happy, his original sale to me had netted him \$197, and my sales pushed his earning up by a further \$470, making him a grand total of \$667 and if every one of my customers followed the advice of the eBook and repeated my 'successes' the author would make \$7,670 and have over 100 affiliates selling his eBook.

This kind of advice along with the bad and illegal practices has given affiliate marketing its bad name; the lack of honesty and integrity has certainly been a missing factor that has damaged the reputation of the affiliate.

But honesty and integrity will not bring you customers, what it will do is ensure that you are there for a long time, it will keep your customers coming back and it will help reinstate the reputation of our industry.

So what is the missing link in affiliate marketing?

If we look at all the models that we have discussed they all have one thing in common. It is the one thing that will make your website or eBook perform, it is the one thing that will keep your customers coming back.

It is the factor that will help you index higher at the search engines and directories; it will keep your customers on your mailing list, anticipating your blog and Ezine. It will keep you book-marked and linked to, it will help you beat the competition at PPC and give your customers the confidence to click through to your recommended merchants.

It will give you the authority in your field, the expert to be listened to, it will keep your counters clicking and your turnover high, not applying the affiliates missing link is the biggest mistake most affiliates make when entering the market and the biggest reason they will fail.

It is content.

It is content that feeds the spiders, the customers, the engines and the directories.

It is content that they all search for, and it is content that they will eventually find.

By providing good content you will be found, you will be revisited, you will be valued, and you will survive.

Without it, you are doomed to fail in the Affiliates Arena.