



**Quick And Easy  
Residual Income  
Streams**

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# Introduction

Let me start off by saying there are hundreds of ways to make money on the internet. You can sell information, sell products on eBay, design websites for people, start some sort of discount club or even simply promote other peoples great products.

And that is what this book is all about!

No need to create your own products, spend hundreds of hours researching and then spending even more time compiling all of that information into a product you hope will be a good seller.

You can simply take advantage of other people's hard work, research and ideas and promote their products helping both you and them in the process.

Call it the lazy man's way of making money online, but becoming an affiliate is probably the single most easiest way to start making money online.

But wait, there is even more great news about affiliate programs.

You see, while not having to develop your own product is already a great thing...you only get paid once for every affiliate sale you make. Which is great, since all you have to do is refer people to the product's website.

But what if you could promote a product, get one sale and get **paid a commission every single month** for that sale you have made. If you did that, you would be creating for yourself a residual income.

And that is exactly what this book is all about...

# Introduction to Affiliate Programs and Residual Income

## Affiliate Programs

So what are affiliate programs and how can you earn a constant monthly income with them? Well, we're do I get started.

Affiliate programs are a great way to get started marketing online. In essence affiliate programs or associate programs are revenue sharing arrangements where companies (merchants) pay webmasters commission for sending them customers.

You are paid a commission if the person buys a product or service, (Pay Per Sale - Most Popular Option), clicks on an affiliate link (Pay Per Click - Less popular due to fraud) or simply fills out a form (Pay Per Lead - Also Very Popular).

Basically affiliate programs are programs that enable you to sell other peoples products for a percentage of the sale. They are also a very hot topic at the moment. To see a comprehensive list of affiliate programs you can join, visit <http://www.AssociatePrograms.com>. You can virtually sell anything online now thanks to affiliate programs.

But the most popular type of affiliate programs now are the ones that pay you monthly! These are called residual income affiliate programs, and to be honest with you, I won't promote anything else.

Residual income affiliate programs pay you a certain amount each month for every customer you send to them, that's stays on with their service, whether that be webhosting, online dating or membership sites.

Let me explain the power of these types of programs. With regular affiliate programs, you get paid a once off sum for the sale you produce, and afterwhile you tend to run out of buying customers, so you have to quickly move on to another affiliate program to keep trying to make a monthly wage.

Don't get me wrong, regular affiliate programs are still a great way to make money online if you don't want the hassle or hard work of owning and developing your own product.

However, with residual income affiliate programs, if you get a customer to sign up, and they use the merchant's service for say 6 months, you get paid a percentage of the sale for 6 months. Let's say you sold a webhosting account and for every sale you get \$10.

Not allot, but considering the customer is staying for 6 months, you just made \$60 from that customer, not just the initial \$10 sale, and the best thing is, services like these are normally necessities. IE, every website must have web hosting correct?

So by selling services people need, it makes your job a heck of allot easier that's for sure.

When I first started, I started with affiliate programs that paid me one lump sum, and while the money was good, I was working way to hard. Now instead of promoting 40 or 50 one off sale affiliate programs, I promote 10 to 12 monthly programs instead, and in this guide, I'm going to show you the same exact method.

So why do some many affiliates fail to make any real money?

Here are the main reasons.

## **1. They simply give up.**

Affiliate programs are hard. Don't take it any other way. Making money with affiliate programs can be a pain in the butt, but it can also be the most rewarding thing in the world. I remember when I made my first sale back in 98, I was estatic. The best thing was, I made another 10 sales on that same day and from there I never looked back!

You can't give up, nay, YOU MUST NOT GIVE UP. Keep plugging away until you find something that works, because it will one day and if you follow my advice, that day will be soon.

If you do nothing, you get nothing, so everyday, get out there and promote, promote, promote. (No spamming please) Here's a phrase that I read everyday, and I believe it has helped me more then anything. Get ready....

"What would you do tomorrow if you knew you could not fail?"

Since most affiliate programs are free to join, you will notice you will have alot of competition. Don't let that scare you off, as 99% of them won't make 1 sale and probably .5% of will make good money from that one affiliate program, and most of the time, it's not the merchants fault they are not making money, only their own.

I've literally learnt I can sell ice to Eskimos if I follow my plan. I came up with this little sales method believe it or not when I was doing high level telemarketing, selling \$10,000 to \$100,000 products like web design services and small businesses.

## **2. The information they are reading is incorrect.**

You get alot of information on the net, most of it

free, but no one checks the quality of that information now do they? That's right, without buying manuals and reading and more importantly, experimenting, you will get nowhere. If you have a belief that this business will cost you nothing to get started, then you are sadly mistaken my friend.

Like any business, advertising, costs money, setup, costs money. Affiliate programs are a business and I know allot of people making \$5,000 to \$25,000 a month with them.

Here's a tip. Treat your affiliate program business like any other business you would start. It requires time and money. You can't expect to make good money with affiliate programs with out being set up to succeed.

I really suggest you broaden your marketing horizon and read as much as you can. Of course this can cost a fortune, but if you really want to learn just about all you will need to succeed online, then you need to join Terry Dean's [Netbreakthroughs.com](http://Netbreakthroughs.com). For \$19.95 a month, it's a well rounded marketing education, and one place I learnt a lot from.

Here are a few tips.

FFA (Free for All) links don't work, nor do free classified ads, so don't waste your time. They use to work, until everyone started using them.

# Outline of Affiliate Program Success

There are hundreds, even thousands of ways to make money with affiliate programs, so don't think this method is the only way, but I believe it's the best, by far!

As you know, we will be mainly focusing on residual income affiliate programs, IE, affiliate programs that pay you monthly.

But let me tell you about one of the most successful ways to make money with affiliate programs.

Email marketing and lead generation. It sounds complicated I know, but it's not.

The whole aim of affiliate marketing should be collecting email addresses. Unless you know how to drive millions of people to a web site, you will need to collect email addresses. You will need your own permission based opt in mailing list.

## Let me explain.

An opt in mailing list is where people sign up for your newsletter or information your offering and in exchange they give you their email address so you can contact when you have more information or any offers you want to tell them about.

The difference between this and spam is, these people request your information, you just don't go and get email addresses from all over the place.

I'm sure you are all on some sort of newsletter or ezine as it's most commonly called.

What I will be showing you in this book is how to

create a free 5 day email course that promotes an affiliate program that you've joined. Then you will continually follow up these prospects until they buy, then you sell them higher priced products.

You will be giving them free information in exchange for their email address and if they like the information you've given them, they will buy the product you are promoting via your free 5 day course.

Here are the steps you have to follow to make this work.

1. Find a topic your interested in.
2. Find a few residual income affiliate programs that fit into that category and join them
3. Set up your web site, with an email subscribe form and free articles
4. Create your free 5 day course to send via your autoresponder
5. Writing your own ezine ad copy for your free course
6. Advertise your web site via search engines and reciprocal linking
7. Advertise your free course via ezine advertising, and other marketing methods
8. Backend your prospects and customers until they reach their money peak.
9. Create another free course and start all over again

The tools you are going to need are:

- \* An unlimited accounts autoresponder

- \* Domain name
- \* Web hosting
- \* Html editor
- \* FTP program
- \* Excel or some other sort of database program
- \* Email program like eudora.com

If your going to be working from home, I suggest you create a little office area for yourself. There is nothing worse then being interupted constantly when your trying to work and believe me you will be if you don't designate an area for yourself.

The biggest problem I have is the fact people assume that since I'm working from home, I'm really not doing anything at all and people constantly ring me, walk in when I'm busy working and other things like that.

What I had to do was not only designate a time where no one could disturb me, but I claimed rights to a spare bedroom :) No one else is allowed in there.

Another few words of wisdom is to get an extremely comfortable chair, as your going to be sitting for a few hours a day. You will also have to make sure you have adequete lighting and your space feels comfortable and not too cramped up.

This really is important. Treat it like a real business and you will get real results.

The aim of this whole process is to become a SUPER AFFILIATE. My definition of a super affiliate is some one who earns over \$4000 a month solely with affiliate programs. However, more important then the money (Ok, maybe not more important) is how they make the money. If they have to work 80 hours a week to earn that kind of money, what's the point?

The whole point of working from home is to spend time with loved ones and relax!

That's why promoting affiliate programs that pay you monthly, whether you do anything at all, is in my opinion the only way to make money on the Internet!

**So you see the whole process is as follows.**

1. Advertise your free 5 day course via an autoresponder.
2. With those leads generated, advertise a residual income affiliate program in your 5 day course.
3. Back end your prospects with even more affiliate programs. Just because the 5 day course is finished, it doesn't mean you can't contact them with other offers. You will eventually work your way up to where some customers will continually buy from you. Let's say your advertising a membership site about affiliate programs in your free 5 day course.

These affiliates will also need down the track, web hosting, autoresponders, domain names, other marketing courses and so on. Your aim is to give one market everything they need to succeed.

4. Start over again and create another free course on a totally different subject.

# Selecting the Right Affiliate Programs for You

First we have to find the right topic for you and see if that topic has any good residual affiliate programs to join.

For instance, I have a passion for marketing and I know for a fact that there are plenty of affiliate programs to join, but I'm looking for something that hasn't been promoted much and is something I know alot about.

I'm also looking for something that pays me over \$10 per month. So where do I begin to look? This is also crucial to what topic you choose to start your affiliate empire on.

Currently there are not allot of affiliate programs that pay you monthly, so you are some what limited by that, but there is a great directory run by Allan Gardyne at <http://www.lifetimecommissions.com> that lists affiliate programs that pay you for life. It's a great site.

Like I said before, I'm going to choose at this point one Internet Marketing related products or service to promote. The reason I say I will pick one at this point is for the fact that later on down the track, I'm going to have to choose another two or three more to keep promoting to my ever growing opt in mailing list.

In no way do you have to choose Internet Marketing related programs. You could choose online dating, health and beauty, education or even web hosting. Web hosting is great because everyone with a web site needs web hosting for their site to function, therefore, why would they not want to use the web hosting service you are promoting?

Of course, you will need to know something about the product or service you are selling considering your going to have to do a little bit of writing on the subject.

So how do you choose a good affiliate program from a bad one. If you're at all familiar with affiliate programs, you've probably heard about some of the scams affiliate program owners have pulled like not paying commissions or stealing traffic, but don't despair, there are some really great affiliate programs out there.

Here are a few things to look out for.

1. They pay you more than \$10 monthly.

This is pretty critical. If you start promoting affiliate programs that pay you any less, your going to have a hard time breaking even on advertising costs, unless your advertising is free.

Let me explain. The purpose of advertising your first affiliate program and free course is to break even on the first month. For instance, let's say you spend \$100 on advertising, but for that \$100 you get 10 new sign ups for your affiliate program at \$10 each e so that's \$100 a month there, and on top of that you get 100 new subscribers to your mailing list that you can contact anytime with more offers.

If you can break even on the advertising for the first month, you are doing very well.

Our aim in this book is to get 10,000 people in your mailing list for your free course, plus 500 paying monthly customers by the end of 12 months.

With those figures, we will be very conservative and say that each of those 500 people only sign up for a \$10 affiliate program you are promoting, but

what's 500 by 10?

\$5000 a month!

That is on total autopilot.

## 2. They answer their emails quickly

If you email them and ask them questions about their affiliate program and you don't hear back from them in weeks or even not at all, this is a sure sign they don't take their affiliate program seriously and the support you will get will probably be just as bad.

People forget to realise that affiliates are the life blood of any residual income affiliate program. If they answer their emails quickly and to the point, and they meet every criteria set here, then join with confidence.

## 3. Their product meets up to your standards

I never promote a product or service unless I've used it myself and found it helpful. How can you honestly promote something unless you've used it yourself?

If you can't recommend the product, then it will be extremely hard to write positive things about them and considering your going to have to write a little bit about them you will need to be pumped up and excited by the prospect of telling people about this company.

## 4. They don't have any negative feelings in the community

Amazon.com is a big example here. They have been stuffing affiliates around for as long as I can remember and they do it often. Not only that, Amazon.com hasn't had the best reputation for customer service either.

You will be fighting an up hill battle promoting products or services that have gotten a bad wrap.

But how do you know if they've gotten a bad wrap lately? Use message boards!

Ask as many questions as you can and one good forum for that is at <http://www.associateprograms.com>

Also places like <http://www.epinions.com> is great. Another place would be <http://www.bizrate.com>.

If you can't find anything bad here, you might be on a winner. Combine this method with the other three and you should be fine!

# Setting up Your Mini Affiliate Subscribe Site

This is probably the simplest step involved in the whole process. Let me lay out the plan for you.

1. Register a domain name
2. Find a suitable web hosting company
3. Design the layout of your site
4. Write the ad copy for your web site
5. Put in the subscribe form
6. Create three or four free articles people can steal
7. Put in a pop up window
8. Create a thank you for subscribing page

Now let's begin. But before we do, here is an example site that we are trying to mimic. The website is at <http://www.profitjump.com>

As you can see it's a simple site with some text ad copy, nice graphic, and an email subscribe form, which your autoreponder service provides you with.

This is all you have to create. I'll get into why this is such a great site soon.

## **1. Register a domain name**

Domain name registration prices have plummeted over the last 2 years from over \$35 a year to \$8.95 a

year in some places. I register all my domain names now at <http://www.orderyourdomains.com>

I mean for \$8.95 a year, how far wrong can you go?

You want to register a short but descriptive domain name. For instance, if your promoting an adult dating site, you could register something like (believe it or not, this domain name is available) [onlineadultdating.com](http://onlineadultdating.com).

Make sure you register a dot com domain name, nothing else. I don't care what anyone else tells you, this is a dot com world, always has been, always will be. When people think of the Internet, they think of dot com, not dot net, dot org, dot biz or any other variation.

DOT COM!

You will thank me for that piece of advice.

## **2. Find a suitable web hosting company**

Web hosting can range from being free, to thousands a dollars a month and each one has its advantages, but for the kind of site you're running, you really don't need anything special.

So what should you be looking for and at what price?

To be honest, I wouldn't pay more then \$10 a month to host one site that is basically just a subscribe site. I know for a fact that <http://www.successfulhosting.com> has packages ranging from \$7.95 a month that would be perfect for you.

I do however ask you to never ever use free web hosting or domain name registration, it's very un reliable and this is a business and web hosting is

one of your most important tools, so spending a little extra makes alot of sense.

A few places that I recommend you also have a look at are

<http://www.freesevers.com> - not bad, not great, but cheap

<http://www.thirdspherehosting.com> - Very good, but not cheap

<http://www.nosetup.com> - The same as freesevers.com but not as popular

<http://www.newwebsite.com> - When you need to host a lot of domain names (and you will) this is for you. Great!

### **3. Design the layout of your site**

Your going to need a html editor for this. As you've seen in the picture above, your site doesn't have to be anything special.

If your new to html, then you might want to take a quick tutorial. Go to:

<http://werbach.com/barebones/download.html>

The best HTML editor I know of is Arachnophilia and it's free! You can get it from:

<http://www.arachnoid.com/arachnophilia/>

I suggest you fool around with that for a while and get the hang of the coding and the way it works. They have a very easy to use tutorial included, so it should be fine!

However, if your not too thrilled with having to design a nice looking layout, don't worry, just

cheat! There are hundreds of sites that give away free site templates that you can use for your site. All you then have to do is fill in the text and maybe put a few graphics in.

The best free web site template site is <http://www.freesitetemplates.com>. They literally have hundreds for you to choose from.

I suggest that you pick a template from the Speed Demons section as they load quicker and are more what we are looking for.

#### **4. Write the ad copy for your web site**

Here is an article written by **Terry Dean** of [Netbreakthroughs.com](http://www.Netbreakthroughs.com) <http://www.Netbreakthroughs.com> that really puts ad writing into a whole new perspective.

#### **How to Write Killer Advertising that Practically Forces People to Respond**

**By Terry Dean**

*Stop a moment some day and look at the kind of advertising you see in your mailbox, on your computer, on the radio, etc. Look at it and think, "Would I buy this or not?" If you say "No," then ask yourself why. If you say "Yes," then ask yourself why. What is it that makes this ad attractive or what is it that this person's offer unattractive. Do this regularly and you will start surprising yourself with what you will notice about advertising.*

*Most advertising you see today is written extremely poorly. It confuses the prospect, doesn't paint a desired picture in their mind, doesn't give a reason to order now, and focuses on features, not the benefits. Most failed businesses can be tracked back to poor advertising, although there are many*

*other reasons for failure.*

*If you want to stay in business, you must learn how to advertise effectively and how to produce orders NOW! This is what we will be working on in this manual, so be prepared to change your advertising and to fill your mailbox with orders!*

*There is a creative money making genius on the inside of you. You just need to learn how to let it out. What we will cover in this short report is the purpose of advertising and the 12 Advertising Secrets you will need to know to become an effective advertiser.*

*No matter what business you do whether it be a small retail store, a consulting service, a house cleaning service, or a mail order business, you must learn to create advertising that gets results. If you don't, your business will be painful and short-lived.*

*First of all, let us look at the two major (And different) reasons for advertising. Number one is for exposure. Most television commercials and many newspaper ads and magazine ads are made for this purpose.*

*The Advertiser wants their name exposed to the public and for the viewer to think of them next time they are ready to make a purchase. Major corporations are the ones who will do this kind of advertising. They have the budget to constantly expose their name to the public and wait for their orders to come as people become more used to them and their advertising.*

*The type of advertising you and I are interested in is completely different. It is called direct response advertising. In other words, we are advertising and are motivating our readers to order now, to call our 800-number and order, mail us a*

*coupon and order, or fax in an order.*

*We advertise a product and service and seek for people to make purchases now. As a small or home business, a quick way to go bankrupt is to place full page ads without asking for an order NOW! You must cause the person to order today if you want to stay in business in any type of display advertising or direct mail.*

*Classifieds are of a little different nature, but they work on the same premise. You don't ask for a sale right from the classified (Which would be a large mistake because there just isn't enough room in a classified to make sales). Even asking for one dollar in a classified ad reduces your response greatly. You will have them call your 800 number voicemail or your fax-on-demand in which they will receive an offer and a chance to order NOW! In all advertising, you must ask for the order NOW or get out of business!*

*Many people have contacted me and said, "I know that I have a wonderful product, but I just can't figure out why I am not getting any orders." You may be the same way. Let me tell you a simple truth, It does not matter how awesome your product line is if your advertising doesn't cause people to see themselves using it and how it will benefit them. Your advertising, not your product in many cases, will determine the success or failure of your business. Yes, Your product needs to be awesome (Or you will experience a large number of refund requests and a short-lived business), but your advertising will make or break your business.*

*Before we spend too much time detailing why you should create awesome ads, let us just simplify the whole deal. You want your business to make money? Then, write money-grabbing ads!*

*Now, Let us reveal 12 of the major advertising*

secrets you will need to know and begin using in every ad you create:

### 1) Testing, Testing, Testing

In all advertising and mail order, the biggest key of long-term success is Testing everything. Test your ads. Test your sales letters. Test your products. Test the publications. Test everything. You will never be done. Learn to key all of your order forms and phone numbers to make sure you know which ad and publication is doing what. Don't ever leave anything to chance. Test everything. Great Advertisers and Mail Order Millionaires are people who have tested everything and have found what works. Your testing period will NEVER end!

### 2) Strong Headlines

The number two key to success is your headlines. You must understand that the wording of your headline is more than 70% of the effectiveness of your advertising. That means it is a BIG DEAL what your headline says. A note that needs to be added, In mail order, it has been our experience that Negative headlines often Out pull positive headlines. For example, one of the most popular and effective headlines in network marketing has been "Dead Downlines Don't Lie!"

Negative headlines force your prospect to identify with them saying, "That sounds like me. The main purpose of the headline is to GRAB their attention, so your headline must be attention grabbing and prospect focused. What are their needs? What are their Desires? What are their Fears? Pay attention. The upcoming secrets must be used when writing your headline also, not just your body. HEADLINES WILL MAKE OR BREAK YOUR ADVERTISING CAREER!

### 3) Short Words, Short Sentences, and Short Paragraphs

Forget what your grammar teacher taught you in high school. When writing ads, you must make your ads simple: Simple to Understand & Simple to Order. Keep the level of writing 8th grade or lower. Use Short Words, short sentences, and short paragraphs. I know your literature teacher told you to not write paragraphs with only two sentences in them, but how much money did he/she ever make in advertising? The moment you confuse your prospect, their attention and the sale disappears!

#### 4) Be Specific, Not General

Be specific in all of your advertising. Don't Say "Fill Your Mailbox with Cash." Say "Receive Up to \$355 a day in your Mailbox Daily." Don't Say "Secrets to Making Money." Say "63 Year Old Man Tells You His Dirty Secrets to making \$578 a day!"

Being specific makes your advertising more believable. Being general makes your prospects say "He is just making this up." Being specific makes them say, "He must have counted it. I want to make that much."

Don't say "Fill your Downline with Distributors." Say "Add Up to 15 New Distributors a month to your downline." You get the idea now, don't you. Don't ignore the fact that Being Specific will beat being general every time. Go over your advertising copy and edit it to become specific.

#### 5) Use Your Background & Be Unique, Not A Me-Too Ad

So many ads out there today are for just me-too products and me-too advertising. When I say "Me-Too Advertising," I mean that these ads or products have been so overused that they just don't pull anymore. People are tired of them. For example, People are tired of hearing how much more your network marketing company pays than the one on the

other page. They are tired of hearing about how your products are the best in the industry. They have heard that story before.

You need to become Unique in your approach. Are you elderly? Are you Young? Are you Deaf? Are you bald? Did you flunk out of school? Do you only have an 8th grade education? Put something of yourself into the ad. A bald man could write an ad saying, "57 Year Old Bald Man Grows Dollar Bills Faster than Men Half His Age Grow Hair!" Be unique. Find something about yourself that is unique and put it into your advertising. Let people know who you are, then they will begin to trust you, and Trust spells orders.

#### 6) Use Pronouns (I, You, He, She)

Again, we are going to make the literature teachers angry at us, but Using "I" "You" "He" "She" throughout your advertising copy will produce more cash orders. People will begin to identify with you. They will begin to say, "Yes, I can do that." They will be drawn into the picture you are painting of them enjoying or succeeding with your product or service. Creating a picture of them and their needs being met by your company spells creating an order.

#### 7) Focus on Benefits, Not Features

This is a lesson mail order & direct mail professionals have been trying to get over to us for years. You must focus on the benefits of your product, not its features. Although it may sound like these two things are one in the same, they most definitely are not. Which way you lead your presentation which will make a big difference between the success and failure of your advertising campaign.

Your product's features are things such as pay

plan, product ingredients, what it is made of, etc. Benefits are what your product will do for them. Features are product centred. Benefits are prospect centred. Benefits are things such as "How much will your prospect make? How much weight can they lose? How much hair will they grow?" You have to make your advertising copy prospect centred instead of product centred.

#### 8) Use Lots of Adjectives & Adverbs

You will notice in mail order, there is not the "information packed manual." There is a "huge 62 page information packed manual with step-by-step instructions." When writing your ads, take your descriptions to the limit. Then, you can cut it down some as you go over it.

Describe the product. Paint a picture in your prospect's mind of them using your products or services. If you are selling Home Business information, paint a picture of the prospect succeeding in business, making money daily, having more free time, etc.

As a general rule, people do not buy because of logic. Too much failed advertising is logic oriented. Too many people say, "It is only logical for them to buy my product." If that is your idea, it won't sell. People buy because of emotion. Create practical logical products. Then, write advertising that uses emotion to make sales. Paint the picture of your prospect both with and without your product. Make them need your product. Make your product have an emotional appeal to them. Then, you will make sales.

#### 9) Testimonials

Testimonials are a powerful selling tool and should be used at every opportunity. Include testimonials in all of your ads if possible. Many Great Selling

Ads are made up of 1/3 to 1/2 testimonials of the company's products or services. Getting testimonials is easier than many of us think also. Make up a testimonial form (With signature required) and hand it out to all of your clients. Let them know you care what they think about your products and services. Make it easy for your clients to give you testimonials. Then, use them in all of your advertising if possible.

#### 10) Free Bonuses For a Limited Time

Something Free is always a drawing factor in advertising. "Free" is probably the most powerful advertising word in existence. Anything that you sell that has a price of more than \$20 should always have Free Bonuses attached, and most products under \$20 should have Free Bonuses also if possible. Then, You should always make your Free Bonuses for a Limited Time Only to Bring in Orders Now. This has the Effect of "Sale" on a prospect's mind and moves them to order now. All advertising must be geared for the prospect to Order Now! And Free Bonuses don't have to cost you very much either. Include something that you can reproduce cheaply, but has a high value to your prospects.

#### 11) Strong Guarantee

The best way to gain trust in your prospect's mind for you is to include a solid guarantee on your products. The postal service requires a 30 Day Money Back Guarantee on All Products sold by mail order unless your guarantee is mentioned. You should always include this guarantee if not more. "30 Day No Questions Asked Money Back Guarantee! I refuse to Let Anyone Be Unhappy With Our Product!" Add guarantees to everything that you sell. This is a strong motivator to people and can overcome most fears and objections they have in their minds toward ordering from you.

## *12) Easy To Order*

*Make it easy for people to order from you. This almost goes without saying, but there are a lot of ads out there which have broken this rule. Tell people clearly how to order. For example, "Pick Up Your telephone and Call 1-800-000-0000 Now And Have your Credit Card Ready!" Or "Fill Out this Order Form and Make Your checks payable to Business Systems 2000 and then fax your order to 1-000-000-0000 or mail them to Business Systems 2000, Box 128, Richmond, IN 47375!" Make it clear to your customers what you want them to do to order now.*

*Another thing that should be mentioned is that you will increase your orders 50% - 100% just by accepting credit cards. They produce more trust and more orders for any small or home business. Order a copy of our "How to Increase Business By At Least 50% Just By Accepting Credit Cards" for information about merchant accounts and how 99% of home businesses (Even brand new startups) are able to obtain a merchant account for a very low cost.*

### *BASICS OF ADVERTISING*

*Those are the twelve basics to advertising. Remember them. Go over them. Use them. It will make a difference in your business. Remember this report as your Twelve Step Program to Advertising Success:*

*TESTING, TESTING TESTING*

*STRONG HEADLINES*

*SHORT WORDS, SHORT SENTENCES, SHORT PARAGRAPHS*

*BE SPECIFIC, NOT GENERAL*

*USE YOUR BACKGROUND AND BE UNIQUE*

*USE PRONOUNS*

*FOCUS ON BENEFITS, NOT FEATURES*

*USE LOTS OF ADJECTIVES & ADVERBS*

*TESTIMONIALS*

*FREE BONUSES FOR A LIMITED TIME ONLY*

*STRONG GUARANTEE*

*EASY TO ORDER*

*Create your advertising materials and then go over them again and again to refine them, but always remember they are NEVER finished. Testing is the name of the game in advertising and then winner in the end will always be the one who has tested their advertising the most.*

**-By Terry Dean**

That was one of the better articles I've read on writing ad copy. While it's main focus was on selling a product, it stills works well for generating leads.

You will also notice on the example site we've been using, that it has this little timer tick down. This is done using java script and is just another little feature that makes the site work and generate leads just that little bit better then the rest.

You can get scripts like this that are easy and free to use from <http://javascript.internet.com/>

## **5. Put in the subscribe form**

This is a simple step, it's just putting the subscribe form into your html. All you have to do is copy and paste the html form code into your html

and voila, your ready to start generating leads.

Don't worry, you don't have to create this form, it's given to you when you sign up for an autoresponder.

Incase you don't know what an autoresponder is, it's a piece of software that sends messages to your emails leads automatically and on time. Let's say you have a 5 day course but you want it spread over 15 days.

So you can send the email for day 1 instantly, the email for day 2, 5 days after they signed up, the email for day 3, 8 days after they signed up, the email for day 4, 12 days after they signed up and day 5, 15 days after they signed up.

You can then also program in messages for dates set in the future, so you can really put your whole marketing campaign on autopilot when you get it set up.

Now how do you select the right autoresponder for you. Here are a few autoresponders I recommend.

<http://www.bamboobizonline.com/>  
<http://www.getresponse.com>  
<http://www.hotresponders.com>

I highly recommend bamboobizonline.com as they give you up to 50 autoresponder accounts, so you can use this for your entire affiliate marketing career.

## **6. Create three or four free articles people can steal**

These articles are going to be a great source of traffic for you. What your going to do, is create 3 or 4 articles on the subject your writing about and give people the rights to use them in their own documents and ezines.

This is just another good method for free advertising and they also help for search engine ranking.

You will however have to link to these articles from your main page. All you have to do is put a "Free Article" link down the bottom of your page. Each article should be on a separate page and named something like this:

For instance, if your article is affiliate program link cloaking, your page name, the url, should look something like this:

<http://www.yourdomainnamehere.com/affiliate-program-link-cloaking.html>

The articles don't have to be long, only around 500 words or so and they should not blatantly plug any affiliate programs in the article. Actually, you should not even use an affiliate program link anywhere in your article.

Your payment comes from the little by line at the end of the article. This is where you advertise your web site, or in your case, your autoresponder link. You can advertise your web site if you like, but it's more effective to advertise your autoresponder link.

Why? Well the main reason people are going to your web site is to sign up for your free report, so why not just use the link to that instead? Saves them time, and you will sign up a heck of a lot more people.

Here is an article about article writing, that gives you a good example of how to write your article and bylines! Phew!

**10 Ways To Generate Highly Read Article Ideas**

© 2002 by Larry Dotson - Feel free to republish this article with the resource box at the end of it.

1. *Participate in chat rooms related to your targeted audience. Watch what questions people are asking and ask others what information they're interested in.*

2. *Examine what information is being broadcast on tv, news and talk shows. That information is usually hot topics.*

3. *Hang out in similar message boards. People leave questions for information they're seeking. That is a strong indicator of subjects to write about.*

4. *Survey your web site visitors or current customers. Ask them what type of articles they would like to see published on your web site or in your e-zine.*

5. *Regularly check your site's guest books. People sometimes leave questions or comments that would help you generate high readership articles.*

6. *Check online bookstore's best sellers list. They're very good resources for finding winning topics and ideas to write about.*

7. *Use the time of year to come up with good topics. You could relate your content to the holiday, season, things that happen years ago during that time, etc.*

8. *Join some related e-mail discussion lists. Explore the question being asked and the subjects people are discussing.*

9. *Relate your article to a current fad that's going on in your specific industry. The topic is*

*usually interesting to your target audience.*

*10. Make a file of visitor or customer questions you receive via e-mail or phone. Usually, others have the same questions, but never ask.*

**---- \*FREE\* eBook! "Hypnotic Sales Letters: 92 Hypnotic Sales Letter Templates!" Just add your product info and...BAM! You've just written a hypnotic sales letter in a few minutes! Visit my site to download it: <http://www.ldpublishing.com>**

You see how Larry puts his little by line down the bottom here? However, instead of a web site address you will put your autoresponder link.

Also, another thing to point out is Larry also puts this at the top of his article, " © 2002 by Larry Dotson - Feel free to republish this article with the resource box at the end of it."

That's extremley important if you want other people to use your article, which you do.

## **7. Put in a pop up window**

We all know what pop up windows are, and I'm sure most of you hate them with a passion, but they are a very effective marketing tool. I don't mean having hundreds of pop up windows all over the place, but if they leave your site, you will then want to give them one last message.

The idea is that if they don't sign up for your free report, you want to offer them another chance to make you money. That's right, we want them to be thankful for you making money off them. It sounds harsh, but it's not.

Let me explain.

The visitor comes to your site, and for some

reason, he doesn't want to subscribe to your free report, so why not offer him, via the pop up window, another chance to buy a product he might be interested in. So this pop up window is like a second chance to make money. In this pop up window, you will want to promote another 1 or 2 affiliate programs.

## **8. Create a thank you for subscribing page**

After they sign up for your free course, you get the chance to give them another message. Here you should give them a free gift for signing up, or something that adds more value to your offer.

What works well is discounts to other products you are promoting, or a free ebook. While free e-books are a dime a dozen, it's still a useful tool to make them feel like you care about giving them valuable information, not just hounding them to buy from you.

# Creating Your Own Free Course

This step doesn't have to be difficult. This free course is the vehicle to promote your first affiliate program that you have chosen. It will also be the catalyst that allows you to contact these leads as often as you want.

I will warn you now, however, that you don't want to contact them everyday, maybe not every week, only when you have something substantial to email to them. This keeps your list happy, and not full of junk emails that no one will end up reading.

First off though, we need a title for your report. No one is even going to subscribe if it doesn't interest them.

This is where a lot of writers really wreck a perfectly good report. You have to make your title as exciting and straight to the point as possible.

Here are a few examples of very poor titles.

Make Money Online  
Migraine Relief Report  
Create Your Own Products Easily  
Play Cricket Like A Pro

I might have been a little harsh to say that they are poor titles, they just lack any spark or imagination.

Here are a few suggestions I have to spruce those titles up, and these can be used in any other titles as well.

Make Money Online In 7 Days With Residual Income  
Affiliate Programs  
Stop Migraines In 5 Easy Steps  
Create Sizzling Digital Products Instantly, That

Sell Like Crazy  
Bat Like Border And Bowl Like Lee, Play Cricket  
Like A Pro!

So what is the easiest way to create your own free  
5 day course?

The easiest way, but not the best way is to use  
articles your affiliate program gives you to use.  
You could just put 4 or 5 articles together and use  
them as your free course, but the whole point of  
creating this free course is to make you different  
from the other 1000 affiliates promoting the same  
affiliate program.

If you use this method, you won't get as many sign  
ups for your free course or for the affiliate  
program you are promoting.

The best way to create your free course is to write  
5 or so articles yourself on the subject your  
promoting and putting it into a free course.

The problem most people have when they try and do  
this is that they try and write thousands of words  
all at once and they get tired and never complete  
it.

If you break it down into sections, it's a lot  
easier. For example, if I was to write a free  
course on creating your own fishing lures for  
profit, I would write something like this.

Article 1: Why fishing lures are so profitable  
Article 2: How to create your own fishing lures  
from your table  
Article 3: How to automate the whole lure making  
process  
Article 4: How to market your lures offline  
Article 5: How to market your lures on a budget  
online

And in each of these articles, I would weave an

affiliate link into somewhere. The information has to be of high quality and not just a blatant affiliate program plug-a-thon. If you do this, you will certainly get a lot of people unsubscribing from your list.

Of course you can't really just send your prospects a bunch of articles, you have to weave them together. For instance, the first email they get could be a thank you for subscribing email, with a don't forget to get your free gift line in there somewhere. This first email, you should try and hook your prospects, so if you have an article section that's better than the rest, put it in the first day.

The last email in the free course sequence (not the last email you ever send them, just in this section) should be a blatant plug for the affiliate program you're promoting. If they haven't purchased from the first 5 emails which include articles, you should then send a testimonial for the product or service you're promoting and the testimonial should be written by you.

Tell them how great it is, and if you can, see if you can get a special discount price for your subscribers, you will find a lot of affiliate program managers will do this for you.

Another thing to note is, once someone buys from you, you want to make a reference to them, as these people have proven to you that they are ready to buy and not just freebie seekers.

Since you're an affiliate, you won't get the customer's details, so in your emails, make a note to your subscribers that if they buy anything from your affiliate links, they will get an extra bonus if they email you their receipt of purchase.

This way, you will get the email address of the people who buy from you, and I guarantee you, this

list is like gold and will continue to constantly make you money.

These people should be given special offers you don't give to your normal list, or they should get priority to new information you might have. You have to treat these people like gold as they will become your whole business.

# Writing Your Own Ad Copy

**Why some ads fail miserably while others succeed wonderfully.**

**By David Garfinkel**

*The voice on the other end of the phone was tense and impatient. It was a prospective client calling. After we introduced ourselves, he got right to the point: "Our advertising isn't working and we need some help." Who I was talking to doesn't matter very much because it could have been almost any of my prospects before they start working with me.*

*That's because, statistically, most advertising doesn't work - if by "work" you mean, bring in new business. Think about your own ads. Even if they already generate leads or create sales for you, don't you have the sneakin' suspicion they could be working a lot better?*

*Here are two reasons why most ads don't work at all - or if they work, why they deliver far less business than they could:*

- 1. Most ads don't get the attention of your prospects. This is pretty basic. It is physically impossible for prospects to contact you unless they know about you, and if you're counting on them to find out about*

*you from your advertising, then step one is for your ad to get your prospects' attention.*

*Unfortunately, some ads actually do get attention, but...*

*2. These ads get the attention of your prospect in the wrong way.*

*For an ad to generate a qualified lead or create an immediate sale, it must start off on the right foot. That "right foot" sets the right tone and invites a qualified prospect to call you. I just saw an ad in Newsweek that still has me wondering what it's about and why someone spent tens of thousands of dollars on it. (Bet it wasn't their own money.)*

*The ad shows a boy on a bicycle flying through the air, out in the wilderness. The headline, in a semicircle, says, "They will always fall before they fly." Since I'm not a kid and I'm not a parent, it doesn't do much for me.*

*But wait - even if I were a parent or a kid, I still don't think this ad would sell me on anything that would make the advertiser any money. If I were a kid, the only thing this ad could sell me on is taking these kinds of risks to annoy my parents.*

*And if I were a parent, the only thing I can imagine this ad would sell me on is making*

*sure my kid never rides his mountain bike in hilly terrain - since, obviously, the kid in the picture is on a collision course with certain death. I've got to hand it to this ad in one department - it's interesting.*

*It got my attention. But that's as far as it got. The Headline's the Thing Let's get off this negative track and look at some ads that I am certain are making money. These are not from a glossy national magazine, but are small ads from today's local newspaper. (By the way, small ads that run in the newspaper are usually paid for by the person who wrote them, and these ads get to the point and are likely to be profitable. Hmmm... I wonder if I'm noticing a trend here...)*

*All I'm going to show you are the headlines of these ads. But I promise you, the headlines are all you need to see. Tell me if you can guess what each ad is about and who its target market is:*

- 1. Lose 3-5 Pounds Per Week With the System Proven By Over 90,000 Successful Patients*
- 2. Up to 40% Savings on Heating and Cooling Costs With a (Brand Name) Foam Roof*
- 3. Men and Women - Remove Unwanted Hair Today! Now, I know what you're thinking.*

*Not very clever. Not very hip. In fact, those headlines are downright boring!*

*Hmmm... I have two things to say about that. First, if you have tried everything under the sun to lose 40 pounds and you are frustrated to the point of tears, then headline number 1 isn't that boring to you. (And I would say the same regarding people in the target market for headlines 2 and 3.)*

*The second thing I want to say is, yes, and it's also pretty boring to stand in line at the bank waiting to make a large deposit into your business checking account. But you know what? Once you've gotten past that boredom barrier, it's actually sort of nice. You know?*

*And here's some interesting news: A good headline on your ad will get you 90% of the way from the agony of defeat to the ecstasy of advertising success, so you can deal with weighty issues like the boredom barrier and what to do with all that money.*

**David Garfinkel has been described as "the world's greatest copywriting coach." He's a results oriented copywriter and the author of "Advertising Headlines That Make You Rich," which shows you exactly how to adapt proven money-making headlines to your business.**

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David Garfinkel is one of the better copywriters on the net today and this article really tells you what is important to look

for in a good ad.

The problem with most affiliates is that they use the ad copy given to them from the affiliate program manager. While there is nothing wrong with the ads, it's just that they are used over and over again by thousands of people, all advertising in the same spots.

To be honest, you shouldn't even be advertising the affiliate program directly. Only ever advertise your autoresponder link, or even just your web site, but never the affiliate program directly, because it's a one off shot.

You won't get the customers email address so you won't be able to contact them again, so your only getting the one off sale.

The ad copy we will be focusing on is ezine ads. These are advertisements that go into online newsletters.

There are three distinct types of ezine ads. They are:

Solo Ads. These ads are ads that are sent out to the whole ezine mailing list by themselves. These are no doubt the most effective type of ads you can buy, but are also the most expensive, but you want to use them.

They are usually an email length long and you

have the whole message to yourself to say what ever you want.

A solo ad look something like this.

Subject: Start Your Own Pay Per Click Search Engine

\*\*\* NEVER BEFORE REVEALED SECRETS \*\*\*  
Earn \$2000 a week with your own profitable specialty Pay Per Click Search Engine.

You can start with as little as \$100 and the sky is the limit.

If your sick of not making any money on the Internet with get rich quick schemes, this is for you!

Here is what you will learn!

\* How to start your own PPCSE for under \$100.

\* How to buy PPCSE's on ebay for pennies and sell them for thousands!

\* How to promote your own PPCSE on a tight budget, even for free.

\* How to choose the right topic for your PPCSE, Otherwise you will fail!

You don't need to be a genius or have

lots of money. You don't even need to know a thing about marketing or computer programming!

If you want to start making an automated fortune online....

Click below to find out more:  
<http://www.paymemonthly.com>

The next type of ad is called a top sponsorship ad. These ads are at the top of the actual newsletter they send out. Unlike the solo ads, top sponsorship ads are sent out with the whole newsletter and usually are not the only advertisement in the email.

Top sponsorship ads are like classified ads as they are usually 5 or 6 lines long, but there is usually only one top sponsorship ad per newsletter and it's right up the top of the newsletter.

These ads work OK, but no where near as well as solo ads.

Last but not least, are classified ads. Everyone knows what classified ads are. You see them every time you open a newspaper and they are all bunched together. That goes for online newsletters as well.

Classified ads are usually no bigger than 3 or 4 lines and are usually next to another 10

or 20 other classified ads.

To be honest, I've never had any success with classified advertising and I tend to stick only to solo ads.

I do suggest however you go get a book called Ezine Ad Profits by Jimmy Brown. He talks about using classified ads and ezine advertising to promote his free course. The cost of the book is negligible at something like \$9.95.

You should be able to find a copy by putting the phrase with out the commas "Ezine Ad Profits" into google.com

# Advertising Your Web Site

Now here comes the fun part or I should say fun part(s). In this section we are going to focus on advertising the web site you set up and in the next section, we will focus on advertising your free course.

The main focus of this section will be on reciprocal linking, IE swapping links with other sites in your market.

Reciprocal linking is an important tool for web promotion. Reciprocal Linking increases the link popularity of the web sites. Sites dealing with same business can join hands to have reciprocal linkages.

Reciprocal linking is an "I'll scratch your back if you'll scratch mine" activity. Effectiveness of reciprocal linking is growing and is sought after as the new medium of advertising on the Internet. You can set up a Links Page with link access from your homepage, and promote your URL address for the specific Reciprocal Links Page in all the major search engines.

What I didn't mention in the other sections is that you will need to create a links page on your site as well. This is where you will list all the sites that link to your site.

Here is an example. Go to:

<http://www.linkingstrategies.com> (by the way, that site is on getting reciprocal links)

And,

Then go to the top of the page and you will see a link called Link Directory. This is a good example of a reciprocal linking page.

Don't panic though! He didn't create that himself, he used a software program called Zeus to create it and yes it even contacted people to swap links with, for him.

Zeus is a great program (whilst on the costly side) to get thousands of reciprocal links with doing little work. Without this program, you could spend weeks getting your links together and still not do it right.

You can get a free trial copy of zeus at <http://www.cyber-robotics.com>

If you can't afford this piece of software, don't worry! You will just need a little extra time and you will have to follow my plan to the T.

Let's get started.

Your web site has 3 things going for it when considering reciprocal linking.

1. Your giving away a quality free course

2. Your giving away quality articles on your site
3. Your giving links back to sites that do the same.

So how do you get other people to link to your site?

First, you will have to set up your links page for people who come to your site and want a link from you. This is the page where your prospective linking partners will go to get more information about linking to your site.

This is really just for ease of use for you, as it automates 90% of the process so you don't have to answer 100 emails a day about getting linked on your site.

What you will need to write are the following:

You will need to ask them for the title of their site, the web site address and a description of the site. You will also need to ask them where you link is on their web site, so you can then link back. You will then have to supply them with an email address to contact you with.

Reciprocal linking is one of the best methods to getting free traffic and most search engines seem to give preference to sites with a lot of other sites linking to them.

But what about when your just getting started and you want people to link to your site? Well then you need to go out prospecting for link partners.

This can take a couple of days, or it can be a never ending search. You should always be looking out for quality link partners when ever you can.

The best way to find link partners, with out using the Zeus software is to search through search engines looking for sites on your topic.

For instance, if your site is about Elvis memorabilia, then go into google.com and type in Elvis memorabilia.

You will then find plenty of sites that would be glad to link to you. Plus through them you will find other Elvis memorabilia web sites and the cycle continues.

The best way to contact these web sites is via email or phone or even fax.

If they have a fax or phone number I suggest using them first, especially if it's a big site with lots of traffic, which brings me to my next point. How do you know how much traffic a site gets?

One word, Alexa!

Alexa is a free tool that rates web sites traffic by star symbols and numbers. The ratings go from 1 to 5 stars. 5 being the busiest sites on the net and one being the least busiest.

You can get it from <http://www.alexa.com>. It's very easy to install and use.

When searching for link partners, you can avoid the sites with only 1 star as they will more then likely have very little traffic and will be of very little use to you. Concentrate on 2 stars or above.

With some of the larger sites, 3+ stars, try faxing or calling them about swapping links. You will find that this will boost your acceptance through the roof. Why? Because these people probably get hundreds of emails a day, and by ringing them or faxing them this will make you stand out.

It's very important when contacting these people that you show them enough benefits of linking to your site as possible. Since your site isn't at the start going to get a lot of traffic, your going to have to focus the email, fax or phone call on the fact you have a lot of quality free information that their readers might be interested in.

# Advertising Your Free Course

I have one word to describe the best way to advertise your free course.

Ezines!

That's right, ezine advertising is the best way I know of to advertise your free course, cheaply and effectively.

But how do you go about finding the right ezines to advertise in. Well, before we start, to all those people who have decided to promote Internet Marketing related products, I will give you a quick list of the best ezines to advertise. I will also give you the best piece of advice possible. Go to <http://www.netbreakthroughs.com> and join up now!

Here are a list of places you should advertise your free course. (You should buy solo ads only if possible)

## 1. Xtreme Marketing Tips

<http://www.ezinehits.com/ad-rates.htm>

## 2. The Guru Marketer

<http://www.thegurumarketer.com/newsletters/order.html>

### **3. The Marketer's Resource Weekly**

<http://www.goldbar.net/advert.html>

### **4. Getmassivehits**

<http://www.gmhnewsletter.com>

### **5. Associate Programs**

<http://www.associateprograms.com/search/newsletter.shtml>

### **6. WorkAtHomeNews**

<http://www.workathomenews.com/advertising.html>

### **7. Bizweb E-Gazette**

<http://www.bizweb2000.com/ads.htm>

### **8. Active Internet Marketing**

<http://www.inetexchange.com/inet-mailer.html>

### **9. Super Pro**

<http://www.superpromo.com/optadorder.html>

### **10. E-Power Marketing**

<http://themoneymakingaffiliates.com/advertise/>  
<http://www.netincomesite.com/Ezineadrates/ezi>

[neadrates.htm](#)

#### **11. NetIncomeSite**

<http://www.netincomesite.com/Ezineadrates/eziadrates.htm>

#### **12. Rim Digest**

<http://www.rimdigest.com/ads.html>

#### **13. Avenues 2 Success**

<http://topliving.com/marketing/fmailing.htm>

#### **14. Web Stars 2000**

<http://www.webstars2000.com/ads.html>

#### **15. Netpreneur's Notebook**

<http://www.buildyourhomebiz.com/adrates.html>

Ok, for people who have chosen other topics to promote, the best way to find ezines to advertise in, is to go through ezine directories.

Ezine advertising is advertising in other people's online newsletters. You can do this for the purpose of not only getting advertisers, but also affiliates and searchers.

First off, to find ezines to advertise in, I

use the following sources.

<http://www.topezineads.com>

<http://www.lifestylespub.com>

<http://www.Diysearch.com>

<http://www.palm.net>

<http://www.meer.net/johnl/e-zine-list/>

(If you don't know what ezines are, they are online newsletters, delivered to your inbox, most of the time for free. This is not Spam as people actually give these people their email address for them to contact them. It's called an opt-in mailing list, and can be very valuable.)

Like I've said before, only use solo ads when you are using ezine advertising. Solo ads pull 100 times better than any other type of ezine advertising.

Make sure if your going to advertise in any type of ezine that you join up for their newsletter first so you can get an idea of how the ezine is published.

For instance, if you find the ezine boring with no original content, then a lot of other people on the newsletter list will feel the same way and won't probably even open it.

Ezines that state they have over 50,000 subscribers also suffer from a poorer response rate. I once advertised in an ezine with over 300,000 subscribers, and they did

have that many and only made 3 sales, then advertising the same product in a newsletter that had a circulation of 6000 I made over 20 sales.

Not only do smaller ezines have a better response, they also cost a heck of a lot less! So it's a win win situation for you there.

If you are planning on running a few solo ads, then I suggest you also talk to the ezine publisher about getting a discount on the price of the ad. You can usually work them down to quite a lot lower price if you ask them.

Another good method of free advertising is to give your already written articles to these ezine publishers for them to run in their newsletter.

Ezine publishers are always looking for good content for their readers.

Another method of getting subscribers for your free course is to get your free course on other people's web sites.

If you can convince them that the free course offers good value to their readers, they will more then likely say yes. As long as your free course isn't a plug-a-thon disguised as good information, web site owners and ezine

publishers would love to give good content to their readers.

# Back End Them

After all the advertising is coming to an end and everyone of your leads has gotten through your free course, brought something or even just stayed on your list, what is the next step?

Keep offering them more products!

Just because the free course is over, it doesn't mean you can't keep contacting them with new offers, articles and so forth.

So what's the secret to back end marketing?

1. Keep In Contact
2. Create A Money Funnel
3. Get Your Subscribers To Recommend You

## 1. **Keep In Contact**

You never want to go without mailing to your list at least once a fortnight, or at the latest once a month. If you keep giving them extremely good information constantly, it will make Step 2 and Step 3 a heck of a lot easier on you.

The Internet was built on word of mouth advertising, and forever will be the main form of advertising on the Internet. Why, because it's free and highly targeted.

If you don't know what word of mouth advertising is, here is a great article on the subject:

## **Why Word-of-Mouth Works Wonders**

**By Michel Fortin**

*Viral marketing is the process of implementing means through which the knowledge of your existence self-propagates. Like a virus, your visibility spreads throughout a network of people who refer you to each other. Unlike unsolicited advertisements or "spam," which usually stops once it reaches its destination (and the reason spammers must keep spamming in order to remain successful), viral marketing continues to spread almost effortlessly since the people who refer you to others know each other. Also, those who get to know you (or to know about you) through third party referrals grant you a higher level of confidence, credibility and loyalty.*

*Word-of-mouth advertising is crucial in the offline world. Online, referral or network marketing (as they are commonly known) is vital. Why? The key to marketing success in the offline world is "location, location, location." The Internet is no different. In other words, your marketing success depends highly on the number of locations you appear -- places on which your site, link, company*

or product name exist. In essence, it is to be in as many places as possible, talked about by as many people as possible and seen by as many eyeballs as possible. Success online is all about "location" too!

Remember a dictum a mentor of mine once told me, which is: "Implication is far more powerful than specification." In other words, if you tell people you're the best, that you're the leader in your field, or that your product is the best solution to their needs, your self-serving promotional bias makes it all suspect. Your statement is rarely believable at face value. And if you do make such claims, you will have your work cut out for you in order to prove them.

However, if someone other than you says to another that you are indeed the best or that you do have the best solution to their problems, how much more believable will that person's statement be? How much more credible? The answer is "definitely more." Accordingly, referrals and networking systems are not only important because they create an awareness of your business (or because they create traffic in the online world), but also they are important to the degree to which third party marketing indirectly communicates greater credibility, superiority and value of the products or services you offer.

In his new book (which I highly recommend) "The 22 Immutable Laws of Branding ," Al Ries

stresses the importance of leadership and how that leadership is communicated. According to Ries, people never buy the best -- they only think they do. They usually buy the leader (or what they perceive as being the best). And that perception is often molded by what they are told and by what others do, not by what is fact or by what is being advertised.

Coke, for example, outsells Pepsi. But according to Ries, taste tests reveal that Pepsi is the better tasting brand. So, why does Coke still beat Pepsi in sales? It is not because it is the leader in the marketplace or promoted itself as such but because it is known as the leader.

Coke was the first cola "in the mind" of the marketplace and thus the one most talked about, even to this day. When a person is introduced to cola for the first time, he or she is often told to try Coke. People in restaurants still refer to the word "coke" as the generic name for colas, even when only Pepsi is served. Why is that? While other colas are bombarding them with marketing messages, people have heard of Coke first and most likely from other people.

Consequently, if your business or website is unique, focuses on a niche or is the first in some category, the knowledge of your existence will spread quite naturally, almost like wildfire. But creating systems and using specific tools that will leverage the

spreading of that message helps to multiply your marketing punch exponentially. Such tools stimulate word-of-mouth advertising, which is more effective than general advertising. For along with communicating your existence to the world, word-of-mouth advertising helps to cast that aura of leadership and superiority.

Networking systems, for example, include strategic marketing alliances, joint ventures, and affiliate programs. Online, they are often called referral traffic generators. And unlike the more traditional traffic generators such as banners and search engines, these specific tools are much more effective since they are used by third parties and not by the original advertiser.

In fact, referral traffic generators are key ingredients of online success. A great example is a referral service like the one recently launched by my associates at "Internet Marketing Challenge" (the publishers of the "Chronicles" ezine of which I am the editor). This service is based on this viral marketing concept (visit <http://SuccessDoctor.com/referral.htm> ).

Nevertheless, if you received a call, letter or email from someone you know (and especially trust) referring you to a particular company, how much more credible will that referral be when compared to a blatant advertisement coming from the company

*itself? You got it... More. Much more.*

## **About the Author**

**Michel Fortin** *is a master copywriter and consultant dedicated to turning businesses into powerful magnets. Get a FREE copy of his book, "The 10 Commandments of Power Positioning," and subscribe to his FREE monthly ezine, "The Profit Pill," by visiting now!*

## **2. Create A Money Funnel**

Once you've promoted your first affiliate program to your list, and you've found the people who will buy from you, (IE, your existing customers) you can then work them up the money funnel.

This is the simple process of getting your customers to buy higher priced products from you. For example lets say your list is around 10,000 members strong, and out of that, 1000 people purchased the first affiliate program you offered to them at \$19.95. This could be a members site, or a small ebook.

Then you mail them again with a product for \$49.95 and you get 250 customers who purchase that product. This could be an ebook or digital audio series, but it's still more then likely a digital product.

Then you mail them again with a product for

\$97 and 50 of your existing customers buy that product. This could be another ebook, or reprint rights to a product or a product that is sent via regular mail.

Then, you mail them again with a product for \$495 and 10 people buy this from you. This product could be a seminar, master reprint rights, or a complete package on a certain topic. IE, it gives you everything you need to get started within that business or hobby, etc....

Then you mail them again with a product for \$4995 and 2 customers buy that from that. This product could be a seminar, a complete online business, master reprint rights to a digital or off line product, but it has to be something big, and it basically should be all they need to get started.

So you can see that's how a funnel works. You start with 1000 customers (you can start with any number of customers) and end up with 2 customers that make you big money!

### **3. Get Your Subscribers To Recommend You**

Again, here is the word of mouth advertising at play. If you can get your subscribers to recommend your free course to their friends, that's free advertising at it's best. Who would they trust more then their friends who are telling them that you free report is great.

So what's the best way to go about getting this to happen?

Just ask!!!!

Send out an email to your subscriber base and ask them nicely if they liked your free course and would they please tell as many people about it as possible. Ofcourse, to get them in the mood to do this, tell them you will give each and everyone a free gift of some sort, no matter how many people they recommend.

This could simply be just a free ebook or more free information, or it could be something substantial like a discount to a product or service your an affiliate for.

Most affiliate program managers will have no problem giving a small discount if you tell them what you are doing.

# Do It All Over Again!

Ugh, you wouldn't dare make us do it all over again would you?

You bet!

More money in your pocket and more freedom from the job you want to get away from.

But before you go and start over, let me give you a sample marketing plan for promoting a specific Internet Marketing product.

Before I tell you what one, I'm going to tell you why I chose this affiliate program.

1. It targets a very new, but very popular market. (Buying business on the Internet, and more to the point, Ebay!
2. It hasn't been promoted everywhere.
3. The owner knows what he's talking about, IE, it's a good product
4. It pays me monthly.

The product I'm talking about is Kirt Christensens

<http://www.buyingwebbusinesses.com> and I'm going to give you the exact plan to use to promote this product successfully.

**Sample Marketing Plan**

This method isn't for the light hearted and will set you back some money, but it's a guaranteed winner in the long run.

1. I would register the domain name BUYEBAYBUSINESSES.com from <http://www.orderyourdomains.com>

2. I would join Kirt's web site for one month so you know what you are talking about

3. I would then create a 5 day course on the subject on how not to get ripped off buying businesses online and where to look to find profitable businesses really cheap. (All of which you will learn from Kirt)

4. I would then take 2 sections from that 5 day course and create them into 500 word articles

5. I would now create my web site quickly using templates from <http://www.freesitetemplates.com>

6. I would join <http://www.lifestylepubs.com> and send my two articles to every publication that accepts article submissions listed in that directory, in the home business and Internet Marketing fields.

7. I would then go to <http://www.drnunely.com> and get his people to send out my articles to all his contacts. (Around 2000 ezine

publishers)

8. I would then advertise in every ezine I listed in the above chapters twice using solo ads. I would also make sure I tracked my results by using an ad tracker like <http://www.adminder.com>. If your looking for more advice on ad tracking, I suggest you go have a look at <http://www.ad-tracking.com>. It reviews and talks in depth about ad tracking and it's a free site!

9. I would then buy 1,000,000 ad impressions from <http://www.getresponse.com>. This will really get you alot of subscribers quickly.

10. I would then just keep on backending my current list and start another free course all over again.

## Recommended Resources

**Terry Deans Netbreakthroughs at**  
[<http://www.netbreakthroughs.com](http://www.netbreakthroughs.com)

This site would have to be the main reason I've made any money online. For \$19.95 a month, this is the site to start your marketing education. I would almost be confident to say, this is the only site you need when you're just starting out. Of course if you want to master the art of marketing, which no one has mind you, you will need to learn more, but for \$19.95, just do it!

**Get free web site templates at**  
<http://www.freesitetemplates.com>

The best thing about this site is the word free, and the quality of the templates isn't too bad either. Sure there are some shockers, but overall if you can't find a template for your site, then you might be being a little too picky.

**Get the best and most inexpensive graphics at**  
<http://www.ebookwow.com>

Brian Terry does a very good job with any graphics you might want done. If you want to do them yourself however, have a look at

<http://www.headergenerator.com> and  
<http://www.ebookcovergenerator.com>

**Visit any one of Allan Gardynes web sites and sign up for his newsletters**

Allan runs 4 sites that I know of and they are the best free sites around. His first site is <http://www.associateprograms.com>, which talks about affiliate programs and has one of the best free newsletters on the net.

His other main site is <http://www.payperclicksearchengines.com> which I've mentioned a few times already in this guide. If you haven't been there yet, go now. Grasping the concept of PPC advertising is also very important so you can tell what the advertiser wants and needs. There is also a free newsletter to join here as well.

His two other sites revolve around affiliate programs again and they are <http://www.payperclicksearchengines.com> and <http://www.lifetimecustomers.com>

**If selling high profit digital products on Ebay is your bag...**

Go to <http://www.ispyprofits.com> run by David Valleries. I have just recently signed up with it actually and it's brilliant. It's a set of digital videos (he's made them more compressed now and download really quick) that shows you how to sell quick turn key

businesses on Ebay, this is for you.

I myself love it and it really has helped me!

## Articles You Will Find Useful:

In this section, I have included a few articles that are sure to help you in promoting your affiliate programs and building your residual income streams.

The following article is about using PPC advertising the smart way, enjoy!

### **Pay Per Click Smarts**

**By Brian Garvin**

*This article is Dedicated to teaching you how to use Pay Per Click Search Engines and turn them into your own Personal Cash Machine. First of all, let me start by telling you what not to do. As a General Rule, I never Bid over 10 Cents Per Term. Try Visiting <http://www.overture.com> and do a Search for Website Hosting and Check out the Top Bids..*

*At \$4.68 per bid, you would have to have a 20% conversion ratio to make any profit. That's way above the Standard Sales Conversion Rate. Plus, this term is highly searched, so it will cost this company a small fortune just to maintain their listing on one search term! Also, this is flat-out dangerous, and here's why. What's to stop a dishonest competitor from clicking on this link 250 times just to get them to cancel or*

lower their bid? If someone did this, it would cost them \$1,170.00, a pretty big chunk of change. I can have 1,500 CD's burned for this price and resell them for Tens of Thousands of Dollars!

So what's the answer? The answer is to bid 1-10 Cents Per Term on what I like to call Derivative Key Words. In other Words, use the Goto Suggestion Tool and enter Website Hosting, a very competitive search topic on the internet today. You'll find about 50 keywords related to this. Once you scroll down the list a bit, sure, the number of searches decreases, but so does your bid price, which is the entire philosophy behind Pay Per Click Search Engines, to draw Targeted Traffic for Pennies, Not Dollars!

What you do is bid on all the related (derivative) keywords. If you write down these keywords from your first Suggestion Search and do a Search Suggestion on these, you'll even come up with hundreds more. What you do is bid on each of these terms for 1 Penny Each, which is the lowest bidding price allowed with <http://www.overture.com>.

Once you do this, <http://www.overture.com> has to manually approve your words. This takes about 1-2 working days. Once they do, wait a week or so. Then you can always adjust your bids to get you more traffic. As a General Rule, when adjusting my bids at <http://www.overture.com>, I usually adjust my

*bids to get me in the top ten as long as the bidding price is under 5 Cents Per Click. If not, I just leave the bid at 1 Cent. People will still visit my site, since people love options!*

*To me, using Pay Per Click Search Engines isn't a price game, it's a Targeted Traffic Game. How many Qualified Visitors can I get to my Website for \$1.00? That's all I care about. I will never compete with anyone using these services. While the fellow above will get one Guaranteed Visitor for \$4.68, I'm Guaranteed over 250 Unique Visitors for my \$4.68 since I bid on so many keywords.*

*Plus, <http://www.overture.com> has contracts with most of the Metacrawlers such as [Dogpile.com](http://www.dogpile.com) and [Metasearch.com](http://www.metasearch.com) This means, if I can get top 10 positions on some of these related keywords, I'll come up in the top 10 on these Search Engines as well, and the Meta Crawlers get Millions of Unique Visitors per Month, so in reality, I'm getting more than my bid's worth this way.*

*Try Doing a Search on these 10 Sample Keywords at Goto.com, and you'll see [www.garvinweb.com](http://www.garvinweb.com) there. You won't always see me in the top 10, but you'll see me in the top 40, which currently comes up on the first page of results.*

*Affordable Web Hosting  
Affordable Web Site Hosting*

*Business Web Hosting  
Ecommerce Web Hosting  
Host4profit.com  
Hosting Web Site  
Inexpensive Web Hosting  
Internet Web Hosting  
Internet Web Page Hosting*

*Internet Web Site Hosting*

*Remember, these are just 10 Examples. I bid on 119 Keywords Related to Web Hosting. At the time of this writing, I've received one signup and paid less than \$1.00. My Income is currently over \$100.00 Per Day now just using this one technique, promoting 4 different programs I'm currently campaigning. I currently get about 125 Unique Visitors Daily using this approach, and pay about \$1.50 Daily to Goto.com for this Targeted Traffic Service.*

*Also, this doesn't take into consideration people that decide to join my Mailing List, or people who decide to surf into my main site, fill out my Guest Roster or purchase another product from me. It's happened to me several times, in fact, it happened today! Someone purchased Press Blaster through a search term which I bid on at Goto.com for 1 Penny, sent me an email and wanted to be notified when one of my future projects I'm currently working on would be released. I know we will both make good money together, since I checked out his website and he sounds*

like a Serious Prospect.

Better Yet, I just received my first Order for Viagra today, and I'm only about 20% through my Bidding on Keywords related to that! The beauty of it is, there are thousands of different niche topics you can use this technique on. I would imagine someone selling something less popular like Horseshoes or John F. Kennedy Memorabilia could make a small fortune using my technique as a hobby.

Don't have a product? No Problem.

Go to <http://www.affiliatesdirectory.com>

or visit <http://www.associateprograms.com>,

and you'll find thousands of Affiliate Programs you can join free of charge in almost every category imaginable. My Advice to you is, find a program in a niche category that compensates well, covers a narrow, low competitive market, write a nice one page review, post it on your Website, and use the Goto.com techniques explained in this article to Drive Targeted Traffic to it for Pennies. Then, once a week or so, check your logs to make sure you're getting off to a great start.

A great thing about <http://www.overture.com> is that they only Require a \$25.00 Deposit to get started, and you don't need a Credit

Card. That's right, you can use Old Fashioned Snail Mail and Mail in your Order. Then, they'll open up an Account in your Name and you can Start Bidding right away and once they receive and process your order, they'll open up your Account Immediately. How it works is simple. Everytime someone clicks on your links, your account slowly diminishes until it's used up. Your account will be frozen (taken offline, but NOT deleted), until you send in another payment. Of course, if you have a Credit Card, they make it very easy to control your account online.

Another Tip regarding

<http://www.overture.com>. If you Bid on Web Hosting Service, bid on Web Hosting Services. If you're bidding on a multiple phrased keyword, <http://www.overture.com> will not recognize them as the same. However, for single Keywords such as Website and Websites, <http://www.overture.com> does recognize them as the same keyword. Hardly anyone knows this, so this is a feather in your cap.

Also, if you want to Expand Your Horizons, there are more Pay Per Click Search Engines than <http://www.overture.com>. Just go to <http://www.payperclicksearchengines.com> for a Comprehensive Listing of Search Engines Currently Taking Bids. There are Dozens listed at this site.

I'm convinced that anyone willing to put in a couple hours a day for a few months can earn

*a nice extra income bidding on Goto.com  
Keywords. The Balls in your court, what's  
next?*

**By Brian Garvin**

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The Next article is also written by Brian, it is about using free articles to promote your affiliate programs...

**Article Archives = Tons of Free Publicity**

**By Brian Garvin**

*If anyone has ever had the pleasure of taking Rick Beneteau's Ezine Money Course at <http://www.garvinweb.com/r/ezinemoney>, they know that Articles Submitted to Ezines Give You More Publicity than Paid Ads do. You can draw thousands and thousands of people to your Website with articles you write.*

*This article however, won't teach you how to construct an article or how to promote it, but how and why you should construct your own article archive. This can Really get you major Free Publicity. I'm shocked that lots more people don't do it. It's not hard, and with an hour a day, in a few weeks you can have a healthy archive waiting for Ezine Publishers Hungry for Quality Content.*

*Here are a few sites that are currently running their own Article Archives..*

Dr. Nunley's Publicity Articlees -  
<http://drnunley.com>

BizWeb2000 -  
<http://bizweb2000.com/articles.htm>

Success Doctor -  
<http://success-doctor.com/archive.htm>

Shelley Lowery -  
<http://www.web-source.net>

Rick Beneteau -  
<http://www.interniche.net>

Terry Dean -  
<http://www.bizpromo.com/free>

Brian Garvin's Internet Marketing Achievement  
Articles -  
<http://www.garvinweb.com/money/freecontent.html>

So how much Free Publicity can a Free Article  
Archive Get You? Is this really worth  
Pursuing? Well Lets see. I've personally used  
almost all the articles from the Archives  
above and will be including them in my new  
Virtual Wealth Package Known as the MONEY!  
CD-ROM located at  
<http://www.garvinweb.com/money>. Plus, all my  
Dealers including myself will eventually be  
managing Huge Mailing Lists and will More  
than Likely use some of them to Provide

*Quality Content to their Readers.*

*These Articles will also be available in other Report CD's I write, including one with Duplication Rights, so in 3-5 years, they'll be all over the internet. It would cost Tens of Thousands of Dollars to buy this kind of Publicity, but since these smart self-publishers already had an Article Archive Ready to go, it was simple to Swipe the Articles right off the net and include them in my Info Products.*

*Here are some tips in constructing an Article Archive..*

*At the Top of your Article Archive, include a Photo of Yourself. Some Publishers Require this Before they use your Article. Although there is no "Industry Standard" Photo Sizes that I'm aware of, the two most common sizes (in pixels) are 80 x 105 and 90 x 115. Once you get your Photo Made, you can easily resize it with a Paint Program such as Paint Shop Pro or Adobe Photoshop.*

*Let Readers know that they are welcome to use these Articles in Ezines, on their Websites and in Info Products they sell as long as they include Your Copyright Info. and Bylines as well as leaving the article unedited.*

*Here's an Important Tip I haven't heard anyone Mention Yet. Always use Physical Links verses Logical Links when Constructing Your*

Article Archive.

An Example of a Physical Link would be <http://www.garvinweb.com>. An Example of a logical link would be `index.html`. This way, when an Impatient Ezine Administrator rolls their mouse over your article, they will not have to change anything.

I also use Nothing but Physical Links in my Source Code for the Same Reason. This way, if someone wants to put my article on their Website, they won't need to edit anything. Unfortunately, not everybody is intuitive enough to do this. It would also be helpful to put comment tags before the beginning of the article and at the end of your Copyright Headers, so people that 'swipe' your article can do it in seconds.

Consider including a link to Your Article Archive in your Headers. This way, Ezine Publishers will know exactly where to go to pick up more Gems of Wisdom you wrote. This might cause a Reciprocal Publishing Effect. In other words, an Ezine Administrator Publishes one of your articles. 100 go to your Website to see your article Archive. 5 Publish one of your articles.

Now 500 visit your Website and 25 of them Publish Your Article. Eventually, your articles are all over the internet. Also, you never know when someone might want to include it in an eBook or Info Product. Once these

articles are out there, there's no stopping them! People are always looking for free stuff!

As Stated Before, this isn't an Article on Ezine Promotion. There are plenty of Articles on that. However, link the Archive off your Home Page. This way people visiting will have access to it. Some of Your Customers Might Be Ezine Administrators, and this is a Great Way to get Started! More than likely, they'll publish it if they know you.

Remember, It Just Takes One Good Article to Get People Flocking to your site in Doves!

**-By Brian Garvin**

# The Easiest Way to Come Up With Backend / Affiliate Product Ideas

I can usually come up with 150 to 200 product/web site ideas a day with this trick and I can tell you now, hardly anyone is using it. People know bits and pieces of the whole idea, but not to the extent I'm about to show you.

For instance, I was looking to create a product in the skiing field and I had the front end product idea, but I also wanted some backend product ideas, so this is what I found out.

I put a few skiing related phrases into google looking for sites who might like to joint venture with me and sell my first product, and I found <http://www.ifyouski.com>. I then went to alexa to find out how much traffic they were getting and I did a search on the Alexa site. You can see the results here....

[http://www.alexa.com/data/details/related\\_links?q=&p=Det W t 40 M1&url=http://www.ifyouski.com](http://www.alexa.com/data/details/related_links?q=&p=Det W t 40 M1&url=http://www.ifyouski.com)

Then if you go down the page, you will see what other people who went to ifyouski.com purchased on the topic of skiing AND other information about what sites are linking back to the original site. It also showed me a list of sites that people visited after visiting ifyouski.com. How accurate all this info is, I dont really know but it's been useful.

All of this is extremely helpful. I now have 3 backend product ideas AND a list of sites to check out for potential joint ventures.

## Last Words

Residual Income Affiliate Programs are the easiest way to set up residual income streams! It's just that simple, it's the easiest and fastest way to do it.

How does it compare to other ways of getting residual income streams?

Well, **you could create your own product.**

But that will take a lot of time, effort and money. And guess what, you will always have to do customer support and answer emails daily. Plus you will need to keep advertising your website.

With Residual Income Affiliate Programs, there is no customer support, no answering emails or anything like that. You just promote it once, sit back and collect the pay checks!

Or, **you could do it with real estate.**

But first, you will need a few hundred thousand dollars to buy a house or apartment. Then you will need to find some tenants to rent the place to and hope they wont trash your investment.

And after all that, you can get a residual or passive income of about \$1,000 / month at best! Oh, and you will probably have to fix toilets every couple of moths and check up on your house or apartment.

As you can see, I did those comparisons for a reason. That reason is to show you how amazing Residual Income Affiliate Programs are!

They are a truly revolutionary, easy and simple way to set up as many residual income streams as you want!

So why not get started right now! So you can lay back and enjoy your efforts while the money keeps rolling in month after month after month.

Hundreds of people are doing just that! They have promoted the programs, got people to buy / sign up and are now doing whatever the heck they want! Because every month, they get a bunch of fat pay checks in the mail...don't you think it's about time you joined them!?