

How to make **Super Affiliate** commissions



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Introduction

There are two things every good affiliate strives for—making a great deal of money, and constantly improving how you make that money. It's no secret that the world of affiliate marketing is a tricky business where the vast majority of newcomers fail, but never forget that it's also the business where pizza delivery boys and movers are able to start making millions of dollars with no special education or training in just a few years.

If you're a starting affiliate marketer with the gleam of profits in your eye and a bright and beautiful future in front of you, the last thing you want to do is join the first group—the people who crash and burn in the first few weeks. No, you want to be the super affiliate—the big-time cash-producer who turns everything he or she touches into gold, whether it's a CPA offer or a major affiliate product launch.

It's not enough to just learn the basics and become “another affiliate marketer.” You need to tap into a reserve of passionate energy and desire to succeed and you need to have the tools and processes in front of you to acquire that level of success.

In the next few pages, we're not just going to talk about what an affiliate marketer does—you probably know quite a bit about that already. We're going to dig down and talk about what a Super Affiliate does and how you can make not just a profit, but unheard-of amounts of money like the biggest and best marketers out there. It's time to toss those bad habits out the window and learn what the very best are doing every day to turn each of their business prospects into pure gold.

What Is a Super Affiliate?

When I say “super affiliate” I'm not talking about a marketer with an “S” on their chest and a weakness to green rocks. I'm talking about the cream of the crop—the top 10% of all affiliate marketers who not only make a living, but who get filthy rich putting the basic strategies that all marketers use to the test. They optimize their marketing strategies, push their limits, and leverage tools you probably haven't even heard of. So, what specifically makes a super affiliate so special? It's all in the mindset.

The Mindset of a Super Affiliate

Before you even log on to the Internet—before there are any ClickBank accounts, blogs, squeeze pages, or email lists—something extremely important goes into the creation of the top-tier affiliates. And don't think the top dogs in the industry just wake up one morning, decide they must be the best and have these traits ready to go. They spend years toughing it out, making mistakes, and tweaking their mindset to

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take full advantage of what they can get out of their time each day. This isn't an instant pill—it's a 7-course meal and it takes time to prepare.

But, like all dedicated professionals, super affiliates never give up. They keep trying and eventually they develop a special mindset that allows them to approach each project they take on with the clarity of vision that has made millionaires the world over. They do this by constantly taking actions towards their goals. The number-one thing the top affiliate marketers never do is procrastinate. I cannot stress this enough. It's very easy to get bogged down in the educational materials that float around out there.

So and so has a new product about how to make \$10,000 a week in 6 weeks or less? Pick it up. That guy has a single tool that will triple your conversions? Download it now!

These are the reactions of someone who is too busy preparing and self-educating—looking for the next major toolset that will help them suddenly understand everything there is to know about the business. News flash—there is no such tool. You want to know what will help you understand everything there is to know about affiliate marketing? It's called experience. And the only way to get that experience is to keep trying, making mistakes—oftentimes outright failing—on your path to understanding the business.

The only way to ever truly understand what you are doing is to fall on your face a few times. When children touch a hot stove, they quickly learn that it will burn them. The same thing goes for an affiliate marketer—someone can outline every little tip they've ever learned and yet you still need to touch that stove for yourself and learn how hot it is. Some of us get burned less than others, but we all get burned at some point, and that's the only way you'll ever learn.

Optimism Pays Off

If there's one thing I've become accustomed to, it's beginning affiliate marketers lighting up forums and message boards with comments about how hard it is, how they're about to give up, how they cannot do this or that task. Forget the obstacles, though. A true super affiliate is one who never thinks in terms of obstacles. They think in terms of opportunities and what they can do to overcome those obstacles. The single biggest example of this is paid traffic. I can practically guarantee you that no affiliate marketer ever makes a profit with their first paid traffic campaign. There are just too many variables. However, super affiliates take the data from that first failed campaign and learn what they did wrong. They highlight keywords that were unsuccessful, analyze the tools they used, and adapt their budgets and their ad

groups to match. The other guys? They quit. Now, why do you think the failure rate is so high?

Beyond simply believing that you can succeed, you need to put your money where your mouth is. You need to invest the money you make in software, outsourcing, and pay-per-click advertising, then spend whatever is left over. Stop buying new electronics with those affiliate checks and use the money to reinvest in your business. There will be plenty of time to enjoy your spoils later on, when you're sitting on the top of the earnings charts.

Becoming a Super Affiliate

Success in affiliate marketing is all about self-belief—you have to know you can succeed. Ignore the failure stories—those are people who constantly paint everything with a pessimistic paintbrush, avoiding getting their hopes up and assuming they will fail. Those are people who do not enjoy learning and spend their free time watching TV instead of building websites. Those are people who only dream about their dreams, rather than going out and making those dreams come true. They are people who feel guilt when they make money, instead of being happy that they succeeded.

The actual technical details and processes of becoming a super affiliate are extremely important, but let me tell you this—the absolute first thing every affiliate marketer needs to do is challenge their assumptions about what they're doing and truly strive for excellence. Only then will they be able to succeed on a par with the truly great super affiliates of the world.

Creating a Process

As an affiliate marketer, nothing is more important than having a steady, regular process in place that you can follow at all times. That said, everyone's process will be different. However, there are some very important factors to keep in mind.

1. **Daily Action** – You have to make daily strides toward your goal. That means spending time each and every day working on something that helps your business. That does not mean spending 5 hours reading emails or finding new “info products” that will help you. It means taking real, measurable action on a project and building websites. You'll never learn if you don't act.
2. **Time Management** – How you manage your time will be a big deal. By this, I mean you should have a list of things to get done each day—approximately 30% of whatever you have time for that day. If you have 10

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hours to work, give yourself 3 hours of things that absolutely must get done. Everything else is a bonus. Additionally, saving email for last can be a big time saver.

3. **Getting a Staff in Place** – You'll never get anywhere if you do it all on your own. Try to set aside a good chunk of your affiliate income—I started by setting aside 50% of mine—to outsource new tasks, hire people and make sure you can balance income with new projects and results.
4. **Have Specific, Measured Goals** – Goals are vital and they help you measure how successful you're being. Set up a list of goals both for the short term and the long term and then measure how they proceed from day to day, week to week, and month to month. This mindset will be vital later on when you start testing and tweaking websites.
5. **Learning Is Key** – Your knowledgebase will help determine where you stand against other marketers. Spend as much time as possible reading books, listening to podcasts, and watching videos. Don't let your learning replace your action, though. Instead, supplement the websites you build and the actions you take with your learning.
6. **Healthy Body, Healthy Mind** – I cannot emphasize enough how important it is to be healthy and fit to do this job. You'll be spending hours in front of a computer. Do you know how quickly you can get sick and fall behind on your tasks if you don't exercise daily, eat well, and get sleep? Just try to be productive when you're eating a bag of Doritos every afternoon—it isn't easy.

There are other things that might be important to you. You may have hobbies, volunteer activities, children, a spouse, or a deep love of a particular TV show, but keep the above things in mind and you'll be able to find that sense of balance you've always been seeking in your business ventures.

Starting Your Affiliate Mega-business

Every super affiliate starts somewhere. Some of them started in the 1990s when things were messier and more experimental. Some of them started three months ago and did everything right as they worked their way up. Whatever you attempt to do, know that when you get started, you won't make a fortune on day one. It will take time to be successful. That's exactly why I put the mindset chapter first. It's that important. This business can be extremely discouraging if you don't already know that it will take time and a bit of failure before something good happens.

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If you're ready to get started and have the confidence you need to invest into the business, it is time to stop wondering what will happen and start pouring your energy into getting something done.

The Money

Okay, I've been making you wait long enough. Let's get into the thing you really want to know. How much money can you make as a super affiliate? You already know that there are millionaires out there, making massive fortunes doing this. But, what does it take to do the same thing? Let's take a look at a simple formula that most of us use:

$(\text{Traffic}) \times (\text{Conversion Rate}) \times (\text{\$ per Customer}) \times (\text{\# of Transactions}) = \text{Payday}$

Yup, there is math, but don't worry—it's not nearly as complicated as it seems. Basically, what you see above is a simplified version of everything we do. The amount of traffic you get, the conversion rate of that traffic, the amount you can make per customer and the number of transactions you pull off will equal your total payday. This is actually a formula I found in a Brad Sugars book from a decade or so ago, but it works well for just about any of us.

Here's a simple example of a weight loss website:

- Traffic: 1,000 hits per day
- Conversion Rate: 0.40% (1 in 250 customers buys something)
- \$ per Customer: \$22.50
- # of Transactions: 1.5 (The number is higher than 1 because you have an email list that can upsell additional products to prospects later down the line)

Now, put all those numbers into a simple formula, and you get the following data:

- $1,000 \times 0.40\% \times \$22.50 \times 1.5 = \$135/\text{day}$

Now, while that might seem very straightforward to most of you, the truth is that many affiliate marketers forget the simple formula. They forget that they need traffic, or they forget that the traffic needs to convert, or they forget that they can actually get more than 1 transaction per customer with an email list. Your goal, and what we'll work on in the coming pages, is to develop a strategy that allows you to focus on all four factors simultaneously, keeping balance in your websites at all times. That balance will be crucial to your bottom line and is what will push you over just about every other marketer out there (yes, many people do neglect this formula, surprisingly enough).

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And if you're looking at the sample numbers up there right now and saying "I really have to get 1,000 people a day to make just \$135 a day," stop and think about it for just one moment. Consider this. Not only is a 0.40% conversion rate moderate to low at best, you can have far more than 1 website building those traffic numbers.

In fact, you should count on it. If you build only one website, you'll never be a super affiliate. You might eventually snag that traffic, but you'll never be the top-level marketer you're aiming to be. Consider what happens if you have 20 websites with 50 hits a day—it's the same effect, and then there is something to work toward in increasing your traffic numbers. Yes, this is doable, and yes, it will make you a lot of money.

Another note I want to make is that your pages will not all convert at the same rate. Some conversions are much higher (as we'll discuss soon), and some lower. It depends on the keyword you've optimized for, who you're targeting and how eager your audience is to make a purchase. All of these are factors you must consider before making assumptions about how effective a site is.

There's No Such Thing as a Bad Website

You cannot have a bad website. You may have an underperforming website, or one that needs more content, or one that needs to be upgraded a bit, but it isn't bad as long as there are no zeroes in the formula that we've just gone over. You'll be making money whenever there is money, traffic, and conversions involved. Now, the goal is to boost all of those numbers equally across the board. When we do that, we'll be able to make a tremendous profit that can then be reinvested and turned into a viable marketing business.

Finding the Perfect Niche

Every business starts with the same thing—a good, solid, profitable niche. One of the major mistakes every failed affiliate marketer makes is not finding and sticking with a niche that works. They think they need to look for something new and exciting or a non-competitive niche, or that they need to try multiple niches over and over again to spread out their business.

Here's a secret, though—most major super affiliates will have only two major niches in which they focus their efforts. Sure, they'll try other niches—hundreds of them in some cases. But, they only keep searching so they can find the two or three niches that are the absolute most profitable. Does it make sense to choose a niche, invest hours of time into it, make a lot of money, and then start over again? Of course not. You should take what works and do it again, rinsing and repeating to build a recurring income stream that you know for a fact works.

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Of course, before you can choose a single niche and invest all your time and money into it, you actually need to go out there and research a little bit to find out which ones are going to be worth your time. That's where I come in.

Myths about Affiliate Marketing Niches

There are a lot more people out there selling affiliate marketing advice than those who have actually managed to use that advice to make their fortunes. And, unfortunately, those people are constantly aiming for ways to stand out with exciting new strategies that teach new things no one has ever seen before. They tell you all sorts of things that are generally untrue or questionable at best. Do any of these sound familiar?

- Some niches are too competitive
- You cannot make money selling “moneymaking” products
- ClickBank is the only way to go
- High gravity means a product is too competitive

They're all false and while sometimes it might seem like they're true, it all really comes down to being able to stand back and knock out the better website. There is no such thing as a niche that is too competitive. There are just websites that don't do enough to *be* competitive. There are plenty of sites other than ClickBank. High gravity is a very good thing. And moneymaking products can be highly effective ... if you sell them properly. So, instead of just taking what you hear at face value, let's take a look at what does and does not work when researching a new niche.

The Two Ways to Find a Niche

There are hundreds of complex ways to look for a niche, but I say keep it simple. Don't try to find the “next big thing” every time you start a new site. Look for things that already sell, that have a substantial market and that have room for you to build a site. I utilize two very simple methods for finding new niches—neither of which requires an expensive membership or epic insights that only a guru would have.

ClickBank

No, it's not the only affiliate network or method out there, but it sure is one of the best and when it comes to finding profitable niches, there are few places where you can find better data. Here's my basic walkthrough for finding your niche here:

1. **Hit the Marketplace** – Go to the ClickBank Marketplace (<http://www.clickbank.com/marketplace.htm>) and search for any term. For

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example, enter woodworking. You'll find Woodworking4home—a site with a gravity of 145 (as of the time I'm writing this):

The screenshot shows the ClickBank Marketplace interface. At the top, there's a search bar with 'woodworking' entered. Below the search bar, a sidebar on the left lists various categories like 'Arts & Entertainment', 'Business / Investing', etc. The main area displays search results for 'woodworking'. The first result is for 'Woodworking4Home.com', which offers '14,000 Woodworking Plans With Step-by-step Instructions, Photos And Diagrams To Make Every Project Laughably Easy'. The result shows a gravity of 145.87 and an average sale price of \$32.01. There are buttons for 'Promote' and 'Vendor Spotlight'.

2. **Use the Gravity** – The gravity score is an easy way to see what is selling and what isn't. What the gravity score means is that there are that many separate affiliates selling the product. Every time a product is sold by a unique affiliate within a certain time period, a point is added to gravity. If someone sells 200 products, it still only counts as one point.
3. **Checking the Niche** – So, as you can imagine, when a product has been sold successfully by more than 130 people, it is clearly a good niche—one with a lot of profit potential. In fact, I tend to aim for anything with a gravity over 30. At any point, there might be between 30 and 75 products on ClickBank with gravity that high. It's always a good sign that the niche is converting and that that particular product is doing well.

ResultsMarketplace Help

<< Hide
Displaying results 1-10 out of 36 (pg. 1 of 4)

Keywords: woodworking
Results per page: 10

Narrow Results by:
Sort results by:

☐ Low to High
☒ High to Low

Product Type | Language | Billing Type
Gravity

Woodworking4Home.com (75% Commission + \$5 Bonus/Sale).
14,000 Woodworking Plans With Step-by-step Instructions, Photos And Diagrams To Make Every Project Laughably Easy. Earn Up To 60\$ Per Sale With The New Backend Sale. Affiliate Center: www.Woodworking4Home.com/affiliates/.

Avg \$/sale
\$32.01
Promote
Vendor Spotlight

Stats: Future \$: - | Total \$/sale: **\$32.01** | Avg %/sale: **75.0%** |
%/refd: **91.0%** | Grav: **145.87** |
Cat: **Home & Garden : Crafts & Hobbies**

MyShedPlans -Insane Conversions!(75%): 12,000 Shed Plans & Woodworking.
Converts At 7.13%! Earn 75% With This *Hot Seller* - Up To \$46.17 Per Sale With Oto Upsells.
Brand New, Strong Niche & Few Affiliates To Compete With! Target 3 Sub-niches At One Site. Comprehensive Woodworking & Shed Plans Blueprints + Course.

Avg \$/sale
\$23.88
Promote
Vendor Spotlight

Stats: Future \$: - | Total \$/sale: **\$23.88** | Avg %/sale: **75.0%** |
%/refd: **80.0%** | Grav: **107.96** |
Cat: **Home & Garden : How-to & Home Improvements**

Now, some gurus will try to tell you that the gravity score being high is a sign of too much competition. I completely disagree, though. Just think about it. Over 130 affiliates have successfully made money with that same product. How many people must have bought that guide, then? Don't you think there is a bit of room in the market for a new marketer to join? I think so.

Amazon.com Research

As I said before, ClickBank isn't the only tool around. There are dozens of other affiliate networks, including CPA networks (which we'll talk about more soon), so using just ClickBank, where not nearly every evergreen niche is represented, isn't always best. For that in-between research, I like to visit Amazon.com and view the hot products there.

1. **Selling off Amazon** – First off, I should mention that I don't normally sell physical products. You're talking about a measly 5% profit instead of 50%–75% from a digital product. So, obviously the real money is in info products. But, as a research tool, you don't get much better than Amazon.
2. **The Reviews** – Start by looking through any product pages or niche on Amazon.com. They sell pretty much everything in the realm of consumer

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goods, so you'll be able to find quite a nice selection of stuff. Your goal here is to look for products with at least 20 reviews, however.

3. **How Hot Is the Niche** – So, why do we look for products with 20+ reviews and not the wide array of other stuff that pops up on these sites? Think about it for a minute. How many people actually review something they buy? I don't have the exact stats on hand, but it's something like 1 in 1,000. So, if a product has 20 reviews, you can estimate that the product has been purchased more than 20,000 times. Yeah, I'd consider that a niche worth checking into.
4. **Researching from There** – Once you find a hot niche product on Amazon, take to Google and start searching for related keywords. For example, if you find a product on Amazon like Cesar Milan's "Becoming the Pack Leader" with 60+ reviews, go to Google and search for "dealing with dog aggression" or "being the dog pack leader." You'll find a number of products that are related to this niche. You'll find more on ClickBank, too, where the dog training niche has been an evergreen favorite for years.

2.  **Be the Pack Leader: Use Cesar's Way to Transform Your Dog . . . and Your Life** by Cesar Millan and Melissa Jo Peltier (Hardcover - Oct. 2, 2007)
Buy new: ~~\$25.95~~ **\$17.13**
45 new from \$4.78 110 used from \$2.58
Get it by **Monday, Apr. 5** if you order in the next **4 hours** and choose one-day shipping.
Eligible for **FREE** Super Saver Shipping.
★★★★☆ (164)
Excerpt - page 144: "... then trust for them would eventually evolve naturally. **Becoming a pack leader** means earning both trust ..."
Surprise me! See a random page in this book.
Books: See all items

Take a look at what you get if you just type in dog training. Look at all those reviews. This is definitely a hot niche:

1.  **Cesar's Way: The Natural, Everyday Guide to Understanding and Correcting Common Dog Problems** by Cesar Millan
Sept. 18, 2007)
Buy new: ~~\$13.95~~ **\$10.04**
54 new from \$6.97 71 used from \$4.65
Get it by **Monday, Apr. 5** if you order in the next **19 hours** and choose one-day shipping.
Eligible for **FREE** Super Saver Shipping.
★★★★☆ (746)
Excerpt - Front Matter: "... was the only person in the world who believed that **dog** psychology ☐ not **dog** training."
Surprise me! See a random page in this book.
Books: See all 3,913 items
2.  **101 Dog Tricks: Step by Step Activities to Engage, Challenge, and Bond with Your Dog** by K. C. Fries
Buy new: ~~\$18.99~~ **\$12.91**
31 new from \$11.73 13 used from \$11.16
Get it by **Monday, Apr. 5** if you order in the next **18 hours** and choose one-day shipping.
Eligible for **FREE** Super Saver Shipping.
★★★★☆ (132)
Excerpt - Front Matter: "... lives, requires nurturing to keep it alive and flourishing. Trick **training** is a way to build trust, and mutual respect. It offers a way to bond with your **dog** as you strive toward common goals and del."
Surprise me! See a random page in this book.
Books: See all 3,913 items
3.  **How to Raise the Perfect Dog: Through Puppyhood and Beyond** by Cesar Millan and Melissa J. Long
Buy new: ~~\$25.00~~ **\$16.97**
39 new from \$14.62 7 used from \$15.64
Get it by **Monday, Apr. 5** if you order in the next **18 hours** and choose one-day shipping.
Eligible for **FREE** Super Saver Shipping.
★★★★☆ (51)
Excerpt - Front Matter: "... 50 Tips for **Training** and Understanding Your **Dog** Cesar's Way Journal: ..."
Surprise me! See a random page in this book.
Books: See all 3,913 items

I could go on and on for hours about how many other ways there are to find hot niches, but really, why should I? Just the two above will help you find dozens upon dozens of potentially hot, highly profitable niche options. If you're really interested in making some serious money with them, you'll be able to do so easily enough. You don't need anything trickier.

Google and Other Networks

Another very valuable tool is just to Google something and see if there are other affiliate networks that will allow you to make commissions. Type in "learning languages affiliate program" into Google to see if there are direct programs you can sign up for or any other tools that will let you earn a profit without going through ClickBank.



I prefer ClickBank in many ways, but it is not the only tool on the market—not by a long shot.

Physical Products

Again, I'm a big fan of promoting info products, but don't let that stop you from considering some physical products if the commissions are right. For example, a product like the Sunforce 50048 60 Watt Solar Charging Kit sells for about \$300 on Amazon.com and has more than 100 positive reviews. The total commission will only be \$15, but the people who read those reviews or articles will already be primed buyers if they're searching for a specific product name (as is often the case with physical products).

Digging Up the Keywords

So, the niche research part is relatively easy. You just go where the money is. But, now we get to the part where many marketers start to stumble. Yeah, the dreaded keyword research stage. There are few things less entertaining to read about than

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keyword research. It never seems like there are enough keywords, and if you're doing something like pay-per-click advertising, there really aren't enough.

Luckily for you, I have a few tools and strategies I use to make this a whole lot easier. It's all about having a process and being willing to invest the time and energy into developing lists that will actually be useful to you.

Where to Get the Best Keywords

Okay, so if you've been interested in affiliate marketing for any longer than a week or two, you should have a good idea of how important keywords are. They are the foundation of every good website and since you'll be diving deep into a hyper-competitive field, you pretty much *need* to have a good strategy in place for making sure the keywords you choose can be marketed successfully. Patience is important in this business, but you don't want to pour hundreds of hours and thousands of dollars into ranking for a simple affiliate site.

I like to find my keywords in a number of ways. In my opinion, there are three types of keywords that hold the most value:

1. Product Names
2. Author Names
3. Crisis Keywords

In addition to these three very vital, basic groups of keywords, you can also search for keywords in the following categories:

4. General Specific Keywords
5. Long-tail Keywords

How you use these sets of keywords will ultimately determine how successful this part of your preparation will be. To give you an idea of what I normally do, though, I will focus my energies almost entirely on the first three. It's not that general specific keywords and long-tails are not effective (they're vital for PPC campaigns), but they're just not going to convert as well. If you were about to buy something like a new DVD player, would you be more likely to search for "DVD players" or a specific review of a model you liked such as "Oppo DV-980H DVD Player Review"? The same goes for your info products. People will search for product and author names when they're ready to buy, so even if the number of searches is lower, the value of those searches is much higher.

The one thing to consider when using author names or product names in your optimization is the terms and conditions of the affiliate program. On occasion, you'll find that you cannot do this, so it is important to check first, especially with some CPA programs and large companies that like to protect these terms and how they are optimized.

Crisis Keywords

When I start a Google AdWords campaign, I will often have a handful of ad groups that focus on product names and author names, and then a big collection of keywords that focus very specifically on crisis keywords. While the name-keyed phrases are very valuable because you're targeting people who are ready to buy, the crisis keywords are equally—if not more—important because you're targeting people with an urgent need who are willing to buy. They might be willing to buy multiple products and will be far more likely to act on impulse when they read your call to action, rather than continuing to shop around and research.

So, how do you snag crisis keywords that will help you pinpoint the best possible potential leads? Here are some tips:

- **Ask Who Needs the Product** – Always determine who needs the products you're marketing most. For example, if you're selling guides for how to remove acne, who do you think will need that guide immediately—a 25-year-old interested in preventing acne in the future or an 18-year-old who wants to get rid of acne before he starts a new job? The latter will always be a better prospect, because he has an immediate crisis that you can solve.
- **Does the Phrase Solve the Problem?** – The keyword phrases you choose need to be things the prospect would search for to solve the problem. For example, "acne tips" is not a good keyword because it could be searched for by anyone, including children and adults helping their children. However, "get rid of acne now" or "remove acne in a week" are good because they are going to be searched for by people who need to act sooner than later.
- **Can the Phrase Mean Anything Else?** – Finally, ask yourself if the phrase can be interpreted as something else. This is especially important for pay-per-click advertising, where you don't want to pay for a keyword that non-buyers will click on. For example, if someone searches for "get rid of skin problems," it seems like a crisis keyword, but in reality, it could be about anything. It could be related to dry skin, dandruff, rosacea, or a dozen other problems that your website does not relate to. You need to target only people who will be interested in what your articles and reviews can provide them.

Crisis keywords are important for every marketing campaign, whether you are using organic search engine optimization or PPC advertising. Just remember to pinpoint the problem your audience is having and adapt your keywords to match their needs.

Long-tail Keywords

There are two instances when you would want to look at long-tail keywords. First, there is the launch of a PPC advertising campaign. With advertising, the more keywords you have, the better. That means you'll want lists of several thousand keywords. The second is the development of an authority site. You could write a dog training website with 10 pages of content, but if you want it to become an authority site, you would want to start specializing pages for breeds, such as "Labrador retriever food bowl aggression." That's a long-tail keyword because you've added specific details to the basic term of "food bowl aggression" that can be changed depending on the several hundred dog breeds out there.

Keyword ideas					About this data ?
+ Add keywords		Download	Sorted by Relevance		
Keyword	Competition	Global Monthly Searches	Local Monthly Searches	Local Search Trends	
puppy aggression		4,400	2,900		
dog aggression		49,500	33,100		
labrador breed		14,800	6,600		
labrador dog		110,000	49,500		
aggression		1,000,000	450,000		
labrador dogs		201,000	60,500		
labrador retriever		1,000,000	450,000		
labrador retriever puppy training		1,000	1,000		
training a labrador retriever		1,000	880		
labrador retriever training		14,800	9,900		
labrador retriever training tips		480	390		

Finding long-tails will require a bit of research, both on your own and with tools. If you don't know a niche especially well, this will be extra important for ensuring you don't miss any potentially valuable keywords.

Buying Keywords

Other keywords that perform really well are buying keywords—terms people will use when they are ready to make a purchase. Product and author names are one example of this, as are any keywords that end with "review." Other examples include buy, order, and purchase.

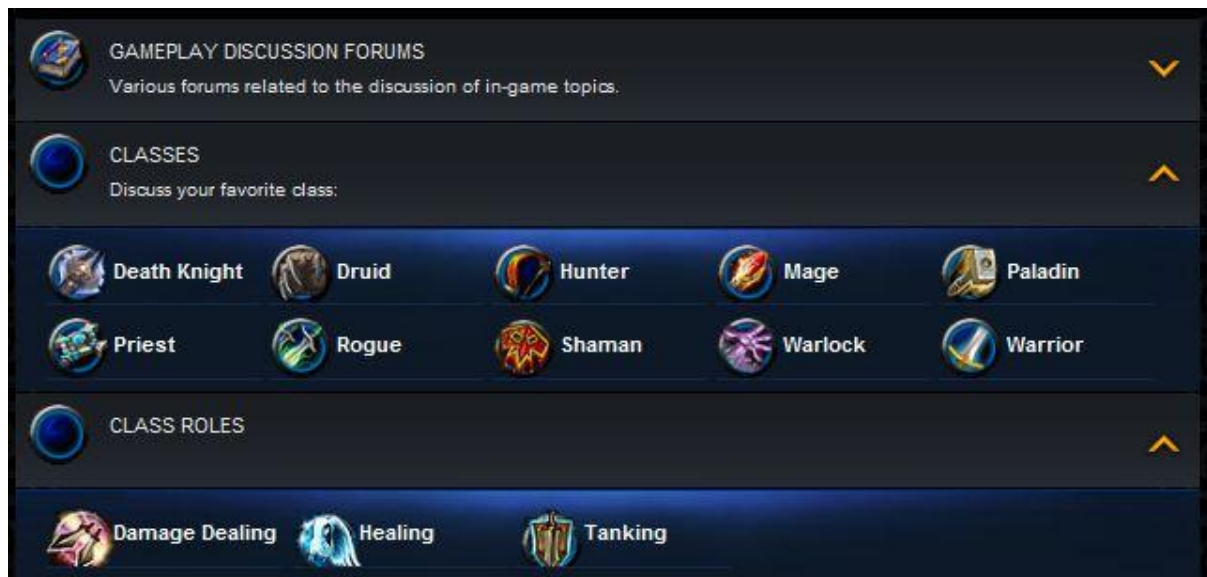
Forum Research

Another tool I like to use, which is fantastic for getting inside the heads of the people you're targeting, is a little basic forum research. Again, this is an incredibly simple

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strategy that too many affiliate marketers neglect because they've been told to move on and use more advanced tools. Why? On every forum you have the exact data you need to pinpoint what people are searching for, the industry terms you wouldn't know unless you were an expert, and the details you'll need to start crafting your keyword lists.



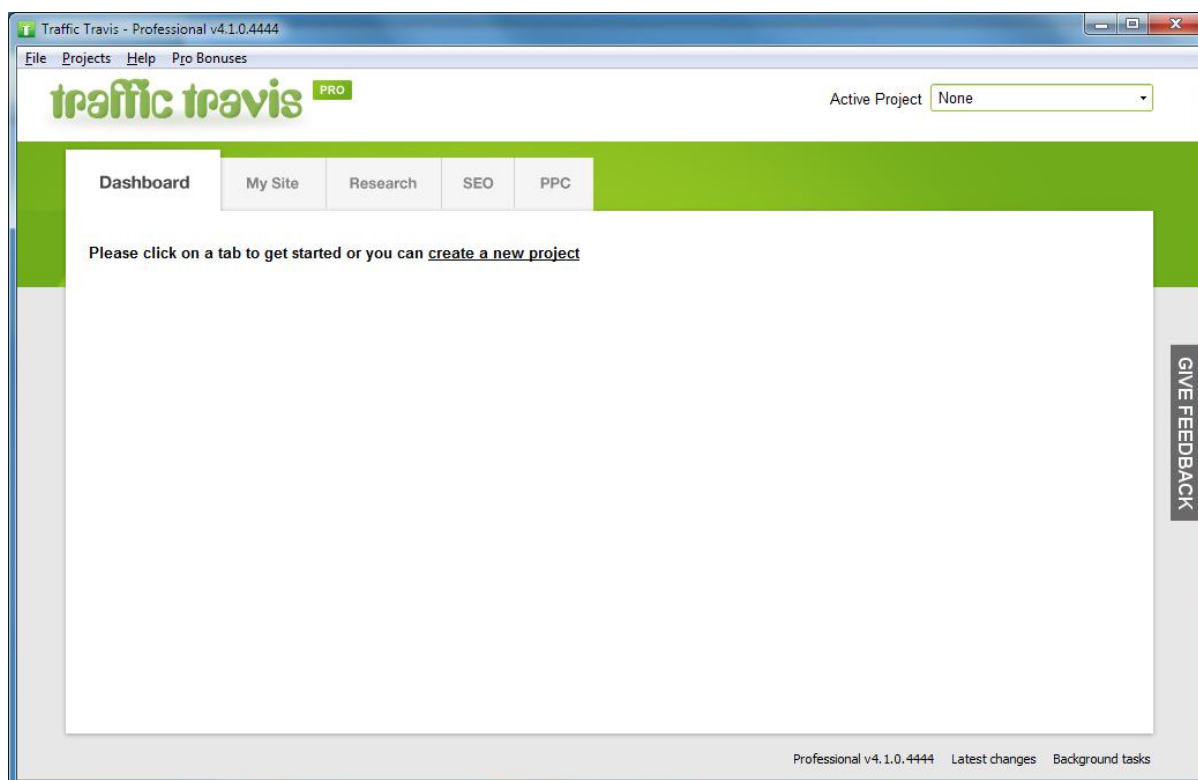
People put their problems on forums, and even if you have a passing knowledge of a niche, you'll never understand everything in it without digging deeper and learning what people's problems are. Take a niche like World of Warcraft, for example. This is a niche that has been highly successful. On the surface, it doesn't seem like a traditional IM niche. It's a game, and most of the time, games don't breed the urgency that you'd find in things like weight loss or dog training. However, this particular game is an online, socially motivated game where players are constantly competing with each other. Immediately, players are going to push themselves to work harder and faster and eventually want to get a cutting edge. Enter the info products on how to do everything better in the game.

If you're an affiliate marketer, the odds are that you don't have time to play a time-consuming game like World of Warcraft. Yet, you may want to market the successful guides that come out of this niche. So, instead of spending hours playing the game to acclimate with it, you can spend just a few minutes scanning the forums of worldofwarcraft.com and learning that players want to know more about Horde and Alliance characters, how to make gold, how to level up, how to do better with their professions, etc. There are dozens of little details you can draw from here to create keyword lists.

Using Tools to Generate Larger Lists

There are quite a few tools out there that have proven themselves effective for researching keyword lists. I could list them all, but I want to get on to the juicy stuff pretty quickly, so I'll use one of my favorite tools—Traffic Travis.

You can find it at www.trafficttravis.com and it is free to download (though there is a premium version with more features). Once you install it and get it running, you'll have a basic interface that looks like this:



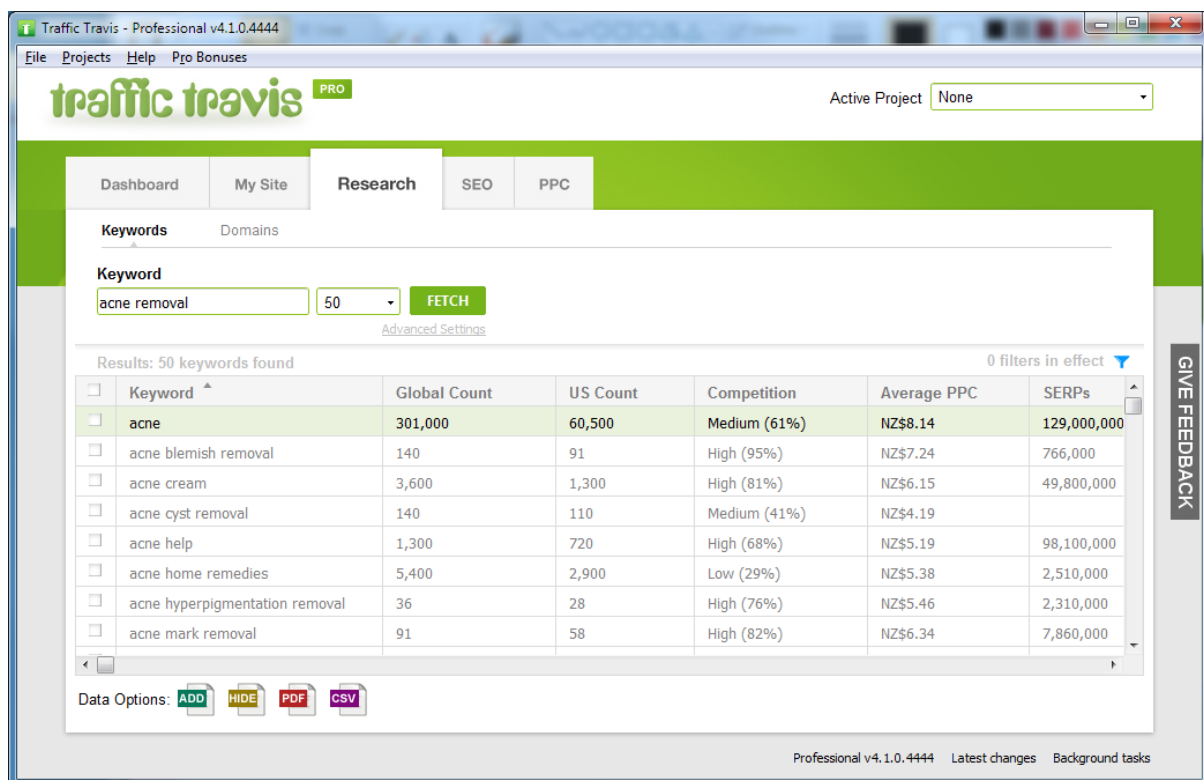
The tool itself is pretty much everything you'll need to research recent search ranking data for keywords, get keyword ideas, generate long lists that can be exported to AdWords, and even research and review the ranking data for competitor websites. In short, it's a highly valuable research tool that you'll be coming back to again and again.

Using Traffic Travis

Just to show you how valuable this tool is and how much data you can get out of it, let's use a simple term like "acne removal" and see what kind of data we can dig up for it. Start by entering the chosen keyword into the interface and searching.

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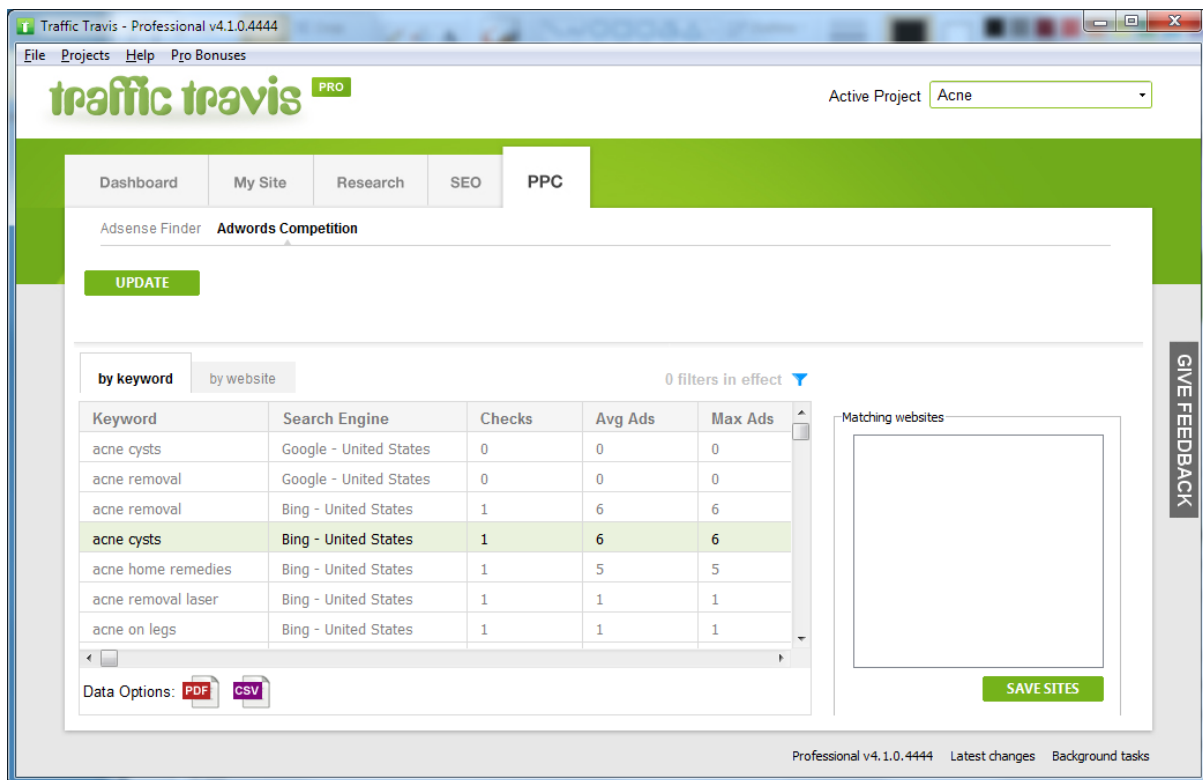
<http://www.yoursite.com/go/johnchow>



As you can see, there are dozens of responses, populating a relatively solid list of keywords (up to 200). You'll then be able to order them to see who's searching for them, how many times per day, and what the data is for each of the major search engines.

You can then choose to export all these keywords in a couple of formats.

If you're going to be using these for a PPC campaign, you'll be able to run them through PPC analysis. You can save the keywords to a project, then switch to PPC analysis and check to see how well the keywords are performing among the different competitors. If you're using 3,000 keywords for a PPC advertising campaign, this data can make the difference between success and failure.



Once you've run the tool, you'll be able to see the specific advertiser sites for particular keywords. Each advertiser can be reviewed so that you can see which keywords they are marketing for, how many phrases they've chosen and their current rankings. In short, you can see exactly how many competitors you have, and if you're interested, you can export those competitor URLs and analyze them separately to see how effective their sites are.

The really valuable thing here is that you can come back in a few weeks and see which terms and phrases are still being advertised by those particular competitors. If they're still using certain ones, those keywords are obviously top quality and are getting them sales.

The goal here is to get the top keywords from your competitors so that you can analyze what they're doing and how it will benefit your business in particular. PPC advertising is such a tricky business—if you're serious about getting into it, you'll need to have this kind of data on hand. Even if you're not into PPC, you'll need a good chunk of information to ensure you're able to optimize your site properly.

Google Keyword Planner

Another free tool that can help you with general ideas on keyword generation is the Google Keyword Planner. The tool has been beefed up a few times over the years and while it still doesn't have some of the gusto of other paid options, it gets the job

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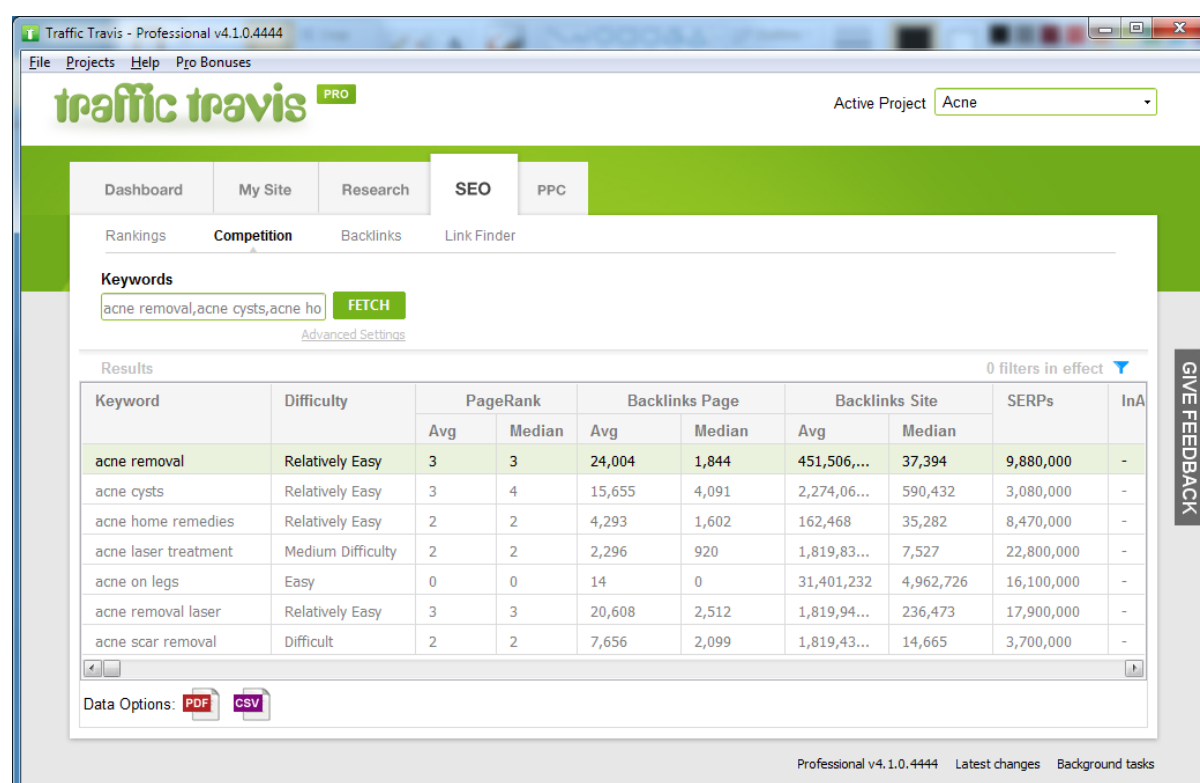
done in terms of presenting you with relatively good traffic data, competition estimates and synonyms for your phrases.

When you've been researching on forums and the like, going through Google Keyword Planner to make sure people are actually searching for the terms you've discovered is very important. This will allow you to create a good list of potential keywords that you can use later.

Analyzing Competition Levels

Too often people will think of a keyword or phrase, or Google it and see 15 million results, and assume they'll never be able to rank for it. Think again, my friend. The truth is that the number of results is practically meaningless. The real information you want to seek out is whether the sites that are already ranking for that keyword are competitive or not. That's where research comes in handy.

Hop back into Traffic Travis and go to the SEO Analysis tool located there. Enter a few terms similar to "fast acne removal." Wait a few seconds and the difficulty values will pop up from Google. These are calculated from the sites that already rank for that keyword.



The screenshot shows the Traffic Travis Professional v4.1.0.4444 interface. The 'Active Project' is 'Acne'. The 'Keywords' section shows 'acne removal, acne cysts, acne ho' with a 'FETCH' button. The 'Results' table displays competition data for various keywords.

Keyword	Difficulty	PageRank		Backlinks Page		Backlinks Site		SERPs	InA
		Avg	Median	Avg	Median	Avg	Median		
acne removal	Relatively Easy	3	3	24,004	1,844	451,506,...	37,394	9,880,000	-
acne cysts	Relatively Easy	3	4	15,655	4,091	2,274,06...	590,432	3,080,000	-
acne home remedies	Relatively Easy	2	2	4,293	1,602	162,468	35,282	8,470,000	-
acne laser treatment	Medium Difficulty	2	2	2,296	920	1,819,83...	7,527	22,800,000	-
acne on legs	Easy	0	0	14	0	31,401,232	4,962,726	16,100,000	-
acne removal laser	Relatively Easy	3	3	20,608	2,512	1,819,94...	236,473	17,900,000	-
acne scar removal	Difficult	2	2	7,656	2,099	1,819,43...	14,665	3,700,000	-

Data Options: PDF CSV

If you browse further along the table, you can click to get a table for individual keywords, which provides more details about how the difficulty was calculated.

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Traffic Travis - Professional v4.1.0.4444

File Projects Help Pro Bonuses

Keyword: acne cysts
Search Engine: Google - United States

Url	PR	Page Authority	BL	BLS	EDU/GOV	DMOZ	TITLE	DESC	H1TAG
http://www.acne.org/types-of-acne.html	4	62.81	7079	590432	2	✓	✗	✗	✗
http://acnehubs.com/types-of-acne/cystic-acne-treatment/	2	0.00	2883	99957	0	✗	✗	✓	✗
http://www.acnetalks.com/cystic-acne-is-severe.htm	2	0.00	88	155634	0	✗	✗	✗	✗
http://www.youtube.com/watch?v=tEOIZYoDvfg	4	0.00	406	18184756750	0	✓	✗	✓	✗
http://ask.metafilter.com/53400/Heal-my-acne-cyst-fast-please	0	0.00	301	2267252	0	✗	✗	✗	✗
http://en.wikipedia.org/wiki/Acne_vulgaris	5	0.00	110477	4441092909	15	✓	✗	✗	✗
http://acne.about.com/od/acnesymptoms/a/cystic.htm	4	0.00	5628	124302	0	✗	✗	✗	✗
http://www.skincarephysicians.com/acnenet/severeacne4types.html	5	0.00	4091	582344	3	✓	✗	✗	✗
http://www.medicinenet.com/boils/article.htm	5	79.52	12946	60098418	5	✓	✗	✗	✗
http://www.nlm.nih.gov/medlineplus/ency/article/000873.htm	5	77.45	12651	50916830	16	✓	✗	✗	✗

SAVE CLOSE

GIVE FEEDBACK

Using a variety of different factors, the tool will tell you the overall difficulty of ranking for that keyword. The difficulty it states is how hard Traffic Travis thinks it will be to get on Page 1 for that keyword. Now, look at the different pages that already show up for the keyword to see what you'll need to do to reach Page1:

- Website Age
- Page Rank
- Backlinks to Page
- Backlinks to Website
- Links from .edu and .gov
- DMOZ and Yahoo! Directory Listings
- Title Tag and Header Keyword Placement

In short, the tool will analyze the pages for all the things that are generally recognized as important to Google. The green checkmarks will tell you how much of the different SEO tasks needed to rank have been completed by the site. The fewer green checks you see, the easier it will be to push your way into those rankings. The difficulty rating may not be accurate 100% of the time, but it is often very accurate and will give you a good idea of what terms to optimize for. Since a good website

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should only optimize for a collection of phrases, you can then choose which ones to narrow down to, usually focusing on a handful of easy, or relatively easy, terms and a few medium/hard terms.

Once you have your keywords in hand, put them into a chart so you can see what is most difficult and what will be easiest to rank for. Prioritize those keywords based on which ones get the most searches. For example, if you find that a keyword has 15,000 searches with a 4-star rating and another has 5,000 searches with a 4-star rating, the first keyword should be ranked higher in your optimization, as long as it is a valuable, targeting keyword.

Digging Up the All-important Traffic

One of the four pillars of the monetization formula I showed you earlier is traffic. You won't make a cent if you don't get some bodies in front of computers looking at your website. That's the biggest mistake that many people make. They focus on getting the sites just right, getting as much content as possible, and then forget to actually make sure people read the content. To a certain point, quality content will get some traffic on its own—search engines just like content. But, it will only get you so far. You still need to go out and learn what it takes to generate traffic above and beyond what little you get through the content you write.

And when it comes to traffic, nothing is as important as search engine optimization. Pay-per-click is all fine and good, but it's ongoing and it costs money. On the other hand, taking the right steps—getting all green checks in the SEO analysis tool, and making sure your site is user-friendly—will help to boost your overall performance in just about every possible way. Plus, the traffic is free, and there's nothing better than free traffic.

Forget the Competition

First up, forget the competitors. I've been able to rank number 1 in niches where there are millions of other sites. It's not about breaking your back with link building or writing 100 articles. It's about doing the little things the other marketers don't bother with. It's about writing content that is actually useful. It's about targeting the right people and the right keywords. Do all those things and the rest will practically take care of itself.

What you really need to focus on is how many *good* competitors there are. Fifteen million pages don't mean that there are 15 million good competitors—just 15 million people giving it a shot. Before you do anything else, make sure to use the SEO Analysis tool from the last chapter to get a good idea of just how competitive your niche and keywords are. If you tick off all the green checkmarks and still find yourself

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working hard to rise in the rankings, it will be time to turn to backlinks. For now, let's look at the basics though.

On-page Search Engine Optimization

First up are the on-page elements of a good website. These days, the on-page elements include keyword optimization, navigation structure and avoidance of any unwanted spam flagging possibilities. Here are a few things to consider in terms of the page elements:

- **Title** – The title tag for your website should be keyword optimized with no more than 15 total words
- **Headlines** – Use H1 and H2 tags in your content to mark headlines and have keywords in those headlines. Google gives greater weight to headlines, so take advantage of it.
- **First 50 Words of Text** – The keyword should appear in the first 50 words of text on the page, preferably only once.
- **Keyword Density** – The density for your keyword of choice should be 1–4%. Use an analyzer to make sure you don't go under or over. Too few keywords and you won't register. Too many and you'll be tagged for spamming.
- **Navigation** – The navigation structure should be rich in keywords. If you have multiple articles on your site, use keywords as links for them and place those links on every page of the site to increase the number of internal links. Also avoid any dead ends and make sure that every page is no more than 2–3 clicks away from another. Nested, confusing navigation structures weaken the user experience, which Google frowns upon.
- **Avoiding Black Hat** – Don't stuff keywords, hide them at the bottom, or change their color. Don't stuff keywords in the HTML tags or try to hide them as small text. These are all very old, ineffective tricks that only hurt your search rankings.

The elements of a webpage are relatively standardized these days. The easiest way to ensure you're getting everything you need in there is to run the site through Traffic Travis and compare it to other sites that get good scores in the tool. Don't copy them, but make sure your site gets all the basics out of the way so that you can focus on backlinks.

Backlinking Gets it Done

Okay, so we have the basics out of the way. Now, let's take a look at the thing that pretty much makes or breaks sites in hyper-competitive niches. This is where the big money is made—in getting quality, trusted site backlinks.

Google has always been a stickler for backlinks. Pretty much all their algorithms are based on getting people to link to your site, using those links as votes of a sort. If someone likes your content, they link to it—simple enough. But, actually getting people to create those links can be tough. Here are some tips to make your job easier:

- **Article Marketing** – An old and favorite tool of many affiliate marketers (and all super affiliates) is article marketing. This is as basic as it gets. Essentially, you write content articles, then submit them to directories like EzineArticles or ArticleDashboard. They publish your articles for free, getting the traffic that comes with them (and the ad revenue) and you get a free resource box with a backlink to your site. If other site owners want to republish your article, they can do so if that link remains in place. It's a simple, easy way to get links and traffic. The goal of article marketing is to provide content that is useful and friendly to search engines, and that the article directories are going to want to utilize. You'd be surprised how many good backlinks you can get from this simple strategy.
- **Squidoo or HubPages** – Very similar to article marketing, you'll place free content on these hub-style sites. Because they are so loaded down with backlinks, interlinking pages, and categories, these sites will often rank very well in Google and are extremely easy to set up on. The backlink values will vary, but there is no good reason not to have a Hub and a Squidoo Lens for every site you create.
- **AM Automation** – This is a tool that helps you link up with more than 10,000 blogs that let you post directly to them. In short, you can get easy, topic-related backlinks without breaking any terms of service and without having to pay through the nose for them. It's a simple tool that many top affiliates have been using for quite some time now. The difference here is that you'll need to work on writing "spinnable" articles. This means that every line you write will have three different versions. These versions can then be alternated so that you can have multiple versions of an article spun out to create new content for hundreds of sites. It also works very well for article directory submissions; though you should be wary and check all spun articles on Copyscape to make sure they don't pop as duplicate content when submitted to sites like EzineArticles.

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- **Commenting on Blogs and Forums** – This is a common enough trick that far too few affiliate marketers use to boost their overall performance rates with backlinks. I have always been a chatty person myself, so it came naturally, but some people are less than thrilled about putting themselves out there to hawk a link. For those of you in that boat, sorry folks—this is just too good of a strategy to ignore.

Even if the sites you comment on have “nofollow” tags inserted into them, it’s worth adding your link. In many cases, that link will carry at least some value. I can’t give you exact numbers, and because of how closed Google is about their algorithms, I would only be speculating on what works and what doesn’t, but in my experience, having links from any site is a good thing.

If you’re on a forum, always have a link in your signature. Most forums have rules about posting links in the actual post, but you’re free to put whatever you want in your signature, as long as you contribute valuable feedback and comments in the rest of the post. We’ll go into forum posting more later when we discuss how to boost conversion rates and snag ready buyers.

- **Trusted Link Building** – No links are more valuable than the trusted sites that Google tends to lift above the rest. In this case, I’m talking about .edu and .gov sites—government-run sites that are extremely hard to get backlinks from. Luckily for you, there are tools out there that will help you find such trusted sites that allow commenting or will post your link in a directory of sorts. These sites will translate to massive traffic later on, even if they are no-follow sites.

Link building is pretty much a must-do activity for any site owner. You cannot get anywhere on the Internet without a few good backlinks to your content. When it comes to generating traffic, this will be one of those methods that you pretty much have to use.

Landing Pages and Conversions

Alright, let's move on to the next part of the formula we discussed earlier—your conversion rates. The key here is to get as high of a conversion rate as possible, boosting the sheer volume of people you can convince to buy your product when they hit your landing page. Over the years, super affiliates have tweaked, adjusted, and revised the systems they use to snag these conversions in so many ways that there are literally hundreds of ways out there to get it right. We're just going to look at a handful of them for now, though.

An Affiliate Landing Page

There are dozens of types of landing pages. You can have a squeeze page to get email addresses, a product review page, or a product authority site. It doesn't really matter what type of page you put together, though. I want to focus on the specific elements that have worked for my affiliate landing pages: the pitch pages and review pages that ultimately send people off to the product and net me a sale. Here are a few things that every one of these pages should have in place to be effective:

- **Clickable Images** – In the first fold of the page, you should have a clickable image that relates to the product you're marketing. Whether it's a banner ad or graphic text, or just an image of the product, that image can attract clicks much more effectively than many of the other tools on the page.
- **Clickable Links** – Links should be placed in multiple locations throughout a review or a product pitch page. I like to have one link in the first fold so that readers have a specific option they can complete immediately. I also like to have one halfway down the page and one at the bottom for those who read the entire page.
- **Star Systems** – Believe it or not, but the simplest little thing you can do to get people to click on those call-to-action links is to use a 5-star rating system for the products. People respond to star rating systems because they've been programmed by services like Amazon.com and iTunes to immediately recognize quality based on those 5 stars. Someone who doesn't feel like reading the whole review and just wants an instant summary can get a lot of out of that star graphic.
- **Alternate Options** – This is a tricky one and will depend largely on the specific niche in which you are working. For the most part, though, I like to think that offering multiple options beyond the initial reviewed product is a good idea. Take the following site, for example:

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Dog Obedience Advice



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Articles



Dog Training Books
Secrets to Dog Training Review

General Dog Training
Dog Breeds Training
Who Is Daniel Stevens?
Dog Training Books
Dealing With A Whining Dog
How To Stop Your Dog Jumping
Dog Aggression
Dog Biting
Stop Dog Chewing
Stop Digging Advice
How to Stop a Dog Barking

Secrets To Dog Training Review

[Click here to go to the Secrets to Dog Training website](#)

Secrets to Dog Training is a comprehensive guide to owning, rearing, and training your dog. The course provides you with a step-by-step instruction manual and self-help guide on how to recognize and resolve problem behaviors with maximum efficiency and a surprisingly quick turnaround time. Written by the renowned Daniel Stevens, an experienced dog trainer, the book covers all aspects of dog ownership, offering tried-and-true training methods as well as effective techniques for both preventing and dealing with problem behavior.

What's Covered?





I was pleasantly surprised at just how much information's been covered. Secrets to Dog Training starts at the very basics - things to consider before adopting a dog, choosing the right breed and dog for you, puppy-proofing your home, dealing with breeders, basic training; and then moves on at a comfortable pace through intermediate and advanced obedience training and 'tricks', the mindset of a dog, attaining and maintaining alpha status, aggression in all shapes and forms, biting, both preventing and handling destructive behavior like digging, chewing and barking, anxiety, coprophagia (poop eating), dog whispering, and even understanding how your dog thinks.

How It Works

Daniel Stevens recognizes that a great deal of the cause for problematic behaviors in dogs stems from a general lack of communication with the owner. The dog most likely is not misbehaving deliberately; it simply doesn't understand what you want. Secrets to Dog Training understands that owners need training, too, and clearly demonstrates how dogs communicate, what your dog is thinking, how you can clearly and effectively



Top Dog Training Guides

Number One	Number Two	Number 3	Number 4
			
<p>Secrets to Dog Training</p> <p>★★★★★</p> <p>Click Here To Visit Secrets to Dog Training</p> <p>Full Review</p>	<p>Dog Training Zone</p> <p>★★★★★</p> <p>Click Here To Visit Dog Training Zone</p> <p>Full Review</p>	<p>DogProblems.com</p> <p>★★★★★</p> <p>Click Here To Visit DogProblems.com</p> <p>Full Review</p>	<p>Training Discovery</p> <p>★★★★★</p> <p>Click Here To Visit Training Discovery</p> <p>Full Review</p>

As you can see, I have built a review page, but at the bottom have placed additional, supplemental reviews that they may click on. The key here is to not make anything inferior. Show your readers that you are only reviewing the

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very best products. Having a review with a low rating can actually lower conversion rates and can also make it harder to sell that product later when you try to boost your income rates through email marketing.

- **Flying Popovers** – A tremendously powerful tool is a flying popover—a popup-like layer that appears on the screen after a set amount of time. These should only be used after 20–30 seconds, after the reader has been on the site for some time and gotten interested in what you have to offer. If you have it appear immediately, people will probably hit the back button. If you wait, though, you can encourage a direct action from someone who is already engaged in the site's content and may be interested in a purchase. Additionally, when you ask for email addresses this way, you'll get more real ones. Make sure not to use a popup box, as these can hurt your site's performance in the search engines.
- **An Obvious #1** – On all your pages, it is a good idea to have an obvious number-one choice. Even if you are producing an authority site with dozens of different articles on the site, use that clickable image on the top fold to showcase the premiere product review your site will be offering.
- **Relevancy** – When you promote your products, make sure to promote only the product that is most relevant to the content on that page. For example, if you have an article about acne removal on a general health site, don't put up a product for hair loss. The markets and needs are not the same. Think of each page on your website as its own entity that people may reach directly from a search engine link. Never assume someone will click on any other links on your page other than what you put directly in front of them.
- **Geo-targeting** – If you're selling a product that can benefit from it, using a simple script to target someone's geographic location and using it in your pitches can be highly effective. Additionally, using JavaScript to pinpoint dates and times is also very useful, as it can make the site seem more relevant and the offer much more direct and effective.

There are a few other specific on-page things you can do to boost conversions as well that we will discuss when it comes to email marketing and some other advanced strategies, but these are the basics that all affiliate marketers should consider. The super affiliates all start with a solid foundation of these techniques and build up from there.

The FTC Regulations

In 2009, one of the biggest changes to Internet marketing since the CAN-SPAM act of 2003 was enacted by the Federal Trade Commission in the United States. Affecting all US-operated websites and markets, the regulations basically dictate that if you review a product, you either need to have used it yourself (and paid for it), or disclose that you are a marketer and are not qualified to offer industry-specific advice. This might seem like a deal-breaker for many affiliate opportunities, but in reality, it doesn't do that much harm to your overall conversion rates.

To make sure you comply, just put a notice after each affiliate link that says you are an affiliate selling the product. You must make it clear that what they are reading is an advertisement and not an impartial review. Do not hide the text or place it on a disclaimer page. It needs to be up front with any calls to action. Banner ads are less of a worry—those are considered obvious advertisements and most affiliate marketers worry less about them in terms of disclosure.

Email Marketing

You can't get more basic and important than email marketing and list building when it comes to making money on the Internet. There is nothing more powerful than having someone's email address and being able to contact them directly and ask them to check out an affiliate offer. Of course, it's not as simple as that. You need to follow the rules, give away information and develop trust. That's why every good email marketing campaign needs a good plan.

Creating an Email List

Email lists are operated by services called autoresponders. The best autoresponder service on the Internet is AWeber—starting at just \$20 a month for up to 500 leads. The site pretty much always pays for itself and has some of the highest delivery rates of any autoresponder around. If you don't already have a membership, get over there and start one.

Dog Obedience Advice Free Newsletter Series!

Join the Dog Obedience Advice Newsletter Series and
Keep up to date with the latest Dog training techniques and programs available.

Name:

Your Dog's breed:

E-mail Address:

Once you've created your email marketing list, you'll need to implement an opt-in capture form. I've already discussed how to create a popover that will show up a few seconds after someone shows up on your site. These forms are highly valuable, but you don't need to use them if you'd rather lead prospects more naturally. You can have a simple HTML form on the right side of your page, too. I recommend you keep it in the first fold, though. You want that autoresponder signup to be seen by as many people as possible. If you offer something useful, the signup rate will hopefully be well above 10–20%—don't let the numbers suffer because you don't put it where it can be seen.

Another possible tool is a basic squeeze page. These are single webpages that offer a small piece of valuable information in exchange for an email address. This is pretty much what you'll be doing anyways, but a squeeze page will put all the focus on getting those email addresses.

Getting Leads

Actually generating leads is what will help you make a real profit with your email list. You want good, hard leads for people who are ready to make a purchase or solve a problem. To do this, you'll need to offer something of value to them and then follow through on it. I have two primary recommendations here: the free report and the 6-part mini-course.

I tend to lean toward the latter most of the time. Though the free report is a good tool, the mini-course is better because it allows you to create an expectation that your emails will arrive every day for the next six days. When you build that expectation, you can reduce the chance that they'll assume your emails are spam. If you give away a free report, they may forget that they signed up for your list by the time they receive your sales pitch, and the message will seem like spam. You need to build up trust with them before you can pitch that affiliate link.

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The Opt-in Box

The opt-in box itself needs to be formatted well and targeted toward your prospects. Here are some specific tips to make sure it gets the job done:

- **Use Graphics** – Use a graphic for the mini-course or free report to make it seem like a tangible thing. Also, describe the product so they know exactly what they are getting.
- **Value-driven Bullet Points** – Use 3–5 bullet points to describe specific benefits they will gain from signing up for your free course. Don't give away any information—just tell them what they'll get and make it as enticing as possible.
- **Alleviate Suspensions** – If someone thinks they might get spammed, they're much less likely to sign up for your mailing list. To avoid this, make sure to place a disclaimer with the opt-in box that says something like "I won't share this email address with anyone" or "I hate spam as much as the next guy—don't worry, I'll keep your email to myself."
- **Free Product Access** – If you're giving away something more substantial, like software or a full eBook, you can require "registration" before they can access and download that freebie. It's the same thing as a free report, but if you build the entire site around that product, you'll be able to draw more attention and get more signups. People are used to registering to use something they're interested in.



When it comes to capturing leads, the opt-in box needs to be more than just a “name here, email here” box in the corner. It needs to be front and center, clearly lay out the value of the list, and be visually appealing. When you can do all that, you’ll be much more capable of snagging the leads you need.

Formatting Your Mini-course

A mini-course needs to do many things, but first and foremost it needs to build trust and expectations. When you violate that trust or underwhelm those expectations, you may risk losing your prospects. So, instead of trying to start selling in email one, you need to back off a little bit and show your readers that you’re actually there to provide something of relative value. There are a few ways to do this:

1. **Ensure Every Email Holds Value** – The point of an autoresponder course is to convince people that your goal is to provide valuable information they can use to solve their problem. If you spend more time trying to sell them something than actually providing that advice, they are going to assume that you are not nearly as noble as you seem. Everyone expects to be sold something online—your goal is to convince them that what you are selling will benefit them as much as, if not more than, it benefits you.
2. **Offer Calls to Action** – Every email you write should have a solid call to action. That does *not* mean you should try to sell something in every email. You can tell people to read more on a blog, follow you on Twitter, read an

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article you've posted, or download a free report. By acclimating them to performing an action after every message, it will be far easier to convince them to make the leap and click on that affiliate link when the time comes.

3. **Provide Incentive** – Don't just offer things to people; tell them why they are of value. Imagine you created an email course that provided solutions to 6 common problems people have with their dogs and aggression. These problems would be very specific, and at the end of each message, you might refer them to articles, websites, and blogs for more information. Make sure you provide not only the information, but a link between that information and action—"Click here to learn what it will take to stop your dog from tearing up your cushions." That kind of message is far more effective because it speaks to what they gain; something everyone can understand.
4. **The 7th-day Message** – Finally, there is the last message in your autoresponder course, the seventh-day message. This is a message that will ultimately cash in on all that goodwill and trust you've built up and allow you to target your prospects to click on a link and buy what you have to offer. The seventh-day message needs to do a few things. First, it needs to be urgent. You need to make them realize that if they do not act right away, they will miss a great opportunity. Do this by giving away a free bonus when they buy through your link—something urgent that they will need. By offering this urgency, you can push a waffling prospect over the edge, with a sales boost (for those who've opted in) of almost 30% in some cases.

Email marketing is a tricky business because you need to hit on a message that will increase the interest that your prospects have without making them too wary in the age of spam and constant commercialism. Adding value and honestly providing useful information will always do that for you. Remember the old axiom—"value before profit." If you can provide customers value in what you write, the profits will always come next.

Monetizing the List over Time

The single 6-message email course is not the beginning and end of your monetization. The whole point of a good email list is that you put together a collection of prospects that you can tap into time and again for months to come, getting additional sales out of them. Once someone has made a purchase from you or shown interest in a niche's products, it is very easy to make a second sale—much easier than finding a new prospect and warming them up through the marketing process.

After the initial 6-day course is up and you've made your 7th-day pitch, be sure to continuously provide valuable information. Sometimes, it can be as simple as a YouTube video link to a seminar or a simple survey they can fill out. Other times, it can be a new free report or a newsletter full of details on the niche in which you're working. Either way, keep them attached and aware of your messages.

This way, when it comes time to promote other products, you'll have a fresh list of prospects whom you can tap into with a broadcast email for a big launch or a queued-up message with details about various products you've reviewed. And don't worry about selling. There is a stigma in this business that sinks more affiliates than you'd believe—whenever someone goes to sell something via an email, they feel bad about it. Whether it's the image of constant salesmanship or the thought of all those spam messages we get in our own inboxes, it can be hard to make the push and send that email.

Stop feeling bad, though. If a product is good, it will sell to interested prospects. Everyone else can happily ignore it and no one gets hurt. When you find a good product that you're excited to promote, make sure you promote it—it's not worth holding back on. Remember, you're a businessperson. This is your job and to make money, you have to make sales.

Not All Leads Are Equal

Something you'll hear any salesperson tell you is that not all leads are equal. This is especially true in email marketing, where buying leads are 10–100 times more likely to convert, depending on the niche in which you're working. This goes beyond email marketing and hits on just about every facet of your business, because when it comes to generating leads and converting sales, your focus should always be on people who are ready to make the leap.

That's why we focus our keyword research on product and author names and buying keywords—because someone looking to make a purchase is often using those keywords to do a final round of research. In terms of lead generation, you'll find it a lot easier to make a profit by sending out emails to people who are already on the edge of the precipice—a light push can land you a nice profit.

Finding “Buying Leads”

To find and take advantage of buying leads, you need to first know where to look. There are plenty of good places to seek out people who are primed for buying. First, there are those who have already made purchases. These individuals will often frequent forums of other products. A trick I'm especially fond of is buying hot products in a niche I'm marketing in and then posting on the forums for that product. I can then link back to a squeeze page to gather email addresses or to a free product

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that I'm giving away. Trying to sell directly from the forums is not often effective, but lead gathering is extremely effective because these are people who you know for a fact spend money and are in the niche already.

Another effective strategy is to go to a lot of live events—seminars, meetings, and group outings around the country. These events are packed with people who are eager to learn more about products that you might be selling. This is more effective in certain niches than others. For example, the making money online niche is ideal for lead gathering at events. Create something of relative value and hand out CDs or business cards with links to your squeeze page and you'll be surprised how many people gladly hand over their contact information.

CPA Marketing

Most of what we've talked about so far has to do with direct affiliate marketing of information products on sites like ClickBank. But, one of the biggest markets right now for affiliate marketing—both in volume and in potential—is the CPA market. This is somewhere that people have been making millions upon millions of dollars just by soliciting specific actions on websites to prospective leads.

There are a few reasons why CPA, or Cost Per Action, is so popular. First, you don't need to worry about actually making sales, and as a result, you don't need to worry about refunds. Companies are paying you to get leads to perform specific actions on their site. For example, getting someone to submit an email address is worth between \$0.50 and \$3 in many industries, while getting someone to fill out a short registration form with contact details can be worth up to \$50 in industries like insurance or car sales. Here are some of the common ways you can make money with CPA:

- Zip Code or Email Submission: \$0.50–\$3 per submission
- Short Registration: \$2–\$50 per submission; simple information and basic action for leads.
- Risk-free Trial: \$30–\$50; get someone to commit to a low-cost, shipping-and-handling-only scenario and you'll receive huge commissions for those conversions.
- Sales: Sell a large-scale product or service and earn massive returns, well over \$50 in some cases.

And while CPA is generally very similar to other affiliate marketing actions, it has a few rules that vary slightly due to the signup process, the expectations of the

marketers in particular, and how it all breaks down when you send people along to the target sites.

Signing Up for CPA Networks

Signing up for a CPA network can be tricky. It is not automatic, as most networks have an approval process. Keep in mind when you sign up that you need to use an actual email address and a phone number that can be reached immediately. If they call for verification and you don't answer the phone, you may get denied based on that alone. Also, tell them exactly what you're marketing and how long you've been doing it, and provide a website if possible.

Once you're signed up for a CPA network, you'll have access to an affiliate manager who can answer questions, provide tools and help you through the process step by step. This is an invaluable tool that too many marketers overlook. If you are, for some reason, denied, talk to someone and find out why. Most of the time, it is a simple misunderstanding or missing piece of information that can be fixed quickly enough.

Finding Offers and Getting Paid

Because there are so many networks and so many offers out there, it's important to know where to look and how much of a profit you can make when you research the different potential super affiliate-making opportunities on the market.

To start with, know that a good EPC (earnings per click) rate is \$1. This means that for every 100 clicks you receive, you're making \$100 in action conversions. If you can get up to \$3 or more, you're doing fantastic and will make a tremendous amount of money at what you're doing.

Regarding the niches you select, you'll want to stick to the ones that everyone is familiar with. The CPA networks are pretty much devoted to things that have long, proven, evergreen histories. They sell all the time and are worth a lot of money. This includes diet, insurance, business opportunities, mobile, education, dating, and finance, among others.

OfferVault.com

A great tool for finding and researching offers is OfferVault.com. This site will provide a variety of tools that allow you to research and learn more about specific niches. Just enter a keyword for the niche you're interested in and the engine will produce a list of offers related to that search term. You can then sort the offers by the highest EPC and payout amounts. You'll need to join whatever network that particular offer is a part of as well.

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Another good way to find new offers to market is to talk to your affiliate managers. Often, if a new offer has come into a marketplace, the managers will be able to give you a heads up on it. They also have all the numbers regarding how well it's doing and how many people are promoting it. Most managers will provide this data if you ask. Most CPA marketers just don't think to ask.

Making Solid Income with CPA Marketing

Because CPA is not the same as affiliate marketing, it can be hard sometimes to ensure you'll make as big of a profit by doing it. That said, the majority of the tactics you'll use are the same. You'll still want to set up websites using the right keywords and sound SEO tactics. You'll also still want to place links throughout the page, develop plenty of backlinks and have strong calls to action. However, you'll want to consider a few other things that can help a CPA offer flourish.

- **Mass Appeal Marketing** – CPA offers are generally things that will appeal to a large number of people. Because you're not dealing with the same urgency that affiliate marketers do—you don't need to sell anything, just create an action—your goal is to find high-scale, hot offers that have enough attractive points to convince people to fill out a form or order a free trial of something. Avoid limited markets like cutting-edge technology or seasonal products.
- **Checking Ads** – Another easy way to ensure you're working with offers that will earn money is to check the top sites on the Internet to see if their advertising is working. Use Quantcast or Alexa to check the top sites and then

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sort them by which ones accept advertising. Check to see if the ads on those sites repeat, and if they do, you know that niche will make money. They wouldn't repeat ads on expensive sites like that if they didn't make money. From there, go to OfferVault and find the highest-paying offers in that niche.

- **Presell Page Tactics** – Because you're not selling something directly, but trying to solicit an action, your websites will have a bit of a different approach. Rather than just selling something, they will *presell* something—an idea or thought that will lead your prospects to fill out an offer or provide an email address. To boost these conversions, you can use the same conversion tactics we discussed before, as well as things like coupon codes to reduce shipping costs on free trials, expiration dates to make the offer look like it is scarcer than it is, dual offers to double your income, and exit popups to get people back to the offer when they try to leave the page.
- **Getting Traffic** – Getting traffic for a CPA offer is almost always the big obstacle that marketers will face. You can always use the standard SEO tactics and forum-tapping tactics, as well as PPC advertising like we discussed before, but you can also use banner advertising and a few select tools that will convert very well to see if you'll make an impact on the market.

To start, find a site like BuySellAds.com that provides ad-buying services for sites that don't have time to manage these things on their own. Then go to the buying ads section and look for the top sites:

 Media Converter	20,970,000	15,134	\$200.00
 Nexus Radio	17,320,000	53,226	\$500.00
 BTemplates	11,300,000	4,935	\$300.00
 IconFinder	8,590,000	2,654	\$99.00
 TwitLonger	8,120,000	5,065	\$200.00
 Brusheezy	8,015,000	7,428	\$350.00
 Visualize Us	7,420,000	6,982	\$400.00
 Abduzeedo	6,490,000	5,079	\$20.00
 Psdtuts+	6,425,000	1,052	\$750.00

You can sort the sites by the number of impressions per month they get, and then check to see how much they all cost. The total cost of the ads will vary per site and slot, but try to find something nice and affordable—less than \$300 for six million or more impressions is often a very good deal.

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Don't assume that the deal is great, though. Check to see where the ad will be placed, then go to the site and see how the ads look. Additionally, go to Google Ad Planner and research the site to see that the numbers are accurate, the demographics are what you need on the site, and the age range is appropriate. Sites with large numbers of under-18 users are almost useless because they do not have access to credit cards like adults do.

If you choose to use graphic banner advertising, make sure to have a professional banner created to keep it looking good. You can get one of these for as little as \$20 on Elance or other freelancing sites and it only takes a day or two. Easy as that, you'll get huge traffic for less than \$300 and you won't need to worry about things like SEO or PPC advertising.

CPA marketing is not entirely different from affiliate marketing, but many times you'll find that those who specialize in it will use it alone and vice-versa. I won't recommend any one type of marketing over the other—there are marketers who have made massive fortunes on both sides of the fence. However, I will say that you should focus on one method and pour as much of your energy into it as possible. If you're serious about making a profit with your affiliate marketing efforts, you need to know one niche and field inside and out. Don't hop back and forth or you'll never reach that level of knowledge you need to succeed.

Outsourcing and Delegation

If you ask any one successful marketer in the world what got them where they are today, they will tell you one thing—time management and outsourcing. You just can't get anything done if you try to take it on yourself. Yet, it seems like every time I turn around, I see someone stumbling through the motions, trying to make money while doing everything on their own.

And they don't fail outright. They can get one or two websites up every month or so. They can tweak a few links and write a few articles a day, and if they're lucky they will have a bit of time left over at the end of the week to spend with their families. But they don't get to quit their jobs and they definitely don't become super affiliates, and here's why.

Affiliate Marketing Takes Time

It takes a lot of time. It's why we always say there is no such thing as a "get rich quick" scheme. The quick part sinks you every time. It takes time and it takes investment. When you get started, the formula will be almost entirely about time. You won't have much money so you'll do as much as you can by yourself. You'll start

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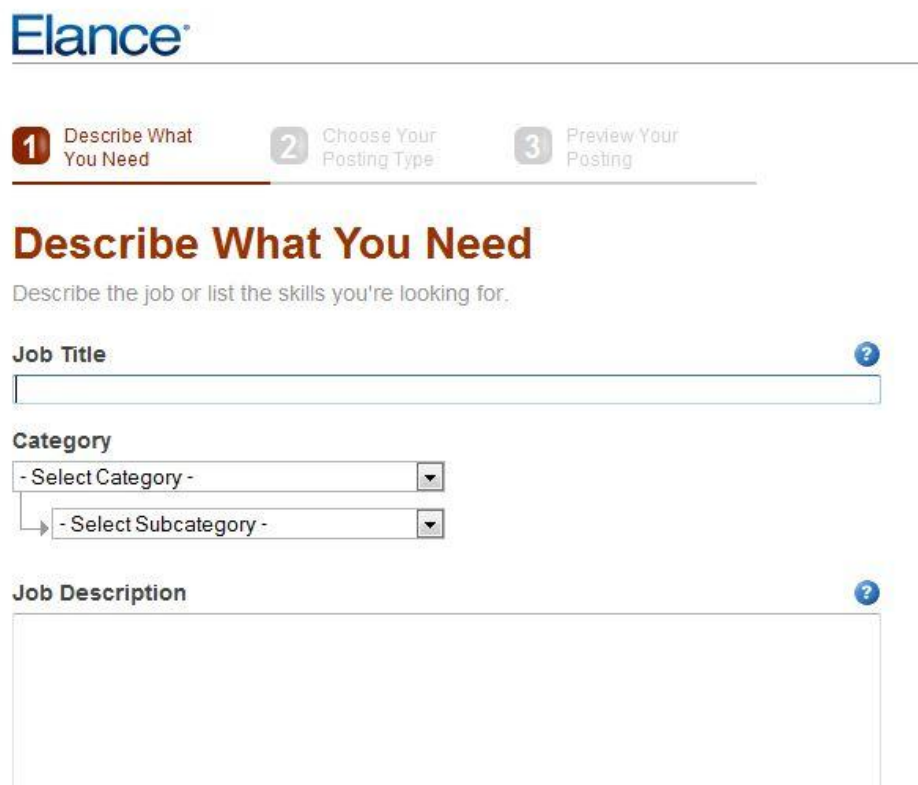
your first website, hopefully make a few dollars and then make another one. It could take two or three weeks, but at least you'll have started.

But, it's after that first website or two that many people make the mistakes. They see the paychecks start to come in and they want to know what they can do to keep all that money. Why set aside 40–50% of it to reinvest when you could just as easily buy that big-screen TV and just do the work yourself?

I asked the same question when I got started and so have millions of others. The key is to overcome the urge to spend the money and learn to reinvest it. Do less work yourself and start delegating to outsourcers on sites like Elance.

Using Elance

You can outsource just about everything you do for your affiliate marketing campaigns. Personally, I believe a marketer shouldn't do much of anything beyond the big-picture thinking. It might take some time to get there, but eventually you should check emails, generate ideas, and check progress. The rest of the time is spent outsourcing article writing, website design, link building, and graphic development for your sites.



The screenshot shows the Elance website interface. At the top, the Elance logo is displayed. Below it, a progress bar indicates three steps: 1. Describe What You Need (active), 2. Choose Your Posting Type, and 3. Preview Your Posting. The main heading is 'Describe What You Need' in a large, bold, orange font. Below this heading, a subtitle reads 'Describe the job or list the skills you're looking for.' The form consists of several fields: 'Job Title' with a text input and a help icon; 'Category' with a dropdown menu showing '- Select Category -'; 'Subcategory' with a dropdown menu showing '- Select Subcategory -'; and 'Job Description' with a large text area and a help icon.

Elance is the primary tool for many marketers in this regard. It's easy and free to sign up for and it takes all of five minutes to post a job asking for help.

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Here are some tips for outsourcing to someone on Elance:

- **Be as Detailed as Possible** – When writing up a project description, know exactly what you want beforehand. If you don't tell the writer or designer what you need, they will be forced to take license with the project and make decisions you may not agree with. If you have a timeline you need to meet, provide it. If you have SEO guidelines you require, provide them.
- **Be Realistic About the Budget** – The budget of your project should be realistic. Don't expect any level of quality if you pay \$3 for articles. Someone will always do the work at that rate, but the quality will suffer. For any content writing, I recommend hiring only native English speakers with good feedback. If you can get a good rate for that, go for it.
- **Interview Prospects** – Don't just hire someone. Ask them questions you may have and make sure they are very clear on what you need. There is a message board on Elance, and you can often find most providers on services like AIM or Skype as well.
- **Check for Samples** – Every provider should have a portfolio with their past work. Ask to see additional samples if they don't have anything relevant to the topics you're requesting.
- **Regular Communication** – Communication is important, especially with big projects. Make it clear up front that you need regular updates throughout the project. You can back this up with escrow milestones. Split the project into 2–3 parts and the provider will have to contact you between parts to get paid.

When using Elance, your goal is to get high-quality content for the price you pay and ultimately to do *less* work. If you have to edit the content, get a website redone, or throw it all away, you're wasting potential time and a lot of money. That's why I recommend you always have realistic budgets and expectations. This can be a tremendously powerful tool that will flip your investment into a massively profitable affiliate marketing process, but it needs to be used wisely and realistically.

Blue Ocean Marketing

What's a blue ocean? It's a clean, open space without any predators circling for your blood. Simply put, when talking about affiliate marketing, it is the process of going out and finding exciting new ways to market your affiliate products that will circumvent the usual press of people that try the same old tactics every time a new product is launched.

Luckily for you, I have a few of those strategies laid out below that will help you not only start thinking about how to get outside the proverbial box, but how to develop

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your own blue ocean strategies for marketing. In reality, if you do everything in this guide and don't take shortcuts while staying persistent, you can be very successful. But, in some niches, you need an edge and when it comes to an edge, blue ocean thinking will almost always get you ahead.

The US Market and Beyond

First up, there's the US market. Everyone and their mother tries to get in on the US market—whether they're marketing in the US, Canada, the UK, New Zealand, Australia, or a dozen other countries from around the globe. It's the granddaddy of big affiliate profits. But, for those who are tired finding their pages on page 12 after three months of hard work, consider the option of moving your sites to UK, CA, or AU search engines instead.

If you do a quick search for any major niche in the US market, you'll usually find a good chunk of high-ranking sites that sit atop the listings. But, if you go to another Google site, like Google.co.uk, you'll find far fewer sites from that region on the list. Google likes to place sites from the region the search engine is serving, but if too few sites are available, it will start going down the list to the .coms and other options.

So, if you find that optimization for “get rid of acne” in the United States is very competitive but rather lax in the UK market, you can buy a site like www.getridofacnenow.co.uk and market that site instead. The actual market of buyers in the UK is about 25% of the US market, but if you're on the front page and it takes less time to get there, the profitability from that niche spikes considerably.

The same can be said for all non-US English markets, including .CA, .AU, and .NZ.

Alternate PPC Marketing Platforms

Since it was launched in 2002, Google AdWords has been the king of all Internet advertising, grossing more than \$6 billion a year in revenue for the big G. But, while Google has 65% of the search traffic in the world at the time I'm writing this, there are other search engines out there that can offer quality paid traffic for a fraction of the cost and a lot fewer headaches from trying to decipher complicated quality scoring.

There is Yahoo!, Bing, and even YouTube, where PPC advertising is much less expensive than it is for Google. The bids are usually less because there's less competition, the interface is simpler and while you'll always get fewer impressions and clicks, you very well may make more of a profit from those sites based solely on the smaller upfront investment required to get going.

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In addition to using alternate PPC engines, you should also consider using Image Matching in the Google Content network. This will allow you to submit a banner ad to AdWords that will appear on content sites alongside related information. Banner ads can take as little as five minutes to create and they are infinitely more attractive and effective than standard text ads.

Getting Around the ClickBank Conundrum

The majority of Internet marketers attempt to make money with ClickBank. It is the service everyone has heard of, and admittedly, it is the best option in terms of getting paid immediately and without having to sign up for approval. However, there are hundreds of other affiliate networks out there with products that might make a fortune but that you've never heard of.

Especially when it comes to big-budget items, you'll never find massive single options on sites like ClickBank. The biggest standalone products with massive profit levels are often on private networks or CPAs, as discussed in the previous chapters. If you're serious about hitting all the possible profit opportunities, make sure you focus on the ways in which you can target the other affiliate networks out there.

The IM Niche

Yes, I know it's a bit ironic to put something about the IM Niche in the blue ocean chapter, but bear with me. To start with, forget about actually writing an info product or marketing yourself as a guru in this niche. Other gurus can tell and it doesn't work, plus it's just plain dishonest (and illegal at this point). That said, there are plenty of good ways to make money in this niche, despite what everyone tries to tell you. It just needs to be done properly.

To start with, you need to create a blog or website where you can outline your expertise and build a readership. I recommend a simple WordPress blog with a

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theme like the Ultimate WordPress Theme or WP Remix Theme, both very solid premium themes with integrated IM tools that can make gathering email addresses and serving ads much easier.

Second, you need to develop an email list and start gathering names as we discussed in the earlier chapters. Provide a free bonus that you've had written or acquired from another product you purchased (make sure it has resale rights so you can distribute it).

When new products are released, be sure to have something on hand to stand out from other marketers. Thousands of people attempt to market a new product when it first hits the market. If you try to do the same thing, you'll probably get buried. So, outsource a free report or get one ahead of the game from the vendor of the new product. Most of these vendors will provide one or more of the free bonuses they're giving away as a perk to affiliates, but you have to ask first, and few people ask (which is a good thing for you).

Ideally, start building up a nice stash of bonuses that you can use whenever a new launch occurs. You can get these bonuses from affiliate member sections, PLR products, Elance outsourcing, interviews with top marketers in the niche (including the product creator), and anything else you can get your hands on. Having the most possible bonuses and providing them in exchange for email addresses will work wonders for building potential leads and giving you a good market to hit up when a new product comes out. And, even if they do not buy the product, you'll still come away with their email address—a win no matter what.

Conclusion

I could write volumes and volumes about the little things that a super affiliate does to get where they are. But, here's the thing—most of those details are just that, little things that can be done differently or adjusted by anyone to make a profit.

What really matters when it comes to finding and traveling the path to being a super affiliate is knowing exactly what you want out of the process and how you can get it. Be clear about your dreams, remember why you're doing it, and be persistent. I guarantee you that you'll make mistakes. Heck, I'll probably make a dozen mistakes by the end of this week. But, if those mistakes don't get made, how can either of us even begin to improve?

You have to be willing and ready to fall down so you can get back up and learn to stay upright. Everything you've read in this guide was designed to help you do just that—to balance what your affiliate marketing campaigns need against what you're interested in and capable of providing. Ultimately it comes down to taking this

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knowledge and going out and trying everything over and over again until you hit on what works.

When you find that special formula that works, you need to sit down and do it all over again. Don't try something new after that, or attempt to expand. Master that one little thing you did right and grow from there. That is what a super affiliate is—a student who studied his or her mistakes for hours upon hours and learned how to advance from there. Super affiliates have all focused on, studied, and learned a specific set of processes that, today, are making them richer than they ever imagined.

Do all these things and you too will be well on your way to the pedestal and the big “S” in front of your name. Don't get discouraged, and by all means, don't give up.

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