Thank you for purchasing This eBook, My name is **David Zohar** and I am the owner and CEO of several successful online Businesses. You can grab a free copy of my comprehensive Internet Marketing Success Course now at:
http://www.EbkeZine.com

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36 Ways To Promote Your Favorite Affiliate Programs

1. Choose A Subject You Love

When you choose a subject you love, you have more chance of getting through the ruff periods that are common with affiliate programs and Internet marketing. Don't go choosing affiliate programs solely because of the commission they pay out.

Thousands of affiliates fall for the trap of selecting an affiliate program which they have no idea how to sell. Most new

affiliates always seem to choose to promote Internet Marketing affiliate programs and instantly become an expert in the field, yet they've made no money, or very little money at all online, but their trying to teach others how to make money online.

If you have an interest in fishing, start a small web site up about fishing. The best advice I can give is to become an expert in a field you love, and everything else will follow.

2. Promote The Product Not The Program

The only people making money from you promoting the affiliate program directly, is the merchant. You can never count on anyone to make money for you. Sure, it might sound like a winning deal, "Sign up 1000 people and earn 10% on everything they sell!" The only problem with this, is these people have the same idea, and most will never sell a one single thing.

Promoting the product is the best way to go, why? Because once the people who buy the product see how good it is, they will then sign up to promote it. This way you get the sale and the 2-tier commission.

Even if people don't buy the product, at least your trying to get them to join both options. Unless your very good at recruiting people and keeping them motivated, I would not put all my efforts into promoting the program.

3. Use Endorsements

Writing endorsements for the product your promoting works 100 times better then any other method. If you honestly say that "I use this product and these are the results I achieved, and you can too", you will find that your profits will skyrocket from just placing a text link or a banner advertisement on your site or email announcement.

People like to buy from people they know and trust, so don't abuse this power.

4. Run A Free Report

A great way to build trust is to run a free informative report via your email autoresponder. Creating a free report does not have to be hard work. You could do something like this book and make a tip booklet. This is probably the easiest way to start writing.

If you didn't want to do that, just write 5 to 7 articles that revolve around the product you're promoting and wrap them together into a 5 to 7 day free report.

Creating your free report is easy. Either find 5 articles on your subject that you're allowed to use, or create 5 articles yourself. They don't have to be long, only around 500 words. Then send them out to your prospects over 5 days using your autoresponder. Make sure these reports are full of useful information, not just

blatant advertising. You do however get a chance to advertise to them directly later.

How I create autoresponder series is by writing 5 to 10 articles on the topic the affiliate program I'm promoting is on. For instance, if I were writing a report on search engine ranking, I would create the following articles.

1. The Tools Of The Search Engine Specialist
2. Meta Data, Yes Or No?
3. How Mini Sites Can Generate Thousands In Extra Visitors
4. Getting Listed In Yahoo! The Easy Way
5. Creating Keywords Relevant To Your Site
6. Search Engine Ranking On A Budget
7. The Biggest Search Engine Myths

And so on..

Everyone can write, I don't care what you say. Keeping it simple is the best way to go. Don't get daunted by the task ahead of you otherwise you will delay doing anything at all.

Another tip I have for writing articles is to jot down points, and use those points to build your article. For instance, when writing "How Mini Sites Can Generate Thousands In Extra Visitors", I would jot down points like this.

* Choosing A Domain Name
* Finding Cheap Web Hosting
* Using Keywords Throughout The Web Site

* Submitting To Search Engines
* Tracking Hits
* Doing This All Over Again

I would then write 100 to 200 words per point and voila!, there's your first article/report for you to use.

Now when sending out your free report with your autoresponder, it should be set up something like this.

When the person signs up, they get part 1, then for the next 4 days they get parts 2, 3, 4 and 5. In these messages, you will get a chance to advertise to them in the first and last sections of your message.

5. Pre Sell

Preselling is the art of warming up your prospect to the affiliate program your selling. A good example of preselling would be writing an article and placing your affiliate link in that article.

Letting the visitor to your site or the reader of your article know exactly what the affiliate program you're offering can do for them will boost your sales ratio through the roof. Why? Because they know exactly what to expect when they reach the affiliate site.

It's all about being specific and not trying to make the heavy sale, that's the merchants job. Your job as an affiliate is to get your readers to the affiliate site

in a buying mood by making them excited at the prospect of this new product. Of course the best way to do this is for you to use the product and test it or read it yourself.

6. Create Your Own Viral Marketing Ebook

I can hear you all saying now, "Why do we want to create our own product when you are teaching us to be Super Affiliates?"

It's a good question and I have what I think is a good answer. This is just a very quick overview, but if you want more information on creating Ebooks, I suggest you visit 2 sites.

My favorite site is Terry Dean's exclusive membersite at http://www.netbreakthroughs.com. It's full of the best information on marketing and it's only $19.95 a month.

The next product solely focuses on creating your own Ebook in less then 7 days and that is written by Jim Edwards. You can find it at http://www.7dayebook.comt. It's a one off fee for $27 and it comes in Ebook format ironically enough.

Now, back to my explanation.

Whether you like it or not, having your own product gives you more flexibility in your online advertising AND believe it or not, compiling an Ebook is no more then a weeks work part time if done correctly and IF you

do it this way the profits will come in for life.

I have checks coming in still from work I did 2 years ago, thanks to the power of residual income affiliate programs and viral marketing Ebooks.

Ok, lets get down to the nitty gritty. What is a viral marketing Ebook and why should you create one?

A viral marketing Ebook is a book which sole purpose is to be spread around the Internet quickly, by any means possible. It's not meant to make you money on the front end. You want other people selling it and giving it away to as many people as possible.

Why?

Because the inside of that book is full of affiliate links to other peoples products and every time someone gives away your book or sells it, (depending on how you want to do it) more people will be seeing your affiliate links, and this is costing you what? NOTHING? Exactly!

The best examples I could give you of this process would be by Yanik Silver. He created 2 marketing books that spread over the Internet like wildfire. He gave everyone who purchased the book for $19 or $17 (depending on the book) the rights to sell it or give it away to their customers.

Needless to say, thousands of people starting selling it and promoting it all over the Internet. To this day, he is still earning good money from that book, plus he became one of the most well known Internet Marketers to date.

So how do you go about creating your own viral marketing Ebook?

Here are the steps.

1) Come up with a product idea based on your affiliate program you've already chosen and are already promoting.

Coming up with ideas isn't hard. For example, and I know I use this example a lot, BUT, If you are going to be promoting a sports betting affiliate program, why not create a book on becoming a successful punter. Then throughout the book, you can recommend your favorite sports betting affiliate program.

101 insider secrets to sports betting
How to bet with other peoples money

A good way to come up with ideas is to look at what others are already selling and mimic that. You don't need to recreate the wheel here, so PLEASE don't make things harder then they have to be.

2) Get the tools you need to succeed

You are going to need a few tools here.

A) A domain name

I register all my domain names with http://www.namecheap.com for under $9 a domain name, which to me is pretty darn cheap. You want a fairly short domain name that describes the content of your book fairly well.

Here's an example for you people promoting sport betting affiliate programs.

http://www.sportsbettingaffiliates.com
http://www.sportsoddbetting.com
http://www.101waystobeattheodds.com
http://www.betforfree.com

etc....

B) Web hosting

Let me say first, you get what you pay for. This has never been more true then with web hosting. YOU NEED a good reliable web hosting company with 24/7 technical support. If your site goes down and you can't contact anyone to help you get it back up, you will lose sales and a lot of them.

I recommend you use "Ultimate Marketing Center" for the simple fact they offer all you need, plus a lot more for a reasonable price.

C) Autoresponder

You will need this so you can contact your

prospects that don't purchase straight away. This is where you will give away your free course or someway to entice them to give you their email address so you can contact them periodically.

D) Credit card processor

Just use http://www.clickbank.com. This step is too easy. They will let you accept all major credit cards and start an affiliate program for a one time setup fee of under $50. They do take a percentage of every sale, but this is so much cheaper then getting your own merchant account.

Just about everyone selling Ebooks online is using Clickbank.

E) Ebook Software

You will more then likely want to create your book in PDF format so everyone can read it. Some Ebooks come in EXE format, but mac users can't read that format, so I find it best to use PDF. You can create your book with http://www.createpdf.com for a fairly cheap price.

F) Graphic Design Software

If you are anything like me, your artistic abilities peaked at age 7. So instead of busting my hump to create my Ebook covers and website graphics I use http://www.ecovergenerator.com and http://www.headergenerator.com for all my graphics. They are great pieces of software

that you can use instead of hiring graphic designers.

I do however recommend one graphic designer by the name of Brian Terry. You can view his work at http://www.ebookwow.com.

3) Outline your book chapters into articles

Writing a whole book in one sitting is hard, and trying to write a book without outlining the chapters is nearly impossible. My first book I ever wrote took me over 6 months but now most of my books take me less then a week to finish and that is with a sales letter and website up.

All you have to do is think up 12 to 15 article topics in sequence and write about them. Each page should be around 700 to 1000 words, full of useful information, not information people could get for free.

4) Write your content

Like I said just before, you need original content. There are too many books out there now where people are just regurgitating information others can get for free and this lowers the value of your book, which means less people will pass it around and even less will read it.

If you are really stuck with your writing, I suggest that you do the following. Actually, Terry Dean from http://www.netbreakthroughs.com taught me this trick.

The best way to get a good amount of original information without writing it yourself is to interview experts in the field. For instance, if you were writing a book about improving your golf handicap, I'm sure it wouldn't be too hard to find some local experts who you could grill in person, over the phone or even via the Internet and you can then put all that information in the book. It's also a good selling point.

Also remember when your writing what the point of this book is. The point of the book is to earn you an on going commission with affiliate programs, so don't feel like you can't throw some affiliate links in, because you can, but make sure it's tactful and in place.

Another good idea would be to put a "Subscribe to my newsletter" section in your book as well, so not only will you make commissions on sales, but also generate leads without doing any extra work.

Make sure you clearly state in the front of the book, that the buyer can sell this book as his own. State that he has Resell Rights to the product and can sell it or give it away if he chooses.

5) Create your sales letter

This is where you will be selling your book from and is critically crucial to your

success.

Creating a sales letter takes a lot of work, especially if your new to the whole thing. The best way and the way I use, is to mimic successful sales letters.

I recommend you have a look at the following sales letters selling Ebooks.

http://www.turnwordsintotraffic.com
http://www.linkingstrategies.com
http://www.the-whole-truth.com
http://www.instantinternetprofits.com

If for some reason you think you can't do this by yourself, you have 2 options.

1) Use software that helps put together your sales letter

and

2) Hire a copywriter

Software is great and you can use automatic sales letter generator like:
http://norasoft.com/spb/index.html

However, if you want to hire a professional copywriter, your looking at thousands of dollars, plus royalties from your book sales.

Remember that your selling this book with reprint rights, which means when they buy the book they can sell it as well. This is a huge selling point for you. You will also

be giving them your Ebook cover, website graphics and sales letter to use to sell your product.

6) Plug in your free 5 day autoresponder series

The best way to write your free 5 day course that your prospect get via your pop up window is to take chapters out of your book and put them in as a free teaser.

Remember to emphasize an urgency. You want to make these prospects who don't buy straight away, feel like they are missing out on an opportunity of a life time and considering the low price of the book, if they don't buy, more then likely they weren't really interested or were freebie seekers from the start.

7) Advertise!

Depending on your topic, you will want to target different people. However, no matter what topic your selling on, there is one market who will want your book for the sole purpose of selling it, and that's the Internet Marketing group.

Your book could be on Hippo's but all they care about is the fact they can sell it as their own. This is why this type of book always does well.

The key is to target people in your market and then the Internet Marketing crowd. I really am begging you to check out Terry

Deans http://www.netbreakthroughs.com as it
will give you all the knowledge you need
and if you want you can stay for 1 month
and still get more then you will ever need,
information and personal help wise.

7. Use Viral Marketing

I admit it. The term "viral marketing" is
offensive. Call yourself a Viral Marketer
and people will take two steps back. I
would. "Do they have a vaccine for that
yet?" you wonder. A sinister thing, the
simple virus is fraught with doom, not
quite dead yet not fully alive, it exists
in that nether genre somewhere between
disaster movies and horror flicks.

But you have to admire the virus. He has a
way of living in secrecy until he is so
numerous that he wins by sheer weight of
numbers. He piggybacks on other hosts and
uses their resources to increase his tribe.
And in the right environment, he grows
exponentially. A virus don't even have to
mate -- he just replicates, again and again
with geometrically increasing power,
doubling with each iteration:

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In a few short generations, a virus population can explode.

Viral Marketing Defined

What does a virus have to do with marketing? Viral marketing describes any strategy that encourages individuals to pass on a marketing message to others, creating the potential for exponential growth in the message's exposure and influence. Like viruses, such strategies take advantage of rapid multiplication to explode the message to thousands, to millions.

Off the Internet, viral marketing has been referred to as "word-of-mouth," "creating a buzz," "leveraging the media," "network marketing." But on the Internet, for better or worse, it's called "viral marketing." While others smarter than I have attempted to rename it, to somehow domesticate and tame it, I won't try. The term "viral marketing" has stuck.

The Classic Hotmail.com Example

The classic example of viral marketing is Hotmail.com, one of the first free Web-based e-mail services. The strategy is simple:

Give away free e-mail addresses and services,

Attach a simple tag at the bottom of every free message sent out: "Get your private, free email at http://www.hotmail.com" and, Then stand back while people e-mail to their own network of friends and associates,

Who see the message,

Sign up for their own free e-mail service, and then Propel the message still wider to their own ever-increasing circles of friends and associates.

Like tiny waves spreading ever farther from a single pebble dropped into a pond, a carefully designed viral marketing strategy ripples outward extremely rapidly.

Elements of a Viral Marketing Strategy

Accept this fact. Some viral marketing strategies work better than others, and few work as well as the simple Hotmail.com strategy. But below are the six basic elements you hope to include in your strategy. A viral marketing strategy need not contain ALL these elements, but the more elements it embraces, the more powerful the results are likely to be. An effective viral marketing strategy:

Gives away products or services

Provides for effortless transfer to others

Scales easily from small to very large

Exploits common motivations and behaviours

Utilizes existing communication networks

Takes advantage of others' resources

Let's examine at each of these elements briefly.

1. Gives away valuable products or services

"Free" is the most powerful word in a marketer's vocabulary. Most viral marketing programs give away valuable products or services to attract attention. Free e-mail services, free information, free "cool" buttons, free software programs that perform powerful functions but not as much as you get in the "pro" version. Wilson's Second Law of Web Marketing is "The Law of Giving and Selling"

(http://www.wilsonweb.com/wmta/basic-principles.htm). "Cheap" or "inexpensive" may generate a wave of interest, but "free" will usually do it much faster. Viral marketers practice delayed gratification. They may not profit today, or tomorrow, but if they can generate a groundswell of interest from something free, they know they will profit "soon and for the rest of their lives" (with apologies to "Casablanca"). Patience, my friends. Free attracts eyeballs. Eyeballs then see other desirable things that you are selling, and, presto! you earn money. Eyeballs bring valuable e-mail addresses, advertising revenue, and e-commerce sales

opportunities. Give away something, sell something.

2. Provides for effortless transfer to others

Public health nurses offer sage advice at flu season: stay away from people who cough, wash your hands often, and don't touch your eyes, nose, or mouth. Viruses only spread when they're easy to transmit. The medium that carries your marketing message must be easy to transfer and replicate: e-mail, web site, graphic, software download. Viral marketing works famously on the Internet because instant communication has become so easy and inexpensive. Digital format make copying simple. From a marketing standpoint, you must simplify your marketing message so it can be transmitted easily and without degradation. Short is better. The classic is: "Get your private, free email at http://www.hotmail.com." The message is compelling, compressed, and copied at the bottom of every free e-mail message.

3. Scales easily from small to very large

To spread like wildfire the transmission method must be rapidly scalable from small to very large. The weakness of the Hotmail model is that a free e-mail service requires its own mail servers to transmit the message. If the strategy is wildly successful, mail servers must be added very quickly or the rapid growth will bog down and die. If the virus multiplies only to

kill the host before spreading, nothing is accomplished. So long as you have planned ahead of time how you can add mail servers rapidly you're okay. You must build in scalability to your viral model.

4. Exploits common motivations and behaviours

Clever viral marketing plans take advantage of common human motivations. What proliferated "Netscape Now" buttons in the early days of the Web? The desire to be cool. Greed drives people. So does the hunger to be popular, loved, and understood. The resulting urge to communicate produces millions of web sites and billions of e-mail messages. Design a marketing strategy that builds on common motivations and behaviours for its transmission, and you have a winner.

5. Utilizes existing communication networks

Most people are social. Nerdy, basement-dwelling computer science grad students are the exception. Social scientists tell us that each person has a network of 8 to 12 people in their close network of friends, family, and associates. A person's broader network may consist of scores, hundreds, or thousands of people, depending upon her position in society. A waitress, for example, may communicate regularly with hundreds of customers in a given week. Network marketers have long understood the power of these human networks, both the strong, close networks as well as the

weaker networked relationships. People on the Internet develop networks of relationships, too. They collect e-mail addresses and favorite web site URLs. Affiliate programs exploit such networks, as do permission e-mail lists. Learn to place your message into existing communications between people, and you rapidly multiply its dispersion.

6. Takes advantage of others' resources

The most creative viral marketing plans use others' resources to get the word out. Affiliate programs, for example, place text or graphic links on others' web sites. Authors who give away free articles, seek to position their articles on others' WebPages. A news release can be picked up by hundreds of periodicals and form the basis of articles seen by hundreds of thousands of readers. Now someone else's newsprint or webpage is relaying your marketing message. Someone else's resources are depleted rather than your own.

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8. Help Other People

I used to be involved in Magic Learning Systems' affiliate program (back in 1998) It was the first affiliate program I ever

joined and it was 2 tier. In a way I used that affiliate program as a vehicle to promote products for other affiliate programs I belonged to. I'll explain....

Since it was 2 tier, I wound up with over 700 people in my downline. That was back when search engines were easy to dominate so I recruited affiliates fast! And as with most affiliate programs, 90% of the people that joined were novices and didn't really know where or how to start. I built a support web site just for MLS (it had instructions on how to build your own web site, get your own domain, HTML tips, etc.) I also sent out a weekly newsletter with marketing tips for beginners. In the newsletter, I promoted programs like Ken Evoy's book and other helpful marketing tools. Because I had earned the respect from these people I had helped, the conversion rate on the products I referred was extremely high (over 20% for Ken Evoy's program when the average was about 6% at the time).

I have since quit the program (Magic Learning Systems) since they nearly doubled the price of the learning software, and I didn't feel the product was worth its price, but the good news is I gained many email addresses and the respect of people that relied on my help. Some of these same people have joined other 2 tier programs under me and are still generating additional income 2 years later.

So the point is that I believe it is

extremely important to build relationships with your web site's visitors. A lot of people don't feel that is important if they are an affiliate, but it's equally important. I learned that from Allan Gardyne of AssociatePrograms.com http://www.associateprograms.com and really respect how he has earned the respect in the affiliate industry.

9. Add Your Own Personality

There is nothing worse then going to a website and reading an article that is just plain old boring. Most of the time you won't even read half the article, so there is no way anyone is going to make money from that article.

You want anything you write to be informative and unique.

10. Set Goals

Make sure you have clear goals and I don't mean just money figures. Have goals everyday that you check off.

I have a day to day to do list and I don't stop working until I finish everything off on that list.

11. Use Mp3's

Every body loves mp3's, so why not cash in on the boom? This is not an illegal idea as you're not copywriting any ones work what so ever. If you have an Opt-In list already

or have a web site with a fair amount of traffic, this is an excellent way to get more exposure.

Creating your own audio product is not hard. All you need is a microphone and soundcard that's compatible and a product called Dubit, http://www.techsmith.com which you can try out for free for 30 days. I've tried other voice recorders, but none come close to the quality Dubit brings to the table.

The only problem with this is that Dubit turns your audio into .WAV format, which tends to be to large to download over the Internet. However there is a free piece of software that will turn all your wav files to mp3 files instantly and quickly and you can download it at Mthreedev.com http://www.Mthreedev.com. Make sure you download the wav to mp3 file not the mp3 to wav file.

The only problem with this program is that it asks you when it's setting up if you want to install Gator and TopText. These programs are now being called scumware and I suggest you do not let them install it.

To find out more about scumware visit, Scumware.com http://www.scumware.com. If you would like to find another piece of software that does the same thing, visit Download.com http://www.download.com and type in "Wav To Mp3" as the search text.

So what would you talk about in your audio

products? What I would do is select an affiliate program you want to promote and produce a free report series via audio, incorporating your affiliate program into it.

Say you're promoting a fishing affiliate program that sells fishing lures and tackle. What you could talk about is how to use these effectively to catch the right type of fish.

Another example could be you're promoting a piece of software that allows you to get more traffic, your audio series could talk about the best ways to get traffic quickly and cheaply, while telling your listeners that you use this piece of software to get most of your traffic.

Personal endorsements are the best way to increase sales.

The problem with this is that getting people to your affiliate url can be kind of tricky, especially if you try speaking out your long affiliate url. The best suggestion I have is to go to www.OrderYourDomains.com and register an easy to remember domain name and re-direct this site to your affiliate program url. Remember when purchasing your domain name not to register anything with hyphens or dashes in it. Also, try and make it as short as possible, for reasons I'll explain later.

www.OrderYourDomains.com allows you to

forward your domain name to any other site you like for only $4 a year.

You're redirecting your short domain name to your existing affiliate url because this will make it alot easier then saying to your listeners, "To visit so and so go to http://www.affiliateprogramhere.com/13466". Instead you will be saying, "To visit so and so go to www.yoururlhere.com. Now that's much easier to remember.

All though collecting Opt-In email addresses is the goal for any successful affiliate, if you've already followed the steps through out this book and already have a nice Opt-In mailing list, sending your visitors from your audio to an affiliate link is a nice way to earn some extra income, while boosting your reputation.

You could however ask everyone who downloads your audio product from your site to subscribe to one of your free courses, but I don't recommend this. We want to get these free audio reports out as quickly as possible, and following this method won't allow you to do that.

We want to be able to give these audio products to every person who has a web site or Opt-In list on your topic. We want to be able to tell these people that they can download your audio series and give it away free, no strings attached to as many people as possible.

Most webmasters love good content to give to their readers. Whether you want their readers to download the audio series from your site or theirs is totally up to you, however if your web hosting company has a limit on your transfer limit, you might have to be a bit careful you don't end up with thousands in extra bandwidth charges. I recommend talking to your web hosting company and telling them what you are about to do.

I highly recommend "Ultimate Marketing Center" for any major web sites you're going to create. The site is run by a highly respected Internet marketer and the tech support is great.

Now if you want to get a little more technical with your mp3 distribution, read on. When I asked you to register a domain name that wasn't too long, I hope you listened. If you have any knowledge of Winamp (which you can download for free at Winamp.com http://www.winamp.com), the file that plays mp3's, you would know that when you're playing an mp3, the title of the mp3 flashes across the Winamp screen.

Being able to change this allows you to flash your web site address across the screen. To add your web site and mp3 title do the following.

1) Open up Winamp as if you were about to play song.
2) Load your pre-recorded mp3 into winamp
3) When Winamp is loaded press "Alt 3" and

a screen will pop up
4) Your now in File Info
5) Click the check box next to ID3v1 Tag
6) Fill in the title tag with the name of your audio product
7) Fill in the artist tag with your web sites address

And that's it. You don't need to touch anything else, but you can play around with other settings if you like. Winamp comes with large amount of help documentations if you need assistance.

Another neat feature with Winamp is being able to create skins and plugins. While this isn't something that will create a large amount of sales, it's a nice little extra.

Skins are the designs you find on your Winamp application. When you download Winamp you get the plain default skin. If you have any sort of artistic talent, this might be a good way to boost your site's traffic. You could make a YourSiteName.com skin and give it out with your mp3's. Find out more about skins at Winamp.com http://www.winamp.com and Skinz.org http://www.skinz.org.

Plug-ins are a little bit more technical. Open up your Winamp application again and go to the bottom right hand corner. There should be an orange lightning graphic. Click on it and see what happens. That's an example of a Winamp plug-in.

To find out more about how you can create plug-ins, visit www.Winamp.com

The best thing about mp3's, skins and plug-ins is that they get passed around the Internet very quickly. Have you ever been to places like Download.com http://www.download.com and look how many times a certain piece of software has been downloaded? It's amazing. I've seen software downloaded over a million times and that's fairly conservative.

12. Write Articles

This is a very quick step, but it will show you exactly how I earned over two thousand dollars in the first few weeks I started promoting affiliate programs.

I started off promoting three affiliate programs, I then wrote 3 articles based around all those affiliate programs and I put links to them in my article. Mind you I did not have a web site or anything sophisticated like that :) I submitted articles to hundreds of ezine publishers which I found at TopEzineAds.com and DirectoryofEzines.com and sent them out in one day.

These articles produced over $1200 in sales in three weeks. In my article by-line I also placed my autoresponder link so they could sign up for my free course. With these names, which were just over 700, I

gave them the chance to buy another product from me that I happened to buy the resell rights to. I earned another $1100 from these people as well in that initial 3 or 4 week period. So that's just a bit over $2300 in sales in 4 weeks work.

I was also getting checks every month for doing nothing as other people began promoting my articles with out me asking them. I also ended up getting my name blasted all over the search engine's as people who published my articles put them on their web sites.

I also signed up quite a lot of people under me, who are now selling these product's and I'm still earning commission from their hard work. I love 2-tier affiliate programs, they bring you in just a little bit extra every month for nothing with no permanent web site.

That's it. It cost me nothing to set up and the advertising was free, so it was all PURE PROFIT. I do the same thing now every month without fail. While what I made in that month is small compared to other affiliates, it goes to show you how putting a little hard work in your first month online can bring you amazing profits.

The longer you keep promoting your affiliate programs and trying new methods, you will constantly see increases every month in your commissions.

13. Buy Solo Ad's

When ever I advertise with ezines it's usually solely with Solo Ads. These are ads that are sent out by themselves, unlike classified and other ads that go out in the ezine itself.

This ad will go out by itself, so it needs to be a fairly good length. While some people say shorter ads work better for the simple fact the reader has less to read, in reality, a very well written longer solo ad will pull much much better.

There are usually word and length limits to these ads so when you are creating them, it might be good to check around at what the normal length of a solo ad is in your industry. You might even check out the posting guidelines for other ezines so you can know exactly how long they like their solo ads.

The best bet to make a compelling solo ad is to work really hard on the headline. If you can write a very compelling headline for your ad, the rest of the ad should follow.

14. A Pay Per Click Strategy That Can't Lose

Before I get started, if you are not familiar with Pay Per Click Search Engines, I suggest you visit http://www.payperclicksearchengines.com

Here is how I look at Pay Per Click Search Engine advertising.

How can you lose with Pay Per Click Search Engines if ONE in every HUNDRED people who come to your site buys something from your affiliate link? I've been achieving that for many months now and while ONE in a HUNDRED is only a 1% sales conversion, I still make $35 to every $5 I spend.

I'm making $700 for every $100 I spend and to me that's money well spent. However, so many people are struggling and this is usually what I hear back.

"I've been getting TWO sales out of every HUNDRED people to my website and I'm still losing money".

It's not hard to lose money with this type of advertising, especially when you don't know exactly what to do. For starters, if you have found an affiliate program that you love and want to promote via Pay Per Click Search Engines these are the 2 things you MUST know first before promoting it.

1) They must pay you at least $30 per sale OR if you promote a residual income affiliate program, they must pay YOU at least $10 a month for each customer. You will not make any money otherwise.

2) You must be able to find keywords in the pay per click search engines for no more then 6 (SIX) cents per click. That means every time someone clicks on your link, it

will cost you 6 cents or less. If you pay anymore, it will likely end up with you losing money.

The reason why people are not making any money even though they might be getting more sales then me is because of those 2 reasons.

Now if you do those 2 things and you are still getting 2 sales per 100 visitors, you are set!

The biggest problem most people have is finding enough keywords on their affiliate program to bid on, and to them I say, and always will say WORDTRACKER.
http://www.wordtracker.com

What this tool does is allow you to come up with thousands of keywords and phrases for your affiliate program topic. For instance if your affiliate program is about sports betting, well you better believe word tracker will come up with hundreds, even thousands of keywords you can bid on if you can get them at the right price.

My two favorite Pay Per Click Search Engines would have to be,

1) Overture.com

and

2) Google.com AD Words.

While both are different, and Overture.com

is far by the best SO far, these are the only two Pay Per Click Search Engines you should focus on for now. Most others will just eat up your time and give very few hits back to your affiliate site.

With permission from Willie Crawford, I will show you one of his articles about Pay Per Click Advertising. He is advertising a cook book for under $20 and still making good money, because A) He has a good web site, B) A good product and C) Very targeted keywords for 5 or 6 cents.

However, that product is his, he created it, so that $20 is all his money, no need to split it.

Overture - A Can't Lose Pay-Per-Click Strategy
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The absolute quickest surefire way that I know of to get instant website traffic is using pay-per-click search engines. You bid on the search terms of your choice and as soon as your account is set up they start sending traffic your way. I use a variety of pay-per-clicks but Overture is my favorite. Today I'd like to show you how and why I use them.

With regular search engines, you can't really "tell" them what terms you want to be listed under. With pay-per-clicks, you get to specify exactly what terms you'd like to be listed under. At Overture and some of the others, the staff does review

your listing to confirm it is appropriate. If your listing is appropriate, you get listed under the term you want to attract targeted traffic with, and you get to specify how you would like your listing to read.

There *are* less expensive ways of getting traffic to your site. However, it is not as tightly controlled. Overture's minimum bid is 5 cents per click. With many terms, that's all you need to bid to appear in the top listings (even at number 1). Controlling exactly how your listing appears ensures you spend your money attracting only the traffic you want. It also ensure that you discourage the type of traffic that you don't want.

I'll give you an example for illustration. I have a site that sells a "soul food cookbook." I want the traffic I attract to this site to be interested in obtaining a soul food cookbook.... especially if I am paying for this traffic. So I use that phrase or a related phrase in my Overture listing. I also use it in my title and the description. I tell them exactly what they will find on my website in my listing. Traffic attracted through these listings are seeking "soul food cookbooks" so they buy my product!

In deciding how much to bid on a pay-per-click term you must know your conversion rate. You need to know how many sales each dollar generates. For example, I spend an average of $1 on Overture traffic for each

sale that I make from this traffic. I sell a $20 cookbook and my profit margin is sufficient to make this campaign smart business. The traffic from Overture also generates 4 signups to my website recipe exchange mailing list for each dollar I spend. It could be much higher but I land the traffic on a webpage focused on making the sale rather than getting new subscribers. A very high percentage of these subscribers will eventually purchase either my cookbook or a related product.

A spill over effect of this pay-per-click campaign is that my Overture listing gets me a top listing on many other search engines. Overture's paid listing feed the search results at Yahoo!, MSN, InfoSpace, Lycos, Alta Vista and Netscape. This spillover drives incredible traffic to my sites. For example, my traffic from MSN nearly doubled with one of my Overture campaigns. Microsoft is the default homepage for a lot of internet users (since it is the default browser pre-installed on a lot of computers), and having a top listing with them is well worth the expense.

When setting up an account at Overture, the most important thing you can do is to make sure you are targeting the right keyword phrases and that you really finesse your listing. You want customers to arrive at your site ready to buy your product or join your list. You don't want curiosity seekers when you are paying for traffic. You don't want to get "cute" with your listings since

attracting the wrong visitors really does no one any good. It might even generate a lot of complaints.

Overture has a tool you can use to investigate what keywords were searched on the most - recently. I use this tool but I also subscribe to a service that emails me the top 500 most searched terms every week. They send me weekly reports and I build mini sites around these terms. I sometimes funnel traffic from these mini sites to other topical sites. Some mini sites I also design as direct sales sites. Both strategies will work well for you if properly employed.

A properly designed pay-per-click campaign is a can't loose proposition. You know that for every $100 spent exactly how much you can expect to earn. The only variable in the formula for me is how fast Overture can send me this traffic. You do want to bid the minimum bid possible to get the listing you want. You don't need to be number 1 since it is the words in your listing that really generates the click. I do consider being one of the top 3 bidders very important.

I also keep my mini sites' costs down by hosting my keyword rich domain names on quality, low-costs hosts. I use a web host that allows you to host additional domains for only $5 per domain. You do have to have at least one domain hosted on their regular $25 per month plan (500 meg of space and full-featured). Then you can host as many

additional domains as you want for only an extra $5 each. This makes building a series of mini sites related to the theme of your product or main site so affordable you really should use this business strategy. Check out this host at: http://williecrawford.com/cgi-bin/tk.cgi?fivedollarhost

To get the full details on starting an Overture account, just visit: http://williecrawford.com/cgi-bin/tk.cgi?overture

I've just given you a very brief overview of one of my pay-per-click strategies. Using this strategy, I routinely turn every thousand dollars invested into over $10,000. With the right product or service, you can too. If you'd like to learn more about the strategies and techniques I use to generate hundreds of thousands of dollars a year, grab the recordings from the Internet Marketing Power Workshop. All of the instructors not only show you how we run our very successful businesses, we will also helped attendees troubleshoot unique problems in their own businesses. Grab your copies now at bargain pricing! http://williecrawford.com/workshop-videos.html

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Willie Crawford has taught thousands the secrets of operating a successful on-line business through his free Internet Business Success Course. It's more extensive than many $197 courses. Sign up today and start

building your *successful* online business:
www.williecrawford.com

15. Writing Like A Super Affiliate & Using Your Autoresponder For Maximum Results

Endorsements and preselling are the super affiliates best friend. Not only will these double your sales ratio, they will also build trust between you and your readers.

I must say, I learnt most of what I know about preselling from Ken Evoy and I learnt most of what I know about endorsements from Terry Dean's products. These two are the masters of their game, and they deserve to be mentioned here.

Endorsing a product to your own mailing list is a lot different then just running a solo ad.
While they might seem the same, solo ads, as you already know are paid for, where as endorsing a product is something you do because you believe in the product. Of course you still earn affiliate commission from this, but it's more of a "This product helped me, and I think it will help you too".

Endorsing a product means you've tried the product, use the product on a regular basis and love the product. There's no use endorsing every product under the sun if you want people to trustand value what you say.

So how do you go about endorsing a great

product to your list? It's all in the writing. Here's
an endorsement Allan Gardyne sent to his mailing list. I purchased this product from him about 10 minutes after I received it.

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1. Discover the truth about affiliate programs

...a new training manual for affiliates

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Here's some great news for affiliates and affiliate merchants.

Marlon Sanders has just launched a training manual that shows you step-by-step how to get traffic and make sales.

While I was reading Marlon's book last night I kept thinking of an angry man on the Online Ads Digest discussion list, Pesach Lattin.

Pesach reckons "no one" is making any serious money from affiliate programs.

Better informed people have jumped in to defend affiliate marketing and talk about the money it generates, but Pesach has his head stuck in the sand and won't listen.

I kept thinking last night, "Someone ought to send him Marlon's new book. Then he'd understand how successful affiliates earn their money."

Marlon's new book is unlike any you've ever seen. This is cutting-edge, right-up-to-date stuff that works.

"A recent survey of resellers, affiliates and associates revealed the main complaint was the lack of tools and methods for getting traffic and making sales," Marlon says.

His "Associate Program Marketing Handbook" solves that problem. It gives you 25 ways to get traffic, resell products and promote an affiliate program.

There's also a list of useful resources.

You can use the manual yourself, or train your affiliates with it. Reprint rights are available - surprisingly cheaply - for a limited time.

You will find complete info at:

http://AssociatePrograms.com/affiliate-manual

Here are just a few of the things you'll discover:

* How to promote programs using 404 error pages - plan 23.

* How to get rid of those long, irritating reseller URLs and track your hits to sales ratio - plan 22.

* How to buy instant traffic cheap via "co-regs" - plan 18.

* A lot of affiliate programs don't give you a way to track the clicks on ads you run, links and promotions. There's a simple way to do this with any program. It's easy and really works.

* How to increase your sales by using the survey/e-mail method ("This is a new method I don't see anyone using," Marlon says) - plan 21.

* How to instantly double your visitors and traffic - plan 20. This is a clever method almost no one uses.

* The amazing traffic finder robot that has built sites to one million visitors per month. It works while you sleep.

(This is NOT spam in case you're wondering.) Plan 15.

* And much, much more.

The "Associate Program Marketing Handbook" comes with a 100% money-back guarantee, so you have absolutely no risk.

It also has a VERY low price. It's excellent value.

You can get it here:

http://AssociatePrograms.com/affiliate-manual

Compelling isn't it? And if you know anything about Allan Gardyne, you know he's a trusted name in the affiliate marketing community.

The reason why endorsements work well is because of the credibility factor. Hopefully people on your list believe what you say, and therefore they want to know what you use in your everyday running of your business.

If you're endorsing a product, tell them why use the product for what ever reason that might be and point out the benefits you got from it. You can see if you look at Allan's email, that he points out what he learnt from the book and what you will learn from it as well.

It does not matter what product you're selling, people want to know what results you got from using it. This is where being careful with what product you endorse comes into play, as you are committing yourself to this product. Be careful also when you're writing, that your endorsement does not end up sounding like a complete over hyped "Shop Direct From Home" type commercial, where every one is excited.

You can stop this from happening somewhat by using ! sparingly. Too many exclamation marks makes
any writing look amateurish!!!!!!!!.

So what's preselling got to do with

affiliate programs?

Everything!

Preselling is the art of warming up your prospect to the affiliate program your selling. A good example of preselling would be writing an article and placing your affiliate link in that article.

Letting the visitor to your site or the reader of your article know exactly what the affiliate program you're offering can do for them will boost your sales ratio through the roof. Why? Because they know exactly what to expect when they reach the affiliate site.

It's all about being specific and not trying to make the heavy sale, that's the merchants job. Your job as an affiliate is to get your readers to the affiliate site in a buying mood by making them excited at the prospect of this new product. Of course the best way to do this is for you to use the product and test it or read it yourself.

16. Work With Other Marketers To Boost Your Income

Are you sick of earning commissions but don't have the money to purchase expensive re-print rights? I have a solution for you. What if I tell you that you could advertise a product for full profits, while others can only earn the same 40 or 50 percent commission?.

Let me explain.

Merchant's are always looking for more Opt-In subscribers right? So for a change, why not advertise a product for full profits without spending or working on any of the creation.

Here's how. (I've done this many times before and it really does work)

Find a product that you have used or recommend and email the creator of that product and tell him this is what you're offering.

"Hi Mark

My name is David Zohar, and I'm contacting you today because your products are of the highest quality. Because of that, I'm also contacting you today to discover if you would be interested in a mutually beneficial partnership.

For full 100% profits of your product, I will create a web site solely around your product and add a pop up box on exit. This pop up box will collect email addresses for your Ezine or free course"

And so on...

Of course you could write something a little more compelling if you wish. Making the owner of this product realize how beneficial it is for them to accept your offer is the whole aim of

this letter.

But do you see what I'm getting at? You get a product to sell for all the profits, however instead of using your Opt-In mailing list to collect email addresses, you will use the merchants Opt-In mailing list.

This way they get something out of the deal that's more valuable then a one off sale for $27, or what ever the price is.

I did this once for a book on how to catch Bass, early this year. The book had it's fair share of exposure already so the merchant didn't mind me selling it as he was out of idea's for promotion. He did however have a new product out on the market and he wanted fresh email leads to advertise to.

I used my own credit card facilities and web hosting so the owner did not have to do anything but sit back and get highly qualified leads for his new product. All he had to do was supply
me with the pop up box and the html code for his mailing list.

It's a win - win situation. I added hundreds of new email leads for him, and I made good profits from a well written book that I did not even create.

So how do you advertise this product if it's already been blasted around the Internet?

Before you start advertising I suggest that you ask the product owner whether or not you can use your own sales letter or not. This will improve your results ten fold, especially if you happen to advertise in the same place as the owner did. Obviously not every person purchased the book when it was advertised to them before, so you still have a wide market to work with.

Ask as many questions as possible too. Find out where the product has been advertised, how it was advertised, IE, Ezines, Offline, Articles and find out what worked best. When you find out what worked best, do it again but add your own little twists to it.

The best idea to advertise your product is with a free course.

When I first started doing this, building an Opt-In list for this one quick project was a waste of time because A) it costs a fortune to generate lists quickly B) It takes years to generate lists inexpensively with a lot of work involved as well.

With the introduction of Co-Registration you can generate leads for any topic from around 15 to 25 cents. With ezine advertising, this can cost upwards of $1 per lead and banner advertising is not really an option most times.

Co-Registration could be your whole advertising campaign if you have the money to do so.

Depending on what type of deal you have with the product owner, you could even start your own affiliate program.

17. Create Mini Affiliate Sites

Some of those benefits are of creating mini affiliate sites are....

1) Being able to post your site to discussion boards

2) Using pay per click search engines for instant profits

3) Creating free articles as search engine bait

The reason you would create a mini affiliate site is to make sales instantly from your advertising. All through out this book I've been urging you to get as many Opt-In email leads as possible, but sometimes making money straight away can be the best affiliate medicine.

Creating this site does not have to be difficult, how ever like most things to do with online marketing, there is a formula to follow for success.

Making yourself stand out from the thousands of affiliates that are probably promoting the same affiliate program can be difficult. The best way to combat this is to make the affiliate program your own product. No, I don't mean stealing or

copywriting, what I mean is to add an extra bonus onto the affiliate program you're promoting that the visitor can't get anywhere else.

Your current web site visitor has probably seen this affiliate program before and hasn't purchased from any one else selling it, so why should they purchase it from you? This is the question you have to address.

Johannes Garrido was spot on the money when he created www.track-your-ads.com to promote www.roibot.com.

Let me tell you now that when he created this site, www.roibot.com had been promoted all over the Internet, and being run by Mark Joyner, it was promoted successfully for a very long time.

What Johannes did was create his own time sensitive special offer for his web site visitors when they signed up for Roibot free. Of course, after they received the first month free, they had to pay $19 a month for the service, and that's when Johannes will be making his own life time income with affiliate programs.

His sales letter makes it look like the affiliate program he's promoting is his own product, which I think is a big plus. People are becoming more hesitant to buy from affiliate links, which is something I discuss later on in this book.

Another thing Johannes does well is he
stills tries to capture peoples email
address with his pop up window on exit.
This way you can go for the sale and still
get the person's email address if they
don't purchase from you.

If you want a pop up on exit window on your
site, go to the text file that came with
the book called "Javascripts".

Setting up a web site now has never been
easier. A few year's ago, domain names sold
for $35 for 1 year, and web hosting was
about the same for 1 month. Now it's
extremely inexpensive.

You can purchase domains names for $13.50
at www.000domains.com and even cheaper at
www.godaddy.com
The last time I checked they were selling
dot com, net, org names for only $8.95.

So how do you go about advertising your
mini site?

Apart from the usual ezine advertising, I
recommend highly that you use pay per click
search engines to advertise your new site.
Why? because it's a good way to see how
your site's performing instantly.

While I'm a little reluctant to use PPCSE's
anymore, due to the fact the the leading
PPCSE
www.overture.com needs to cater more for
the little guy again. Also After increasing
frustration with their staff I gave up on

them and I'm now using www.findwhat.com">
www.FindWhat.com with a great deal of
satisfaction.

While you won't get as many hits to your
site with www.findwhat.com, I believe they
are easier to deal with and they seem to
produce very targeted leads. If you would
like to find a listing of all known pay per
click search engines, visit <
www.payperclicksearchengines.com.

There's one tip with PPCSE's that will save
you hundreds of dollars in wasted
advertising and
will probably even make you more money.
It's simple really. When you're writing
your headline for your ad, make it as
specific as possible. For instance, if
you're selling an ebook for $19.95 on
gaining top search engine ranking, you
could use a heading like this.

$19.95 Ebook Shows You How To Get Top
Search Engine Ranking

or

Top Search Engine Ranking For Only $19.95

This usually stops people looking for free
information from clicking on your link,
therefore cutting down your untargeted
clicks and cutting down your costs, while
still making the same amount of sales.

I try to never pay more then 20 cents per

click and even that's a little too expensive for me.
If you know how many people it takes to make a sale at your web site, you can determine how much you can pay per click. Say you get 50 visitors to your site and you make 1 sale worth $20, that means you can pay up to 40 cents per click and still break even. This would be a very good ratio.

18. Classified Advertising

These are small ads, usually four or five lines long that go out in the ezine itself. They don't work anywhere as well as solo ads, but they are cheap as chips. The secret here again is to write a very compelling headline.

The best way to use classified ads (the best way to use any advertising on the Internet) is to send them straight to your opt-in mailing list from the ad, where you might be promoting a free course via autoresponder all about your product. Once you have their email address, you can contact them over and over again until they buy or unsubscribe.

This is by far the best method of advertising with classified ads.

19. How To Write Ezine Ads

Why some ads fail miserably while others succeed wonderfully.

by David Garfinkel

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

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

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

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

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

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

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

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

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

And if I were a parent, the only thing I can imagine this ad would sell me on is making sure my kid never rides his mountain bike in hilly terrain - since, obviously, the kid in the picture is on a collision course with certain death. I've got to hand it to this ad in one department - it's interesting.

It got my attention. But that's as far as

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

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

1. Lose 3-5 Pounds Per Week With the System Proven By Over 90,000 Successful Patients

2. Up to 40% Savings on Heating and Cooling Costs With a (Brand Name) Foam Roof

3.Men and Women - Remove Unwanted Hair Today! Now, I know what you're thinking.

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

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

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

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

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

20. Track Everything

It's vitally important that you track all of your advertising. What do I mean by that? Well, in everyone of your marketing campaigns, you need to know which ones work best, and to do that, you need to track their results in some way, and that's what I'm going to talk about in this chapter.

While the advertising is free, and your not wasting money on advertising that doesn't

work if your not ad tracking, you should still track all your free advertising if possible.

Why? Well, you might not be paying for this advertising in money, you are certainly paying for it in time and effort and if something isn't working well for you, you should quit it and focus more on the advertising that's working best for you.

You time is money, I know it's a cliché but it's true. Just like if you were working for some one else, they would pay you no matter what you are doing, so you should always allocate an amount your worth per hour to yourself, if you can.

In other words, tracking free advertising is about freeing up your time so you can focus on more productive methods of advertising that are working.

Here are some of the types of advertising you can track.

banner ad
newsgroup ad
signature tag
published article
free link posting
an autoresponder campaign
reciprocal links
an affiliate program link
free classified ad an ezine ad
forum postings
email marketing campaign

So what tracking program should you use?

I highly recommend if you are just starting out that you use a simple tracker run by a third party so you don't have to worry about cgi scripting and the like.

I really suggest that if you want to learn more about ad tracking you should visit Ad-tracking.com.

This site offers articles on ad tracking, comparisons for ad tracking software and companies, and even a free book you can download and read, all about ad tracking. The site is run by a very smart guy, Harvey Segal.

You Should Also Track The Visitors To Your Web site

Another extremely important factor to tracking, is also tracking all the visitors to your web site. Why is this important? Because by knowing what pages your visitors go to on your site, how long they spend there, how many people are coming to your site a day and where they are coming from on the Internet, is vitally important.

I have a list of free web site trackers below that do a very good job, but if you are serious about knowing everything about your visitors, then there is only one product I suggest and that's webtrendslive.com. It's expensive and some what time consuming, but you will see things that you've never seen before with

this program.

If you can't afford webtrendslive.com or your just starting out, here are the list of free web site trackers.

1. Extreme Tracker
URL: http://www.extreme-dm.com
Cost: Free
Stats: Comprehensive reports
Ads: Visible 41x38 image

2. Site Meter
URL: http://www.sitemeter.com
Cost: Free
Stats: Comprehensive reports
Ads: Visible 20x20 or 88x32 image

3. WebStat
URL: http://www.webstat.com
Cost: Free
Stats: Comprehensive reports
Ads: Visible 88x31 image

4. HitBox Personal
URL: http://www.hitboxcentral.com
Cost: Free
Stats: Comprehensive reports
Ads: Visible 468x60 or 125x125 ads

5. StatCounter
URL: http://www.statcounter.com
Cost: Free
Stats: Comprehensive reports
Ads: None - Invisible counter

6. ShowStat
URL: http://www.showstat.com

Cost: Free
Stats: Comprehensive reports
Ads: Visible 120x32 image

7. AddFreeStats
URL: http://www.addfreestats.com
Cost: Free
Stats: Comprehensive reports
Ads: Visible 88x31 image

21. Start Your Own Affiliate Program

If you're selling a product online, 99% of the time you really should have some sort of affiliate program in place. The benefits are amazing.

Paying other people to promote your products and only paying them when you make a sale is a pretty sweet deal if you ask me. And if you treat your affiliates right, you can end up with an amazing sales team and a lot of new friends.

The only affiliate software I use now is Clickbank.com. I use them to accept credit cards as well.

Depending on your budget, I highly recommend Clickbank for all your Ecommerce needs. While it's not the best affiliate software out there, for the price it's amazing. They handle all the payments to you and your affiliates, so all you have to do is provide the support.

The cost to use Clickbank is only $49.95.

That's a one off payment, not a monthly payment. You then pay $1 plus 7.5% on every sale you make. If you're selling anything above $250.00 per sale mark, Clickbank might not be the best option for you.

If you want to spend a little extra and do all the processing work yourself, I recommend you look at Myaffiliateprogram.com. They have a lot of very useful options and the pricing is fairly reasonable for what they offer.

So what makes a good affiliate program?

A) Good commission
B) An Excellent Product
C) Unlimited Affiliate Support
D) Fair Tracking - Very Important

Paying affiliates small commissions like 5 to 20% is not going to create much affiliate loyalty. I myself would never promote a product for measly profits like that. The product could be worth $10,000 and you might make $2,000 per sale but for the work you will have to put in to make the sale, it's not worth it.

I promote certain residual affiliate programs that pay me only 25%, but these people pay me a monthly check, which builds a nice income for me every month. Trying to make a one off sale for $2,000 would be a risky business unless you had a rather large Opt-In list that were eager to buy from you.

I myself usually only promote products and services that pay me 40 to 50% per sale. Anything is not worth my time to promote, as I am in this business to make money.

So if you're selling something like an ebook or audio series that can be downloaded instantly without any shipping or handling costs, you should be able to pay 40 to 50% easily. Considering the affiliate is doing all the work and paying all advertising costs, anything less is an insult really.

Of course if you don't have a product that sells well, commission wont really matter as no one will be promoting your product for long.

Offering unlimited affiliate support is more then just putting up a webpage with a few banners they can use with some outdated information about affiliate marketing. Successful affiliate managers really know how to help their affiliates anyway possible.

Here are a few ways you can provide great support.

A) Create a free affiliate marketing training course for your affiliates to read and use.
B) Have unlimited and quick email support when needed.
C) Personal consultation to help your affiliates. Let them tell you how they are promoting your product and tell them how

they could be earning more commissions.

These are just a few idea's but they will certainly help affiliate loyalty.

Last but not least, affiliate tracking. This is where a lot of affiliate managers try and weasel out of giving affiliates fair commission tracking. I never promote affiliate programs any more that don't let you make a sale up to 90 days after the visitor clicks on my affiliate link.

So what this means is, if a prospect clicks on my affiliate link and visits the affiliate site I'm promoting and decides not to buy just yet, but he comes back for example 50 days later and makes a sale, I still get commission from that sale. If you run your affiliate program via Clickbank.com, they allow you to track commissions for up to 90 days.

Having an affiliate program that makes the visitor have to purchase straight away only let's down the affiliate. You have to think how you would like to be treated if you were an affiliate selling your product.

22. Increasing Your Opt-In Mailing List While Profiting Instantly

This would have to be one of the best way's to increase your mailing list by up to 400 people
a week easily. It's going to cost you money up front, but with my method you will be trying to

break even. Breaking even while creating your own Opt-In mailing list is an amazing feat.

With Co-registration you can add hundreds of people to your Opt-In list from around 20 cents per lead. Say you buy clicks from somewhere like Overture.com and you pay 20 cents per click. The person goes to your site, checks it out and if they don't perform an action, you've lost 20 cents just like that.

With Co-reg's, you get a certain amount of leads that you can follow up with at anytime, so it's not just a one shot gamble. While you can boost your Opt-In list by thousands quicker then ever before, this is not the most effective way to get subscribers.

The people who sign up for your list come from site's that give away free prizes. They then offer the people who signed or are going to sign up for their free contest the chance to join mailing lists. This is where you come in. While they still have to check a box to join your list, it's not as targeted as people who come to your site.

You will find you will also get alot of undeliverable emails and people unsubscribing straight away, so unless you know exactly how much an ezine subscriber is worth to you, test with care.

Now here comes the clever part. The best way to make these leads as targeted as

possible is to offer them a free report when they subscribe. Ok, so that's not so clever, but read on.

But the thing is, when these people receive their first email you can send them straight to your mini affiliate site or the affiliate site you're promoting. So basically, your not only getting a lead you can advertise to when ever you want, but you also get an instant web site visitor.

Before I go on anymore, here are a few places you can buy Opt-In leads.

www.Profitinfo.com

www.Newslettersforfree.com

www.Worldwidelists.com

www.Funezines.com

By showing these people the web site you're promoting in your first email, your getting instant visitors to your site who are now getting more interested in what your offering.

This first email should come straight after they've subscribed and it should be in the form of a thank you for subscribing.

Breaking even is much easier now, as long as the sales letter is pulling well, you should have no problem making sales from these visitors.

Also, when you're writing your ad, make it very specific about what you're offering, just like advertising with pay per click search engines. For instance, if I were promoting this book via a free course, I wouldn't make the course about making money online. I would make the course about making money with affiliate programs.

Here's an example ad I would use.

Learn how to become a super affiliate on a budget with this free 5 day course. Generate thousands with out a web site or a product of your own.Check the box to subscribe today.

This will somewhat qualify the people joining your list by telling them exactly what they will learn when they sign up. Of course these people will be interested in my book with that sort of ad. You will of course get people who have what I call "Check Box Crazy" and subscribe to everything they offer, but that's got to be expected.

Some places only allow them to subscribe to one mailing list from each different category. They all differ somewhat, so I recommend testing before spending a fortune.

23. Discussion Board Posting

Posting informative replies on message boards and weaving affiliate links into the

answer is a great way to profit for free from affiliate programs. Also, you have the chance to put a little signature box at the end of every post which you can advertise your website.

24. Shorten Your Urls

Normal affiliate links can be very confusing indeed and very long. One way to increase the amount of people going to your affiliate link is by shortening the url to something memorable.

Register your own domain name, this is the best way to shorten your affiliate link. Namecheap and Godaddy have domain names for under $10, you can't beat that and it gives your affiliate business a professional look.

25. Car Plates

http://www.iditplates.net - This site allows you to put your website address on your car. They will make you a website plate that can be put anywhere on the outside of your car.

It's really a good idea. Use the suggestion in affiliate tip #24 for this one.

26. 404 Errors

If you already have a website with a bit of content on it, you will notice people will try and view pages on your site that don't actually exist, or they may type in the

wrong url by mistake.

No longer do you have to let visitors see that horrible 404 error, you can actually profit from peoples mistakes by turning your 404 error pages into any sort of content you want.

I've been using EasyClick404 to change my 404 errors into pages that promote affiliate programs.

If a webpage is not found, EasyClick404 will present your own custom 404 html page to your visitors / customer. Now the retention of your customer is at your control.

Even super affiliate Allan Gardyne uses it.

27. Niche Marketing

Stop focusing on the Internet marketing field. There are so many markets out there ready to be taken by savvy marketers.

28. Create Tip Booklets

I'm really in love with this idea. I think this would have to be one of the greatest ways to make an affiliate income ever. People have sniffed around the idea before and have come close to this, but this, I believe is the best system to an automated affiliate income there is to date.

Here's the idea.

We've all been taught to create free viral ebooks to either promote our products or affiliate products and submit them to free ebook directories. This was sound advice, but I've found an even better way to make this work.

Create your own free ebook directory full of your own free viral ebooks!

Think Clickbank.com but with free ebooks on all subjects that you own, promoting affiliate programs 24/7.

People go to this site, download the free book they want, they pass it around, and there ya go, automated affiliate income.

But how do you go about creating these free ebooks so they produce the best sales possible? I've found by creating an FAQ list (frequently asked question) on a certain subject and then converting it into PDF, my affiliate sales have soared.

I'm not trying to heavily sell them in the book, they are getting very useful free information and I then point them to a paid resource to get more information if they want to.

I also ask them to pass the book around as much as they like.

Want an example of an FAQ list? Go here

http://www.faqs.org/faqs/body-building/hardgainer-faq/

This FAQ list is quite big and detailed. Your free books only need to be 5 or so pages long.

29. Build Your Opt-In Lists

There are so many ways to build your opt-in list, I've employed the help of an expert to explain some of the fundamentals. Read this article first, then I will explain a few more things in detail.

"How To Build your own Highly Targeted Opt-in List"

Follow-up and building good relationship with your targeted prospects is a key to success for every online business. Focusing on providing useful information that could really help your subscribers who are looking for answers to their problems, useful information which could help them in their business or even a "Step By Step Guide" and the "How To" solution on their targeted field. You can write a weekly or monthly ezine based on your targeted area that will provide useful and interesting weekly articles to share with your list of subscribers who are eagerly looking forward to hear from you every week.

Follow-up Autoresponder

What tools do I need that could help me to build-up a good follow-up system? Good

Question! Well, I personally use www.Norabots.com to run my newsletter. The features include unlimited autoresponder messages, unlimited follow-up messages. You can track your links for using their link-tracking feature, which allow you to manage your link impression and click through. Add any number and types of attachment to your follow- up messages. Personalize each message to your subscribers, which will include their first, last or full name and many more..

Click on the link below to find out more about this great follow-up and mailing list software:

http://www.Norabots.com

Now, first of all, you will need to know how to write good articles. I have some useful tips to help you write good articles. It is actually very easy to write a good article simply by reading other publisher's articles and learn from them.

You can review the great articles written by some great authors simply by subscribing to our newsletter at:

http://www.listbuildersuccess.com

Ezine Advertising

When you read most of the articles, most of them are telling you how to they use ezine advertising to promote their business.

What's so good about ezine advertising? Well, you get great exposure of your article for free! When you submit your ezine articles to other ezine owners and when they review your article and find it good and relevant to their ezine or newsletter, they will just use it to publish on their next weekly issue.

Write Good Content Articles

When you prepare to write a good article, ask yourself, how do you want your article to help you promote your business? Simple, write a good content articles which you can use it on your web site to improve on your keyword density for search engine placement. Include your author's signature below for every of your written articles which include a short introduction of your web site and your subscribing information or the URL link to subscribe to your ezine or newsletter.

You can also offer free ebooks or softwares as a token of appreciation for subscribing to your list.

Exchange ads with other Newsletter

Another great and effective way of increasing your subscriber's base is to exchange ads with other newsletter when you have at least several hundreds of subscribers in your list. Both of you will benefit from getting good number of new subscribers.

Submit to Ezine Directories

There are thousands of free and paid Ezine Directories available on the net. Simply go to: http://www.google.com

Do a search for "Ezine Directories" and you will get a list of ezine directories where you can submit your article.

You can review the top 20 Ezine Directories at:
http://ezines.nettop20.com

Those are the few ways of helping you to get started to build up your fresh new opt-in list from scratch. With the highly targeted opt-in list you have built up, follow-up with your list, build a good relationship with your subscribers and that will create a unlimited income from your list for life.

Best of Success,
Jun Han

"Discover the Highly Effective & Proven Strategies"
on building your own 100% highly targeted, responsive
Opt-in List. To Discover the TOP Listmasters Highly
Effective & Proven Strategies!

Simply subscribe to our Newsletter at:
http://www.listbuildersuccess.com

There are a few aspects Jun didn't touch on.

What happens if you want subscribers in a hurry, and I'm talking days not months and you are willing to pay for them?

If this is the situation you are in, read on.

Co registration is nothing new, but the amount of publicity it is still getting is immense. It seems most big time marketers are now setting up dozens of lists solely with brought subscribers.

So how does Co registration work exactly?

"Co-registration" is a new method of generating targeted leads for your ezine and involves placing a short ad for your ezine on other sites that reach the same target market you wish to reach. This short ad involves a checkbox that allows prospective readers to automatically subscribe to your newsletter.

Co-registration leads normally work in two ways: you can barter for subscribers, or you can buy them. We are going to talk about buying subscribers.

The 2 main sources for co registration are, www.worldwidelists.com and www.profitinfo.com/leadfactory Both run extremely good services, but I prefer www.worldwidelists.com overall. With these services, you can go from 0 subscribers to

30,000 in a matter of a few months, and the cost to you? Around $5000! That's pretty good in my books.

The secret to making a success with this type of advertising is to have an intensive email marketing system setup. You want to give these people the best information you possibly can, and then sell to them once you've gained their trust.

As good and as cheap as this advertising is, it's not the most targeted out there and you really need to build a trust with your subscribers.

30. Backend Marketing

This is where the real money is made online.

Why?

Because it's free advertising. You've already got the names and email addresses of your customers in your autoresponder, so all you have to do is send out an email.

Your customers should be treated like gold, because they've shown you that they trust you and are willing to buy from you.

You should also work your leads list. These are the people who may have signed up for some free information you were offering but didn't buy anything from you.

While some of these people will probably never buy anything from you, you should not discount your leads list.

So how can you optimize your opt-in lists? Offer your lists everything they need to succeed online!

For example, if your product is about affiliate programs, your customers and leads are going to need webhosting, domain names, more information, seminars, video's, and the list goes on.

The way it should go is you start them off with a lower priced product and you work them all the way up to the big products.

So how can you do this?

Do It With Affiliate Programs

Imagine if you had to create all those products above! It would take you months if you didn't know what you were doing.

But, thankfully, other people probably have the products your customers want, and they are willing to share the profits with you, if you offer their product to your lists.

While making your own products all the way through is probably the best option in the long run, there is no reason why you can't join affiliate programs to start with.

Just make sure when you are promoting these products that they are of a high standard.

Make sure you only recommend products you use and trust.

Do It With Reprint Rights

This is a very popular option, buying reprint rights to other people's hot products. The advantages to this are huge, but it also has some disadvantages.

For example, reprint rights can get expensive, and if you don't know that your customers want the product, you could waste a lot of money. This has happened to many people.

What you should do before you buy any type of reprint rights to a product is do an online survey to your mailing lists.

It's very simple to do an online survey or poll if you will. You can get the software from http://www.Oneminutepoll.com. To see an example poll, have a look at Phil Wileys web site at http://www.ezinetools.com.

This way, you can ask exactly what your customers and leads want before you give it to them. There is no way you can lose with this scenario!

The advantages of reprint rights are numerous. I mean, if you already have your own customer and lead list, you are basically sure to win with this method, if you buy the right product.

So where can you find reprint rights to

products for your market?

One way would be to contact people with exsisting products that you have purchased and enjoyed. You can work out a deal with the owner of the product to get reprint rights to their product to sell to your list for a very small price. I wouldn't spend over $500 on any reprint rights if I could get away with it.

[Ebay](#) is another good way to find products. If you go to the businesses for sale:web site section, people are selling all sorts of businesses. You can get reprint rights to books, videos, membership sites, physical products, software, just about anything you can think of.

Do It With Your Own Products

Of course this is the best method, but it's also the most time consuming.

I won't get into product development here, for the simple fact, it could fill one hundred books, and there are products out there already which do a very good job at it.

Before I get into this section, if you are interested in creating your own products, here are four must have products to get you started.

1) Terry Deans
http://www.Netbreakthroughs.com

2) Bill Myers http://www.Bmyers.com
3) Marlon Sanders www.yourownproducts.com
4) Marlon Sanders www.gimmesecrets.com

I just joined the Bill Myers membership site, and it's amazing. For $24.95 for three months, he shows me everything about product creating, and sample product ideas.

I'm now learning how to create DVD's for profit and I'm just about to release my first DVD product on selling on eBay.

What I'm going to do is license the video to people who want to sell it themselves. I'm selling 20 license copies at $500 a pop, and that's it so I don't saturate the market. That's $10,000 for a few days work and that's good business in my books.

Ebooks take a very very long time to write, so I recommend you start with audio products or videos. All you have to do is interview someone in your field on a topic your customers and leads will be interested in, create the audio cassettes and send them out.

This type of product will easily sell for $97 or more!

Physical products have a much higher perceived value then ebooks and the like.

31. Select A Profitable Affiliate Program

People will always tell you to only promote affiliate programs that you know something

about or have a passion about, but I think that's totally full of it.

I know a lot about Cricket (That's a sport us Aussies play) but I'm not going to promote an affiliate program selling cricket gear because it would be in possible to find a large enough market, and the last affiliate program I saw for Cricket gear was offering 15% of every sale.

There is no way I'm going to go ahead and pour time into something that's going to pay me virtually nothing in return. The only reason I would promote an affiliate program is for the money, not for a warm fuzzy feeling in my stomach.

Now that I've said my little bit, I have to retract it somewhat and add that I never promote a product I've have not used OR in rare circumstances I will promote products that are well known and I've heard good things about.

Since we are looking to create quicker affiliate profits then usual, look for a program that will pay 40% to 50% of every sale to you. The only exception to this would be if your promoting residual income affiliate programs. Residual income affiliate programs pay you per month on what you sell. For instance, say you start promoting a web hosting company and you sell 10 hosting packages for $25.95 a month, and for every sale you get $10.00. Then as long as they stayed signed up for

the web hosting, you get paid $10 every month without doing any extra work.

I love these kind of programs, but your not going to want to use these as the first affiliate program you promote. Why? Because it will be very hard to break even on the first sale. To find a listing of all known residual income affiliate programs, visit LifeTimeCommissions.com http://www.lifetimecommissions.com.

Again if you're looking for a directory of affiliate programs to promote, I highly recommend you visit www.AssociatePrograms.com which is run by a very smart man called Allan Gardyne. I highly recommend you join his free newsletter which I believe is better then most paid newsletters.

If you're wondering what affiliate programs I recommend, that's a hard question. However, I promote a lot of Internet marketing affiliate programs solely because the people who run these programs have usually been affiliates themselves and know how they would like to be treated.

32. Make Yourself Different

I don't know about you, but I've always thought I was different to my peers. This is an amusing story that will probably strike a cord with most people who read this book.

When the kids at my school were playing at

lunch time, like kids do, I was setting up shop just outside the main oval. The canteen at school never really sold much in the sweet variety, so I use to bring mine to school from the local store as they were much cheaper and had more variety.

I use to come to school with a bag full of lollies and let me tell you, I was one popular kid. Kids were always asking me for lollies all day and it was getting very annoying, so I had to do something quick.

I got sick of giving my hard earned pocket money lollies out for free, so I decided to set up my own little black market lollies trade. I use to buy all sorts of different lollies you could not get from school and I then raised the price 500%. I purchased lollies for 10 cents and sold them for over 50 cents. The market was so big, I had to actually double my supply. In one day I could make $20 just by selling lollies I brought for $5.

Of course, I had certain "high roller" clients that I would give cheaper prices to, which was only fair, as they brought in most of my business. I also had a few people that you gave free lollies too, just to keep the peace.

Eventually more people started doing what I was doing and I had a little competition on my hands.

I stopped selling lollies after a few months as the demand was getting to hectic

and the local store had called my mother.

I knew I had a passion in life, but I didn't realize what it was until I was in grade 10 and I quit school to pursue a career in direct mail. Marketing was and is my life, I love it. I read everything I can get my hands on and I have a collection of books that resemble a bookstore. Of course back then I wasn't sure if I wanted to do anything seriously with marketing, but I knew I didn't want to work for anyone but myself.

Everyday I stop and think about what I would be doing if I didn't find out about the joys of working from home, and I never would have if it was not for my father who taught me there is more to life then working 9 till 5 everyday.

33. Swipe Files

When ever you see a great piece of marketing or something that gives you a great business idea, swipe it. Download, save it, print it, whatever, just make sure you save it somewhere so you can see it again with a click of a button.

I have nearly a gig's worth of swipe files, ranging from articles to really good website templates to great headlines I've seen.

34. The Main Super Affiliate Goal

The main goal of any successful affiliate is to capture as many Opt-In email addresses as possible. Don't get this confused with Spam. Opt-In email is where the person gives you their address in good faith, usually when you give them something in return. The most common would be an online newsletter or ezine, where people usually subscribe from your web site. Free online courses are another way to generate Opt-In email addresses.

Collecting Opt-In email addresses allows you to keep in contact with prospects and customers quickly and cheaply, whenever you want.

Frank Garon is the king of affiliate Opt-In mailing. Last year he generated $130,000 in profits alone without a product of his own. How? He generated a large Opt-In list overtime and gave them everything they needed to succeed online. He also became a trusted friend and offered free no strings attached consultation. What more could you ask from the man? He runs his ezine daily, which is always full of great articles and resources, and he helps any one that needs help.

There are so many affiliates out their doing the same thing over and over again, it's great to see someone taking his affiliate business seriously and thinking outside the box. I honestly think this is the best way to build a successful

affiliate business.

I highly recommend you join his free ezine list at www.internetcashplanet.com and read everything he has to say.

35. Add Bonuses To Get Them To Buy From You

One of the hardest parts to being an affiliate is making yourself different while promoting the same products probably thousands of affiliates are already selling.

One way to combat this is to create your unique set of products and offer them to people who buy the product via your affiliate link. This way you have a USP that will make people want to buy from you.

36. Strive For Reciprocal Links

Reciprocal linking is one of the best ways to get traffic to any web site. While it tends to take a lot of work, for what at first seems little result, (a link back to your site) you will soon realise that, that little link not only brings in massive traffic from the site linking too you, but also shoots you up the search engine ranking path.

So you can see how one little (but strategic) link can make a big difference. Now imagine if you had 100 little links or 1000 little links on highly trafficked web sites all over the Internet? Imagine the traffic you would get from that, and the

best part is, it's free!

Ok, so whets the process of reciprocal linking?

Basically, you want other people to link to your site, and in return, you have to link to them. Pretty simple. People have been using this method for years before Internet Marketers got a hold of it. It use to be only amateur web sites that use to ask each other for links, IE Britney Spears fan sites.

But, Internet Marketers saw the potential this has, and the way it effects search engine ranking and they took it by the scruff of the neck and made it into a professional marketing tool. Some might say they complicated the whole process, and they would probably be right.

That might sound confusing to some people, so let me explain the whole process from the top. Here is the best explanation of reciprocal linking I can give you.

Imagine you have a web site on stock trading, and you were selling books on stock trading from your web site, but all your web site is, is a sales letter. No real information about stock trading, just information on your product or products.

You, however, being the smart person you are, don't want to pay for traffic, or setup an affiliate program (which you should do in the long run). You want people

to link to your web site for free.

So what you do is the following.

A) You setup your web site with useful information about stock trading. Information that will help people. So it has to be quality, and it has to be free.

B) You contact other people in your industry and try and get them to link to you because you have the best free content on the subject, and you being the kind soul you are, will allow them to link to you and your quality information from their web site, and in exchange, you will also link back to them.

Once this is done, you will have hundreds of highly trafficked web sites linking to yours, AND as an added bonus, search engines like google will start to see that lots of other sites link to yours, so it must have good information, and it will come and check out your site, and give it a higher ranking in the search engines.

So, basically, your swapping links with other web sites, but it's more advanced then that. YOU being the greedy traffic hoarder want good links on prominent sections of their web sites, not somewhere at the back of the site that no one will see.

So how do you go about doing this?

Read on!

How to setup your web site for reciprocal linking

I think the best way to explain to you how to setup your web site is to show you an example.

http://www.bizpromo.com/free

Look at how Terry Dean (the owner of the website) has placed all his free articles into a easy to use directory.

Do you think he has sites linking to him? You betcha.

Wanna see exactly how many sites link to Bizpromo.com? Easy. Here's the link, and once again, we owe all this to alexa.com!

www.alexa.com/data/details?url=www.bizpromo
.com

721 links back to that site.

That's the direct link straight to the bizpromo.com site, or you can go to alexa.com and use the search function they have there.

Terry Dean has a stack of articles there that people can use themselves (yes that's right, he lets them put his articles on their sites, just as long as he gets his by-line in promoting his products) or link straight to his web site.

So, how do you go about getting your site ready for links?

Firstly, you need to create some content. Why kind of content? Here's a run down.

You could create

Articles....
Free Courses Via Autoresponder.... (Highly Recommended)
Videos....
Free Ebooks....
Newsletter Archives.... (Example Site: http://www.associateprograms.com/search/newsletter.shtml)

All these things will get people to link to your site. Offering quality information is the best way to succeed online. You will have to try 100 times harder to even give away useless information then to sell or give away good information.

There are two more things you have to make sure you do before you go contact potential link partners.

1) Make sure you have your content page linked off your main homepage

And....

2) Create A How To Link/Link Directory Page

The "How To Link" page will show people how to link to your web site, and more then not, you won't need to link back to these

people's web sites.

Just one more thing. I know there is a lot of software claiming to be brilliant in the art of getting you more links, but the material is shoddy and the links you get from it are practically useless.

Why? Because the links you end up getting are usually in places no one even looks on the web site.

How to find reciprocal linking partners and contact them

Secrets of Reciprocal Linking Strategies

Whether you're new to the Internet or a seasoned online marketer, developing a plan to increase the number of reciprocal links back to your web site can help you bring more highly targeted traffic to your web site as well as improve your ranking in the search engines.

Link popularity is becoming an increasing important criteria for better search engine ranking. So the better your popularity, the better your ranking. You may be thinking that you'll loose traffic to your web site if you link to other web sites. Sure, that can and will happen, but you should gain as many or more NEW visitors that you not have otherwise visited your site.

Keep in mind that in addition to more visitors via linking that another big benefit here is a potential increase in

your websites' Search Engine positioning. As an online business owner you realize that their are a variety of advertising and web promotion techniques you have available to you. Linking to other web sites is a well know but little used tool that can produce significant traffic for your web site as long as it is done properly.

Understanding how to link to other sites is as important as any advertising you do. The time and energy you put into developing links to your business can pay off for weeks, months, even years to come!

First Rule of Linking

"Know Thy Self" or at least know what you want to accomplish on line, whether it's selling products or services of your own or as an affiliate, distributing or disseminating information on the Internet or even just having your own personal WebPages.

Unfortunately what I see all of the time are people who end up jumping around from one program, or provider or affiliate program after the other without any focus on what exactly they want to accomplish, other than make money online, etc.

Now, not later, is the time to look into exactly what you want your web site focus to be. Decide what primary category(s) your web site will fit into and what secondary or peripheral sites will compliment it. Once you've decided your focus you'll be

well on your way to using reciprocal linking strategies successfully.

Second Rule of Linking

"Know What Kind of Web sites Will Compliment Yours". There's been a lot written about how to choose web sites to link to. But I think the one thing that can often be overlooked is the fact that people all around the world have diverse interests and although they may be looking for specific information, etc on one day doesn't eliminate them from clicking on a link to a website that is totally different from what they wanted to look at yesterday. They may not be targeted to your web site but their interest brought them to you.

You would be surprised to find the information you may be searching for on a web site that compliments yours but does not directly compete with you. It happens all of the time. This is where your list of primary and secondary categories for your web site will help you decide who you want to contact to set a reciprocal link with.

Third Rule of Linking

"Know who is Linking to Your Web site". You can do this very easily by going online to www.linkpopularity.com It's FREE. There's no strings attached and it's quick and easy.

Usually it doesn't take more than 2-3 minutes to check your web site links. You

may find that you have several links back
to you that you didn't know about, some you
like and maybe one or two you don't. The
next thing you might want to do to help you
narrow your focus is to view a comparison
of your site's link popularity to your
competitors and other popular web sites at
http://64.232.113.195/publinkpop

Enough With The Rules Already

Before you go contacting webmasters, now
would be a good time to set up your Main
Links page on your web site. On this page
you are going to describe how a webmaster
can add their link to your Links Pages. You
can call this Favorite Links, Personal
Links or something similar.

Basically anything that lets visitors know
you have a Quality links page available.
Your Main Links Page should have several
categories for visitors to choose from.
Each category should link to a separate
page on your site where the category links
can be viewed. Remember to set each link so
that it opens in a new window when a
visitor clicks on it because you don't want
them leaving your site altogether and
forget where they started out from.

On this page you'll invite your visitors to
apply for the privilege of linking to you.
Why should they have to apply? Because you
want to screen their web site to be sure it
doesn't directly compete with yours and
that it also compliments yours in some way.
You can see my links page at

www.cashway.com/main_links.htm .

You also want to indicate to your visitors that a reciprocal link back from their web site is a requirement for obtaining a link on this page. Those who are serious about reciprocal linking will understand and place a link on their page.

Why not just use a FFA web site and link to 1,000's or millions of WebPages? FFA pages play a small role in your advertising but they shouldn't be included in a reciprocal linking strategy because people rarely see the FFA sites or their messages and the Search Engines don't recognize them in their criteria for determining link popularity. It's best to stay away from them as a way to develop reciprocal links for your web site.

**Contacting Webmasters **

Again the best webmasters to contact are the ones whose web sites compliment yours in some way. How do you find the sites and contact the webmasters?

The simplest way is to go to one of the major search engines, enter in the terms that describes websites you want to link to and let the search engine bring up the lists for you. You can get several hundred email address just by visiting these sites and contacting the webmaster.

It is always best to send a short email to the webmaster introducing yourself and

stating the reason you're contacting them. You may want to give the information for them to add your link to their Link Page or simply start a dialog to see if there is a mutual interest in linking.

For best results I like to find web sites that compliment mine, then add them to an appropriate link page and then send the web site owner a personal email telling them I liked their site, have added it to my Quality Links page and ask if they would link back to my web site. I also like to explain to them of some of the benefits of Reciprocal Linking and even go as far as helping them set up their own page if they don't have a good quality links page. Some will link back to you and some won't. If they don't simply delete the link and move on to the next site.

Implementing a reciprocal linking strategy does take time and effort, but it is easily manageable. Combined with an overall web promotion strategy it can be a powerful way for you to develop relevant, targeted traffic to your web pages as well as help to increase your web sites overall position in the search engines.

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