Cracking The monetization Code
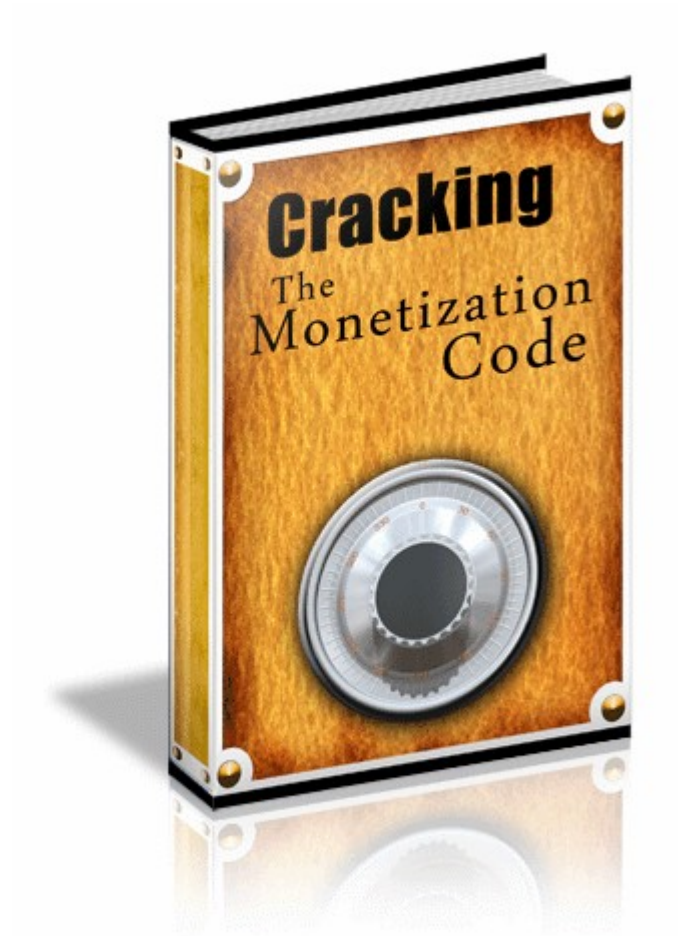
You Have Full Master Resell Rights To This Product
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Introduction

If you plan to start making money on the internet, then one of the first things that you are going to need is a way of doing so. That is, the site that you create must have some method of making money for you, which in internet marketing terms is a process known as monetization.

There are many different ways that you can make money from a web site, and the best part about it is that some money making methods can be instigated almost immediately. Perhaps not too surprisingly, however, the monetization methods that tend to be the most profitable are also the ones that take the most time and effort to put in place as well.

In this book, we will therefore look at a broad range of methods of monetizing both web sites and blogs, principally as a way of demonstrating just how easy it really can be to start making money online.   We will also consider the places that you can find these money making resources as well.

It is important to appreciate, however, that there are other factors that need to be taken into account when trying to decide what is going to work best and make the most money or you. For example, the type of web site that you are building will have an influence on how effective certain types of monetization for that site will be, as will the type of business that you are running.

Nevertheless, the main thing to understand is that there is no shortage of ways to make money from any web site that you build, and it really is just a question of you deciding how you want to start earning.

One final thing that I want to do before moving on is to highlight that making money from the internet is a truly global business. Anyone, anywhere who can get a half reasonable internet connection can do it.

You must therefore also give some consideration to the way that companies will actually pay you for your efforts. For example, if a US based company pays you by check, then that will work fine for you if you are a US resident, but it is not nearly so convenient if you live in Singapore or the Philippines.

In fact, if you live outside the USA and you get paid by check, then bank charges can have a significant impact on your net earnings, so it is something that you need to think about and be aware of.

Pay-Per-Click advertising (PPC)

No matter how new your web site or blog is, and irrespective of how many site visitors you currently enjoy, there are companies and businesses out there that are willing to pay you to advertise on your site.

Of course, common sense would tell you that the more people there are that visit your site, the more money you are going to make. That is certainly true, but it is also the case that the topic or subject matter of your site will have an influence on your earning power as well. That is something that you will quickly appreciate when we start to look at the details of the various different advertising options available.

Google AdSense

Google are the biggest online advertising company by a significant margin and, although they did not invent the concept, they are without any doubt the number one company in what is known as the Pay-Per-Click (sometimes called 'Cost-Per-Click' or CPC) advertising business.

As far as Google are concerned, there are two separate 'divisions' within their PPC business. On the one hand, there is the AdWords program,

which is the side of the business through which Google attract advertisers.

On the other side of the business, there is the AdSense program, through which Google place their advertising online.

What this program does is place contextual advertising on the Google search engine results pages that are directly related to the term that a searcher types in when they run search using the engine:

They also place similarly targeted advertising on individual web sites and blog pages as well.

This presents you with a significant earning opportunity so long as your site is somehow business related, because you cannot add AdSense to a purely personal, journal type site or blog page.

The first thing that you need to do in order to start using AdSense is to apply for an account, which is entirely free to do.

You do, however, have to have a site or blog page that you can send Google to so that they can assess whether the content that you are presenting online is suitable for the AdSense program. Here is what you therefore do in order to get your AdSense account approved as quickly as possible.

Go to Blogger.com and sign up for a blog account if you do not already have one. Remember that what you are doing here is creating a blog page that will enable Google to give you an AdSense account, so the subject matter that you decide to create your first blog around is essentially irrelevant, as long as it is somehow business related.

However, the fact that Blogger is actually owned by Google is what gives it its power when it comes to getting your account approved quickly (it will usually take no more than 24 hours). Added to that is the fact that, if at all possible, you want to start earning money straight away, so, before you begin to create your first blog, you should try to do a little research to find a good topic if you do not already have something in mind.

This is because not all adverts are worth the same, because the price that advertisers pay for a particular search term is dictated by the supply and demand in the marketplace.

Define your target using Spyfu

For example, a quick look at the 'Top 1000 High Paying keywords' that can be viewed for free from the home page of Spyu.com shows you that in the previous month, the highest paying keyword term from Google was 'conference calling companies' at $51.66.

Search engine results page advertising positions are decided by an auction, so what this tells you is that, in order to get the #1 advertising slot on the results page for this phrase, this is what an advertiser would have had to pay last month:

Top 1000 Most Expensive Keywords (CPC)

Rank	Term	Max Price
1	conference calling companies	$51.66
2	purchase structured settlements	$51.48
3	home owner secured loan	$50.36
4	mesothelioma patient	$50.23
5	austin texas dwi lawyer	$50.03
6	phoenix dui lawyers	$50.01

The basis of all PPC advertising programs (there are others besides Google that we will consider later) is that the advertiser pays every time someone actually clicks on their advert, as this action will take the person who just made the click to the web site of the advertiser concerned.

What the visitor does when they arrive on that web site is entirely irrelevant to Google or to you. The advertiser is paying per click, so that they are, in effect, paying for each visitor who goes to their page.

On your part, if you therefore join the AdSense program and show these ads on your site or blog pages, you will be paid by Google every time someone clicks on the advert that you are showing. Unfortunately, however, do note that you will not get paid the full amount that the advertiser pays to Google, for two reasons.

One, the price shown is for ads that are appearing on the search engine results pages, which are generally considered to be more valuable that ads shown on an individual web page or blogs site.

And, of course, secondly, Google will take a significant slice of this advertising revenue, and, in broad terms, it is generally assumed that Google pay out something around 20-30% of this sum per click, although no-one really knows, as the method used to calculate this is a very closely guarded Google secret.

Suffice to say that the earnings from drawing clicks on a phrase like 'conference calling companies' are going to be more than respectable. You might therefore want to create your first blog so that it targets a high paying search term of this nature.

Get your blog online

So, to return to creating your Blogger blog in order to get your AdSense account approved, let us say that you are going to focus on maximizing your earnings as well as getting account approval. You are therefore going to create a blog that focuses on showing advertising related to 'conference calling companies'.

Once you have logged in to your Blogger account, the next step is to give your blog a title and an address (URL). Both of these should highlight the key phrase or term around which your blog is going to be created as far as possible.

It is not necessary for the Title that you give the blog to be unique, but the URL address that you give it must be so.

Now, perhaps it will be no surprise to know that you are not the first person who has ever though of creating a blog that is focused on the highest paying keyword term that you can find. In other words, the chance of being able to grab the URL 'conference calling companies' is not that good, unfortunately:

As I suspected, that name is already taken, so you need to try a few variations to see what is available. You might try 'conference calling co's' or do as I have done in the next screen shot and add in a double dash (--) between each word, rather than a single one (any more than two dashes is not worth trying, however):

That is available, so I will register that and continue. Next, choose a template that you want to use for your blog, and having done that, you are effectively finished, with your new blog ready for your first posting.

Once Google have approved your AdSense account, you will be adding advertising to this blog, so what you need to do with the first couple of postings that you make is to make it absolutely clear what the focus of the blog is. In that way, when you start to place adverts on your blog page, Google will be able to identify what the page is about and send the right kind of ads to your page, that is, ads from companies who are advertising using the phrase 'conference calling companies'.

That is one of the reasons that using a directly related URL is so important., as it is the first step in the process of making sure that you get accurately targeted adverts on your age.

The next step is to create your fist post that will leave the AdSense 'spiders' (the small robot programs that they will send to your site) in absolutely no doubt what the 'theme' of your page is:

Conference Calling Companies

This blog will look at the various different conference calling companies in the market, and analyze their strengths and weaknesses. Conference calling companies are now operating in an increasingly competitive market, so this is the information that you must have if you are selecting the best conference calling company to work with.

Posted by Steve at 7:54 PM   0 comments
Labels: conference calling, conference calling companies, conference calling company

Note that the exact phrase that I am targeting has been included twice and that the singular version is also in there once. Then, I have added the same terms as 'Labels' at the bottom of the post to make doubly sure that the search engine spiders don't miss the idea of what I am doing.

Next, click on the setting Tags at the top of the page and add a description under the 'Basics' section as shown here:

Now, we need to ping this blog posting to all of the major blog directories using Pingoat and Feedshark, as these two 'pinging' programs cover just about all of the major directories between them.

Doing this also gives the search engines another 'nudge'. as it tells them that new content has been published on the blog. Pinging the blog in this fashion is therefore something that you should do every time you publish a new post.

Next, run a search for 'conference calling companies' using your favorite search engine to see what you can create your second posting about.

Here's an article that looks like it might be of interest:

RM0.45/m Audio Conference
www.teleconference.com.my   Budget prices and premium quality 24 x 7 Support Money back guarantee

conference calling
aplusconferencing.com   audio, web & video conferencing great service & pricing

Conference Calling Services, Video Conferencing, Web Companies
Conference calling Services, calls, video conferencing and Web bridging, companies, Long distance carriers, t1.
www.telechoice.net/ - 29k - Cached - Similar pages

Use Corporate Conference Calling To Close the Big Deal
5 May 2007 ... This article will examine some corporate **conference calling companies** that may benefit your business. Flat Rate Corporate Conference Calling ...
ezinearticles.com/?Use-Corporate-Conference-Calling-To-Close-the-Big-Deal&id=553369 - 46k
- Cached - Similar pages

Conference Calling Companies - How to Choose the Right One
Conference Calling Companies - How to Choose the Right One.
ezinearticles.com/
?**Conference-Calling-Companies---How-to-Choose-the-Right-One**&id=1148492 - 47k -
Cached - Similar pages
More results from ezinearticles.com »

I have two choices as to what I do with this article.

The first option is that I can simply download the article in question from the ezinearticles site and add it to my blog 'as is'.

Doing that is certainly very simple and quick but it also means that I have to add the original authors resource box to my blog too, which provides an external link to his (or her) site. That presents the reader of my blog with another way or option for leaving my site, and I don't really want to do that because the only way I want them to leave me is by clicking on an advert.

For that reason, it would make much more sense in monetization terms to read the article through a couple of times and then rewrite it, or a section of it, in my own words for the blog.

That is what I will do before applying for my AdSense account:

Conference calling companies - how do they make money?

There are several ways that conference calling companies make their money, with the most common methods being through a regular subscription or a one off fee for initial connection. Some conference calling companies use a hybrid combination of the two, but, because the marketplace is so extremely competitive, very few conference calling companies try to hold their customers to a fixed contract.

Posted by Steve at 8:55 PM   0 comments
Labels: confenerence call, conference calling, conference calling companies

Okay, now I simply apply for the AdSense account which should take no more than 24-48 hours to get approved.

Once it is approved, you click on the 'Layout' Tag at the top of the Blogger page, and click on 'Add a Page element':

Add a Page Element

That will present you with a window that offers you all of the different elements that you can add, including AdSense. Add your AdSense ID, choose the format that you want the ads to appear in, and click on save changes.

And that should be it, the AdSense ads will be shown on your blog from the next time you refresh the page.

Incidentally, you may find that at first, the ads that are shown are not well targeted or relevant to your blog, but as soon as you make another posting, then you should see that the ads become much more accurately targeted.

Other PPC advertising options

As mentioned earlier, Google are by far and away the largest PPC advertising company, but they are not the only ones by any stretch of the imagination, so here are a few other PPC companies that you might like to consider.

[Target Point Ads Market](#) is an alternative to AdSense that I like, mainly because the program not only sends the most targeted ads to your site, but it also ensures that they are the most profitable ones as well. This therefore guarantees that when you use Target Point, the ads that are being sent to your blog or site are always the ones that are going to make you the most money.

Another program that is interesting is [Revenue Pilot](#) because, in a similar manner to the way that we chose to build our blog focusing on top paying keywords, Revenue Pilot includes an option to do exactly the same. So, you can, of course, use the program to send the most targeted ads to your site, but you don't have to. You could instead focus on featuring only the highest paying ads on you site if you want to, and, as this program claims that it offers the highest payouts in the industry (at 60% of advertising revenues received), that might offer you a very interesting option.

One thing about using some of the alternatives to AdSense is that many of the sites offer advertising materials that are a little bit different to those on offer from Google, which makes it a little easier to make your site or blog page look different.

One such example is [Miva](#), who offer three different ad formats, and I find that their 'in-line' ad format is especially effective. In this particular type of advert, a keyword is highlighted in the body text of your article or blog posting and when the visitor rolls their mouse over it, the ad itself pops up:

In the previous st[...] posts, you'll need to remove the mason's line centered over the footings. You will need a 10" portable circular saw for this section and it will take approximately 4 hours. You will also require one 2lbs hammer and a plum line. You might want to add another line to help you to align the posts.

Cut Your Posts Down to Size. Always rough-cut posts longer than actually needed. Hammer the

The action of the advert being shown is therefore prompted by the visitor themselves, and this has been something that I have found to be a very effective form of advertising in many of my blogs. However, do be careful. Using other advertisers on the same page as AdSense can get Google very upset, so makes sure that it is okay before doing so.

Cost-Per-Action advertising (CPA)

As an alternative (or, indeed, in addition to) PPC advertising, you may want to monetize your blog page or website with what are known as Cost Per Action advertising materials, or CPA.

What happens with this form of advertising is that you get paid when a visitor to your web site or blog page take a specific action that the advertiser requires.

Most commonly, this will be something like collecting a lead on behalf of the advertiser, which is quite a normal thing in certain service based industries like mortgage lending, credit cards, online dating sites and so on.

There are many sites that focus on CPA advertisers, and even some sites that do not necessarily focus all of their efforts in the direction of CPA advertising do nevertheless offer CPA opportunities.

For example, one of the biggest affiliate marketing sites, one that we will look at in some more detail later is Commission Junction. Many of the advertisers who feature their advertising programs on the site are paying affiliates for sales made, but many others are willing to pay for leads:

Basically, you apply to the program in question and find out what the exact requirements are for a lead as they define it to be generated, and for you to get paid. As this will most commonly need your site visitor to complete an online form, you then put the form on a page of your site and drive visitors to that page.

Completing the form obviously costs your visitor nothing and, as long as the visitors that you are driving to pages that feature CPA advertising are targeted well enough, then featuring CPA on your site can make some very good money for you.

In fact, some site owners actually incentivize their CPA offers page by adding their own free gift that they will give to anyone that completes the form, although you should read the terms and conditions of the CPA advertisers program very carefully before doing this, as many of them specifically forbid you from offering additional incentives in this manner.

Here is a list of other sites where you can find details of other advertisers who are looking for web site or blog publishers to carry CPA advertising on their pages:

- AzoogleAds
- CX Digital Media

- [Commission Junction](#)
- [COPEAC](#)
- [ROI Rocket](#)
- [Snap](#) (Search Engine Advertising)
- [Affiliate Fuel](#)
- [Turn](#)
- [RocketProfit](#)
- [ROI Matrix](#)
- [Millnic Media](#)
- [Hydra Network](#)

The main advantage of using CPA advertising on your site is that (as can be guessed from the Commission Junction screenshot on the previous page) the pay outs from this type of advertising are significantly higher than those from PPC.

However, you do need a far higher degree of commitment from your site viewer, and so the key to running a successful CPA advertising campaign is to ensure that your visitors are extremely well targeted for the offer that you are going to place in front of them.

Cost-per-thousand advertising (CPM)

Cost-per-thousand (CPM, with the 'M' coming from the Roman numeral for 1000) advertising is where you would show 1000 impressions of an advert on your site and get paid for doing so, no matter what action your site visitor takes (if any). In fact, even if the site visitor has not seen the advert at all makes no difference whatsoever – you would still get paid.

From this, it must be obvious that CPM advertising is the lowest quality advertising of all of the options that we have so far considered, as you can place the ads in the most obscure places on your page and still get paid.

Logically, this lack of quality therefore explains why the pay outs per one thousand ads are usually only a few dollars, so you are not going to get rich through featuring CPM ads.

On the other hand, some people do make reasonable sums from building pages that are packed with CPM advertising materials and then showing those pages through high volume traffic generation programs like traffic exchanges.

And, even if you do not want to go along that route, the point about CPM advertising is that it is effectively money that you get for doing almost nothing, so there really is no reason why you cannot make a little extra cash this way.

Here are some sites where you will find CPM advertising programs featured:

http://www.burstmedia.com/

http://www.adpepper.com/en/

http://www.ampiramedia.com/

http://www.interclick.com/

http://adsmart.net/

Take a look and then decide whether CPM is something that you want to be involved in or not.

Selling advertising space directly to the advertiser

When we were looking at creating your own Blogger blog pages earlier, I highlighted that there are several advantages to using Blogger, but it is important to appreciate that there are some disadvantages as well.

Primary amongst these is the fact that, unless you set up your Blogger blog in an 'advanced' manner, then it is hosted by Google, rather than by you. This means that no matter how popular your blog page becomes, you are never totally in control of it, and Google can, for example, shut that blog page down without any notice if they decide that they want to (and that does happen quite regularly).

Similarly, you can never make that blog page popular in its own right either.

For example, if we take a look at the Alexa ranking of my 'conference calling companies' blog page that I created only a couple of hours ago, it is shown as being the ninth most popular web site in the world:
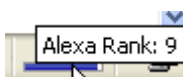
Now, obviously, it is impossible that my blog has become that popular in just a couple of hours, so it is clearly the Alexa popularity rating for Blogger.com that is being shown, not the rating for my own individual blog.

The importance of this is that once any web page or blog that you create becomes popular enough, then it is entirely feasible to sell advertising space on the page directly to the advertiser, and using a Blogger is never really going to work in this respect.

That is not to say, however, that you cannot use a blog, but it must be one that is hosted on your own hosting account with your own domain name attached. In fact, using a blog is almost perfect for this situation, because that allows you to continually add fresh new content on a regular basis without too much fuss or unnecessary effort, and that is going to help your page become that much more popular more quickly.

As mentioned above, it is possible to do this with Blogger (using the 'advanced' option), but it is far simpler, quicker and more effective to do so using Wordpress.

If you already have your own domain name registered and hosting account created, then you have two options for installing a Wordpress blog on your site.

If your web host provides a cpanel from which you manage your site, then look for the 'Fantastico' or 'Fantastico Deluxe' icon in the cpanel:

Click on it, then look for Wordpress under 'Blogs' in the list of programs that appears on the left hand side of the screen:

Click on it, and from there, installation will take less than five minutes.

Alternatively, if you have no access to either a cpanel of 'Fantastico', then you can download Wordpress for free from Wordpress.org, and follow the installation instructions on the site, which should still take less than an hour start to finish.

The beauty of using Wordpress is that you can get started building our own site by adding posts pretty much straight away, and as long as you

then fill the blog with useful, valuable content on a regular basis, you should soon start seeing your popularity increase.

One commonly used measure of popularity is Alexa that we looked at earlier, but a far more common one is Google Page Rank, and once you start to see the Google PR of your page rise, then you can start to seek direct advertising opportunities.

Generally speaking, once you have managed to get your PR up to or above 5/10, you should be able to find advertisers who will be interested in advertising on your site, and the higher your PR climbs, the more advertisers you will be able to attract.

This naturally means that you will be able to charge more money to these advertisers as well, and there is no doubt that there is good money to be earned in this way.

For example, one very popular site with copywriters (people who create the copy for web pages) is Copyblogger.com, which is, incidentally, a Wordpress blog just as highlighted above.

The home page of the Copyblogger site has attained a Google Page Rank of 7/10 (note that PR applies to individual pages, not the whole site). Google Page Rank for any page can be checked by typing the URL into the Page Rank Lookup page of the excellent SEO Chat website, incidentally.

Take a look to the right hand side of the Copyblogger home page and you will see six adverts that look a little like this:

I believe that those adverts cost $1500 a month which is cash that goes directly into the pocket of the site owner, so there is no doubt that selling advertising space on your site directly to the ultimate advertiser is an option where there is good money to be made as well.

But, before you can get to that stage, you need to make your site popular, and there is no quicker way of doing that than by creating a Wordpress blog site that carries pertinent, interesting news and stories that is updated every couple of days.

Paid to blog

There are some sites like Pay Per Post where you can find advertisers who are willing to pay you to write a blog posting for them, that links back to their site. Most of the advertiser who do so most commonly want fairly neural posts creating, so you do not even have to sell your soul in order to make money this way either.

Once again, the advertisers that will be willing to pay you will vary according to the Google PR that you have already attained, but there are

advertisers on the site who will even pay you if you have a Google PR of zero, although the amount is not going to be too great, obviously. Having said that, the top earners on the Pay Per Post site are pulling in thousands of dollars a month simply by adding sponsored postings to their blog, so there is money to be made once you get your blog established and rated.

This is nevertheless a very quick and easy way of starting to earn money pretty much as soon as your blog page is first published and whether it is a Blogger or a self-hosted Wordpress blog will make no difference at all either.

Run a Google search for 'paid to blog' and you will find quite a number of programs like this.

Affiliate marketing

For many people who decide that they want to make money from their own online business, the first option that they will try is selling as an independent affiliate sales person.

What this means is that they will be selling the products or services of someone else in return for a share of the sales proceeds paid out as a commission for every sale made.

The reasons that this is such a popular starting point for so many new online marketers are obvious.

You do not need your own product or sales page, and you can get started as an affiliate marketer almost straight away. As an affiliate marketer, your job is less concerned with making the sale, and far more focused on getting people to view the sales letter page that the original product creator made.

At its central core, affiliate marketing is a numbers game, because the more people that you can drive through your affiliate link to the product or service that you are working with, the more sales you will generate and therefore the more money you are going to make.

Of course, as with anything that has upsides, there are downsides to affiliate marketing as well.

You have little or no control over how the original product creator runs his site and his business, so that if, for example, his customer support is very poor there is little that you can do about it. However, the site visitor that you sent to the page who bought the product is still most likely going to blame you, so such 'back office' considerations are something that you should bear in mind before deciding to promote any particular product!

Another significant and major disadvantage of affiliate marketing as it is practiced by most affiliates is that it builds the mailing list of the product creator and not your own.

As you may have read elsewhere, a responsive mailing list is one of the most valuable assets that any online business could ever have, and if you market affiliate products in the way that most affiliates do, then you are never building your own list.

This is why, if you are going to make your money as an affiliate marketer, you must do so in a manner that is a bit smarter than that adopted by most affiliate marketers, which is something that we will come back to a little later.

Before discussing that in detail, however, let us look at where you can find product and service providers that are looking for affiliates to sell their wares.

Digital products that affiliates can sell

Probably the majority of people who start off by selling products as an affiliate will do so by marketing digital products because doing so has some significant advantages for that affiliate.

A digital product is one like an e-book or a software program that the product creator will make available for instant download as soon as the customer has completed the payment process.

This means that it is far easier to land 'impulse buyers' when selling a digital product than it would be selling tangible, real world goods which need physically delivering. It also means that the payment itself is completed much more promptly, so the affiliate is generally more certain of getting paid their commission.

Having said that, almost every digital product that is sold online is sold with a guarantee that is an intrinsic and important integral aspect of the sales process, so a smart affiliate marketer never 'banks on' that commission staying in his or her pocket until the guarantee period is up.

This is one reason why selling an affiliate product that comes with a full lifetime guarantee (as some now do) represents a more risky strategy, but that is a different story.

Most people that are selling e-books and software programs online will generally do so through one of the major affiliate network sites like Clickbank or PayDotCom, mainly because these are the sites most commonly frequented by the people who are likely to buy such products.

So, for example, Clickbank features over 10,000 products that are promoted by more than 100,000 affiliates worldwide. Every week, there are several hundred brand new products added to the site, whilst others that are getting a bit 'tired' are removed, so that there is always something new to promote featured on the Clickbank site.

PayDotCom, on the other hand is a far smaller (but a growing) resource, but in most other ways, it is very similar to Clickbank, with a large number of different affiliate programs available.

One thing to note about PayDotCom, however, is the fact that affiliate commissions are paid via [PayPal](#), whereas Clickbank makes all payments by check, which can be far less convenient if you are a non-US resident.

However, no matter which of these sites you are using, the key to making money is still exactly the same. You must pick the right product, something that is in demand or (even better) will become so.

In fact, most people who take up affiliate marketing do not succeed specifically because they choose a poor product to promote, and the simple fact is, if the product is something that people are not going to buy, then no matter how hard you try or how much money you spend in your efforts, you cannot sell it!

So, let us look at a couple of ways that you can make sure that the product you select is popular enough to sell, using Clickbank for the purposes of illustration.

The first thing to say is that, with over 10,000 affiliate products available, there is a lot of choice.

It therefore helps if the product that you are going to promote is something that you can get enthusiastic about. If you love and believe in the product, then it is likely to be considerably easier to sell, and you will be better at the doing the job as well.

For the sake of this illustration, imagine that you are someone that loves horse racing and want to promote a product that is related to your favorite sport. It is therefore fairly natural that you might choose something related to horse racing and gambling:

Search the ClickBank Marketplace

Category: All Categories ▼ Subcat: All Sub-Categories ▼
Keywords: horses Sort by: Popularity ▼
Product Type: All Products ▼ Language: All ▼
Show: 10 ▼ results per page [Go] [Reset]

1) BetFair Loophole - 1,000 Sales In 4 Days! Paying Out 60%, Incredible Horse Racing Betting System.
$/sale: $44.70 | Future $: - | Total $/sale: $44.70 | %/sale: 60.0% | %refd: 83.0% | grav: 33.20
view pitch page | create hoplink

2) The Betalay Horse Racing System. This Sells Because It Works!***It Generates Huge Profits!***Its Unique!***Its Proven!***Its A Best-Seller!***Affiliates Earn A Whopping 50% Commission!***We Do All Of The Work For You!***Just Watch The Money Roll In!
$/sale: $44.71 | Future $: - | Total $/sale: $44.71 | %/sale: 50.0% | %refd: 84.0% | grav: 17.54
view pitch page | create hoplink

3) Smart Bet Wizard. How To Bet On Horses & Win Everytime!
$/sale: $65.78 | Future $: - | Total $/sale: $65.78 | %/sale: 75.0% | %refd: 78.0% | grav: 11.91
view pitch page | create hoplink

4) Go Fibonacci | Horse Racing Betting System. 100% Success Rate! | www.gofibonacci.com/affiliates.html For Affiliate Tools.
$/sale: $40.42 | Future $: - | Total $/sale: $40.42 | %/sale: 50.0% | %refd: 89.0% | grav: 9.69
view pitch page | create hoplink

Whenever you are considering a product from Clickbank that you are thinking of promoting, what is important is the information contained in the green line of text below the main product information. There are several things that you want to know from the details contained here.

First, the amount of money that you will earn as an affiliate per sale is clearly of importance, and that is the figure shown to the far left. In this example, the top rated product is paying out $44.70, which is quite reasonable.

Depending on the market that you are interested in, you will sometimes see products on Clickbank that pay out as little as $10 or even less. I would suggest that you don't waste your time with such products, because, in truth, the amount of work and effort that goes into promoting something that makes you $40 or $10 is pretty much the same, so why waste your time?

Again using the top rated product as an example, moving to the right, you will see that the amount quoted represents 60% of the total sales price.

You may wonder why anyone would give away such a significant proportion of their potential income. There are two reasons why doing this would make sense for the product owner.

The first and most obvious reason is that, the bigger the percentage that the product creator is willing to give to his affiliates, the more likely he is to attract lots of people who are willing to promote that product.

Secondly, a smart product creator knows that every sale is another name added to *their* mailing list, and that is where the real long term profits lie.

It therefore makes sense that they should be willing to give up a large proportion of the initial sale proceeds in order to get people onto their list. For this reason, you will now see commission rates as high as 75%, as can be seen from the program featured at number 3 on the preceding page.

To return to the 'green line', the final figure that you need to look at is the one to the far right of the information which is the 'grav' or gravity of the product. The exact way that this number is calculated is a closely guarded Clickbank secret, but what it essentially tells you is how popular the product in question is.

What you are looking for here is a product that is popular, but not overly so, as that would tell you that there were already too many affiliates in the market who are already promoting this product. That probably means that there is too much competition, which is likely to make it very difficult for you to make any money.

What you are therefore looking for is a gravity figure of somewhere between 20 and 90 to give you an indication that the product has enough popularity to be promotable, but not too much, and the closer the number is to the bottom end of the range, the more promotable it is likely to be.

In this case, the top rated product has a gravity of 33.20, which would be pretty much ideal.

The final thing that you therefore need to check on is the quality of the sales letter itself, and, on this one, you should pretty much go with your own gut feelings. Click on 'view pitch page' and simply see what the sales page looks like.

Take a moment to read it through and see whether it 'sells you' on the product. If it does, then the chance are that you are not going to be alone in your feelings about the page, and other people with similar interests are going to find it attractive as well.

That means that the sales letter is doing its job, and the chances are good that it will sell.

If therefore you were into the horse racing and gambling market, the product shown at #1 in the previous screen shot would definitely be one that you should consider promoting.

However, what you have just found is a product that is already established in the market, one which other affiliates are already promoting (although not too many).

An alternative strategy is to try to locate products that are not yet popular, but are likely to become so. You can do this from an excellent resource (site) called CBEngine.com. This is a site where, amongst other things, you can get a regularly updated list of all of the products that are newly listed on the Clickbank site (as well as those that have been removed).

New ClickBank Products

88 new products in the ClickBank marketplace. See the re-listed page for more products. Sort by Product Name
show descriptions

☑	Rank	Product	Earn%	Earn$	Gravity	Price$	Info
		Product Averages View					
	146	Rocket Chinese! Brand New Product NEW!	70%	PRO	1	PRO	
	829	Stay Married Forever With Dr Joey Ultimate Study ... NEW!	65%	PRO		PRO	
	56	London Forex Rush System NEW!	60%	PRO	11.15	PRO	
	648	Search Engine Submission & Express Listing NEW!	45%	PRO		PRO	
	1041	The Wedding Income Toolkit For Ministers NEW!	50%	PRO		PRO	
	828	Proven Poker Strategy! Strategy And Sales Page ... NEW!	60%	PRO		PRO	
	644	Google Money Easy To Sell This Bundle . Make ... NEW!	67%	PRO		PRO	
	995	Millionaire Entrepreneur David Anderson NEW!	40%	PRO		PRO	
	569	Laying Supremo - Sports Betting Manuals NEW!	50%	PRO		PRO	
	464	Sports And Recreation NEW!	50%	PRO		PRO	
	957	Tailwind Trading System - Breakthrough Stock ... NEW!	50%	PRO		PRO	
	224	Landing Page Optimization ** Increase Your ... NEW!	40%	PRO	0.96	PRO	
	782	12 Subliminal Message Audios NEW!	75%	PRO		PRO	
	50	Olympian Niche Marketing Profits - Dominating ... NEW!	75%	PRO	24.8	PRO	
	391	Manifestation 2.0 NEW!	70%	PRO		PRO	

From this, you can see that this week there are 88 new products listed on Clickbank, and that a couple are already showing a decent degree of gravity. These would definitely be programs that I would investigate, because when new products show gravity very quickly, that generally suggests that the top internet marketers have already jumped on the product in question.

Doing things this way around – picking up on a product that appears like it will be a good seller, rather than one that you are interested in or that is already selling – may seem to be a bit the wrong way around, but it is not necessarily so.

After all, as an affiliate marketer, your primary concern should always be to find the products that people most want to buy, and using a site like CBEngine enables you to steal a little bit of a march on the competition, which is always a good idea.

As a general rule, therefore, I always have a look at the CBEngine site at least once a week to see what is new, and anything that is already showing decent gravity is a product that I am always going to look at in more depth.

Selling 'real world' products as an affiliate

Depending on the way that you operate and the business that you are in, you may be more interested in selling tangible, 'real world' products than e-books and software.

For example, if you are involved in the weight loss and dieting field or in pet care, then the chances are that there will be lots of tangible weight loss or pet related products that you can promote as a way of monetizing your site in addition to those that you might find at Clickbank or PayDotCom.

One of the sites where you will find such products (or services) that we have already mentioned is Commission Junction. In fact, this is the biggest site of its type, with a huge range of companies listing their affiliate programs.

Of course, there is absolutely nothing to stop you listing both digital and 'real word' affiliate products on a web page, but there are a couple of things that you need to appreciate before you start working with Commission Junction.

First, unlike Clickbank, where you apply to the program manager (i.e. to Clickbank) to become an affiliate, when you are using Commission Junction, you apply to each separate program individually. So, if, for example, you want to become an affiliate for ABC company, then you have to make an online application through Commission Junction to ABC company to do so.

The criteria that each individual company applies in order to decide whether your application will be accepted or rejected differ, of course, but the one thing that all affiliate program managers look for is a web page through which you are intending to promote their program.

So the first thing you need to have is a web page which you show to the affiliate program manager in question, and that page needs to be in place before you make your application. Secondly, that page needs to be relevant and appropriate to the product or service that you are planning to promote.

There is absolutely no point applying to be an affiliate for a weight loss product company if your web site is related to dogs or cats, for example.

Once you have an appropriate web page in place, however, you simply decide what programs you want to apply for and go through the necessary process to see whether your application is accepted.

Apply to Program Select All						
Advertiser	3 Month EPC (USD)	7 Day EPC (USD)	Network Earnings	Sale	Lead	Click
☐ UNIBET » View Links	$216.69	$0.00		Sale: 30.00% GBP Performance Incentive		
☐ Paddy Power » View Links	$175.84	$343.76		Sale: 20.00% - 25.00% GBP, £5.00 - £11.00 GBP Performance Incentive		
☐ Extrabet.com » View Links	$174.06	$170.48		Sale: £25.00 GBP		
☐ totesport » View Links	$124.34	$223.02		Sale: £5.00 - £10.00 GBP		
☐ Betfred Poker and Casino » View Links	$85.45	$115.87		Sale: 20.00% USD		
☐ Skybet » View Links	$46.56	$35.75		Sale: 100.00% GBP		
☐ Betfair.com » View Links	$43.46	$17.13		Sale: £25.00 GBP		
☐ Jack Pot City » View Links	$40.65	$0.00		Lead: £20.00 - £50.00 GBP		

Doing so (continuing to using gambling as our example) is simply a matter of choosing the program (s) that you want to apply for, checking the box next to it and clicking on the 'Apply to Program' link at the top of the page.

When you do so, one of three things will happen.

First, if the site in question does not believe that the page that you have registered at Commission Junction is relevant or appropriate, they will decline you out right.

The second option is that they will manually review the site that you have submitted and then let you know. In general, that process will take a few days only, and so, if you do not hear from them within 24-48 hours, you can pretty much assume that your application has been rejected. Third, some programs will automatically accept your application so that you can start promoting immediately.

As with promoting digital products as an affiliate, there are advantages and disadvantages to promoting real world, tangible goods.

On the downside, the goods are generally going to need delivering, and that can cause additional headaches for you, even though you are not directly responsible for the physical delivery yourself. For example, depending on the delivery arrangements that the merchant makes, the products can get lost or damaged in transit, and that is going to delay your commission payment.

Even the cost of delivery can be a factor in deciding how successful your promotional efforts are going to be.

Whilst many Commission Junction merchants offer free delivery, not all do, so that is something that you might want to look into before you make your decision on which products or services you are going to promote.

On the upside, one of the great advantages of finding a real world affiliate program through a site like Commission Junction is that you can find products on the site that are consumables, stuff that people buy, use and then have to buy again.

There will be many such products, for example, in the weight loss and dieting industry, and that offers a huge advantage to you, as, every time someone buys the product in question, you will get paid.

Selling such consumable products is therefore a great way of building a regular income stream from consistent, regular sales in a way that you can never do selling digital products. If you sell e-books or software programs, then each customer is only ever going to buy from you the one time, and that is it, your business with that customer is effectively finished (especially as you may not have added them to your mailing list).

If, on the other hand you are selling consumable tangible products, then that customer will come back to you time and again to buy and, every

time they do so, that is another sale that you will make and more commission in your bank account.

For that one reason alone, selling the right type of tangible products can be one of the best ways of making money from affiliate products.

Commission Junction is not, of course, the only tangible real world goods affiliate program site that you can use. You should also take a look at ShareASale and LinkShare as well, as they have some very good affiliate programs on their sites too.

Stand out by doing things differently

When you are promoting as an affiliate, it does not matter whether you are selling tangible goods or digital ones, there is one fact that you have to realize and accept from the outset.

That is, you are working in an extremely competitive marketplace and there are lots of other people out there who are pushing exactly the same products as you are.

It will therefore benefit you to adopt a different approach to your affiliate marketing efforts, and not only because doing so will make you stand out from the crowd.

We have already seen that if you are promoting digital products, most of your competitors are sending people directly to the sales letter of the product creator and are therefore losing the opportunity of adding those people to their own mailing list. That is definitely not a smart move in terms of building the long term profitability of your own business.

Also, as suggested above, if you want to promote a physical product from site like Commission Junction, then you need a web page that you can show to the product owners.

Finally, remember what we said earlier about selling advertising space on your page directly to the advertiser? You can hardly do that if you are sending everyone straight to the sales letter for the affiliate program that you are promoting, can you?

There is another thing to consider too. If you are promoting a Clickbank product, then the link that you will use to promote will look something like this:

http://JohnSmith.bfloop.hop.clickbank.net

where the section in blue is your personal user name and the bit in red is the code for the particular program that you are promoting.

As previously highlighted, there are over 100,000 people who are promoting products from the Clickbank site, and there is therefore a reasonable chance that sometimes, you will be promoting a Clickbank product to other folks who are also associated with Clickbank.

What is to stop them simply replacing your user name with their own, so that they claim the commission that was rightfully yours? The answer to that question is, unfortunately, there is nothing whatsoever to stop them doing this, and stealing other affiliates commissions in this way is a fairly common occurrence.

It therefore stands to reason that you do not really want to use a direct Clickbank link like this if you can help it.

Finally, some of the most effective forms of free promotion will not work if you are using a direct link to a sales letter for a product to which you are affiliated.

For example, writing articles and submitting them to the major directory sites like EzineArticles and GoArticles is a very effective form of free promotion, but you cannot include links in any such articles that go directly to a sales letter for a product to which you are affiliated.

For all of these reasons, it makes far more sense to use a page on your own site to promote from by writing a review of the product that you are promoting. Make this review as honest as you can, and ensure that it is not too fulsome in its praise of the product in question, otherwise people are not going to take it seriously.

Highlight any flaws in the product by all means – that makes it seem far more honest – but make sure that, in the final analysis, you do give it a solid thumbs up.

Include a name capture form on your page, and offer the reader a free gift for joining your mailing list. Not everyone will do so of course, but at least some will, and that me that you are adding names to your list, rather than only doing so for the product creator.

Then, add an additional free gift for anyone who buys the product through your link. Do this by telling anyone that visits your review page that, once they have made their purchase through your link, all they

have to do is send you the receipt number and you will send them the free gift within 24-48 hours.

Make sure that this gift is something that is quantifiably valuable.

So, for example, you may want to buy another product from the Clickbank site that you can obtain resell rights to, and add that in as the free gift that is included in your 'special package'.

This means that you can say that the product that you are giving away 'normally sells for $X on Clickbank' but you are including it for free as a thank you for buying through your link. This shows the buyer the exact value of what you are giving away, and doing this will always encourage people to make their purchase through your link.

Finally, do not leave your affiliate link 'uncloaked', no matter what product you are promoting or how you are doing the job.

You can use the free services of a site like TinyURL or ViralURL to create a masked redirect link so that no-one can steal your commission, irrespective of the program that you are promoting.

Amazon and eBay

Can you imagine how powerful it would be if you were able to work with two of the most popular web sites on the internet?

Well, you do not actually need to imagine, because building your own store site for either of these programs is a piece of cake!

First, if you sign up as an affiliate for [Amazon.com](#), one of the options that the site offers you to promote their products is to create what is known as an 'aStore', which is essentially a store page that is populated by the most popular products from the Amazon site.

These products are chosen for you by Amazon with reference to the keyword or term around which you create your 'aStore' site, so you are totally in control of exactly what is being shown on your store page.

It is therefore extremely quick and simple to create a store page using Amazon, and obviously, many of the products that would be presented by Amazon in your store are going to be good sellers.

You will therefore make some money. Unfortunately, as the standard rate of commission paid by Amazon.com is only 4%, it is not likely to be a great deal of it, and that one fact alone is likely to put many people off.

As an alternative, how about featuring your own eBay store on your site?

The first thing that you again need to do is sign up for the eBay affiliate program by visiting the [Partner Network](#) page.

Create a new Wordpress blog on your site and give it a Title that reflects what you are planning to sell from your eBay store. Then, download the free 'Lite' version of the [phpBay plug in](#) and follow the instructions to install it on the Wordpress blog page that you just created.

Go into your Wordpress admin area, activate the plug in and use it to build your eBay store site, which should look a little like this:

Again, being able to associate yourself with one of the words top ten most popular sites is going to be a great boost for your image and your business, and the earnings from here should be better than those from Amazon as well!

Direct Product Promotion

Resell and Master Resell Rights products

Once you have been involved in internet marketing for any length of time, you will most probably realize that the way that most of the top experts and gurus make the really big money is by promoting their own products and services.

This is therefore something that you should be considering doing for yourself as soon as you possibly can. Creating your own product is not, however, something that is necessarily that easy, especially if you have just started out in internet marketing, even though there are ways that the product creation process can be short-cut.

So, before doing so, you might want to start by promoting products that you buy that come with a license that allows you to then resell them, and keep all of the proceeds when you do so.

These are known as either Resell Rights (RR) or Master Resell Rights (MRR) products.

The first of these license arrangements tells you that you buy the product and then have the right to resell it to your own customers, but they will only be buying the right to use the product for their own personal purposes from you. They cannot, in other words, then sell the product 'as is' themselves.

If, however, you buy a product with a license that grants you 'Master Resell Rights', then that means that when you sell the product to your customer, you can sell them a 'Resell Rights' license as well.

That means that they can resell the product as well, but that their customer only gets a private use license.

From this scenario, it should be clear that a product that comes with a MRR license is intrinsically more valuable than one that comes with an RR license attached, so you would normally expect to pay more for it.

On the other hand, because you are selling a product to which you attach a Resell Rights license, you can also charge more for that product as well.

Because you are allowing your customer to make money by doing so, you will often have far more success selling products that you bought

with a 'Master Resell Rights' license and for that reason, if it is possible it is generally far more profitable to buy an MRR product rather than one with a Resell Rights license attached.

Obviously, the major advantage of using either RR or MMR products is that you do not have to go to the time and effort of creating your own products from scratch, and you can start selling pretty much as soon as you have bought the product.

There are, however, some disadvantage of which you need to be aware and, even more importantly, do something about.

When you buy the majority of products that come with either a 'Resell Rights' or 'Master Resell Rights' license attached, one of the advantages of doing so is that they generally come with a ready made web site included in the package. Thus, it is possible to start promoting straight away.

You are not, however, the first person to have ever laid their hands on the product in question, and many other people that have bought it are also selling the same product online. There is therefore a degree of competition in the market, which is pretty much unavoidable no matter what it is that you are selling or promoting.

Of course, it is going to benefit you if you can differentiate what you are doing from whatever your competitors do, and one way that you can do this is by making the sales page that you use unique. So, for example, you can change the page header and footers, rewrite some of the sales text (especially the headline) and so on.

The reasons that doing this represents a major benefit to your sales efforts are twofold.

First, if you drive visitors to a sales page that is exactly the same as others peoples, there is a chance that they have seen exactly the same page before. That renders it pretty unlikely that they are going to want to buy from you.

Secondly (and perhaps even more importantly) if you use the same sales page as dozens (or perhaps even hundreds) of other people who have bought exactly the same product, then your sales letter is obviously a duplicate of theirs. The major search engines really do not like duplicate web site content and so the chances are very high that they will not index your site.

If your site is not indexed, than means that your page will never be found when people run online searches, which basically guarantees that you have just kissed goodbye to the best source of free site traffic that there is.

It is therefore an essential part of using products that come with Resell Rights or Master Resell Rights that you make the sales letter than you are using unique, and that you do so by changing as much of the page as you can.

If you don't do so, I would be willing to bet that your sales are going to be disappointing at best (and non-existent at worst) so taking a little time to make sure that you are using a unique sales letter is crucially important.

There are many sites where you can find both Resell Rights and Master Resell Rights products for dale.

Here is one of the best of them:

MasterResellRights.com

Creating your own products

Once you have decided that creating your own product is a good idea, then the next thing to focus on is what that product should be.

And, here is the one essential that you must never forget when you are undertaking this selection process. Whatever product you decide to create **must** be something that you already know there is a market for.

There is absolutely no point creating something that no-one is ever going to be interested in buying, so it must be something that you know people want before you even consider beginning the product creation process.

In order to establish that fact, you must do your homework.

Fortunately, it is not that difficult to do so, but this is a step that you cannot skip, because you have to know that there is demand in advance of going to work.

Say that you are thinking of creating an e-book that is focused on keeping tropical fish. Then there are two questions that you need to answer before starting to do so.

First, is anyone remotely interested in such a product and, second, if they are, what is the competition like in the marketplace?

The first thing that you can do is type 'tropical fish' in to your favorite search engine and have a look at some of the sites that doing so will return.

Are any of them sales pages for other tropical fish products? If so, take a look at what they are about and how much they are charging for the product.

Have a look at general information pages to get an idea of the kind of questions that people are asking and the information that they seek about tropical fish

This will give you an idea of the kind of information that you should include in your book to make sure that it sells.

Then you can start to dig a little deeper using a more detailed search engine tool like the excellent (free) Power Search Tool. Use this program to see what PDF files that you can find relating to Tropical Fish, because this kind of information will also help create a basis for your own book:
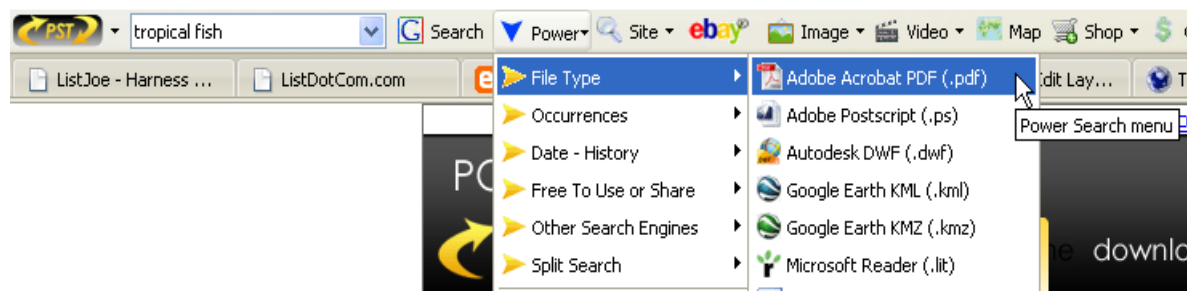
Next, visit some of the forum sites that you can find from the forum directory pages at Big-Boards.com or Forum Showcase.

Again, look for the information that people are seeking and use the forums to gauge how 'active' the tropical fish marketplace is. Take a look at Yahoo Answers to see what questions people are asking about tropical fish there and what the answers that they receive are.

All of this research should enable you to know exactly what the market wants to know about tropical fish, and that means that all you now need to do is create a product that supplies the necessary answers.

Next, you can start to create your product, and there are a couple of ways that you can do this.

The first option is to see whether you can find any tropical fish related materials that come with a Private Label Rights (PLR) license attached.

If so, what this means is that you can take those materials and do absolutely whatever you want to do with them.

So, for example, you could take the PLR tropical fish book, and simply add your name to it before republishing it as it is. However, doing this will have few advantages for you, as the likelihood is very high that someone else has done exactly the same thing before, so your book is not original.

It is far better to take any appropriate PLR materials that you can find and rewrite them in your own words. In that way, what you have is a totally original work, and that obviously has considerably more value than something that is the same as something published previously.

There are many sites where you might find such PLR materials, and amongst the best of these is MasterResellRights.com.

These sites also have another thing going for them as well - scarcity value. What this means is that the best PLR sites have only limited numbers of memberships available, because doing that means that the materials on the site only get into the hands of relatively few people. Thus, it is far easier for those people to create something that is unique from the PLR materials that they have just downloaded.

Of course, there are also a handful of PLR sites around as well – MasterResellRights.com is a membership that adds three new PLR eBooks each month.

However, using PLR materials as the basis of your product is a great way of short-cutting the process of creating your own product, but, dependent on the subject matter around which you intend to create your e-book, you may not always have such PLR materials available.

In that case, you have to start the whole product creation process from scratch, but the exact same principles apply.

Take some time to find out exactly what people who are operating in your market are looking for, and then create the product that satisfies the needs that your research enabled you to establish.

The final thing that you then need to do is create your own sales page, and you have already looked at one great resource for showing you how to do this most effectively on the Copyblogger web site.

Put your sales letter together the way that is recommended on the site and you will not go too far wrong in my experience, and use all of the excellent copywriting resources that you find there.

There are also plenty of useful information about great copywriting on Nick Usborne's Excess Voice site as well.

Conclusion

This book has looked at some of the most popular ways of monetizing your site, and specifically focused on those that can start making money for you in the shortest time possible.

The truth, however, is that there is literally no end to the number of different way that you can start making money online, and, almost every day, someone, somewhere will come up with a new idea or money making concept that works.

Thus it is that you should use this book as a broad introduction to the various methods that you can apply to start making money from your site, but always be on the lookout for new ideas at the same time.

Perhaps at some point a little way down the line, you will think of your own money making tactic or idea, something that no-one has ever talked about before or appears to be using at the moment

That is fantastic, because it is an unwritten 'law' of marketing (whether online or off) that there is always a significant financial in being the first. You would then also have a system that you could sell to other people as a way of making even more money!

So, don't get the idea that, just because this book is a 'bible' that it tells the whole monetization story from the very beginning to the end.

What you have read here is a explanation of just a few ways that you can start making money tomorrow, and after that, where you take you site monetization efforts is entirely up to you.