

The background image shows a large, intense fire burning in a yard. In the foreground, several cardboard boxes are scattered, some of which appear to be the source of the fire. The fire is bright orange and yellow, with thick black smoke rising into the sky. The scene is set outdoors, with a fence and some greenery visible in the background.

Emergency Affiliate Plans

Affiliate Marketing Guide

A Step By Step Approach



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Chapter 1

Affiliate Marketing – An Introduction

Introduction

Have you made your money with Emergency Cash Plans in 24 hours? Are you looking to continue capitalizing on your investment?

Then it's time to start working as an affiliate marketer for Emergency Cash Plans.

More than anything else, the internet has been great for producing fads. Gone are the days when the pet rock, hula hoop and rubik's cube took control of pop culture, now blogs, podcasts, and social bookmarking are the coolest things around.

One of the biggest fads to ever hit the internet is affiliate marketing. Everywhere you go people are talking about it, saying it's the only way to make money, saying it's the answer to all your problems. Heck, I've heard people claim that they quit their job to do affiliate marketing fulltime before they've even made a cent online (I have a hard time believing these people, but you never know).

In a nutshell, affiliate marketing is the marketing of a product or service for a vender with the expectation of a commission upon sale. For example, when you market Emergency Cash Plans and the people who you are marketing to purchase Emergency Cash Plans, you make a percentage of their sale. Sounds simple, huh?



There are a lot of advantages of affiliate marketing over other traditional ways of selling products. With affiliate marketing, there are no products to develop, inventory to keep or customer service to worry about. If everything is done correctly, there is very little cost involved in the marketing of affiliate products.

Despite the low cost, being an affiliate marketer can be a very lucrative investment of your time.

Affiliate marketing is a very broad field that encompasses dozens of different subcategories. Each subcategory has its own set of rules and methods that have been developed and have progressed over time.

In this guide, I'm going to take you through a number of these different subcategories and teach you how they work. This isn't a complete guide to affiliate marketing. There are dozens of volumes of books written on each of these topics, but this should give you enough information to help you start out.

For the duration of this eBook, we are going to be using Emergency Cash Plans to walk you through the various steps. If you want to follow along, you can purchase Emergency Cash Plans from here: <http://www.emergencycashplans.com>

With your membership, you'll automatically be enrolled in their affiliate program.

In addition, you'll notice that there will be places where you'll be told to watch the accompanying videos. They are meant to provide a comprehensive step by step explanation of what's written in this eBook. If you are confused or lost, the videos should help.

So without further ado, let's get started!

What is an affiliate?

Simply, an affiliate is someone who promotes another's product or service for profit. You are not employed by the company. Your relation is that of a salesperson, you promote their product and if you make a sale, you are compensated for that sale.

If you are an affiliate for a product, your commission will usually be a percentage of sales, but it can also be in the form of traffic or banner exchange or anything else. Make sure you know the affiliate terms before you start promoting anything.



Anybody can be an affiliate and anyone who has a product or service to offer can effectively utilize affiliates. With the ever-changing viral nature of the internet, affiliates can usually reach niches and markets that the merchants would otherwise find unreachable.

There are enough opportunities for everyone. You just need the skills to capitalize on them.

Requirements for a good product

A common question asked about affiliate marketing is, “How do you know what product is a good product to market?”

These questions are akin to asking an architect if the house he’s designing will be comfortable. It could be, but it all depends on who is going to live in the house and what their definition of comfort is.

Picking a product is very much the same way. While anyone with an ego about their marketing skills will tell you that if you market your product correctly, you can sell anything to anyone, let’s be honest. It’s easier to market a product to the correct market than to an incorrect market. Affiliate marketing is hard enough, why make it even harder?

Marketing is all about finding the correct market for a particular product and packaging it in the most attractive way.

So when looking for a product, you should first search for a market and say to yourself, what does this market need?

After identifying a market, there are a couple of keys to finding a good product to capture that market.

I like to call these keys the three P’s.

P #1 – Product Quality

P #2 – Proven Seller

P #3 – (Sales)Page Conversion

You want to find a product that is of a decent quality. Unfortunately, there are a lot of poor quality products available on the internet. Make sure the products that you endorse and market are up to the standards that you would hold for yourself. Repeat customers are



the bread and butter of any business, online or off, and if your customers aren't happy with the products that you recommend, they won't come back for more.

Why beat your head against the wall trying to market a product that doesn't convert well? Take a product that is a proven seller and you know that as long as you do your job well, you'll see some sales.

And lastly, make sure the product you are looking to market has a great sales page. Notice I didn't say a decent, good or an interesting sales page. You want a sales page that will convert your customers into sales. Don't leave these things up to chance. Since you have the luxury of choosing between hundreds of different affiliate products, pick one that you can be comfortable with.

The reason I'm using Emergency Cash Plans for this eBook is because it hits squarely on all three of my keys. It is high quality and useful product with a built in niche that will always be clamoring for a product such as this. It has already sold very, very well and has a high converting sales page.

Although Emergency Cash Plans has just launched, the methods contained within won't expire and neither will its target market. Whether you are reading this a week from now or three years from now, most of the methods and activities should still ring true.

Do I need a website to become an affiliate?

To become an affiliate marketer, you do not need a website.

People spend too much time worrying about creating and designing a website when much of the time, you won't need it. The most important thing is that you have a clear marketing plan and that you stick with it.

When starting out as an affiliate marketer, stick to the things you need. As you grow and become more experienced you might need a website, but cross that bridge when you come to it.



What are the basics that I need to start with?

Let's make a checklist.

Do you have...

1. a computer?
2. some spare time?
3. access to the internet?
4. the commitment necessary to stick with a project till it works?
5. a bank account, credit card and/or paypal account?

If you have all of these things, then you have enough of what's needed to start.

As time progresses and you've become more successful, you may need to add to that list, but all you need when you start is on that list above.

You do not need a degree in computer programming or marketing. You don't need street smarts or bullying techniques. You don't really even have to know what you're doing, but it does help.

To market Emergency Cash Plans effectively, all you need to do is follow this eBook and dedicate yourself to the project. With my help, you'll be an affiliate marketer in no time.

Once you've dedicated yourself to being an affiliate marketer, the next thing you need to do is familiarize yourself with an affiliate link. For Emergency Cash Plans, the affiliate link looks like this: <http://www.emergencycashplans.com/?affid=56465468665>

If you go to the promotional materials page

(<http://www.emergencycashplan.com/members/affiliate.asp>) and once you are logged in with your username and password you can scroll down to the affiliate link section and see your personal affiliate ID. It looks exactly the same as the one above, but the string of numbers at the end is different. That string is your affiliate ID number. Based on the affiliate ID above, my affiliate ID number is 56465468665. Yours will probably be shorter.

Every affiliate has a different affiliate link and each link tracks each affiliate's sales. Each time a person who has clicked on your link makes a purchase, that purchase is tracked based on your affiliate link and you receive a commission.

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Most marketers mask or hide their affiliate links so that they appear shorter. Studies have shown that consumers are scared off by a link that has too many random numbers and letters in it. People associate long links with spam and viruses.

To solve this problem, there are bunch of different free services available that will mask your affiliate link. The most popular of which is TinyURL which you can see here:

www.tinyurl.com

Another reason why people mask their affiliate links is to prevent people from circumventing the affiliate program. If I send out a link that looks this way <http://www.emergencycashplans.com/?affid=56465468665>, someone could just remove the affid= part and just type in www.emergencycashplans.com, robbing me of my commission. If the link I send out looks like this: <http://tinyurl.com/23m3z2>, they can't do that.

TinyURL is easy to use so there is not reason not to use it. You'd hate to lose a sale because your customer was scared off by your affiliate link.



Need help? Watch the accompanying video:

<http://www.emergencyaffiliateplans.com/videos/c1v1/c1v1.html>



Chapter 2

Emails and Lists

Why emails?

One of the most, if not the most, effective way of online marketing is via email.

From the first day emails were established, people have been using them as sales tools and why not, with the simple click of a button you have the ability to reach millions of people.

The effectiveness of emails has risen and fallen over the past 10 years, but despite all of the obstacles, no other method even comes close in terms of responsiveness.

What do I say and how to do I say it

Sending out a mass email marketing your affiliate link might sound simple, and in a lot of ways it is, but there is a lot of work to be done to make sure that you are sending your email out to the most dedicated and interested group possible.

When I sent out my first email alerting my subscribers to Emergency Cash Plans, they were interested and responsive. I was able to make hundreds of sales based primarily on one email. This is no small feat, but let me tell you how I did it.

Usually, when I send out an email about a product, I spend the time to write a personal and interesting email. Most people would rather be talked to on a personal level via emails than on a professional one. I make jokes, I tell stories, I don't go straight into my sales pitch.

Well, for Emergency Cash Plans, I really didn't have the necessary time that I'd have liked to write a proper email. Thankfully, I didn't have to. As part of Emergency Cash Plans's affiliate program, they have provided two emails that they assure are perfect for an email campaign.

I took one of their emails and sent it out to the subscribers on my list. To my surprise, the emails they provided were just as successful as the ones I normally write.



If a site is providing its affiliates with the resources they need to correctly market their products, you can rightfully assume that those resources are effective. Specifically when it comes to Emergency Cash Plans, I've seen their resources provide huge results. Don't be scared off because everyone has access to them, use them.

You can find them here if you click on emails from the affiliate page:

<http://www.emergencycashplan.com/members/affiliate.asp>

Who do I email?

Great question. I'm sure it's the one most prominently on your mind right now. You've got two emails that you know will convert, but who do you send them to?

This is one of those topics that can be discussed ad nauseum. There are dozens of books published each month discussing this very topic and if you read them, you'd still be left scratching your head.

For all the methods I've tried, there is only one that works the best, especially when it's combined with other marketing techniques. But we'll stick to the basics here. Let me explain.

Free gift and squeeze pages

This is commonly referred to as the squeeze page method or the free gift method.

The concept here is to offer something of value for free to people as long as they sign up to your mailing list.

I might have already lost some of you, so let's start from the absolute beginning.

The goal is to provide potential subscribers with something of value that you will give away as a gift for signing up to your mailing list. The trick here though, is to flip that around so that the potential subscriber views the signup as just a part of the logical process towards getting the free gift.

Let me give you an example of what I am talking about.

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I'm sure you remember how you downloaded this eBook. You went to a form that asked you for your name and email address, and only after you entered it, could you download this eBook. That was a squeeze page.

Each squeeze page has three different elements.

1. The information capture form
2. The attractive offer
3. The download



Need help? Watch the accompanying video:

<http://www.emergencyaffiliateplans.com/videos/c2v1/c2v1.html>

Although this all might seem fairly simple, it isn't as simple as it seems. Let me walk you through what you need to do to create a squeeze page for Emergency Cash Plans.

Go to <http://rich-jerks.com> and go to their eBook section. Once you are there, you'll see that they have products that you can put your name on and sell as your own. These are called private label rights products.

rich-jerks.com is a membership club that gives you all sorts of different private label rights products that you can use in your marketing efforts. Find an eBook that would appeal to the market you are looking to tap into.

I found an eBook called "Expert Guides to Cashing in on eBay" that would probably appeal to the type of market who would be interested in Emergency Cash Plans.

What I would do next is create a simple signup form with my list management software. If you don't have a list manager, I suggest you look into purchasing a subscription to one. I use [aweber](http://www.aweber.com) (<http://www.aweber.com>) and I highly recommend them.

Aweber is an email management system that allows you total control of your opt-in email lists. Their website is easy to navigate and fully functional, even for people who have never used an email management system before. Sending out emails to thousands of people can be tricky, Aweber makes it much easier. \$20 might seem like a lot of money to spend on a product, but it will save problems down the road.

Once I've created my signup form, I would insert it into a blog and create a download page for the eBook. The reason I would insert my form into a blog as opposed to a



website is because a) blogs are far easier to setup and run than websites and b) they are easier to get traffic to.

So once you have your squeeze page, you need to start advertising your blog and finding traffic.

How do I turn my blog into a squeeze page?

The easiest way is to insert a squeeze page into your blog is to take the email capture form that we just discussed and insert it after each blog post.

You can offer your free download for each subscriber and tie it into your blog posts.

Always try to approach your readers with your request to subscribe to your email list.

Those email addresses are important, they will form the backbone of your successful affiliate marketing career.



Need help? Watch the accompanying video:

<http://www.emergencyaffiliateplans.com/videos/c2v2/c2v2.html>

Do list services like ListJoe work?

ListJoe.com is an email list service where you can exponentially increase the amount of people who are signed up to your list.

ListJoe works on a pyramid-type system where you sign up to five lists and everyone else signs up to five lists and the more people you add to it are added to everyone else's lists too. It's perfectly legal and it's a great way to create a list quickly.

ListJoe claims that if you use their product properly, you can soon have 97,656 people and while this might actually be true, the type of subscribers ListJoe gives you access to are mostly other people such as yourself. If you are just starting out though, any list is better than no list.

A banner with a red border and a background of a house on fire. The text "Emergency Affiliate Plans" is written in a large, red, flame-like font, and "Affiliate Marketing Guide" is written in a smaller, yellow, flame-like font below it.

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The way it works is that you are given the opportunity to send out an email every so often (based on your membership level) and those emails go out to everyone who is a member. It is a quick way of reaching thousands of people.

It's free and can't hurt, so why not try.



Chapter 3

Blog Advertising

I can't stop hearing about blogs, but what are they and how can I get one?

Simply put, a blog is an online journal or diary. People use blogs to post their thoughts, opinions, comments on life, business activities and anything else they feel like exposing to the world.

Some blogs are written anonymously and some are by well-known celebrities. They are an integral part of doing business these days. If information is the key to business on the internet, than a blog is the locksmith.

Anyone can start a blog about anything they'd like. The process is simple, free and there are dozens of free tutorials to teach you how it's done.

Blogger is the biggest provider of free blogs. Just go to blogger.com and open up an account. Within 5 minutes you can start creating your own blog. It really couldn't be easier.

If you need help setting up your blog, you can watch a great video here:

<http://www.yourthirdadsensesite.com/squeeze.asp>

The effectiveness of a blog is in its interactivity. People don't just read other people's posts, but they comment on them and then other people comment on those comments. It is a tribute to the viral nature of the internet that blogs are as popular as they are. Blogs are all linked to each other and people surf from blog to blog reading posts and comments, often leaving their own comments as they go. There are whole communities of blog readers who surf around leaving their mark wherever they go.

Take the blog posts that are available on the Emergency Cash Plans affiliate page and post them to your blog. That should be a good way to both get your blog started and to get your affiliate work started. Remember to make sure that you insert your affiliate link as well.

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Do I need my own blog or is it just as effective to comment on other people's blogs?

Both options are effective, but the answer lies in which blog receives the most traffic and ultimately which is more relevant. If you are just starting out, then clearly posting a comment on someone else's blog will be a much better way of generating interest in your affiliate products.

Let me give you an example.

Google has a great blog search engine, if we type 'make money now' into it, we are provided with over 2 million blog posts.

Posting a comment about Emergency Cash Plans in each blog will take 5 minutes each. If you spend an hour, you can post in 12 different places. The more time you have, the more comments you can leave.

Make sure your comment is relevant to the post. You don't want people to ignore your comment because it looks like spam. Make sure that you include your affiliate link as well

Take the time to do it right and it will produce better results.



Need help? Watch the accompanying video:
<http://www.emergencyaffiliateplans.com/videos/c3v1/c3v1.html>

How do I let people know my blog exists?

So you built a blog and you are working hard to create quality content for your readers. You are posting articles and blog posts. You are talking about your affiliate products and providing iron-clad reasons why people need those products.

There's only one problem, no one is reading your blog. You aren't getting any traffic. What do you do?

As blogs grew in popularity, the blogging community rushed to create a system that would index blogs and categorize them in a very user-friendly way. Bloggers loved living

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outside the traditional internet parameters and wanted to develop a system which took the control out of the hands of the search engines and into the hands of the users.

It is with this in mind that Social Bookmarking was founded.

Social Bookmarking is a web 2.0 system that allows anyone to submit a site, blog, news article or pretty much anything they'd like and the more people click on the link or rate it, the higher it's ranked.

Sites like de.li.cious, bloglines, digg, Reddit, Simply, StumbleUpon and a host of others can bring you dedicated traffic that would enable your blog to be read by far more people than you could ever imagine.

If you aren't familiar with social bookmarking, let me give you a quick rundown on how these sites operate.

If you go to <http://del.icio.us>, which is one of the most popular social bookmarking sites, you can see that there are lists of websites. These websites were all bookmarked by users because these users liked the content on these sites. The more people bookmarked a specific site, the higher the ranking of that website.

If you were to submit your website to del.icio.us, then people who surf around on del.icio.us would find your site and decide whether they like it or not and if they would recommend it to other people.

Each social bookmarking site functions a little bit differently, but this is the general concept.

No matter how you find traffic, once people are reading your blog, try to capture their email addresses so that they'll know each time you have a new post written or a new product to affiliate for.



Need help? Watch the accompanying video:
<http://www.emergencyaffiliateplans.com/videos/c3v2/c3v2.html>

Can I combine my blog and my email list?

Not only could you combine the content that is on your blog with the content that you send out to your email list, but you should.

A banner with a red border and a background of a house on fire. The text "Emergency Affiliate Plans" is written in a large, red, flame-like font, and "Affiliate Marketing Guide" is written below it in a smaller, yellow, flame-like font.

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Every internet user has his or her own standard preferences of how he or she likes to view information online. Some prefer emails and some prefer blog posts. Give your readers multiple options and you'll see how appreciative they will be. Find new ways to talk to your audience and interact with them in the way they are looking to be interacted with. Don't be scared to try new approaches, internet users are always on the lookout for the newest and coolest ways the internet can be used.

Another approach is to try to create a system where you give people from your list a reason to go to your blog and a reason for your blog readers to sign up to your email list. Cross-pollinating your avenues of communication will exponentially increase your results.



Chapter 4

Forum Posting

What is a forum?

A forum is an online message board where people love spending time discussing, analyzing, criticizing and contemplating different ideas, topics and problems.

Forums have become *the* place to ‘hangout’ online. Forums exist as places to spend time talking about various hobbies and events, but they also have become the best place to find information and help with various products and services.

Similar to blogs, most online companies find it imperative to create forums for their products to alleviate the burden of customer support.

Along with blogs, consumers are increasingly using forums to research new purchases and evaluate between options.

Forums are the virtual marketplaces that you need to market your products. When done correctly, they can be vital to your success.

The more popular forums will see new posts every minute or two and hundreds of readers an hour. Our goal is to capture a portion of that traffic.

There are forums on almost every topic you can think of. Anything from cars to cards to carpets. If there is a niche market you can think of, chances are, there is a forum on it.

Who reads forums?

While it used to be the case, forums are no longer just the place for techies to hangout. These days, just about anyone who is looking for an opportunity, advantage or just information can be seen sitting at work and filing through a forum.

When I was starting to promote Emergency Cash Plans, I ran a Google search for “internet marketing forums”.

I decided that one of the best markets for selling Emergency Cash Plans would be on home business related sites, especially since there are hundreds of them, but I could have



probably just as easily performed a search for “making money forums”, “newbie marketing forums”, or “financial help forum”. Each of these searches produced numerous forums to post to.

Don't overlook any niche or forum because there doesn't seem to be a lot of activity. Don't forget that most forums you encounter will have their forum pages crawled by search engine spiders, so any new post you create will probably show up on the different search rankings. Every post can help.

How do I know which forum I should join?

This is actually a trick question. You should join every single forum you can find that deals with your subject matter.

For Emergency Cash Plans, you can break the plan down into so many different niche markets that you should be able to find hundreds of different forums to work your marketing magic on.

Promote Emergency Cash Plans on not just the topics we mentioned before, but you can also run searches for forums on these topics as well:

credit forum
financial freedom forum
financial help forum
emergency cash forum
newbies forum
webmaster forum
niche marketing forum
product marketing forum
product review forum
internet entrepreneurial forum
email strategy forum
promotion and marketing forum
marketing affiliate forum
link exchange forum



What is the best way to post to a forum

Posting to a forum must be done correctly for it to be effective. Herein lays the secret to producing results using forums.

Never, ever post about the product you are promoting. Let me repeat. Don't ever post about your product. Aside from the fact that almost every forum will ban you for an illegal advertisement, readers will simply tune your post out.

Save your promotion for your signature line.

If you go to the Emergency Cash Plans Promotional Materials page, you can see in the Sponsored Ads page a list of four different signatures. When you sign up for each forum, you'll be given an opportunity to set your profile signature. At that time, use one of those Signature Ads. You might be surprised, but they are effective.

So once you've created your profile signature, the rest is easy. All you have to do is become an active member of the forum.

Forums are more than just an information resource, each forum contains its own private community. The goal to effective forum marketing is to let other members become familiar with you and your posts. Once they see that you are a member of their world, they'll start clicking on your signature ad.

The best way to establish this bond with the forum members is to answer posts with topical and useful solutions, comments or questions. Immerse yourself in their world, discuss the popular topics that they are discussing. Ask questions and have people help you. Become one of them. It can be a tricky process, but if it's a topic that you have some knowledge about, it should be easy.

What is the most effective way to advertise on a forum

Once you've created your profile with your signature ad, you will want to start surfing the forum.

You'll see a variety of different topics or 'threads'. Most of these threads will be started by either a question or a comment. Find the popular topics that are generating a lot of responses and are causing a lot of commotion.



You should participate in these threads in one of two ways.

1) Either agree with the assumption or support the question,

Or

2) Disagree with the assumption or propose an answer to the question.

Either way, you should take a stand and make your opinion heard. If you do this enough, you'll start feeling the love of the community. Not everyone will agree with you, but if you stay within the boundaries of the community, they will respect you.

What is the proper forum posting etiquette and will I get banned?

Unfortunately, forums are generally chockfull of rules, requirements and etiquette codes that need to be followed very closely. Forums are not free-for-alls and are generally policed stringently by the administrators.

Because of this, make sure you read the terms and regulations of each forum before posting. You don't want to get yourself banned.

Since each forum is run by its own set of rules, it's hard to establish a consistent set of etiquette, but the following is an example of the rules you will run into and need to be aware of.

- 1) Never post an advertisement of any kind in a post.
- 2) Never include your affiliate link in the body of the post.
- 3) Never post a reply without reading the question or comment.
- 4) Never badmouth another person, especially if you are new to the forum.
- 5) Never get involved in verbal fights.
- 6) Never get in the middle of someone else's fight.
- 7) Never say "look at my signature".
- 8) Never curse or use derogatory language or images.
- 9) It's also a good idea not to post to any topic that has over a month of inactivity.
- 10) Before posting your question, search the forum. Your question or comment may have already been discussed, answered, or resolved. You don't want to seem like a person who hasn't read the forum before.
- 11) Only post a particular topic or reply once. If no one responds, move on.

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What exactly is a Signature Ad and how do I use it?

A signature ad is really nothing more than a sentence or two under your name that advertises your website or product or service.

Signature ads are almost always allowed in forums as long as they aren't too aggressive.

Some forums allow any type of Signature ad and some limit you to only 1 or 2 lines. Again, read each forum's TOS to determine what you are allowed to do.

Emergency Cash Plans provides you examples of 2, 3, 4 and 5 line signature ads, but you can create your own as well. Emergency Cash Plans also supplies you with banner ads. If the forums allow you to post a banner ad as a Signature ad, you might want to try that as well.



Need help? Watch the accompanying video:

<http://www.emergencyaffiliateplans.com/videos/c4v1/c4v1.html>



Chapter 5

Article Marketing

What is article marketing?

Article marketing is exactly what it sounds like, using articles to further the cause of your marketing efforts.

Articles have been used as effective marketing tools since the dawn of the newspaper and public relations people have been taking advantage of this ever since.

There was a time when if you wanted information, you could search the internet and find articles and websites dedicated to providing information.

Then the internet got too congested and it became harder to find unbiased information. People then started using article directories and searching those to find the useful information that they craved. Once that happened, the floodgates opened to article marketing.

Today, people still search article directories for relevant information and marketers use those articles to promote their own causes, it's your typical win-win online situation.

You can use article marketing to drive traffic from your articles to either your blog, your squeeze page or directly to your affiliate link. In most cases, if your affiliate product is directly linked to your article (which it really should be to be the most effective), you shouldn't put a step between your readers and their ability to purchase. The more steps you make your readers go through, the more likely they'll get distracted and never get to purchase.

How unique does my article need to be?

As opposed to the offline world, where every single newspaper in the world will run the same Associated Press article, online articles shouldn't be generic.

Search engines and article submission sites frown upon non-original material. If you are using a mass-market article, you should always edit it first before posting. The editing doesn't have to be scholarly, but enough to personalize it and make it stand out from everyone else who is probably posting that article.

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As long as your article contains an active affiliate link and is relevant, you should see an increase in traffic.

Where can I post my article to?

Article directories are becoming as popular as lemonade in the summertime. It seems like every week I find another website sprouting up with claims of article supremacy, but the truth is, from what I've found, it hardly matters if a directory has 5,000 articles or 100,000 articles, the traffic they provide is usually good.

An article directory is a resource-based website that will "publish" or distribute your articles so that when people search for your topic, they will find your article.

To find an article directory, you just have to enter those words into Google and see what comes up. I'd list the Emergency Cash Plans sample article in just about every single one I see.

I'd personally recommend the following list, though.

<http://www.ezinearticles.com/>

<http://www.goarticles.com/>

<http://www.klikhir.com/>

<http://www.articletrader.com/>

<http://www.talkinmince.com/>

<http://www.add-articles.com/>

<http://www.articlepros.com/>

<http://www.articlecircle.com/>

Just make sure you submit your article in the correct category and as always, make sure you are not violating any terms of service before you start.



Need help? Watch the accompanying video:

<http://www.emergencyaffiliateplans.com/videos/c5v1/c5v1.html>

Can I combine my blog with an article or two?

Much like you did with your email list, you can cross-pollinate your marketing activities any way you want.

A banner with a red border and a background of a fire scene. The text "Emergency Affiliate Plans" is written in a large, red, flame-like font, and "Affiliate Marketing Guide" is written below it in a smaller, yellow, flame-like font.

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Remember that a blog is a constantly-changing type of webpage. People expect blogs to function 'outside the box' so be creative in combining your marketing techniques. The more you are different, the more you will get noticed.



Chapter 6

Pay Per Click

Pay Per Click

Pay per click is an advertising system where advertisers bid on keywords to display ads via a search engine, website or advertising agency. The cost per ad is based on the amount of clicks an ad receives.

Most people are familiar with PPC from the Google program Adwords, but Yahoo!, MSN, Ask.com, and dozens of other companies also run PPC programs.

We're going to use PPC to drive traffic to our affiliate link. This is not the cheapest of options, but it is the one that has the highest potential for success. The traffic that is garnered from PPC is often more interested in purchasing, if the PPC campaign is done correctly.

PPC is not a static avenue of marketing. What this means is that PPC is a changing market. What works today might not work tomorrow, or more importantly, what isn't working today might work tomorrow if you change it around a little bit. Therefore, you should closely monitor your campaign.

If you are going to enter into the PPC arena, you must be willing to put the time into it to make sure it's being done correctly. Test different words in your copy. Test different words to capitalize. Test the display URL. Test anything you think can be changed. You'd be surprised how much of a difference a small change can make.

Is it cost effective to pay for traffic?

When most people hear that you need to pay for something on the internet, they usually turn away since the naïve assumption is that anything that can be bought online can often be found for free as well.

Much like getting an oven for free instead of paying for one, though, you normally get what you pay for. Yes, you can find traffic for free, especially with the methods mentioned above, but rarely will you see the conversion rates as high as with PPC.

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That being said, PPC can also be a black hole of money. If you don't know what you're doing, PPC can do way more harm than good.

To determine if PPC is going to be cost effective you need to do a little bit of research on each affiliate product and make sure that PPC is right for it.

The first thing you should determine is how much money it will cost you to make a single sale.

For affiliate products, the average industry ratio for PPC is between 1 and 3 sales for every 100 clicks.

If Emergency Cash Plans sells for \$37, and it pays out a 50% commission, then you are earning \$18.50 per sale.

Now here is where it gets a little complicated. If the keywords you are bidding on cost you 10 cents per click and you make 1 sale for every 100 clicks, then 100 clicks will cost you \$10.00. That means your profit is \$8.50.

However, if the cost per click is around 30 cents, then to sell your product, you will be charged \$30 for 100 clicks and you'll actually lose \$11.50 for every sale.

So clearly, PPC doesn't work in all cases. You need to make sure it can be cost effective before you start spending money. You should also realize that you can keep fiddling with your ads to make them convert better. If you can raise your conversion rate from 1% to 1.5 or even 2% than your profit margins will grow.

One of the best ways to determine if a PPC campaign will work for you is to see if anyone else is running one. A simple Google search reveals that there are currently two people running Emergency Cash Plans Adwords campaigns, so we can conclude that there is a profit to be made there.

What is a conversion rate and what does it mean to me?

Generally speaking, a conversion rate is the percentage of people who click through your ad and then purchase.

If 1 out of every 100 people who click on your ad end up purchasing, your conversion rate is 1%. If 4 out of every 100 people end up purchasing, then your conversion rate is 4%.



The difference between percentages starts becoming very significant when you are getting thousands of people clicking on your ad.

The reason why conversion rate is so important is that it directly corresponds to how much you are paying for each paying customer. A high conversion rate means that you are paying less for each customer.

If each click costs you 10 cents and you are only converting at 1%, then each customer is costing you \$10. Multiply the 100 clicks by 10 cents and then divide by the 1 converting customer.

If you are converting at 4%, then the cost per customer drops to just \$2.50. You can see how important it is to convert well.

How do I write an ad?

The amount of clicks your ad receives relies on the construction of the ad. Effective copywriting can mean the difference between a 2% and a 0.3% click through rate, so it's important that you do it correctly.

There are lots of rules to follow when it comes to effective copywriting. I'm going to try to walk you through a couple of them.

In my opinion (and when it comes to copywriting, everything is subjective), the most important aspect of an ad is its freshness. If your ad looks like everyone else's then it will get lost in midst of the crowded webpage. You want your ad to stand out and to be unique. There is a battle for eyeballs on the internet and you want to make sure you give yourself a good chance to win.

Again, the best place to start is with a simple amount of research. See what kind of copy your competition is running and try to do something different, but which captures elements of their strong campaign.

Make sure your writing is clear, concise and highly relevant.

Give it a purpose, but no direct sales pitch. Your sole goal is to get someone to click on your ad. Your hope is that the sales page will be productive enough to convert those clicks into sales.

Target specific keywords in your writing, make sure that people who are looking for your product will know from your ad that they can find it.



Make sure your display URL and your destination URL are all working correctly.

Use proper grammar and talk to your clientele like they want to be talked to. Don't use slang or coded messages, you don't want to seem lame or outdated.

Capitalize only the first letter of any word and don't use repeated symbols or punctuation. Don't use inappropriate language or superlatives, keep your copy clean and direct.

If you follow these suggestions and are constantly testing different versions of your text, you should be able to convert profitably.

How much should I bid on a keyword?

Keyword bidding is one of the most complicated subjects involved in PPC.

While we discussed earlier how to determine if a PPC campaign will be cost effective, we didn't discuss how to determine how much you should be bidding.

Bidding starts at 1 cent per click. Generally, unless you are converting very well, you shouldn't be paying any more than about 50 cents per click.

You need to determine how much activity your ad will see and how well it will convert. You don't want to break your budget on paying for traffic only to see your profit margins diminish into nothing because of it. Always keep your budget in mind and determine how much you can pay, not how much you need to pay.

How do I know what keywords to bid on?

The goal when picking keywords is to figure out what search terms people would be using that are similar to what you are selling. You want terms that are highly targeted to your market and without words that could be misleading.

For Emergency Cash Plans I used terms like these:

emergency cash plans
emergency cash plan
emergency cash
emergency cash advance

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emergency cash generator
emergency cash severe bad credit
emergency cash
fast cash emergency quick
cash emergency fast secure
advance cash emergency fast online service
find emergency cash advance instant
find emergency cash advance
find emergency cash advance today
find emergency cash advance on line
bad credit cash emergency
emergency cash n eeded
emergency cash needed
instant online emergency cash
emergencycashplans.com
emergencycashplan.com
emergencycashplan
emergencycash plan
emergency cash payday
advances cash emergency cash
advance cash emergency
advance cash emergency fast online service
guaranteed approval emergency cash
make emergency cash
cash emergency fast
cash emergency fast urgent
emergency cash money
where can i find emergency cash advance overnight

For a campaign, you should look for between 30 and 100 keywords.



Need help? Watch the accompanying video:

<http://www.emergencyaffiliateplans.com/videos/c6v1/c6v1.html>



Chapter 7

Safelist Posting

What is a Safelist?

How much do you hate spam? If you've got an email address and a pulse, you probably hate spam as much as I do. So you probably have the same response to spam as I do, you filter them out.

The internet marketers realized this was happening and became frustrated. Imagine how horrible it was for them. Marketer A had a list of 15,000 people who he would email offers to daily. Suddenly he realized that of those 15,000 people, only 4,000 were actually getting his emails due to spam filtering.

So along came some smart internet people and devised a solution to this problem. The solution was the invent of a Safelist.

A Safelist is an email list that is double opt in and was clearly marked as non-spam. The people who signed up for the list were assured that they were only getting quality marketing offers and the marketers knew that those who were receiving their emails actually wanted them. Again, we have another win-win internet proposition.

Sounds great, right? But then the same thing started happening with the Safelists. Suddenly everyone had a Safelist and people were flooded with Safelist emails. Consumers had no choice but to spam filter them out.

Thus is the brief history of Safelist.

You might be wondering why I bothered telling you this story if Safelists are dead. Well, they aren't dead, they just aren't as effective as they used to be. Utilized in the right way, Safelists can still make you a decent profit.



Are Safelists spam?

According to the US's CAN-SPAM act of 2003, Safelists are perfectly legal and are not spam.

The nature of a Safelist is that a subscriber can only sign up if he accepts the conditions twice. A subscriber enters his information on the website's login form as well as answering an email that is then sent to his inbox.

What makes a Safelist unique though is that although they are owned or hosted by one company, they are publicly used. What this means is that if you sign 10 people up to the list and I sign 10 people up to the list, we both have access to 20 people. This increases both their effectiveness but also increases their annoyance to some members.

It's for this reason that you need to be careful when using a Safelist.

Do people still use Safelists?

Surprisingly, after Safelists bottomed out and everyone jumped ship, a weird thing happened, people started joining again.

It seems that a Safelist only functions well when just a few people use it. Therein lies the trick, finding a Safelist that isn't overly populated and still has a responsive list.

The three Safelists that I feel fall into these categories are:

<http://www.ipostad.com/>
<http://www.yuhknow.com/>
<http://herculist.com/>

For a more extensive Safelist list, you can go to the Emergency Cash Plans Affiliate page here:

<http://www.emergencycashplan.com/members/affiliate.asp>



How do I use a Safelist?

Once you join a Safelist, you will be given the opportunity to either publish an email to all the members of the list or to submit an ad to be featured in the emails sent out by the Safelist.

Each Safelist operates differently and has different rules regarding posting. Be sure you know the rules before you send out an email or an ad.

For a sample email to be sent to a Safelist, you can see the Emergency Cash Plans sample Safelist email here:

<http://www.emergencycashplan.com/members/affiliate.asp>

Should my emails differ from those I send out to my list and those I send to a Safelist?

The emails or ads that you send you out via a Safelist should differ a little bit from those that you would normally send out to your list for two good reasons.

- a) Your list is (or should be/will be) familiar with you as a person. You should relate to them on a personable and friendly level. The way you talk to your list should be as friends, colleagues and equals because you've built (or are building) that intimate level of trust. With the emails you send out to a Safelist, you are nothing more than an anonymous marketer. Your emails should thus be shorter, more powerful and more expressive. On a Safelist, you want people to click on your link because of the powerful sales tactics you use, not because they trust you.
- b) Subscribers to a Safelist probably get dozens of emails a day (if not far more). You can't expect them to devote the same amount of time to reading each one as someone on your list would.

Your emails to a Safelist should be considerably shorter and should consist of nothing but your well-constructed offer. Again, like we said when we were talking about PPC ads, your email copy should be written with the goal of having someone click on your link. Leave the selling to the sales page.

If you look back to the Safelist email on the Emergency Cash Plans page, you'll see that it differs quite a bit from the emails that they offer for you to send out to your list.



Chapter 8

Conclusion

Putting these plans in to action...

So you've read through all seven chapters of this eBook and I'm sure the wheels in your head are spinning a mile a minute trying to figure out just how exactly to utilize these ideas best.

There are so many techniques and so many ways to go about marketing that it might seem like it's just too complicated to do effectively. But it's really not. As soon as you get the hang of it, you'll realize how easy it really is to make money marketing.

If you take one subject, Forum Marketing, and apply it right, you'll start to see how easy it is.

Go to <http://www.newbie.org/help/> and register for an account.

Once you've registered, login and click on My Controls. On the right toolbar click on Edit Signature. In the textarea copy one of the Signature Ads from the Emergency Cash Plans Signature Ads (found here after clicking on Signatures: <http://www.emergencycashplan.com/members/affiliate.asp>) and paste it into the textarea.

After you've set your Signature Ad, you are ready to start posting.

Surf through the forum and find a topic that you can weigh in on. Talk, discuss, help someone who knows less than you if you can, if not, ask a question. Participate in the forum and become involved. It won't take too long and soon you will start to see some activity in your affiliate program.

One last thing

There is one subject that although I touched upon, I really feel the need to discuss in greater detail. It is the one subject that is the most important and will ultimately be the deciding factor that will determine if you are successful or not.

Nothing worthwhile in this world has even been garnered without putting time and effort in. There are no instant saviors and no bags of money are going to rain down from the

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sky. Affiliate marketing is a way to make money online, but don't expect huge results the instant you start.

Affiliate marketing is a process and it takes patience and determination to see it all the way through. Along the way, you will hit obstacles, and those obstacles might be things you can control or things you can't control, but just remember that whether you succeed or not depends on how you tackle those obstacles.

When things seem too hard or too complicated, don't give up. Find ways to solve your problems and keep moving forward. It might take a little longer than you had hoped, but as long as you keep at it, keep investing time and effort, you will see the reward. The light at the end of the tunnel is never as far away as you might think.

Good luck to you.



Can You Afford **NOT**
To Call It An Emergency
Buy Now!

www.emergencycashplans.com

The advertisement features a white ambulance with red and blue stripes. The ambulance has "AMBULANCE" written on the side, the number "1279" on the windshield, and "03-13" on the side. The background is a bright, hazy sky.