

Affiliate Classroom

**Spring Cleaning
Your Affiliate
Business**

The magazine about building an affiliate business...not just small checks

The Resale Rights Revival



Volume 1, Number 5
April 2005
www.AffiliateClassroom.com

**Products To Cure Your
EBiz Summer Doldrums**

**Making A Merchant's
Customers Your Own**

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EDITORS' CORNER

Lessons From Internet "Old Timers"



"Us 'old timers' who've been doing business online since 1996, we've learned a thing or two about marketing.

And if you're smart, you'll learn these lessons... instead of learning from your mistakes!"

Kids, you may think us Internet veterans are old fashioned. But us "old timers" who've been doing business online since 1996, we've learned a thing or two about marketing. Whether we're 27, or 67, we're the oldies but goodies of Internet marketing. And if you're smart, you'll learn these lessons... instead of learning from your mistakes (like we did!).

Lesson 1: A little list can be just as good as a big list... and any list is better than none at all. If you're out to build a business, build as good a list as you can.

Lesson 2: Perfectly ugly sites sell. Perfectly plain sites sell. Perfectly slick sites sell. But if you still haven't launched your site because it's not totally "perfect," you're procrastinating.

Lesson 3: If you want to make a lot of money, make yourself a niche. Whether you're filling a special need, or spinning a personal brand, dare to specialize, and dare to be different. Ten tiny "micro-niches" can make you more money than one "macro-niche."

Lesson 4: We never met a search engine yet that wasn't fickle and fussy as the weather in Chicago. So don't just link off page, and don't just optimize on page. Cover your bases, and CYA. SERPS may change, but a loyal following won't (see Lesson 1).

Lesson 5: Know what you're selling. Know the field, the topic, and the product. This philosophy helps you choose good merchants and good products, and makes for nice ROI. And if you can't know your product, at least know - and serve - your customers faithfully.

Lesson 6: People are funny. Even when they're shopping, they HATE to be sold. So instead of selling, help them buy things. Don't fret about selling vs. pre-selling. Assist, inform, enlighten, unnerve, and even tempt. All are much more fun - for you and your potential customers - than ANY selling.

Lesson 7: Clone yourself through automation. Don't stop at autoresponders or ad tracking tools. Invest in project management, site builders, keyword analyzers, bots and spiders... anything that automates tedious tasks. If you save 8 little minutes every hour, that adds up to over an hour you can use to make more money... relax and enjoy life... or both.

Lesson 8: They chronically disorganized end up chronically broke. So make a plan. Do things step by step. Finish what you start. Spend time up front on filters, folders, filing, and templates. Save log-in information and hyperlinks. Be neat. Be focused.

Lesson 9: You have to spend money to make money. All profitable marketers invest at LEAST \$100 a month on their businesses. Hey, it's still cheaper than bricks and mortar.

Lesson 10: Unethical shortcuts undermine your business... and your soul. So don't spam. Don't lie. Don't under or over value your products. May your ego be healthy... but not bloated or bullying. May your opt-in list, your sales, and your tribe of happy customers increase... and may the JV partners line up at your door!

The Editors and Writers of AC Magazine

LETTERS

Secrets of Adwords
PPC bids...

Tips for avoiding credit
card fraud...



Write to us at Editor@AffiliateClassroom.com. Don't forget to put "AC MAGAZINE LETTER" in the subject line of your email. Sorry we can't reply personally to all your questions. Current members of AffiliateClassroom.com always receive personalized answers to any marketing questions in the Members Forum.

Cutting Through PPC Bidding Confusion

I just signed up for a Google Adwords account because I heard that it's a great way to test the marketability of affiliate products. I understand how to set up a campaign and filter keywords and all that stuff, but I'm have to admit that actually deciding how much to bid is driving me crazy!

I'd rather not spend a lot for clicks, but most of the advice I've read says I should try to get the lowest possible price per click. Yet my goal is different - I don't want to make PPC my primary sales vehicle, I'm trying to figure out which product sell the best! Any advice about the right way to big if your goal is testing products?

First, congratulations on following your instincts and looking for some unbiased advice! In my experience PPC as a sales vehicle absolutely does NOT work for all products, niches, or businesses.

Second, you're also right on the money by being suspicious of the methods many diehard "PPCers" claim work so well. Too many factors influence PPC results, such as the exact wording of your ad, competing affiliates, your landing page, and MOST OF ALL - how much you're paying. Most full-time PPC sellers have a lot in common with full-time "Ebayers" - they spend a considerable amount every month on expenses. In the case of PPC, that means spending plenty on clicks.

Now let's get down to the nitty gritty - how to use Adwords to test affiliate products, yet still pay less than your competition - and still get a better placement on the search pages!

"Most full-time PPC sellers have a lot in common with full-time "Ebayers" - they spend a considerable amount every month on expenses.



In the case of PPC, that means spending plenty on clicks."

LETTERS... CONTINUED

Google's ad ranking system can reward you with a top listing even if you're paying the least per click. If you get the highest click-through rate of all the competing ads, you'll get bumped to the top! So let's take advantage of this to lower your overall cost per click AND get some useful data on what products sell the best.

So bear with me if this advice sounds totally counter-intuitive - and if it goes against what the PPC gurus preach! **When you first set up your campaigns, don't be cheap!** That's right, spend the **most** in the beginning.

Then watch your campaigns like a hawk! As soon as your click-through rate improves, drop your bids. Keeping testing your ads to improve that click-through rate, and you can test plenty of products while acquiring tons of valuable data, such as what buzzwords in your ads work the best.

Here's how to make this advice work. When you set up a campaign, **DON'T** start slow. Start with a bang and spend what you need to get on the first page of results - somewhere between #3 and #6. The more you spend, the better chance you have to show Google you deserve to be on top.

Since you always start a campaign with NO CTR (click-through rate), so you have to make up for that by spending more to get your ad on the front page. Once that high CTR gets you a better and can immediately start decreasing your "cost per click" without losing your spot.

Believe me, you'll find out early if the product isn't going to generate interest. If it's a loser, you can get out and not waste any time!

This is totally different than starting with a low cost per click, where you end up on some page far down, and never

Why are so many online marketers joining Affiliate Classroom? Because...



We turn down the static!

Tired of all the guru noise? Ready for the clear voice of truth? Step by simple step, we'll teach you a **PROVEN** affiliate business formula. **NO fads, NO tricks, no cheats.** Just the lasting way to make a great living from affiliate programs. **Click here now!**



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Learn The Secrets Of The Pros

LETTERS... CONTINUED



“When you got your merchant account, you signed a contract in which you agreed to be responsible for all sales - even if there is no signed receipt...

The same conditions apply to non-merchant account processors like PayPal and ClickBank.”

really get any exposure. Finding out if the product is any good can take weeks or months—in the meantime your competitors are moving forward.

Once you’ve gotten some decent CTR, **always** test new ads. Make up two ads for each keyword, and make only **ONE** thing (like the headline) different. Let Google automatically rotate your ads. Because you weren’t cheap, you’re on the first page and should see some number right away. Tweak headlines, the ad, the domain name - everything, so you can find what works best. Best of all, you’ll know what works within **days** - sometimes even **hours** - of setting up a campaign!

This strategy works even if you're in a niche with a lot of competition. You can still dominate and at a lower cost, because you can beat your competitors on clicks.

One warning: If you use this strategy, make sure to actively monitor your Adwords account. And make sure you set your daily limit to something you can afford to lose. Otherwise you’ll find out how quickly Google can eat up your money!

Protecting yourself against credit card fraud...

I’ve just created my first upsell product. It combines both downloads and physical information products that I’ll be shipping worldwide. My local bank gave me a really good deal on a merchant account, so I’m really excited! But I’ve been hearing some really scary horror stories about scammers who order products and then demand immediate refunds - and never return the product. So my question is, is there anything I can do to protect myself from credit card fraud and product thieves? - Ladymark

Credit card fraud averages almost 5 percent of sales. As an online merchant, you’re much more vulnerable to credit card fraud because you don’t have a sales signed sales receipt as proof. And when you got your merchant account, you signed a contract in which you agreed to be responsible for all sales - even if there is no signed receipt. (By the way, the same conditions apply to non-merchant account processors like PayPal and ClickBank.)

To make matters worse for you, any time an online buyer makes a credit card claim against you (proven or not), the processor automatically deducts the entire sale amount from your bank account and returns it to the cardholder. That’s right, you end of refunding the money even **BEFORE** any investigation takes place. If someone wants to avoid paying

LETTERS... CONTINUED

for your product, all they have to do is call the credit card company and dispute the sale.

All credit card processors charge you a "chargeback" fee. This can run \$25-\$40 per transaction. And a "100% no questions asked refund" still won't protect you from being assessed these hefty chargeback fees.

Needless to say, chargeback fees are a highly lucrative source of income for card issuing companies, which means they have very little incentive to question a disputed sale.

So here are some tips for protecting yourself from BOTH the fraudsters and those high fees:

Implement real-time transaction processing, address verification, and required Credit Card Verification (the little numbers on the back of the card). Almost all credit card processors offer these services, usually for no additional charge.

Ship ONLY to the billing address of the cardholder.

Accept online checks and offer mail-order options. A bad check is a much easier crime to enforce.

Examine international orders. Most fraudulent orders are international, with higher reported percentages from the Ukraine, Indonesia, Yugoslavia, Lithuania, Egypt, Romania, Bulgaria, Turkey, Russia, Pakistan, Malaysia and Israel.

Implement extra fraud screening. If you're shipping high cost or low profit products, this could be worth it. Go to FraudScreening.com for an overview of these systems, as well as a useful "Fraud Calculator" that can help you assess the risk of possible fraudulent credit card orders.

\$18,343 in ONE month!

Even if
Google
Never Told
You...

How to send your
AdSense CTR
skyrocketing...

What ad formats
get the most
clicks...

Ways to optimize
for the best
keywords...



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COVER STORY

The Resale Rights Revival



“A few years ago the ‘resale rights business’ was flooded with low-value ebooks that were obviously cobbled together to make a fast buck for their creators.

But today’s resale rights phenomenon has turned full circle. Quality is going up. And wise affiliate marketers are making creative use of resale rights, even in areas where ‘how to make money’ ebooks don’t fit in at all.”

Today CONTENT has become one of the most coveted online commodities, right up there with speedy indexing and a steady flow of traffic. And while it’s important to offer free content on your site - especially if you’re making money from contextual advertising - people will still readily download content.

Yes, even in these freebie conscious times, visitors will line up eagerly to PAY for content in the form of ebooks, courses, software, and other digital products. That’s why resale rights can still be a valuable part of your affiliate marketing business.

A few years ago the “resale rights business” was flooded with low-value ebooks that were obviously cobbled together to make a fast buck for their creators. But today’s resale rights phenomenon has turned full circle. Quality is going up. And wise affiliate marketers are making creative use of resale rights, even in areas where “how to make money” ebooks don’t fit in at all.

If you’re smart about acquiring resale rights, you’ll look for a product with a hot market that’s eager to buy. And you won’t need to invest any time or money in research, development, writing, creation, or even ad writing. The problem is, you could also be stuck with a product already owned by thousands of marketers, or an outdated loser that’s being dumped because it never sold well in the first place (to make sure you DON’T make that mistake, check out the Sidebar on [page 12.](#))

In this article we’ll show you ten creative ways to use resale rights to liven up your affiliate marketing business. But before we start brainstorming, let’s make sure you understand the “rights” part of the term “resale rights.”

Warning - read the fine print!

Here are some general guidelines for making sense of the sometimes vague legalities of resale rights. The most important point to remember is this: **The distinction between “Resale” and “Reprint” is often blurry.** There is no hard and fast legal

COVER STORY... CONTINUED

definition of these terms in the world on online marketing, even if they may have legal equivalents in the world of hard copy publishing. Many people who have built a full scale trade in resale rights use words like “resale,” “reprint,” “rebranding,” and “master” rights very imprecisely.

SO ALWAYS READ THE FINE PRINT before purchasing rights, or offering these products for sale or as freebies! When in doubt, contact the COPYRIGHT HOLDER.

Resale License/Rights

The classic definition of a **Resale License** - which usually applies to physical products - means you have a right to market and sell the product. You do not have the right to duplicate the product. You pay the owner of the product a percentage of the retail value every time you sell a copy of that product. Then the owner of the product will ship the product to your customer for you.

But sometimes “resale rights” will grant you permission to sell the product directly and keep most of the proceeds. Watch the fine print, and be especially cautious as the price goes up!

However, no matter what the fine print says, with resale rights you do NOT own the copyright. This means you can NOT alter the product by adding to it, deleting portions, inserting your own affiliate links, or changing graphics. The original “masters” of the product - the original text, code, graphics, etc. - remain with the author and/or original publisher.

A significant characteristic of these contracts is a set of restrictions usually placed on the material by the copyright holders. They frequently stipulate a minimum and maximum price, and may require that the product be sold as a stand alone product.

The term “Master Resale Rights” is often confused with Master Reprint Rights (below). Products with “Master Resale Rights” usually allow more price discretion, MAY allow you to bundle the product into packages or membership sites, MAY (but not always) allow you to brand the product, and MAY allow you to sell basic Resale Rights.

Sounds confusing? You’re not alone. Many marketers find themselves disappointed when purchasing a

What Should You Know BEFORE You Purchase Resale Rights “Memberships?”

Resale rights come in all forms, from high-priced monthly memberships (not recommended unless you plan to make resale rights your primary business), to single-fee lifetime packages, to syndicated content, to individual licenses for products, software, books, articles, or digital downloads. Before signing up for a monthly “resale rights” package of any kind, check the following:

DO YOU KNOW WHAT YOU’RE BUYING?

Many resale rights coops don’t reveal the exact products until AFTER you’ve joined. Not fun if you discover that you already own rights to most of them!

DO YOU HAVE TO REMAIN A MEMBER TO CONTINUE TO OFFER PRODUCTS FOR DOWNLOAD? Some plans may not be such a good deal if you calculate your annual outlay. Especially if it turns out you could purchase individual LIFETIME licenses - for products you REALLY want to promote - for less than the cost of the ongoing fees. Do the math before signing up for a monthly resale rights membership - it may not be worth it.

COVER STORY... CONTINUED

3 Ways To Find Good Resale Rights Products

PURCHASE AN ANNUAL OR LIFETIME MEMBERSHIP IN A RESALE RIGHTS CLUB OR SITE

These types of sites offer basic resale rights to an all-digital payload that includes software and/or ebooks and how-to manuals on a wide variety of topics of general interest. One site we recommend for product variety and low annual cost is

www.SureFireWealth.com.

USE THE SEARCH ENGINES

Simply do a search for your topic "+resale," "+reprint," "+brand," or "+private label." This is an especially good way to find software and specialty information products, such as special reports and white papers, and physical products such as books, tapes, and manuals.

CONTACT AUTHORS DIRECTLY

Many authors do not actively market reprint or resale rights to their works, especially if their products tend to be slow but steady sellers year in and year out. However, this doesn't mean that they are unwilling to sell these types of rights on an ad hoc basis. If you see a product that you feel would be a good fit for your niche, contact the author (preferably via snail mail) and ask if they'd like to chat about resale rights. This is an excellent way to find specialized products in narrow niches.

"resale rights" membership only to find themselves confronted with a confusing set of rules and restrictions (see sidebar).

Reprint License/Rights

The classic definition of a **Reprint License** - which generally applied to physical products - grants you the right to not only market and sell the product, but duplicate it yourself or through a fulfillment center that drop ships to your customer. These rights are usually much more expensive than resale rights, sometimes running into many thousands of dollars. However, you keep 100% of the selling price for the product.

However, when it comes to digital products, a "reprint license" often means you may reproduce the product, sell it and keep all the money, or even give the product away for free (depending on the fine print). You also receive a "master" copy of the product, which you upload to your server for download or use to reproduce the product.

Reprint licenses are available for manuals, reports, video tapes, audio tapes, ebooks - just about any information product. Once again, however, you do NOT own the copyright, so you cannot CHANGE the content of the product.

"A Master Reprint License" means you can also sell basic reprint licenses for that same product. But you CANNOT sell Master Licenses. Master licenses can only be sold by the copyright owner.

Branding or Rebranding License/Rights

This is usually an extra "perk" ADDED to one of the licenses described above. The original author or publisher still legally holds the copyright, but you are granted limited rights to alter specified portions of the content - usually links inside a digital download, or logos that give the product your "brand" identity.

With a **Branding License or Private Label License**, you receive a "brandable" version of the product. This allows you to add your business name and contact information, alter some or all of the affiliate embedded URLs. Sometimes you are also allowed to include a small amount of advertising copy for your own site, product, or service.

WARNING: NEVER assume that branding rights come with any product - even if the product is being given away

COVER STORY... CONTINUED

for free. Altering content without the author's permission can open you up to a violation of intellectual property law, which can get your site shut down by your ISP. Make sure you get permission for ANY alterations not specified in your branding agreement from the copyright holder - IN WRITING.

If you're more confused than enlightened by these rather fuzzy distinctions between resale and reprint rights (let alone "Master" rights!), take heart. Most reprint and resale contracts for INDIVIDUAL products are clearly spelled out. The same holds true of arrangements you make with authors directly, or through resale brokers who may offer physical products from a stable of big name authors.

Just be extra careful when buying rights to ebooks, ecourses, and other all-digital products, especially if they're a package deal. Assume nothing, and always be diligent about double checking your license agreement.

10 Creative Ways Affiliates Can Use Resale Rights

1 - Buy resale rights to offer your first product

Most successful affiliates eventually get tired of selling other people's products. They want to expand their business and free themselves from strict commission-based sales. A low-to-medium cost reprint rights license can be a way to acquire your first "real" product.

Try to acquire rights to a product that's a good fit for your niche, since you'll have a ready audience. But don't buy resale rights just because it's hyped as the best opportunity ever. Buy the retail product first, examine it carefully to make sure it's quality, and check to see how many competitors may already be offering the product.

2 - Buy resale or reprint rights for your first upsell

All affiliates should have one or two upsells - higher priced products to offer to people who have already bought from them. This is the key to real profits, and a perfect use of resale or reprint rights. If possible, purchase rights to a product you can re-brand or privately label, so the product continues to sell your business long after purchase.



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Just be extra careful when buying rights to ebooks, ecourses, and other all-digital products, especially if they're a package deal."

COVER STORY... CONTINUED

Don't buy reprint or resale rights if...**YOU DON'T HAVE A MARKET**

Don't buy a resale rights package if you don't have a plan for selling it.

THE PRODUCT IS OUT OF DATE

Many reprint rights licenses are offered when a product has become outdated. The copyright holder will sell off reprint rights rather than bother with updates. This is especially true of digital products, where it's often a lot of work to research and update links within the product.

THE MARKET IS SATURATED

This usually happens with products where the author sells rights to a product simply to generate leads for his other products. If you are not allowed to brand or remove conspicuous contact information in the product, chances are these "rights" are just a way to get people to pay for the right to send them traffic.

THE RIGHTS ARE DIRT CHEAP

If resale or reprint rights are a bargain, it's likely thousands of other will be offering it at a low a price. That means your chances of making sales, let alone profits, are poor. The exception to this are resale licenses that allow you to offer the products for free, as bonuses, or to bundle them into unique "packages" where you can add value.

3 - Create bundles or packages

This proven tactic continues to make money for many affiliates, but can take some creativity to pull off successfully. You will need to make sure that you have permission to bundle all the products together - when in doubt, ASK. Look for products that complement each other and appeal to your entire niche. If possible, invest in graphics that will give your package a theme and differentiate it from competitors.

4 - Bundle resale rights products with your own product

Now we're starting to get really creative! One way to invent super-charged upsells and a whole series of powerful backend products is to build custom packages. Create your OWN product and combine it with resales or reprints.

For example, if you're in the cooking niche, there are dozens of resale and reprint rights products that are collections of recipes. Simply add your own "exclusive" bundle of secret recipes as a bonus - after all, it's possible to sell a SINGLE recipe for more than \$5 via direct mail. Market this one right, and it's hard to fail.

Or what about this idea? If you're in an MLM or network marketing biz, bundle some resale rights products about sales, marketing, ad writing, you think would be helpful to your downline. Then write a special report that explains how to apply each product to an MLM business. Make sure the report cites specific chapters or sections of the products. Depending on the type of license you've purchased, you may even be able to sell "master rights" to both your downline and upline.

5 - Bundle resale rights products with public domain information

Another simple idea that's both powerful and under-utilized. Public domain material is content for which the copyright has expired, or which was never copyrighted in the first place. Most government publications are in the public domain. So are millions of pages of old books, magazine articles, and manuals with an expired copyright.

COVER STORY... CONTINUED

Simply look for documents in the public domain related to one of your resale rights products. Bundle them together, and you'll have a package with no competitors! This works well with topics that never lose their popularity, such as recipes, inspirational and self-help advice, and spiritual topics.

How do you know if a document is in the public domain? It can be pretty confusing, since the law has changed several times, and a work is covered by the law at the time of publications. You can [click here](#) to check the publication date against a useful chart developed by Peter Hirtle of Cornell University. But if you're at all interested in getting the most out of public domain works, we recommend Yanik Silver's comprehensive [Public Domain Riches](#) correspondence course, in which he walks you through the creation of an entire product package from start to finish.

6 - Offer your resale rights products as prizes in contests and as opt-in incentives

This is a simple way to get the most out of inexpensive resale rights packages. To give these incentives a higher perceived value, see 3, 4, or 5 above.

7 - Create a "Resale Rights List" on a niche topic, and use it as a viral marketing tool

The resale rights marketplace has changed dramatically with the rise in niche products available for resale or reprint. You can now acquire rights to products on popular topics such as cooking, parenting, dating, personal finance, and other niches.

Why not research and develop a special report that lists all currently available resale/reprint products for ONE niche? Yes, it'll take some digging. But this idea could be the makings of an entire business. You could sell this report, or bundle it with a package for which you've purchased master rights.

8 - Add video or audio tutorials or instructions

With just a little practice, the right equipment, and this tip, you can take low-cost resale rights products and turn them into packages worth 5, 10, even 25 times their original value. How? By adding downloadable audio or video files that teach people how to use the product, clarify concepts, or illustrate techniques.

For example, resale rights to software are available everywhere. But many marketers shy away from selling software because they don't want to get stuck with tech support question. A solution is to create



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video tutorials with a program like Camtasia, in which you walk users through everything from installation to explaining all the menus to doing a sample project. Doing this with photo editing or graphics software, for example, can turn a \$29 product into an \$89 package.

Or let's say you've got resale rights to an ebook of dessert recipes. Tape a series of home videos in which you demonstrate basic cooking techniques the recipes require, such as beating egg whites and folding them into a batter. The videos don't have to be studio quality - just good enough for the picture and sound to be clear. By adding a downloadable video of just five tricky cooking skills, you could turn a \$10 ebook into a \$57 product!

Or how about an audio product to accompany a self-help book? If you have resale rights to a book on debt management, make an audio of tips for saving money or "wealth affirmations." Or if you've got rights to a "swipe file" of sales letters or ads, tape yourself "dissecting" the copy to explain why it's so effective, adding ideas for variations. Before you know it, you'll have a "sales writing course" worth \$97 or more.

9 - Create a unique sales letter, advertising materials, and web site for an existing "master resale rights" package

Whether you create your own package, or purchase an off the shelf bundle of products, if you offer a unique, turnkey marketing system you'll be able to outsell others offering the same package. Even people who already own the package may buy yours simply to get the pre-written marketing materials!

10 - Create a physical version

Turn a digital product into a CD, a printed book or manual, or even an interactive DVD. Add unique packaging, and you've got a product ideal for direct mail or classified advertising. This method is relatively easy and can be highly profitable, since physical products can be sold for more than 10 times their digital price. Just make sure you check your license CAREFULLY before you go to the expense of creating physical products. Some licenses prevent you from changing the way the product is reproduced.

NEWS & REVIEWS

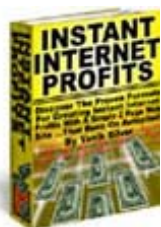
Products Reviewed

Avoid the summertime blues by creating your upsell, getting high PR links, and testing & tracking like mad!

Plus Google's "golden triangle" and Flash indexing...



More reviews on page 17



Instant Internet Profits

Author: Yanik Silver

Rating: ★★★★★ **TOP PICK!**

Level: Beginner

Ready to spend the summer developing your own high-ticket upsells? This 6-week course by Internet legend Yanik Silver will reveal the same process he used to generate \$51,351.94 in a little over six months.

If you're tired of gurus who seem lost when confronted with anything other than "how to make money" products, you'll love the scope of Yanik's **product creation advice**. He's helped students with everything from salsa rhythm lessons to tax advice to how to get rid of mold infoproducts - and all are selling like mad. It's the next best thing to one-on-one coaching from a master. The **testimonials** from happy clients make clear that Yanik's winning recipe combines the two most sought after Internet marketing skills: inventive product development and killer copywriting skills.

We consider **Instant Internet Profits** the ultimate course for going from "vague idea" to "profitable sales machine" You'll learn exactly how to copy Yanik's formula for those "direct-response mini-sites" that sell thousands of dollars in products every week. You'll also stay focused on market research, bottom line profits, and ROI, so you don't find yourself getting carried away by a product idea before you know whether it will sell.

Any downsides to this product? The price tag may seem intimidating. But there's so much exclusive, proprietary business strategy crammed into this course that it can easily pay for itself with a few upsells, making it a bargain.

And if you consider that the videotape of Yanik's copywriting presentation at the System Seminar in the UK, which cost \$4500 to attend, and audios from his 6-week private teleclasses, which sell for \$1500 a pop, are all included, **Instant Internet Profits** is one of those rare infoproducts: an honest to goodness BARGAIN.

Link Explore

Author: Sumantra Roy

Rating: ★★★★★

Level: Beginner to Intermediate



This summer, could you squeeze out 10 minutes a day on a linking campaign that will pay off for years to come? If so, then **LinkExplore's** service is exactly what you need. This monthly database contains more than 12,000 high PR (4,5,6,7 and 8) web sites in 20 different categories, all ready and eager to exchange links. 450-500 new sites, with vital PR information, are added each month.

In addition to being able to sort potential link partners by Page Rank, you'll also be able to see the number of links on these sites' linking pages. No other database on the Internet provides these two vital pieces of information in an easily accessible form, making **LinkExplore** one of our favorite time-savers. It also allows you to automatically query the major search engines by keyword to find additional sites with high PageRank - a great way to locate related but non-competitive partners.

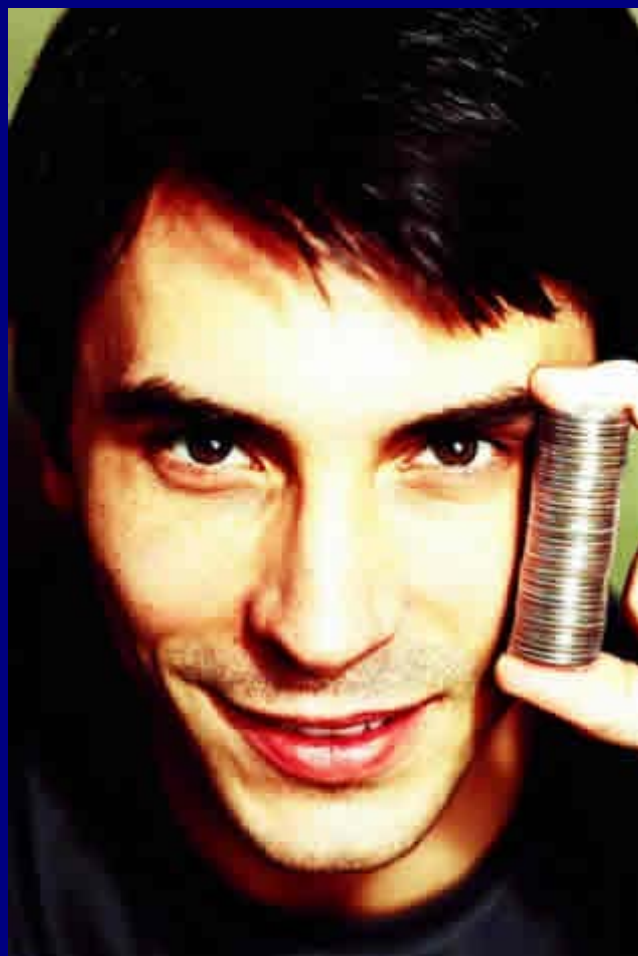
This database of potential link partners is already worth the price of **LinkExplore**, but the service also provides plenty of support tools that help you automate a PERSONALIZED link campaign. It includes 5 professionally-written email templates for different types of link requests, all tested and tweaked for high response. You can use the built in mail merge fields to personalize these emails, and have **LinkExplore** automatically email all the sites - no looking up email addresses of webmasters.

You can also use **LinkExplore** "spy" on your competitors' links, and automatically generate HTML source code of links you need to add to your site. Best of all, if you have a new site you can use **LinkExplore's** proven strategy for asking other websites to link to you, which can get hundreds of sites to link to you even they're older, have better link popularity, and get much more traffic than you do.

More reviews on page 17

"Just one technique I learned from you made me over \$20,000 just this year!"

"Joining Affiliate Classroom could be the life changing event you've been looking for. Want proof? Late last year, Anik gave me one small tip that has kept on putting cash into my bank account every month!



The crazy thing is that... I make this money with no added effort on my part. This year alone, I've used his technique to pull in over \$20,000 in profit."

*Nana Gilbert-Baffoe
Internet Technology Consultant*

"This is NOT another hyped up ebook, teleseminar or fluff course. It's the KEY to grabbing your share of the multi-billion dollar affiliate marketing industry. Come see why TOP INTERNET MARKETERS are saying..."

'There's so much valuable info in here that's absolutely gold!'

CLICK HERE NOW!

Anik Singal



NEWS & REVIEWS... CONTINUED

HyperTrackerAuthor: GetResponse.com

Rating: ★★★★★

Level: Beginner



Ad testing is great in theory, but the more you expand your marketing efforts, the more work it is to create tracking URLs and measure ROI. Niche marketing with affiliate programs can get especially sticky, since you're likely to be promoting multiple merchants who vary in their ability to issue unique tracking links. That's where **Hypertracker** can come to the rescue.

Hypertracker is a full-featured ad tracking and analysis system that not only tracks unique visitors, it can maximize your bottom line by telling you exactly which links pull in the most sales. And it does all this in a newbie-friendly fashion, with outstanding customer support.

Hypertracker's statistics are among the easiest to understand and analyze - mainly because almost all the hard work is done for you. Their unique "profit-building marketing robot" analyzes all of your marketing campaigns to show which ones are producing the most traffic and profits, and which ones are under-performing or stagnant. Even more importantly, you can instantly calculate profit from each marketing campaign, a boon if you've got multiple sites with multiple marketing strategies going simultaneously.

Hypertracker also works with virtually every type of ad, including banners, ezine adverts, PPC, search engine submissions, internal links, article submissions, signature files, popups, joint ventures, individual products, shareware downloads, viral reports and ebooks, and yes, affiliate links. If you can link it, **Hypertracker** can track it. If you're a marketer with multiple sites and programs who needs to squeeze every last penny out of your budget, a subscription to **Hypertracker** can literally cut your marketing expenses in half.

Perhaps best of all, **Hypertracker's** advanced automation can save you hours of time each day. You can set email alerts for ads that are not working or are about to expire, and have activity reports emailed to you regularly. Organizing and sorting is fast and easy. Cost-per-click and clicks-to-sales are calculated automatically. Combine all this with a 14-day free trial and an astonishingly low monthly cost, and **Hypertracker** easily deserves our five-star recommendation!

New EyeTracking Study Reveals Google's "Golden Triangle"

A joint eye tracking study conducted by search marketing firms Enquiro and Did-it, and eye tracking firm Eyetools shows that after conducting a search on Google, most people's eyes move along a triangle at the top of the results page. This has led to speculation about a "golden triangle" of ideal placement on a Google SERP (search engine results page).

The first phase of the study was conducted with 50 people in Eyetools' eye tracking lab in San Francisco, California. They showed participants 5 distinct scenarios required Google searches, then tracked eye movement and activity. Researchers determined that the key location on Google for visibility is a triangle that extends from the top of the results, over to the top of the first result, then down to a point on the left side at the bottom of the "above the fold" visible results.

This area, which was looked at by 100 percent of the participants, corresponds to top sponsored, top organic results, and Google's alternative results, including shopping, news or local suggestions.

Visibility dropped quickly with organic rankings, starting at a high of 100% for the top listing, dropping to 85% at the bottom of the "above the fold" listings, and then dropping dramatically below the fold from 50% at the top to 20% at the bottom. In searches where top sponsored results were returned in addition to sponsored ads, top ads were seen by 80 to 100% of participants, as opposed to 10 to 50% of participants who looked at the side sponsored ads.

On side sponsored ads, the top ranked results received much more in the way of both eye activity and click through. About 50% of participants looked at the top ad, compared to only 10% who looked at ads in the 6, 7 or 8th location on the page. Eye movement tended to follow an "F" shaped pattern, traveling vertically along the far left side looking for visual cues, such as relevant words, brands, etc., then scanning to the right if something caught the participant's attention.

These results come from an initial analysis and were presented during sessions at the Search Engine Strategies conference in New York. While interesting, the study's main findings are still to come and will require detailed analysis of individual behavior patterns.

Enquiro's Gord Hotchkiss said, "We see a marked difference in how people say they search and what they actually do. Previous research had indicated that people were considered searchers and spent some time before choosing a link. The past few studies we've done, this one included, shows that there's huge importance placed on where the eyeballs end up on the page. Clicks happen pretty quickly. It just shows that search marketing is a real estate game. It's all about location, location, location."

NEWS & REVIEWS... CONTINUED

Google Now Indexing Flash

In the past, if your Index page was a Flash movie, you'd be on the wrong side of SEO. Why? There was no content - meaning TEXT - for search engines to index.

But now Google has outdone itself. Besides making inroads into indexing dynamic content, PDF files, .DOC files, etc., it's also become the first major search engine to index Flash.

In the past, Index pages with Flash intros did poorly in Google rankings, unless off-page factors (link popularity or link reputation) could push Page Rank higher. Legitimate workarounds simply didn't exist, which meant certain types of businesses, such as firms that design video, had to consign the very stuff they were selling to an internal page.

Optimizing Flash may be tricky, since no one knows exactly what on page properties Google is reading to index these files. But if you want to check whether your competitors are getting their Flash files indexed, type your search term in Google followed by filetype:swf. This will restrict your search to Macromedia Flash files. Results will have [FLASH] just before each listing in the results page. For example, search on:

"affiliate marketing" filetype:swf

And you'll see several pages of Flash files associated with the term.

But for those of you who think you can use Flash files as yet another search engine spamming tactic, be warned. Don't try to hide text in a Flash presentation. It takes a lot of work to cloak text in a Flash file. If you're caught, you won't get the benefit of the doubt. Your Flash file will get the same treatment that all deception gets from Google - you'll be dropped into oblivion with a banned URL.

Keep your Flash SEO clean, and don't don't try to outsmart Google. When in doubt, check Google's webmaster guidelines at <http://www.google.com/webmasters/guidelines.html>.

Do you know what you're missing?



If you're not a student in The Affiliate Classroom, you're missing out on real-world, up-to-date marketing tactics like these:

A real life case study on how to build an opt-in list that generates \$6000 a month...

The no web site, no product, no writing, no PPC way to get rich fast (all you need is a phone and email)...

How to go from zero to 40,000 visitors a month with nothing more than search engine traffic...

And that's just a tiny fraction of what you're missing out on!

**[So click here now...](#) and find out why
The Affiliate Classroom is the secret
weapon of today's upcoming
marketers!**

ARTICLES & FEATURES

Spring Cleaning Your Affiliate Business

Remodel and Revamp Your Earnings!



Your Affiliate Spring Cleaning Checklist

- 1 - GET ORGANIZED!
- 2 - Get rid of, or monetize, unproductive domains.
- 3 - Review your product offerings and merchants.
- 4 - Analyze ROI.
- 5 - Update “aging” sites.
- 6 - Try a new niche.
- 7 - Revamp your site design.
- 8 - Clean up your mailing lists.
- 9 - Try a new viral strategy
- 10 - Hold a “garage sale.”
- 11 - Prepare for the unexpected.
- 12 - Make new friends!



Spring cleaning isn't just for basements, closets, or garages. Even if you're new to affiliate marketing, you've probably already discovered just how quickly the details can get out of hand.

Getting organized, and STAYING organized, can be tougher than making a profit. So can cutting the cord on unproductive sites that suck away valuable time, getting rid of waste, backing up files, and setting the stage for new ventures. But now's the best time to start revamping, remodeling, and revitalizing your business - right before the lure of summer takes you away from your computer, and well before autumn's surge in online business activity.

So here's our checklist for “Spring cleaning” your affiliate business, along with suggestions for making your life easier at every stage.

1 - GET ORGANIZED!

Even if your desk is neat and your surroundings spotless, what about your affiliate IDs, passwords, to-do lists, email folders, ads and campaigns, address book, site blueprints, article submissions, bookmarks, spreadsheets, and computer files? We thought so.

Very few affiliates can immediately put their finger on their affiliate IDs, let alone navigate to an important file immediately. Most of us spend way too much time sorting through old emails to find important business details. If you think it would take you more than one working day to collect all your affiliate IDs and passwords and make a complete list of your business projects, then you're probably LOSING at least one hour every day on these inefficiencies!

If the idea of slogging through all those old files to collect information sounds like a horrible chore, it's time to look at project management tools. If you already own Microsoft Project and know how to use it, you can start there, though it tends not to adapt well to one-person operations. The same hold true of most other off-the-shelf or online project management tools—

SPRING CLEANING... CONTINUED

they're designed to be used in collaborative environments, where teams work on multiple projects concurrently.

You might be better off creating separate Excel spreadsheets to list IDs and passwords, track progress on site development, manage link partners, track ad campaigns, and record article submissions. If that sounds like a lot of work, remember that dealing with a backlog of disorganization is the toughest part. And don't underestimate the basic time management tools that come with Microsoft Outlook. While they're not very flexible or robust, they can at least help you keep to-do lists and remind you of deadlines.

Of course, if you belong to [The Affiliate Classroom](#), you already have access to a secure, step-by-step marketing management system. So explore it and USE it. Start by creating a "private profile" for every affiliate program you join. It takes about 2 minutes to record your IDs and passwords, and about 2 minutes more to record those marketing ideas that are so exciting right now, but that you're bound to forget if you don't write them down.

And don't underestimate the power of using your [Affiliate Classroom](#) step-by-step system DAILY. In fact, this is true of any other project management tool of your choice. Setting it up is one thing, but training yourself to be more organized every day is another!

To motivate yourself to stay organized, think of it this way: Remember that if you waste just half an hour a day digging for lost items and fiddling around, that's two and a half hours a week down the drain. That's serious time you could spend watching a movie, reading, relaxing, enjoying nature, hanging out with friends and family... or making more money!

Because the [Affiliate Classroom](#) step-by-step system is designed specifically for affiliate marketers, it only takes an hour or two to get comfortable with the system. If you're using project management software or building your own spreadsheets, you need to set aside a couple of days to develop a system you can live with and use easily.

But after that, you still need to USE what you've learned. [Affiliate Classroom](#) members say that it takes about 3 days of using the step-by-step project management system to make it a habit - probably because the system allows you to keep notes, site ideas, link partners, article submissions, and your exact progress of every affiliate site you're building all in one place. Your own project management "training" may take longer. But no matter what, it's worth it.



"Remember that if you waste just half an hour a day digging for lost items and fiddling around, that's two and a half hours a week down the drain. That's serious time you could spend watching a movie, reading, relaxing, enjoying nature, hanging out with friends and family... or making more money!"

SPRING CLEANING... CONTINUED



“You hear it over and over again: the most successful online marketers test everything and track everything. So why aren’t you?”

Products like Hypertracker are cheap, easy to set up, and do most of the hard work of calculating ROI for you.”

2 - Get rid of, or monetize, unproductive domains

Are you a domain collector? You know, somebody who owns dozens, even hundreds of domain names that you just can’t seem to get around to using? That’s okay. Use this Spring cleaning project to go through your domains and put them to some kind of use.

If you’ve got domains you simply don’t want, put them up for sale at an easy-to-use brokerage like [Sedo.com](#). Redirect the ones that are worth developing someday to one of your existing sites, or even to an affiliate link. Or sign up for a service like Kanoodle’s [DomainHop](#), where you can park your domains and get directory content and ads placed on your site for free. You can also sell them at a “garage sale” ([page 23](#)).

3 - Review your product offerings and merchants

Let’s face it, not every product or merchant is a winner. Some products go out of date quickly, like many Internet marketing ebooks and courses. And with the growth of affiliate marketing, new merchants are popping up all the time. Some of them might offer higher commissions, lower minimum payouts, and better affiliate support than your current programs.

So spend some time this Spring taking a long, hard look at your product offerings. Find the new merchants in your niche, and research their affiliate programs. In fact, this isn’t a bad time to look for additional, complementary products, as well as resale and reprint rights that could enhance your product mix (see our [Resale Rights](#) article on [page 8](#)).

4 - Analyze ROI

You hear it over and over again: the most successful online marketers test everything and track everything. So why aren’t you? Products like [Hypertracker](#) (see our review on [page 17](#)) are cheap, easy to set up, and do most of the hard work of calculating ROI for you.

If you need motivation, simply ask yourself whether you’d like to sell twice as much as you do right now. In so many cases, it’s drop dead easy to achieve that kind of growth - simply by knowing which links and ads are bringing in the most sales.

5 - Update “aging” sites

So far it’s just an ugly rumor, but there are whispers floating around that Google is considering de-indexing sites that haven’t been updated for several years. We don’t think that’s going to happen, but we DO think that most of the major search engines will start giving FRESH content a slight edge in the SERPs. Why? Because relevance has a lot to do with timeliness - and a recently updated site appears more up-to-date than a page built at the turn of the millenium.

So make a plan for adding or changing a few things to any sites that you

SPRING CLEANING... CONTINUED

haven't updated in a few months. Sometimes it's as easy as adding an RSS feed, throwing in some really good articles, modifying your colors or layouts a little bit, or adding a few pages with new products.

6 - Try a new niche

New niche merchants are "hitting the streets" with affiliate programs every day. And with the right tools, like [SEO Web Site Builder](#) and [Wordtracker](#), you can build a small niche site in a matter of a few days. So why not test out a few of these new niches this Spring? Don't get too ambitious. After all, you're just testing the waters. But don't waste your efforts by failing to [track](#).

Build a few niche sites around some lightly competitive keywords, get them online, and then forget about them. They'll have all Spring and Summer to get indexed and emerge from Google's Sandbox. Or purchase an inexpensive link or two from [Text-Link-Ads.com](#) to get the indexing process going. Then see how those

7 - Revamp your site design

Spring is a great time to review the code on every one of your sites. Check for obvious SEO-busters, like javascript menus, and make a plan to replace those with search engine friendly text links. Take a look at the design, too.

Many marketers report that by converting to tableless layouts created with CSS, their search engine rankings improve. That's because with CSS you can get all your keyword optimized content to the TOP of your code and still have a great looking design. While it's a big job to redesign with CSS, especially if you're used to old-fashioned HTML coding, templates can make it easier. You can get inexpensive templates with clean CSS coding at [Web Traffic Strategies](#).

8 - Clean up your mailing lists.

Are you getting a lot of bouncebacks? Is your open rate sagging? Does your mailing list seem to have more bad than good email addresses? Maybe it's time to purge those bad email addresses from your list. If you find most of those bad addresses come from Hotmail or Yahoo, maybe it's time to start blocking those "disposable" mailers from signing up in the first place.

Sure, it may look like you're losing a lot of subscribers. But a worthless address won't make you any money, so there's no point in keeping it just to have a bloated list. After cleanup you'll have fewer bounces to deal with. And your web host or autoresponder service will also be a lot happier.



"Many marketers report that by converting to tableless layouts created with CSS, their search engine rankings improve. That's because with CSS you can get all your keyword optimized content to the TOP of your code and still have a great looking design. While it's a big job to redesign with CSS, especially if you're used to old-fashioned HTML coding, templates can make it easier."

SPRING CLEANING... CONTINUED

9 - Try a new viral strategy

Been using ebooks as your primary viral tool? How about writing a special report for a change? Or a white paper? How about interviewing an expert in your field for some viral audio? If you're not writing articles yet and submitting them to article sites, remember that articles are just as viral as downloadable PDFs.

And if you haven't done ANY kind of viral marketing, now's the time to start. Develop a few special reports, write 10 articles, or interview three experts NOW, and by this Fall you'll be reaping the rewards.



10 - Hold a "garage sale"

Most online marketers have a whole collection of marketing odds and ends lying around. We've all got inexpensive **resale rights** products we'll never promote, templates we've stopped using, **domain names** we'll never develop, ideas we'll never get around to, software we'll never use, swipe files we rarely look at, sales copy that's half-written, or content we can't monetize. What's to say you can't hold a "garage sale," and sell off all these goodies?

You can unload these bits and pieces on your web site, offer them to your mailing list, or even put them up for sale on EBay and find out how much a really GOOD idea is worth! Or you can create "surprise packages" and offer them to other marketers. Just be sure that if you're selling other people's intellectual property, you ask whether your purchase, resale, or reprint license permits selling this way .

11 - Prepare for the unexpected

None of us like to think about this, but welcome to reality. If something happened to you - an accident, an illness, being stranded on the other side of the globe - what would happen to your affiliate business? Would your family or a trusted friend know how to find your affiliate IDs and passwords, FTP to your server, login to your email account, and access your Paypal and bank accounts? If you have subscribers, members, JV partners, or clients, who would take care of their needs?

Or consider your web sites and computer. What if your hosting company was wiped out by an earthquake, tornado, or hurricane? What if your PC's hard drive suddenly died, or a flood destroyed your computer? Do you have backup copies of all your sites and IDs, both at home and in a safe place (like your safety deposit box)? Now's the time to plan for the undesirable and the unexpected - BEFORE it happens.

12 - Make new friends!

If you're the shy type, the lifestyle and profit potential weren't the only reasons you chose an online business. After all, where else can you make so much money without ever having to meet new people? But business is all about growth - personal as well as professional.

So this Spring, dig out of your hidey-hole and meet some new people online. Post to a few forums. Contact a few webmasters and introduce yourself. Join a growing community of people who want to help each other, like [The Affiliate Classroom](#). Each time, knock on the door with a gift in hand. Whether it's a free product, an offer of help, or generous praise, remember - you don't have to feel shy if you have something to GIVE.

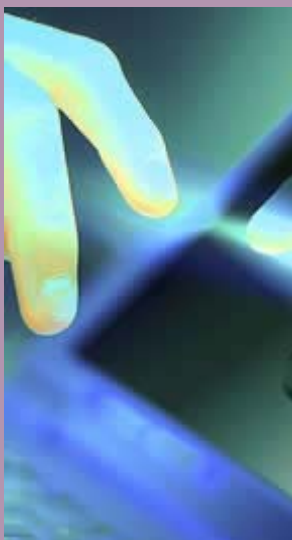
SEO TALK

Getting Indexed

By Ed Robinson, SEO Expert,
E-Axis-Inc.com



“The fastest way to get that new content site indexed will be to make sure the internal navigation of your website is all properly connected with a site map.”



Q: I built my first content site almost 12 weeks ago. It's a REAL content site with over 200 pages of articles and white papers. It promotes continuing education courses for people in a very specialized niche - definitely not mass market stuff. I have to admit that I haven't done much on page optimization, but I have done the basics: keywords in the domain, the title and description tags, and the headers 1, 2, 3. I also haven't been very successful in getting any links from high PR sites, mainly because I can't actually FIND any related sites with high PR!

Nevertheless, I'm not too worried about incoming links - I'm sure with persistence I'll eventually find some sites with good PR that will link to me. My bigger worry is getting indexed!

As I said, it's been close to three months since I launched the site. Yet it hasn't been indexed by Google. I've checked my code, and there's nothing to prevent spiders from finding it or crawling it - simple, straight HTML. Yet the Google spiders haven't touched it. I also have two other sites on the same web host. They were indexed 18 months ago and the bots visit almost daily.

So can you give me any advice about how to get this site indexed? I'm adding content weekly, but it's kind of a waste if I'm never going to get into Google. Heck, what's the point of doing ANY SEO if I can't even get Google to crawl my site? Should I submit on Google's add URL page? Should I buy some Adwords PPC? Should I try blogging and pinging or using RSS? Should I try to buy some incoming links? ANY advice on how to approach this problem would be appreciated!

Ed's answer: The fastest way to get that new content site indexed will be to make sure the internal navigation of your website is all properly connected with a site map.

SEO TALK... CONTINUED



First, make sure the site map links to every page within your website. Next - and I know this is going to take some effort - is to be sure that every single one of your pages links back to your site map. Do not use any "clutter," only straight HTML links. That means NO javascript menus on either your site navigation or on your site map page.

Second, once you have a solid internal navigation structure, the Googlebot will now be able to crawl each page easily. So now all you have to do is place a link on your main home page. When the Googlebot visits that daily, your entire site will get

crawled in a matter of hours.

Third, I don't think there's any point in doing manual submissions. Google likes to find new websites that are linked from existing websites. Concentrate on creating more ways for the "internet highway" to connect to your site. Getting a low PR link from a related site (even one of your own) will bring the Googlebot to you, rather than you trying to beg or force it to visit your site.

“Make sure the site map links to every page within your website. Next - and I know this is going to take some effort - is to be sure that every single one of your pages links back to your site map. Do not use any ‘clutter,’ only straight HTML links. That means NO javascript menus on either your site navigation or on your site map page.”



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ARTICLES & FEATURES

PPC Affiliate Marketing IQ... Can You “Own” Your Merchants Customers? *Question 3*



Question 3

For many years you have been an avid kayaking enthusiast. You've decided to start building a new web site that will promote kayaking equipment from a large retail merchant with a good affiliate program.

After your initial keyword research, you feel your site can easily get at least 3000 visitors a month if you offer content pages that offer kayaking tips, dos and don'ts, advice on choosing a kayak and other gear, and the inside scoop about little-known kayaking waterways throughout the U.S. and Canada.

You have found 22 keywords that you'd like to target with your content.

Your problem is that the sporting goods affiliate merchant will not share the names of purchasers with you. And you don't have time to write a regular kayaking newsletter.

What should you do next?

- A. Use tools like Traffic Equalizer and reciprocal linking to keep a steady flow of prospects coming to the site.
- B. Write a special report on "The 10 Best Places To Kayak In The U.S." and offer it as a bonus to purchasers who send you a copy of their online receipt.
- C. Offer an "alert service" in exchange for email addresses. The alerts will keep subscribers posted on seasonal specials, discounts, and other merchant incentives.
- D. All of the above.

Back in January, AC Magazine ran a feature called "Test Your Affiliate Marketing IQ." The test was made up of five challenging questions developed by the consulting faculty of [The Affiliate Classroom](#), the editors of AC Magazine, one online business coach, one copywriting consultant, and a group of seasoned affiliate marketers, several of whom are super-affiliates.

Since then, every month we've reported on one of the answers to a question, along with comments made by our panel. Since the goal was to test more than just marketing knowledge, and **challenge your ability at solving marketing problems in real-world situations**, we wanted to share some of discussion so you could see the reasoning process behind each answer.

In this issue we'll address the third question, which is reprinted on the left. Remember, the test asked you for the NEXT step in solving the problem - not the end result.

Unlike last month, ALL our panel members agreed about the right answer. Were they just hedging their bets? We don't think so. Even though there was no contest or controversy, what emerged was a series of valuable tips on all aspects of marketing hard goods, working with centrally managed affiliate programs, and building an opt-in list in spite of obstacles.

What follows are excerpts from our panel's comments, so you can how diverse, seasoned marketers would handle the problem of driving traffic to a merchant who doesn't share customer information with affiliates.

The Experts Answer

D. All of the above.

"If you're lucky enough to be an affiliate who's found a modest niche on a topic you actually LOVE (like the one in the question), you'd be foolish NOT to do ALL of these things. After all, is it's no hardship to create a little bit of content on a regular basis about

AFFILATE IQ SCORE QUESTION 3... CONTINUED

“You need all these to take full advantage of the fact that you’ve cornered some nice keywords. In fact, I’d add that you should start a ‘kayak blog,’ so you can leverage ANY content you happen to create, and get the additional indexing power that



an outdoor activity you’ve been involved with for years - and that’s more than half the battle after you’ve found the keywords, found the merchant, and found the market. Most affiliates would LOVE to be certain they could get 3000 niche prospects a month to their site just by targeting some low competition keywords, especially when they’re not selling a cheap download, but high end hard goods to a market whose language and activities you understand 100%.”

“This answer is the best because each choice is only ONE of the components you need to get the most bang out of your buck with this target market. Assuming, of course, that you want to spend a little time on this site, and create some content once in a while.”

“You need all these to take full advantage of the fact that you’ve cornered some nice keywords. In fact, I’d add that you should start a ‘kayak blog,’ so you can leverage ANY content you happen to create, and get the additional indexing power that blogging offers.”

“This question - and this answer - all a perfect illustration of WHY I’ve been advising my clients to do ALL these things. It’s also ALL these strategies are taught by the smartest marketers, and are part of the entire business-building system taught in sites like [The Affiliate Classroom](#). Because all these components work together. The virals help generate traffic, the optin list drives repeat visits and business, the incoming links mean fresh prospects keep coming to the site. Each one is a part of the entire strategy.”

Bottom line conclusion: When you know and love your niche and can corner some keywords, don’t miss the chance to build long-term affiliate income through virals, traffic tools, and an opt-in list.

Why the other answers were wrong - or should we say “inadequate?”

A. Use tools like [Traffic Equalizer](#) and reciprocal linking to keep a steady flow of prospects coming to the site.

“Definitely I would do this. But it’s only one part of the puzzle. That said, go for the links, go for the traffic, get the search engine penetration where you can. I’d be careful though, about using [Traffic Equalizer](#) on my main site. On the off chance that search engines start penalizing directory and link library sites, you wouldn’t want your main site to get thrown on the bottom of the heap.

What I would do, and I have a LOT of experience with [TE](#), is put it on sites that are basically lead capture pages for your viral report and your opt-in list. I’d create more than one [TE](#) site, and make

AFFILATE IQ SCORE QUESTION 3... CONTINUED

them really simple. I personally have NEVER had a TE site banned or penalized. Nevertheless, a lot depends on HOW you use TE. So my strong advice would be to use 'throw away' URLs for TE sites and use them to drive simple traffic. That way if one or a couple of them get hosed, no big deal."

"Naturally you'd want to include this kind of off-page SEM [Search Engine Marketing] in your mix of promotional tools. But heck, if you're going to be sending at LEAST 3000 visitors to some page or other on your site each month, do something to make them come back - like build an opt-in list - so you can get even MORE traffic next month."

"To me, the bottom line factor to be able to control a niche is to get REPEAT sales. That means you need 'repeat traffic' - the same people returning to your site every month, or at least during the buying season. You can't corner a niche - or take full advantage of repeat business from satisfied customers - if you ONLY drive traffic to your site. Just channeling a ton of traffic to a site is a mass market strategy, which is great for something like a mortgage or gambling site. But it's a waste on a site like this, which has a targeted market and the potential to develop a lot of customer loyalty."

Bottom line conclusion: Keep traffic flowing through off-page search engine marketing - but if it's all you do with a highly targeted niche, you're missing out.

B. Write a special report on "The 10 Best Places To Kayak In The U.S." and offer it as a bonus to purchasers who send you a copy of their online receipt.

"Viral marketing like this is so drop dead easy, it's a crime not to use it. Especially when you already know so much about your niche! I have developed dozens of different products for clients in the last 3 years and charged them a lot of money to do it. This marketer can create the same kind of irresistible product in a couple of hours - or less - because he's got insider knowledge at his fingertips."

What's even better is, this is the kind of viral that can be recycled to promote DIFFERENT affiliate products! Heck, start by promoting your site with links to this merchant. But in a few months, why not re-brand this viral report with links for airline tickets or travel packages? As long as you can offer something related to going kayaking, you could use this same report for years to come."

"So many online marketers forget the SEO value of viral reports. Yet a good report like this one is the perfect 'door opener' for getting excellent link partners. Once you have a report like this, you're not coming to link partners empty-handed - even if you're a brand new site with no PR and no traffic! Instead of coming on your hands and knees, beggin 'oh please Mr. Big Shot With A PR 8 Site, link to me,'



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AFFILATE IQ SCORE QUESTION 3... CONTINUED

you can say 'Your visitors can get a free copy of a report of the 10 Best Places To Kayak, here's the code to put on your site!' Big difference!"

"This is an extremely valuable tactic for developing 'ownership' of your prospects and customers. Hopefully you collect an email address when giving away the report. With that email address, and the fact that you sent the report, you can stay a couple of steps ahead of your merchant - or at least you can walk side by side with your merchant! You better believe the merchant is sending your customers notices of discount and warehouse sales and all other kinds of incentives."

"Today so many affiliate merchants won't let you offer additional incentives - like rebates or bonuses - to customers who buy through your site. I suppose they do this to keep the playing field more even for all their affiliates. But with a viral like this you're giving the incentive away BEFORE visitors buy anything. Perfect!"

"Few affiliates realize that a viral report like this can protect you from merchants who suddenly decide to change their linking structure. Use redirects or links to your OWN site in the report, and make sure you use simple URLs you're never going to change on your site. Now you've got a long term insurance policy against having a bunch of affiliate links out there that don't work because of the merchant redoing their site in PHP or whatever!"

Bottom line conclusion: Never underestimate the long and short term value of viral reports!

C. Offer an "alert service" in exchange for email addresses. The alerts will keep subscribers posted on seasonal specials, discounts, and other merchant incentives.

"I've been advising affiliates to do this for more than two years, yet so few understand the long term benefit of it! Notice this isn't writing a weekly ezine or newsletter - it's an ALERT service.

You're simply sending a little bit of news - notice of a sale, or some other. Don't complain about not being able to make money from an affiliate site UNTIL you've tried this strategy! A simple news or alert service goes a long way toward owning your visitors. And yes, this STILL works even with delivery and open rates at an all time low. Just make sure the emails are SHORT, with just a 'hello and here's a new product,' with a link."

"In this kind of niche, which is almost like a 'club' of people who have a common love of something, you won't have any trouble building a nice list. It doesn't matter if it's small, as long as it's tightly niched. IN fact, I'd try to make my email to these people have a really personal sound. You know, 'Hey there, my Kayak Crazy friends! Spring's here, and that means big thaws and rushing waters...' In other words, use some lingo, talk their language, and make them feel like they're not on a list, they're part of a special little club where we everyone understands each other. This can bridge the gap between the standard sales lingo of the merchant's mailings, and YOUR special group of 'friends.'"

Bottom line conclusion: If you want to own your customers, give them a way to opt-in - and give them a good reason to read your emails!

In the May issue we' tackle the fourth IQ test question, which is about what to do if Google keeps disabling the keywords in a winning Adwords campaign. And if you haven't taken the Affiliate Marketing IQ Test, check out the January issue at www.AffiliateClassroom.com.



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