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Introduction

Who knows how much money is made on the internet each and every day? If you could put a figure on it worldwide, would it be billions? More? Across nations and currencies that would be very hard to figure out. But we do know that money is made by the minute on the internet; we also know that many of the people making that money are quiet individuals sitting in the comfort of their own homes. Many are not really working at all at the very same time their money is being made. Affiliate marketers are hardly ever around whilst their websites keep making money.

The internet is one of the easiest ways to make money, particularly if you want to make money from your home, or make money in a way that costs little and returns many-fold on your investment of little or nothing. It has allowed people from all walks of life to make money—big money—and quit their day jobs (or in many cases, never start one to begin with). And surprisingly, making money on the internet does not require the sort of background, education, or experience that most people think it does. Making money on the internet has been made increasingly easier, opening the door for more and more people to sit back, relax, and let the ethereal World Wide Web make their money for them.

So how can a man or woman—with or without a working knowledge of computer programming or business—make money online? And

how can he or she do so without straining at the monitor of a computer for hours and days on end?

For a very well-established number of people and an ever-growing population of web users, the answer is internet marketing, more specifically known as affiliate marketing. But as the name might be taken to imply, affiliate marketing does not require an advertising degree, or even an understanding of the codes and programs that run the internet. With the tools and resources available, any person who can read or can type (and not well, we might add) can be an online affiliate, and can replace his or her income with the income generated as what we call a Big Shot Affiliate.

What is a Big Shot Affiliate?

A Big Shot Affiliate is one who does it bigger and better than the rest. Whereas any chance small affiliates might make a few bucks here and there, the Big Shots make big money (six figures is not at all uncommon) on a consistent basis. They build their affiliate businesses with one intention—to make money easily, and to live life the way it should be lived, in comfort and in ease.

What sets the Big Shots apart is the success of their affiliate businesses. But what really sets them apart is knowing the tricks, tips, and tools of the trade that make it possible for regular guys and girls to make it big. That is just what this book was written for—to show you, no matter who you are, how you can succeed as an online affiliate, and how you, too, can enter the ranks of the Big

Shot affiliates and do more than make a little extra cash to walk around with. We've put everything into this book that you need to be different; everything you need to be the one who makes a *living* as an affiliate, not an extra income. Everything you need to be a Big Shot.

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1

The Truth About Making Money on the Internet

Can it really be done?

The first question that comes to mind for people thinking about making money with passive income from affiliate partnerships and internet marketing is this: Can it really be done?

The short answer—yes. It can. It is. It is done every day. Every day, the Big Shot Affiliates are making big money doing very little. That's not to say they never put work in ever. The Big Shots certainly do. But once the bulk of the work is done, the Big Shots go to play and let the internet do their work for them.

This brings us to the first point—there is work involved in making easy money as an affiliate. But isn't that exactly contrary to the point of being an affiliate marketer? Not really. The key is knowing how to work smarter, not harder, and laying the foundation that will make you money while you play, vacation, lie in the sun, sleep, or even work elsewhere if you really want to.

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To get back to the question at hand, and to clarify that question, yes people do make money as affiliates. But they do not make money by doing nothing. The people who make money as affiliates start with a plan. They research what it takes to become a successful affiliate and online marketer (much in the way you are doing right now). They learn about the tools available to them, and about the resources and products that convert to sales—to affiliate income. And then they go to work.

What makes Big Shot Affiliates different?

The one factor that separates the Big Shots from the rest—the people making stipend money with affiliate programs, or who never see any income as affiliates at all—is perseverance. While it is possible to start seeing a respectable residual income in short time, it is not very realistic to make an entire living off it that quickly. It takes time to see results as an affiliate, and takes effort to put all the pieces in place so that your affiliate program can start making money without you there. Once that is done, you certainly can be a Big Shot making great money for only a few hours of work here and there.

Most people fail as affiliates because they do one of two things wrong; either,

- They don't do any work preliminarily, or
- They don't give it enough time

But if you are willing, able, and prepared to put in some work in the beginning, and willing to stick it out, you will be able to replace your income, or to build your income, and you will be able to sustain that income on just a few hours of work.

Why should you consider it?

Now that you know there are people out there making money as affiliates, you might be asking why you personally should consider becoming an affiliate, and why you should put the time, money, and effort into being a Big Shot affiliate marketer.

Money

We'll start with the most expendable reason—money. Why invest your hard-earned cash into building a business as an internet marketer? Quite simply, because building an affiliate business is one of the absolute least expensive businesses you could be in. In fact, it doesn't have to cost you anything at all. Being an affiliate is free. All you have to do is sign up or register with the product provider and you're in!

But what about websites and hosting costs? Those can be had for free as well. And should you choose to upgrade to a more flexible and higher quality site, you can do that for very little money (and this you really should do). Even if you're not a programmer, or know nothing at all about creating websites, coding, and everything

behind the scenes of website building, you can have a website with user-friendly (read, no technological expertise needed) templates for fewer than ten dollars per month. That is no lie. These sites are out there. A couple of popular ones that come to mind are GoDaddy.com and HostGator.com, but there are many others, and many newcomers looking to serve this in-demand market, too (some that are even hosting affiliate programs!).

Time

People probably complain most about a lack of money when starting a new business; lack of time is the next most common complaint that would-be Big Shot affiliates use to reason against committing to affiliate businesses. You just don't have the *time* to dedicate to starting a business from scratch. Well maybe not if you're re-inventing the wheel, but affiliate marketing doesn't work that way.

There are a myriad of tools available for affiliates. Know the tools to use that will help you make money, and you severely reduce the amount of time needed to get your new venture up and running. But we get ahead of ourselves. Because the point moreover is that the companies who want you to be their affiliates have done most of the work for you. They've written the ads, crafted the code, designed the graphics, and in many cases built complete affiliate websites. All you have to do is find somewhere to host them so that people can find *your* links and click through to buy from *your* ads so that you get a percentage of those sales. All you have to do is put the right product at the right place at the right time. Of

course, there are ways to do this so that sales are made, and that is really what this book is about. But rest assured that you can make the time to build a successful affiliate business. You can do it an hour at a time or days at a time. Whatever time you can allocate is time that will bring you income through affiliate sales.

Effort

We won't kid you. You do have to put in some effort in order to enjoy easy money through internet sales. You won't be putting in as much effort, say, as the guy who is hand-weaving organic wool blankets and then trying to sell them on the web, but you will have to put some real, focused effort into being an affiliate—at first.

Much of the time and effort that is required is only in the beginning. Once you've built your platform and learned the basics, you need only to maintain. So it may take twenty hours of solid work (an hour at a time or a day at a time) to get you there, but then all you have to do is maintain. Once you've hit the level of maintenance, that's where you can really relax. Sit back, enjoy yourself, and be lazy like the Big Shots. Dedicate a few hours a week to maintaining the income stream and traffic that you've gained, and cash your affiliate checks as they come rolling in.

Flexibility

What does every dog want from life? The freedom to have a good time. What is freedom? Today, freedom is usually having the

flexibility to run your job around your life, not have your life run around your job. That is something you definitely can do as a Big Shot affiliate. There's no greater level of flexibility than a business that runs itself. And that is the beauty of the internet. It's why everyone wants to be in an e-business. Because it's never off, and the potential for earnings are always on; and you can attend to it when you want, not when a boss or a client demands.

Income Potential

The income potential of affiliate marketing is virtually limitless. The more time, effort, and resources you want to put into it, the more money you can make with it. But better yet, you can make the big money without too much of that. Why else be in this business? Isn't it about the easy money? The big sell and big checks for short hours? It certainly is. When you learn how the Big Shots do it, you can be making the bigger, better, easier bucks, too. And then if you're feeling energetic, you can go for more. That also requires knowing the right tools and right products that *you personally* can utilize to make money on the web. That requires reading the rest of this book and finding out what those are.

Summing it up

To sum it up, you should consider affiliate marketing for these reasons:

- Affiliate marketing is a low-cost (possibly no-cost) business to be in
- Affiliate marketing requires limited effort, taking up limited amounts of your time
- With the flexibility of affiliate business, you're in control
- For your limited time, money, and effort, you can make unlimited income

Can we give you more reasons? Probably, but you get the drift, so let's get on to more important things.

Success Stories

As if our reason weren't good enough, we'll tempt you with an overview of affiliate success stories. These stories abound on the internet. You can find them anywhere. They come from people young and old.

Often the old are those who got in when the getting was really good and perfected the art of affiliate marketing. These are the people who did invent the affiliate wheel, the experts you are learning from today—the original Big Shots.

The young that we see are those smart enough to know that there is easy money to be made on the internet. They were raised in a computer culture, and knew from very early on that there was no reason for them to work hard and long for their money the way their parents did. So they didn't.

We see guys like Jason Calacanis making upwards of $3,000 per day with simple programs like Google AdSense, which your seven-year-old could help you use; or the guys and girls making a more than comfortable living by using affiliate tools like Commission Junction, or with big-name affiliates like eBay. And then we see the people who aren't using big-name associations at all, that are just marketing the small, but much-needed programs people are searching for.

They do it on websites and blogs, on forums and in emails. They do it virtually everywhere on the web, and they do make big money. We won't bore you here with names of people you have no interest in knowing, but we can tell you unequivocally that these people are out there. Google 'affiliate success stories' and you'll have more than the proof you need.

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2

Selecting the Right Niche for You

Debunking the Myths about Niche Selection

One of the absolute most prolific pieces of advice for prospective affiliates is to work within their passions—to find their niche market in an area of personal interest and stay with it. While there is a place for niche marketing in affiliate marketing, it is not what you have been led to believe that it is. For sure, "work within your personal niche" is one of the worst pieces of advice given to new entrepreneurs, and the cause of multitudes of affiliate failures.

Do what interests you

Do what interests you; find your niche; do what you are passionate about; sell the products that interest you the most…

These are the pieces of advice that entrepreneurs are told time and again. And there is some basis to this thought, some method behind this madness.

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The overall belief is that if you choose to do business in an area or 'niche' that you are deeply interested in, that passion will shine through and you will make sales almost accidentally. The feeling is that by selling products or working within your most favorite niche you will have a built-in sense of urgency and desire that will compel you to work on your business and to succeed.

Moreover, by working within a niche category of personal interest you will come prepared. That is, you will come armed with bucket loads of knowledge and experiences with various products so that you don't have to 'waste time' getting up to speed. You'll already know the products that deserve promotion. And you'll know all the promotional background information almost off the top of your head.

The belief is that if you focus on promoting products that are in some way of interest to you, you can easily take care of business. You can construct websites that will sell the products; you can write articles to submit to directories and gain links back to you, the niche expert; you can build blog upon blog and never run out of something great to say about your favorite little widget that so transformed your life as a widget collector (whether you should or not, is another matter, and we'll discuss that later).

Here's the thing about this—none of it is untrue. It is easier to put yourself behind a product you already know. It is easier to hit the ground running when you are already well-versed in matters. It is easier to connect with visitors and readers who are more like you. So why, then, is it a myth to believe that you should focus first and

foremost on your personal-interest niche as an affiliate marketers? Why *can't* that mean virtually automatic sales and commissions?

What's wrong with passion?

The reasoning against personal niche concentration is more simplistic than you might think. And in point of fact, there are some exceptions to the rule, which we can touch upon after you understand why the myth in general is a myth.

Then cut to the chase already, right? What's wrong with doing something you are passionate about?

There is nothing truly *wrong* with it. But there is something *unprofitable* about it in an overwhelmingly large percentage of cases. What is unprofitable about this mindset is that it is just too limiting. By choosing your business and products based on one personal preference, you lose the freedom of choice. And that freedom is important, because it is what allows you to give buyers what they want, and saddles you with a limited number of affiliate product options, most of the time in a niche that isn't seeing very high demand.

Very simply, unless your niche interest happens to be in products or subject areas that coincide with what people are ready to buy, it does not come with the most essential element of affiliate marketing success—built-in customers.

Instead of focusing on the niche products, you need to focus on the products that can and do sell. At least if you want to be one of the Big Shots in internet marketing you do. If you want to make the big commission checks and the easy, sell-themselves-while-I'm-in-the-tropics kind of sales the Big Shots do, you have to think less about what *you* want to talk about and more about what *customers* want to hear.

The other factor you must consider is sustainability. When you do choose a niche, choose one with staying power. Choose one that can be recycled over and over—that will continue to elicit demand again and again. That will lend itself to up-selling with other products and/or upgrades. And while you do that, focus on *how* you sell, not only *what* you sell, so that you can re-use what you learn. That way, you can continue to be a Big Shot affiliate success well into the future (say, to retirement?) even as products and affiliate programs come and go.

If by now you are concerned and thinking, "Great. Now I just don't know what to sell, and I thought I had it all figured out..." don't worry. This book is here to re-train you and teach you to sell and make easy money the way the Big Shots do. Not the way the people making trickles and dabs of affiliate money do, the way the people *living* off affiliate commissions do. And to that end, we will certainly clarify for you how to identify the products that will sell. In fact, we'll do that shortly. But first, let's take away another fear.

But I'm no expert

Okay, so now that we've dismissed the thought of selling niche products that you like, and taken away your automatic level of

comfort with your product, we need to talk about how to correct that problem for you, yes?

It is a lot easier to sell something you know and love, surely. It is easier—at least in the beginning—to build marketing and pre-sales around a product you have an interest in; meaning, if you are already an expert in "widgetta obscura" you could probably sit down and in one afternoon draft a complete website full of content on the matter. And if you choose another product, say an in-demand high seller that you know next to nothing about, you'll have to do some research before you can belt out that content. You'll have to become an expert all over again.

There. You've just been given the answer. Did you see it? *Become* an expert. Just as you were not born an expert in widgets, just as you *became* an expert through study and use, you can do the same thing for any product that with excellent consumer demand.

All that it takes to become an expert is some time spent reading, and eventually using your products. You can become an authority. You can become whatever type of expert you want to be. And trust us when we say that you want to be the expert who knows the products with ready-to-buy consumers.

That being said, there is something more to consider—you don't really need to be an expert to be an effective affiliate! By default it is quite likely you'll become one over time, but in the meantime all you need to do is let your parent affiliate program do the work for you! All the information and ordering and purchasing tools are already there for you. Your job is just to get your people to them

so that they can buy. And believe us when we say that if you target the right markets, they're likely to come with plenty of information anyway!

The exceptions to the rule

We did say there would be exceptions to the rule of choosing a niche that interests you. That exception is very simple, and we won't spend a lot of time on it here.

The exception to the rule is that if you happen to love a product that people are clambering to buy, go for it! Jump in now while the getting is good. Consider yourself lucky.

The other exception is your personal interest. If you feel a burning desire to promote a product within your niche to suit your own personal fancy, go for that, too! There are no rules to what you can and cannot sell. You can be an internet marketer of a multitude of vastly different products in all sorts of niches. In fact, that's probably a good idea. There is no one perfect niche, there are many. Open up your options, do your fanciful things on the side, but plan to make your money the way the Big Shots do—by selling the right products that require the least amount of effort on their part.

How to Spot a Moneymaker When You See One

Fine. You can accept that you can't make it big selling your widgets to the five other people who *love* widgets. You accept that

you have to look for the product that is in demand, with buyers ready to click that "buy" button. So how do you know which products to choose?

This is where your affiliate tools come in. This is where targeted product research comes in. This is also where SEO and keyword research starts to come into the picture, but the details of each of those will come in their due time, in their own, dedicated chapters.

Spotting the sellers

What you need to do to spot a moneymaker is find out what is selling and what is not. Go to affiliate sites like Click Bank and Commission Junction. Utilize the marketplace tools there and find out what products are performing—which products other affiliates are making money with. Start there, but go further. Consider the whole picture before you decide on the right affiliate products for you.

Go to these sites, and look at the market reports. Don't just start with a top keyword search; find out what is selling—not just what is getting traffic hits. Compare products in your chosen category against each other. See which products are outperforming the others, and then go from there. Build your website and your affiliate program around that product. Then use your keyword analysis in the most productive way (as we'll show you).

Here's the trick, though. You don't want to just grab the first products you see with the highest traffic generations. Traffic in and

of itself means very little. You want the products that are actually converting—that are turning into sales. So even if a products gets thousands of hits a day, but only a couple of those hits convert to purchases, it is probably not the product that will generate the kind of easy, hands-off sales you want. A product with only a hundred (or fewer) hits per day that converts at a much higher rate would actually do much better. It's the conversion and sales that you need to know, not just the traffic generated by searches.

What sells and what doesn't

Sometimes these statistics are things that you can find through the marketplace tools on affiliate lead sites. Not always, though, and some sites are better at it than others, so you need to look at the proven factors that are more likely to result in sales. The trick to this is really in knowing a bit about the psychology of buyers, and then using that to guide your efforts at SEO and marketing (but more on that later…).

First off understand that there are basically only two types of buyers of interest to you; they are

- Buyers who are researching products, and
- Buyers who need a product (or feel they need a product) because they need a solution to a problem (or think buying solves a problem—sometimes the problem is simple want)

Are there other types of traffic-generators out there? Sure. But most of them are not buyers who are *ready* or *nearly ready* to buy.

So that kind of traffic is essentially fluff. It looks good on your site meter, but it doesn't make you money. So it's not worth your time and effort.

This is where keyword research really comes into play. Effective keyword research will target those buyers *ready* to buy, rather than those just looking around. We'll break that down in later chapters.

It may seem as though we've gotten a bit away from the issue of niche selection. Really, though, it's all intertwined. To choose your niche—since you're not choosing on interest alone—you will need to know how to choose the niches that can perform. You need to know how to spot the moneymakers, using your market tools.

Now that you know your niche, we can start setting up your business. We can go on to formulating a game plan and carving out your piece of the market action.

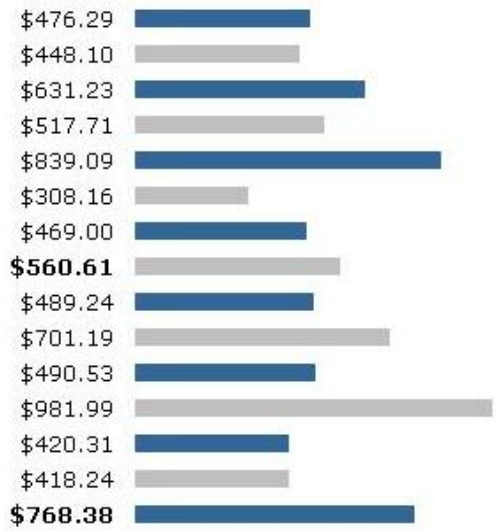
Who Else Wants To Take Advantage Of The SAME *Presell* Strategy That I've Used To Cash In THOUSANDS Of Dollars Worth Of Commissions By Promoting Other Peoples' Products With My *Killer* MULTIMEDIA Presell Templates?!

Why is it that they can pull in tens of thousands of dollars in passive affiliate commissions while you spend hundreds or thousands of dollars on Google Adwords traffic, only to see a measly return of $41.53 in commission?

Do your affiliate commissions look like this?

Daily Sales Subtotals			
Tue	Feb	06	$0.00
Mon	Feb	05	$0.00
Sun	Feb	04	$0.00
Sat	Feb	03	$0.00
Fri	Feb	02	$0.00
Thu	Feb	01	$0.00
Wed	Jan	31	$0.00
Tue	Jan	30	**$0.00**
Mon	Jan	29	$0.00
Sun	Jan	28	$0.00
Sat	Jan	27	$0.00
Fri	Jan	26	$0.00
Thu	Jan	25	$41.53
Wed	Jan	24	$0.00
Tue	Jan	23	**$0.00**

Do you want them to look like this?



Affiliate marketing is believed by many to be the most *IMPRESSIVE* and *FASTEST* way to building *HUGE* amounts of wealth online *WITHOUT* having your own product. Just look online and you'll see every single marketer out there blasting you with promotion after promotion trying to sell you that next big thing or instant solution.

The problem is that affiliate marketing has changed. It's more competitive and the techniques used last year do not work anymore. You need to step up and utilize the **Overnight Affiliate Cash** method to generating high conversions and sales otherwise you'll be more broke than when you started!

Introducing the 2008 way to affiliate marketing...

The secret my dear super affiliate wannabe is in the PRESELL and the BONUS offer you put across to the prospect before they proceed on to the vendors/product owners site…

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3

Formulating the Right Game Plan

Getting Your Site Up, Running, and Making Money

Getting affiliate links is the easy part. Having a place to host them—now that's a little more involved. Having a place to host them where people will convert to buyers—that's even more work. You need to create a place where people can find you, where they'll want to come for information or assistance, and where they'll leave only to go complete the sale (even though they may not realize they are 'leaving'). Nevertheless, it can be done. But before you do anything, you need to structure a game plan. You need to write the plan that gives you all the potential for selling that you need.

But first, your plan

We won't go into detail about how and where to get an actual website—that's information you can find out easily enough and quite possibly already have. We'll throw out a couple of names like GoDaddy and HostGator, but also know that there are numerous hosts and website building templates ranging from the freebie that

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came with your ISP to being your own host. The only point you need to know is that anyone can build a workable, attractive website; and even if it's not the best looking on the block, if it's built so that traffic can come, they will.

What we want to focus on more is the structure of your website and/or websites. First off, we'll talk about the individual sites themselves.

If you will be promoting more than one product—and to make money the way the Big Shots do you will need to—each related group of products should have their own dedicated site; out of that group, you will focus on your one most promising product most of the time. This site doesn't need to be huge, it can be just a few pages in total—say between ten and twenty, depending on the number of products you'll be selling; but it does need to incorporate all the elements that will gain you attention from the search engines, and thereby from visitors and buyers (targeted buyers with a need!).

Eventually you will want to build a master website that directs to each of your smaller, product-focused websites. This will be the website you use to "clean-up" the rest of the traffic generated by the keywords you haven't targeted—those generalities that aren't necessarily on the verge of buying anything. But that can come later. First, build the sites that will sell and start making money sooner.

So initially, your plan will look something like this:

- Target markets and keywords
- Choose specific affiliate products
- Build a website around a specific group of products
- Build more product-grouped websites for each affiliation
- Create a master website that captures traffic, then links traffic to smaller product-specific websites

Let's try to put this into perspective and give you a real-world example.

Okay; let's suppose that you are selling fitness-related products—a variety of sorts from body-building supplements to fifteen minute workout routines. The buyers who are looking for muscle-building supplements and powders could probably care less about your crunch-time workout videos. And you don't look like much of a reliable authority by just slapping up one ad next to the other. So you break down each of those product types into groups, and market five or six or so together on one website dedicated to each. So instead of having a catch-all website with fitness products, you have two dedicated websites that specifically serve the needs of the visitors ready to buy. You have

- A 10-20 page website selling body-building supplements, and
- A 10-20 page website selling workout videos for the too-busy-to-exercise crowd

Each site gives your buyers what *they* need—not what the *other* needs. After those sites are established and doing their thing, you can go back to that model of the fitness-products store, and create

sections and virtual "aisles" that point to these smaller dedicated sites.

Now here we need to clarify a bit. This structure is one of the number-one things that Big Shot affiliates do, and small players do not.

What you will see many times is that small players collect a number of products, usually related, sometimes not even, and group them all on one website. They market their affiliate site as a sort of one-stop-shopping storefront for everything. And they create so much confusion and competition amongst their own affiliate products that they never maximize the potential of the sales traffic that is coming in.

What the Big Shots do in contrast is start by focusing on the small sites. They build up products in a way that clearly sells each one. They create choice for buyers by comparing their own like-products against each other, so that whatever product is chosen, the sale is theirs. Genius, yes?
Then they get the traffic going to and buying at those sites. Later on they'll build something more akin to the storefront, and link to these smaller sites when visitors click to learn more, just to clean up the rest of the lookers.

In the end, eventually anyway, both the Big Shots and small-timers both end up with catch-all parent sites, but the Big Shots have that added layer of sales protection that gives the customers what they need to make the sale, and also brings traffic in at both ends.

Now build it and they'll come

What you most need to know, then, is how to build that small-niche site.

To reiterate, the purpose of this site is to develop a very consumer-specific website that provides information and resources for the person who is looking to buy a product of this type. That's from the buyer's perspective. But you have search engines to please, too, so that content will need to do double-duty and also help you be found and ranked well for your target keywords and target audience.

There are two basic components to these small sites. Those are

1. Articles and buyer-centric information
2. Products

The pages of your website will be split amongst these two components. It probably should not be a straight 50/50 split. The division should be weighted more in favor of information than products. This will serve two purposes:

1. Information gives the buyer all the supporting information and details they need to decide to buy.
2. Information provides more feed for search engines so that buyers can find you.

However you decide to structure the actual website, it should have a simple division—information and products.

The product pages are simple. Create a page for each individual product that gives the specifics on the product (often the information provided by the affiliate). You need to give enough detail without overdoing it. Set up the product pages so that when the visitor performs the desired action—clicks a 'buy' button, or opts for a free sample or service—they are taken to the affiliate website, where they [hopefully] will order and purchase your product.

The informational pages require a little bit more work, but not too much. Each of these pages should host one piece of supporting information which helps your visitor decide to buy. It should be an article, product review, or product comparison. As you'll learn later, these are the things that will really draw the very specific and targeted *ready to buy* consumers that you want. This is the information that they are looking for just prior to purchase, and so it is the information that is most likely to net *serious* buyers, and not just curious visitors.

Back to our example, if we have five muscle-building supplements, we'll have five pages of products and perhaps ten pages with articles and comparisons. Use the articles to address the concerns of people in the market for supplements, and include topics important to them. They might be side-by side comparisons, reviews of specific powders, or topics such as "Five Tips for Building More Muscle."

Now you've given your already needy buyers the two things they need to decide to buy your products—additional information, and the place to make the purchase.

Tips for Tapping into Demand Markets

To be clear, these techniques can and do work to get you selling in any market, regardless of how in-demand and highly-competitive the market may seem at first view. You see, the key is not in going for the most popular traffic, but in the most *targeted* traffic.

You can, most certainly, gain enough ground in any high-demand niche market to make Big Shot kind of cash. First off, you're not looking to net every sale the niche makes, you're just looking to net a percentage that translates into steady income for you. In high-demand markets, even a small percentage of overall sales can be highly profitable.

But moreover, you—as opposed to most other affiliates out there—are targeting the *right kind* of traffic. You are using the less-often searched, but more productive keywords to get your traffic, and so you've already slipped in under the radar of everyone else that has cornered the big-time keywords (but are making few sales with them).

In internet marketing circles, this is what is referred to as riding the 'long tail' of keywords. For every top keyword, there are many more (hundreds more sometimes) that are used by searchers and

neglected by website owners because they are not the "best" way to draw in big traffic. But the key isn't quantity so much as it is quality, so for you that works just fine.

Basically, tapping in to the big-demand markets all boils down to this:

- Choose niches that have selling potential—not obscure interests where no one is buying (solve a need! Provide a product)
- Choose the products within that niche that are really selling and that meet the needs of your buyers
- Figure out what the top sellers of those products (your competition) are doing that serves the needs of your consumers; draft an outline of your target visitor
- Create product-centered websites to serve your target consumers
- Use the right keywords to attract the right kinds of consumers
- Create content that serves your audience, and also feeds the search engines

Follow this simple plan for tapping the in-demand markets that are selling and generating affiliate profits, and then you will be very well on your way to making money easily, just like the rest of the Big Shot affiliates do.

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4

Going for the Conversion

So, Why Does Conversion Matter?

People often want to know—why does conversion matter? When in the end, conversion is all that matters. If your websites do not convert visitors into buyers, you're just not making any money. Period. Plain and simple. That is why conversion matters.

But to go a step further, conversion as it matters to you, the Big Shot affiliate marketer, isn't just about what one or two visitors do—it's about what the masses at your website do. For our purposes here, conversion really means what your site is doing as a whole. We can't reasonably expect that every visitor to your site will convert into a buyer (but wouldn't it be nice if we could!). You do need to know that overall, however, what you are doing on your site is working.

Conversion is about rates and statistics and *sales*, and unfortunately there are no real solid rules that apply. You cannot make sweeping judgments because the rules will be different for each and every product that you have. Each product and niche has its own set of needs.

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What you can do is maximize the profitability of your site. The way to do that is to test and change and tweak your content and your website until you have gotten the highest amount of sales and profitability that you can. There are ways to do that, and that's what we'll talk about next, but by and large there is a definite element of trial and error involved in converting website visitors into buyers.

In the end, we're left with exactly what we started with in answer to this question. Plain and simple, conversion matters because conversion equals sales. Learn the "art" of the conversion, and you'll have one more of the crucial pieces of the affiliate marketing puzzle.

How to make it Happen

First off, to understand how to make conversion happen, you have to understand your role in the grand scheme of things. Your role—your sole purpose for Big Shot survival—is to get your visitors to your parent affiliate's sales page—your merchant's sales page.

Many new affiliates, and indeed some seasoned affiliates who just don't 'get it', mistakenly think that their job is to sell the products themselves. Subtly, yes, in ways, that is true. But overall, that is not your job—the sales itself is the role of the product seller. What you need to do is warm your visitors up so that they can feel confident in taking that final step, and going on to seal the deal.

Again, this is where you need to realize that the merchant has done a lot of the work for you. They've constructed the sales pages and order processing mechanisms. They've written (or had written) the killer copy that will totally convince the buyer to buy. All they need you to do is get the seller there.

This is the part of the biz that is referred to as the 'pre sale' or 'pre selling'. This is the part where you work as the middle man—the liaison between the seller who has this great product and the buyer who really does want to buy, but needs that added little push, or the point in the right direction.

An important thing to remember, too, is this—your readers are *busy people*. They, like you and everyone else in the modern world, do not have the time for extensive reading and research. That's why they're coming to you. They're hoping you've already done that for them. The lesson to take from that is that you should put up quality, product-supporting content, and you should make it valuable; but you should not kill your visitors with kindness. Make the whole process very easy.

- Give readers a piece of information they can use (a product review, a tutorial, et cetera).
- Show them that you understand their need (you identify with their problem, you see their need, you know how to fix it, you've been in their shoes).
- Point them to the place with the solution (link to your merchant's page).

- Let the merchant do the rest! (They've already done it anyway, why reiterate and waste your visitors' time?)

The whole process is done and over in about three simple steps. And out of those, the only one that really requires work is the providing of useful information—the converting part. You'll read more about some very specific methods for subtle conversions in the latter part of this chapter in the 'Tips and Tricks' section, but understand that whichever method you choose to use, it needs to fit within the needs and demands of the visitor's life. In other words, it needs to be simple, directed, and effective. And all the better if it is action-oriented. When people have to take an action (and we're not just talking about the action of buying), they feel they are being productive and proactive in fulfilling their needs, or solving their problems, whichever the case may be for your product(s); sometimes it could be both.

Focus is Everything

You've built your affiliate website and your pages for a reason. A very specific reason—to sell your targeted affiliate product! What is critical to your success as an affiliate—to barking with the Big Shots, not just lapping up the trickle—is to stay focused on that central goal, that very specific driving reason for the very existence of your website.

To do that, you need to keep the eye on the prize, to use another cliché. You have to make your information and your product your number one focus; more specifically, the *only focus*.

All too often, affiliates are drawn by the prospect of easy money from simple to use monetization programs like AdSense or some such program. They'll fill up their sites with ads to make traffic-based money, *and they kill their chances at affiliate success!*

In effect what you accomplish when you fill up your conversion website with advertising and peripheral monetization strategies is inviting in all your competitors. Every ad or link that posts is one more opportunity for your crowd, which you've worked hard to get there, to leave and get consumed by the tangents. You drive your very own visitors straight into the waiting, wide-open arms of your competition!

Moreover, the inclusion of multiple ads and streams of information is down right confusing. You draw your visitors in with the promise of the information they've so desperately sought, and then you take them to a site so muddled with banner ads and links that they can't tell which one is the piece they've come for. They become distracted and frustrated. And then they leave. They go back to their search bar to find a website that really delivers the goods.

Trust us when we say (and you probably know this just from being a web consumer yourself) that people have had enough of bogus sites that don't help them. They want the website that is straightforward, to the point, and helps them, rather than hinders them. They recognize the pretenders within a few seconds of landing on a site, and if you don't prove yourself to be helpful right away, they'll move on and not bother to scroll down for your article or product review to find out if it really is there.

How, then, do you create focus on your web pages?

- Stay away from advertising, monetization programs, and outward links that don't lead to your sales pages (at your merchant's site)
- Only include ads and links that go to your affiliate products (imbedded, naturally, with your affiliate ID so that the sale is credited to you)
- Feature your promotional material and one link above the fold of the page so that it is readily available (seen immediately by visitors when they land on your page) keep the focus on the solution your readers seek

Remember that this focus is about helpful content. This isn't the place for the hard-sell sales letter. Leave that to your merchant. This is the place for soft-selling; the kind of selling a friend of yours might do by suggesting something that's worked for him or her. Stay focused on your goal and focused on the product and solution at hand. By doing so, you'll help your visitors maintain focus, and move them on to where your real profits lie.

Tips and Tricks You Can Use

You've got the theory down, so by now no doubt you're looking for some real techniques that you can use to help you convert web traffic into buying, paying customers at your merchant's site. Here are some of the things that the Big Shots do that you can do too to make easy money…in the affiliate's way!

Create Interactive Experiences

As we said, people feel a sense of accomplishment from action. And it doesn't need to be complex action, either. Even a simple action, like using a poll or diagnostic quiz, can give that feeling of accomplishment that gets visitors one step closer to buying.

If you really think about it, the entire process is just action after action—one step leading to another; first,

- Visitor has a need or a problem, for which they need a solution
- Visitor starts searching for solutions to his/her problem, or products to fulfill his/her need
- Visitor clicks on your site in a search, because it seemingly offers something helpful of value
- Visitor reads your content, then…

…What comes next is up to you. If you find a way to make it another action step, your visitor will continue to feel good about what he or she is doing. So maybe you put up a little quiz or questionnaire that offers up the problems they are facing. You tell them that if they take this one- or two-question quiz, you can help them solve their problem. Maybe you offer a trial-version to show how you can help (which leads to a trial at your merchant's site), or maybe you tempt them by getting them to take action now so that they can enjoy an added bonus—a free program or product that you've created, just to add value and get the sale.

All of these actions can help you convert buyers by subtly moving them on to your merchant's sales page. And the best part is, your visitors will be happy you're doing it, because you are helping them!

Along with this, you can use other little tips and tricks of the trade that have been known to increase clicking, and thereby increase conversions. Some examples…

- Divide articles and tutorials across pages so that visitors have to go from one to the next (such as by clicking a 'Next' button, etc)
- Place order buttons or links as alternative options next to other action buttons (such as with the 'next' button)
- Use different action buttons placed strategically on your pages; they tend to get better response than links and make the visitor feel they are moving on to better things (even though they'll all lead to the same place)
- Use bonus features like promotional codes to allow visitors to feel they are getting an extra
- Give an extra bonus, such as a calculator or converter you've built or had built, something that correlates with your product (for example, for fitness products, perhaps a calorie converter or burner)
- Assign an action off-site, such as using the free function at site ABC (your merchant's site)
- Lay out a larger plan of action, and spell out the steps your visitors should take to solve his/her problem

- Use tutorials with multiple action steps, at some point including your product
- Use videos to demonstrate product uses

Above all, no matter what strategy you decide to use, keep your site's navigation clear and simple. Make it obvious what your reader needs to do, and make it easy for him to do it. Use clear, user-friendly conversion actions to move people forward and land them on that buy button on your merchant's page.

5

To Blog or Not to Blog and Other Questions

A Closer Look at the Blogosphere

What is the blogosphere, really? It's a place where anyone—man, woman, child, or automated feed scraper—can slap up templates or build a site of their own and update it with useful(?) information or tales of their weekly shopping trips to their hearts content. It's both a powerful tool utilized by businesses and websites on a daily (or more often) basis and a running personal diary put up online for all to see. The blogosphere is filled with experts and novices, and people who think they are experts who are really novices. It's a mixed-bag of content and expertise, or lack thereof. It's a community experience that knows no real bounds. Or boundaries.

As such, blogs can be a boon or a bust to your affiliate program. Nevertheless, they are being touted as the fastest, easiest, most simplistic way to promote affiliate products and generate sales. But are they? Let's explore both sides of this issue.

The up-side. Let's take a look at what we've got; blogging is

- Easy to get started
- Cheap to get started
- An easy place to put up relevant information that can really have value for your readers
- A place where you can utilize the community aspects such as commenting to hold virtual conversations with your readers
- A place where you can potentially build long-term relationships with your readers, which in turn can boost return sales and add to the lifetime value of that customer
- A place where you can feature, in detail and in depth, any singular product you want
- A simple way to update content to get on the good side of search engines

That's quite a list of benefits in the argument for blogging. Truthfully, blogging is—or can be, has the potential to be—all of these things and probably more. A blog can be a very good way to sell an affiliate product. But there are a lot of other things that blogs are, too, and many of these qualities do not fit into the grander scheme of affiliate websites. So before we decide on whether to blog or not to blog, let's looks at the flip side of the coin.

Why Blogging Might be a Bust

Many of the very things that make blogging a 'natural' choice for affiliate promotions are what make blogging the wrong way to effectively market as an affiliate.

First of all, let's take on the very blogosphere itself. It's a crowded place. It is true that the blogosphere is filled with a variety of interests, and holds something for everyone, but in the midst of all that interest, it's increasingly hard to be found. Even the best, most prolific, and most dedicated bloggers take months and years to build a solid following. A blog is absolutely *not* the place to go for instant traffic.

The community aspect of blogging can be great, but couldn't it also be a bust? All that commenting and free-for-all outside commentary might work against you and discredit you. And you need to think about how valuable that following is. This will largely depend on your spectrum of product offerings. If you have a variety of products that a customer might want to come back for, or an upgradeable product suite, staying in touch with buyers could be a great thing. If your product is more of a one-time-only purchase, there's probably no recouping the time investment you will incur.

Content refreshment is one of the biggest recognized benefits of blogging. You can post quickly and easily everyday and thereby please those search engines and hungry blog-followers with new content. There's no denying that. But you need to think this through—how much can you come up with to say about your products? Can you keep your products upfront on a blog? How many times can you spin it? And most importantly, *what happens when your well of topics dries up?* Those search engines and readers will be waiting for more, and you'll be grasping for new post ideas.

It's easy to get a blog started and keep it running for a few months, but Big Shot kind of income demands that you construct a more long-term plan. Theoretically a blog is a long-term prospect, but without something new to say, one can only live so long.

We also need to tackle the issue of being able to feature multiple products. This flies right in the face of the discussion we just had in the last chapter, doesn't it? By doing that, you're dividing your forces and taking the focus away from your top-seeded efforts. You've created a marketplace of confusion, and you've made it hard to figure out what the right—simple—solution is.

We also need to talk about blogs from a structural standpoint. Unless you can build your own blog (and even if you can this is tough…), blogs and templates do not allow for a high level of flexibility. There is a basic structure, and it is very hard to add the buttons and features in the places you need them to be. Consider, too, that sometimes the structure and design you've worked so hard for may be impacted (rearranged) by the length and amount of your postings.

Now it might sound like we're completely anti-blogging for affiliate programs, but that's not exactly the case. Let's wrap this discussion up by looking at how a blog might still be a useful tool.

To Sum it all Up...

Blogs are not horrible things. They are not the bane of the affiliate. But there is too much about a blog that makes it unmanageable as a *sole* selling agent for affiliate products.

To be clear, we are not entirely against blogging. There is a place for those who enjoy it, and a usefulness that can certainly boost affiliate sales. But that place is secondary to the structure we've already outlined here. As are the sales that you will generate though a blog.

The distance that you get from a blog, even given their many benefits, is not worth the investment of time and effort; not from the standpoint of your primary selling tool. Rather, you would be better off relegating a blog to a secondary feeder-source of traffic and revenue.

It takes a lot of constant, dedicated work to be a blogger and to maintain a blog consistently in the way that will net these benefits for you. Blogging is a lot of hard work—and it never ends, or your income stream will. And plain and simply, that's just not what being a Big Shot affiliate is about. Being a Big Shot is not about working hard for your money, it's about working moderately hard for a few weeks, and then riding the coattails of your success. It's about minimum maintenance. And a blog is not that. Blogging is a way to make some money as an affiliate, but it's not the Big Shot way.

In summation, if you enjoy blogging go for it! But don't make it the focus of your affiliate business plan.

Other Options that can Pay Off More

Hopefully we haven't dashed your dreams too hard of being a big success by blogging your way to big affiliate sales. But you came here to learn how to be a Big Shot Super Affiliate, not to find out how to make trickling sales; so we have to give it to you straight.

Recognizing that we may have just put a big dent in your game plan, let us redeem ourselves by offering you some sage advice. Let's talk about how your blogging efforts might be better spent for bigger sales and returns on your time investment.

Website & Content

The obvious choice would be to put that effort into your website and content. You can achieve the same results by simply refreshing the content of your website. You can add to its archives and additional resources sections (without muddying the primary pages we established before), and still give current information and additional value to your customers and to the search engines.

Not only can you add additional content, but you can test and tweak and change the content you have and test it against past versions. As you'll learn, even very small, seemingly insignificant changes can really make a big difference to traffic and conversions. Spend the time you would spend posting on a blog to look for ways that you can tweak or enhance your website.

And don't forget—you've got that master site to build. Instead of devoting time to a minimal-return blog, why not get started on your big catch-all so that you can dominate your niche traffic?

Articles, Articles and More Articles

All the articles you write, or hire out to a freelance writer to have written, do not need to be posted on your website. In fact, they shouldn't be. Use those primary articles and tutorials on your site, add some new stuff now and again to keep everyone happy, and then submit to article directories. Utilize profile and link capabilities to link back to your website, the authority on Widgets. (You might know this method by other popular names, like "Bum Marketing" or "Article Marketing.")

Subscriber Lists and Mailings

This is something you need to take some care with. Subscriber lists are not recommended for all types of products; leastwise, building your list through squeeze pages isn't recommended for everyone. For many sites, the presence of a squeeze page between the website and merchant offer will only turn the visitor of, and send them packing to the next, less demanding provider.

Still, there are ways to make subscriber lists work. If your product lends itself to this type of sales, then spend time crafting great emails and marketing campaigns instead.

Social Marketing

Social marketing is what is driving web 2.0. Instead of spending your time on a new blog people may or may not eventually find, spend it on the blogs of others who've already captured your audience. Become a contributing member of the community, make some friends, and use your wit and wisdom to get people to click on your name, link, or profile and visit your website. Do the same by creating pages on social websites like Squidoo and MySpace; frequent forums and other places where potential buyers may gather.

By engaging in social marketing, you're bringing your products to the masses, rather than waiting for them to find you. It's a much more active approach, and one that can be tailored to offer that all-important focus your affiliate plan needs. Not only that, but it's a lot more fun than talking to yourself on your blog, too, and you won't have to worry about maintaining it when you're off on vacation enjoying all that Big Shot affiliate cash!

Now that we've addressed the question of blogging, let's move on and talk about the one thing that dominates the internet—playing the web game to pull in the traffic. In the next few chapters, we'll talk about how to run with the Big Shots that run the whole show—Google and its peers (if Google has a true peer….). Next, we'll get into the issue of search engines and optimizing to make them your

friends. It's crucial to affiliate marketing, so don't miss these next few episodes.

6

The Google Factor

Why Search Engine Traffic Matters to You

We can't be clearer. Without search engine traffic, you have no traffic at all; none worth mentioning and certainly not enough to sustain your affiliate business.

Ninety percent or more of the traffic to your website(s) will be from search engines, primarily the big-names like Google, Yahoo!, and MSN. These search engines are what will deliver hundreds or thousands of people to your virtual doorstep searching for products and information such as that you've provided.

Outside of search engines, websites generate traffic in only a few ways. These include

- Links from other websites or articles
- Links and addresses from traditional marketing
- The occasional word of mouth exposure

All of these combined, however, only equate to about 10% of visitor traffic. And while ten percent is certainly something worth grabbing, the absolute best expenditure of your resources is

optimizing for search engine traffic. (Incidentally, your efforts to optimize will put more links and exposure out there for your site to be found through the above-mentioned means, making search engine-centered development even more important.)

More importantly, the traffic that you get from a search engine is *organic*. That simply means that the traffic that search engines generate for you is traffic from real, live human beings out searching for a site like yours. They search for information and products to serve a need. That need may be buying, it may be learning, business promotion, problem-solving or what have you, but it all comes down to one thing—these are the people that are going online with the express purpose of finding someone like *you*.

Whereas those who click on links or enter your web address from a business card or some such means may just be curiosity seekers, the people coming from search engines started with a purpose, a goal in mind. And if you're good, even if that primary goal wasn't buying, you just might convince them that that's really what they were after all along, and you just might get that sale!

Some search engines matter more than others

We've established that the only way someone searching through the vast mounds of information on the internet can find you [without an address or link access] is by using a search engine. Ninety percent of visitors, perhaps more, will find you this way. But as most of us also know, there are many, many search engines

out there, and not all of them are the same. A handful of search engines matter a whole lot more than the rest.

So who matters and who doesn't? In truth, everyone matters because every visitation generated by even the most obscure search engine matters. But for your purposes, you need to work to please the Big Shots in the search world so that you get the lion's share of the searches for your targeted keywords and key phrases.

Having said that, understand that there is only so much you can do. Follow the advice given in subsequent chapters here so that you rank well in the more popular search engine results pages (SERP's), and the rest will pretty much follow anyway.

Search engines that rule the web

Enough talking around it, let's take a look at who really matters in the search engine world.

According to seoconsultants.com, the top ten US search engines are:

1. Google
2. Yahoo!
3. MSN
4. AOL Search
5. Ask

(Second tier search engines listed alphabetically, not in order of performance)

- Alta Vista
- Fast
- Gigablast
- Netscape Search
- Snap.com

And according to data collected by seoconsultants.com from a Hitwise press release, the breakdown of traffic share by major search engines looks like this:

- Google—67%
- Yahoo!—20%
- MSN—7%
- Ask—4%

Add these numbers up, and you'll see that approximately 98% of searches are generated by just four major search engines. Not only that, but of the second-tier performers, and even some in the first, several smaller engines are powered by the major engines. For example, AOL Search is powered by Google, as is Netscape; Alta Vista and Netscape are powered by Yahoo!

The lesson to learn, then, is to work to please the major players, and the rest should fall in line. And even if they don't, you'll be accessing the greatest percentage of web searchers, and that's your ultimate goal.

How it all Works, or Doesn't

Naturally, to understand how to please these search engines and rank well in the SERP's, or Search Engine Rank Pages, you need to have a basic understanding of how it all works (or, if you do it wrong, how it doesn't!). For now, we'll give you that basic understanding. Later on in the chapter on SEO (chapter 8), we'll talk specifically about the kind of keyword selection that will work to get you found and get you traffic.

Driving web search engines

What drives search engines are their own indexing programs. Those indexing programs are fed information from programs which crawl the millions of pages on the web and feed back essential information to the engine. These crawlers are most commonly referred to as 'Spiders'. The exact programs and algorithms used by these programs are not disclosed, and vary from search engine to search engine. But from practice and study, we can determine the most basic, and even some of the more complex, practices employed by the major search engines.

When spiders go crawling the web, they start with the most popular pages. From there, they follow the structure and links from those sites to other pages and websites, indexing the most often occurring words as they go along.

What the spiders deem to be the more important keywords—and for any given subject there can be many—they send back to their database. There, those keywords and phrases are cataloged, and

information is kept to quickly tell the search engine where to find the words and accompanying information again—such as when a user enters those terms or similar terms into a search bar.

Based on a variety of factors, the pages that host the information, or words, that the spiders find are ranked in importance and relevance to a subject, or more accurately, a set of terms; if more than one set of terms appears on a website, the site can be ranked for those terms, giving the possibility to rank well for many related, but different sets of keywords or key phrases.

What's indexed and what isn't

Speaking primarily of the major search engines, what are indexed are the more significant words on the site. Prepositions and 'filler' words—such as a, an, the, in, et cetera, are ignored. What the spiders look for are the words that appear on the site that actually mean something to the end user.

Those words can appear virtually anywhere on the site. The spiders will search content, headlines, sidebars, ads, and coded tags behind the scenes. Some of these words will add more weight if used properly. For example, titles and subtitles add weight to keywords, so it is a good idea to use your primary key phrases in titles and subtitles and in the Meta tags for the site.

There is something of an art to this, however. It didn't take long for the search engines to figure out that people were simply stuffing pages with keywords and key phrases to get ranks and

hits, and so they developed algorithms (undisclosed) to guide the spiders and tell them what is real content and what is bogus.

In addition, there are some types of content that spiders can't or won't index. They won't index information that you tell them to ignore (through your coding); content that is not accessible because it is restricted behind a password or security system cannot be accessed and so will not be crawled and ranked. This is part of the reason that squeeze pages have limited usefulness, at least in terms of search engine rankings; if the spider cannot go beyond that wall, it cannot see what is behind it. Therefore, you have to have the bulk of your optimized content upfront where the spider can get at it. Also, spiders have stopped ranking a lot of squeeze pages because they do not offer actual value—they're just registration docs, and so you should not rely too heavily on these from an SEO standpoint unless you plan to add some content that will please the spider (and still be useful to the human consumer, too).

Plug-ins, non-HTML formats, and non-text content cannot be indexed by search engines. This means that if you are including any of the following, it may not be indexed.

- Plug-in programs
- Videos
- Audios
- Flash files
- Images
- Photos
- Frames

- Java applets

Of course, these elements can be important to the humans who use your site, and certainly do have a purpose that warrants using them, but from an SEO standpoint, they have little to no value. Therefore, the best advice for affiliates is to keep it simple, build it strong, and minimize the use of features that have limited return.

Summing it all up

To sum it all up, it all comes down to this:

- Search results rely on content and keywords.
- Content = Food for search engines/spiders
- Quality Content = Good Search Rankings

Since no human would have a prayer of completing such a monumental task as evaluating and indexing all the sites on the web, we have to rely on the best processes and programs the search engines can create. Those best programs rely on what amounts to an elaborate matching game that matches search words to words on a page. Very basically, if you have no words, or at least no words that matter to spiders and the people searching, you have nothing to match up to, and so you have no way for a search engine to find you. Your existence on the web, and the traffic to your site, depends on you having the words that people want to find.

To rank well in the major search engines, you need to center on a select group of keywords and key phrases that you want to rank for. You need to use those correctly to prove to the search engines that you are one of the authorities in your subject, for your chosen phrases. As mentioned, we'll give you those details in Chapter 8 when we talk more about SEO. For now, understand the basic inner-workings of the web, and start thinking about how you can make that work for you.

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7

The Secrets to Gaining Fast, Free Traffic

Freeware, Shareware, and Other Tricks that Pay

Viral marketing is one of the easiest and best ways to generate large amounts of inbounds links (which those search engines love) and traffic to your website. And the best thing about it is, you can employ viral marketing methods to gain *fast*, *easy* traffic for a very small investment—even free! If you learn how to harness this simple method for utilizing freeware, shareware, and other viral tricks of the trade, you'll have learned yet another of the Big Shot ways to make big money from the comfort of your beach chair.

What is Viral Marketing?

Viruses are not normally welcomed in either computing or human circles. A virus is an infection—a disease—a thing to be avoided at all costs. Indeed, viruses are to be strictly avoided. But we can learn from the habits of viruses, and make their ways ours to harness motivated web traffic.

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At its most basic, viral marketing is nothing more than the spreading of information from one person to another. It is based on the concept that on average, a person will tell three others about a product that they like. So for every client you please, there are three more potentials following behind.

In web circles, this has been applied in a broader sense to include not just word-of mouth campaigning, but actual programs that get passed around and enjoyed; and when those mini-programs link to another, more useful website or product, the viral effect continues on to eventually net the end-goal, which in this case is traffic to your website, and conversion of traffic into sales of featured affiliate products.

Using Freeware and Shareware in Viral Marketing Campaigns

People love getting something for nothing. That is why freeware and shareware are so popular on the web today. There are entire websites dedicated to just giving away freeware and shareware, and they are making big bucks by doing it—and so are the people who own those programs.

By giving away a free version of a complimentary program that fits in with your affiliate product, you can generate a large amount of viral traffic into your site. What's great about this kind of traffic is that it is independent of web searches. In other words, the viral traffic from freeware is *in addition to* organic traffic generated by search engines.

Note—before you disregard this method as something beyond your expertise, understand that there are ways to build freeware without any programming knowledge at all. This is a traffic generation method that anyone can use!

The basic method that is employed here is this:

- First, you create or have created a simple software application that will appeal to your target consumer. This needs to be something that ties in with your affiliate product in some way, and that can enhance the product or help answer questions which lead the consumer to your product page.
    - For example, going again with the fitness theme we started earlier, if you are selling bodybuilding supplements you might create a freeware product that helps your customers track their workouts and progress.

- Next, you create a website for your freeware product. This page will list the product features and will give download instructions to the visitor so that he or she can really get the freeware product offered. But it also links in some way to your affiliate product. There are a variety of ways you can choose to link out to your merchant's page. Your methodology will depend a lot on your affiliate product, and also on the freeware product that you are offering.
    - In the case of the workout tracker, you may simply advertise your affiliate product site, or offer links to

informational resources. For example, you might prominently display feature articles which detail useful information for bodybuilders. Naturally, the articles that are linked will be those hosted on your main product affiliate site, which is already set up to convert your visitor over to your merchant's page.

- If you have created something like a quiz or questionnaire-style diagnostic tool, the "solution" will link directly back to either your affiliate website, or more probably your merchant's site—the real answer to the problem! So for example here you might create a diagnosis tool for bodybuilders designed to answer "Why can't I make gains?" You ask a few profiling questions about workout habits, show that you understand the trouble facing the user—for instance, no gains despite regular, planned workouts, and then suggest that a dietary need might be to blame, or that supplementation might help. To learn more about what your body needs, click next.

- Now that you've created your application, you need to place it in systems where users can find it. Very simply, you will submit it to free download sites, such as freedownloadscenter.com, Tucows.com, or any of about 600+ other free download websites. The websites will offer a brief description and overview of the product (which you will create prior to submission) and then offer a link to the homepage where the free download exists. That homepage is the place where your sales begin!

You can use Shareware applications in much the same way, only instead of promoting an affiliate program you are promoting a program that you own or have created. It starts as a free version, but only works for a limited amount of time before it times out, or has limited functionality. The goal is to get your users to fall in love with your little program so that they do buy the additional features or purchase the program after the trial time (you'll recognize this as the MO of many leading software companies—get them to rely on your product so that they have to buy the full version).

Useful tricks and tips for distributing Freeware and Shareware Easily

To try to submit your applications to all the major free download centers would be entirely unmanageable. You could reasonably manage a few manually and on your own, but that would not be enough to really capitalize on the traffic potential created by creating your own freeware and shareware programs and applications. The only way to really do this is to use a submission program of some kind.

There are different options out there, such as FastSubmit, PromoSoft, SharewareTracker and many more. These types of products help you submit to between 400 and 600 download sites automatically or semi-automatically, depending on the program you choose. You can research these programs, or simply search for mass-submission software to find a program that works well for you. Many of these rely on your having created a PAD file with the

needed information the download sites will be using, so you should learn more about PAD files and creating them if you plan to use mass-submission software.

Since you now know the basics of how to utilize the viral capabilities of freeware and shareware, let's talk just a bit about generating the ideas that will make this worth your while, and about how you can get started even if you are completely tech-ignorant.

Generating Winning Ideas

The one thing that you want to keep in mind is that your application needs to in some way appeal to your audience. It has to be something they will be happy to have for free. In other words, while they will not expect premium software for nothing (the possible exception being shareware programs), they will expect a nice little something for nothing—the only reason they'll be looking anyway!

There is something else to keep in mind, too. It has to fit with your product/niche! You can't just throw out a free loan calculator to sell your bodybuilding supplements; you have to have something that a bodybuilder will be interested in having. Something that solves a problem, enhances your product, or helps make his/her bodybuilding life easier.

To help you generate new ideas if you haven't any of your own, go ahead and search around the net and the download sites. See what other people are offering in your niche—especially those types of products that are getting downloaded often (you can see how often a program is downloaded when you click on it at most sites) or that have high user reviews (again, available on most download sites). Of course, you cannot simply take what someone else has already built, but you can get some ideas and design one of your own.

Otherwise, a simple brainstorming session could generate some great ideas. Put yourself in your customers' shoes once again, and think about the things that you might like, or that might make your life easier.

Just understand that whatever it is you create, it needs to be something that both stands on its own as an actual interactive product, and one that links in somehow with the rest of what you are doing.

Why it works

Understanding why freeware and shareware give-aways work will help you as you generate ideas and construct your applications. What's most important to understand is this—freebies work because they are interactive and are of value to the customer. It's different than creating an ad! It has to be something real and useful!

What this means is that you cannot just go about designing an application as yet another wordy advertisement. Applications that are in actuality ads will only hurt your traffic; first because your customer will feel cheated, and secondly because they will be banned by the better download sites, and possibly even result in your website being banned. Therefore, the golden rule in creating freeware applications is to make them something real and useful, capable of standing on their own.

A few basic tips for creating freeware that will net the desired results are:

- KISS—Keep It Simple, Stupid! Don't go overboard; create a simple application without extending your resources too far. That way if it doesn't get a lot of attention, you haven't lost much, and that way you also don't over-complicate the usefulness for your customers.
- Quality—make it something that is well-built and functional, even for its simplicity. Substandard products will either not be used or will be ignored by websites.
- Value—include some element of value for your customer, whatever it might be, so that you give them a real incentive to download your application and use it to get to you!

Getting the Freebie Ball Rolling

We did tell you earlier in the notation that it is possible to employ this technique with little or no programming knowledge. To show

you how that is possible, we'll talk about just a couple of options for creating programming cheaply (or for free—even better!) and easily.

The most basic freeware applications we are talking about here are not much more than lists that link to the appropriate target. We're talking about those quiz-style diagnostic questionnaires that go on for a few frames by clicking 'next', and then end at the solution to the problem—you merchant site. Otherwise, we could be talking about a links-finder or listing agent. You can construct these easily enough with just some creative writing in an HTML editor, some CGI script, and linking via a hidden redirect function to the URL of your choice. You can easily learn enough basics to do this on the web.

Of course, more complex applications might require a little more expertise and programming skill, but if you know where to find that for free, you can still construct a quality product without a degree in programming. Websites like Freebyte.com, NeedScripts.com, and HotScripts.com all offer free programming scripts and codes that can be easily plugged into HTML editors to create applications of a wide variety of sorts. These free source-codes in and of themselves can be a great way to generate freeware application ideas.

In addition to the free and low-cost programming options, there are also programs that can be used in template-fashion to build applications, such as customized toolbars designed to suit the interests of your niche audience. Again, there are many software applications that can be used for this purpose, like Site Pilot

Toolbar Creator and Toolbar Studio. There are even free trial versions of ToolBar Studio and other similar programs available online.

As you can see, with the abundance of programs, free codes and scripts, and simple applications that you can build on your own, there are a multitude of possibilities for even the most technologically impaired affiliate. So yes, even you at home can easily get the freebie ball rolling toward Big Shot profits!

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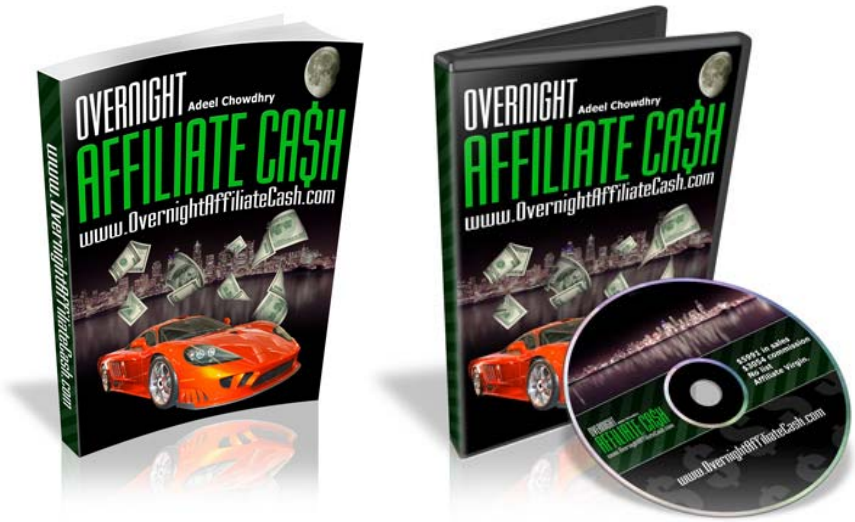

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8

What You Need To Know About SEO

The Ins and Outs of SEO

Remember earlier when we said this?

- Search results rely on content and keywords.
- Content = Food for search engines/spiders
- Quality Content = Good Search Rankings

Well the Ins and Outs of SEO are not much more complex than that. To that, the only thing we might add is the importance of links:

- Search results rely on content and keywords **and links**
- **Links plus** Content = Food for search engines/spiders
- **Links plus** Quality Content = Good Search Rankings

So to summarize this chapter before we even get going, if you have good content that your customer is searching for, and you gain some good links back to your content, you will rank well in the

search engines, and you will tap into that organic traffic which will result in 90% of the traffic to your website.

As we said when we talked about how search engines work, the entire business is ruled by matching terms to terms—terms on your page to terms visitors are looking for. These, and you probably already know this, are what we refer to as keywords and key phrases. Now, as you can imagine, not all the words on your page will really matter because no one is out there searching for meaningless words that are everywhere. What you need to do is figure out which of the words people *are* searching for in respect to your niche and target a select group of them. These will be the words that you strive to optimize for, the words that hopefully will gain you SERP ranking near enough to the top to get traffic.

These words and phrases will be ranked first and foremost by the content on your page. That is what is given the most weight and relevance by search engines and by people. And since site popularity, traffic, and linking all weighs in, too, content is the most important factor in SEO.

Aside from SEO efforts, there is another, more important reason to write content that is useful and relevant. Your customers! Consider this—no one cares if you rank first but have nothing to offer after the click. All that the humans care about is whether or not you are serving their needs. After they find you, if your content is good they'll stay and have a look around, use your site for a while. If it's nothing more than a pile of keywords stacked one upon another, they'll just leave for the number two-ranked site that actually has real content.

Therefore, if you understand nothing else from this chapter understand this—the focus of all your SEO efforts must first be—above anything else—the quality of your content! If you do nothing more than put up good, [humanly] digestible content, you've already done more than half of what it takes to develop a site that will generate traffic.

Nevertheless, there are other factors that weigh in on your ranking that can be optimized to increase your popularity with the search engines. These include both on-site and off-site factors.

On-Site SEO Components

Three basic components will decide the bulk of your search engine rankings. They are

- Content
- Tags
- Link structure

We've pretty much covered the content factor. You need quality content that includes those keywords at a reasonable density to please the spiders (somewhat elusive, but between two and four percent keyword density for each term is generally accepted as the norm and a good target); that content needs to be pleasing to your humans more importantly, so write for them and where it makes sense to add in your targeted keywords, do so, but if it detracts from your content and makes it unreadable, let it go.

Tags are the other important component, as they work as a bit of a guide-system to search engine spiders; not only that, but when you include eye-catching key phrases, your visitor's interest will be piqued as well. However, much of what exists in tags is never seen by people, so there is a bit more leeway here.

Tags are attached to all sorts of content to explain it to the spiders. There are tags for images, titles, keywords, and more. Title tags are the most crucial of these, as they have a direct bearing on your rankings. Title tags serve as a description of the content on the page. Also, the information in the tag appears in the search results, giving that at-a-glance information that the searcher will use to decide which site they want to click on. Therefore, title tags are something you want to know about and use as part of your overall SEO campaign.

Meta tags are a couple of sentences that describe the content. Meta tags help place your content amongst the other sites, sort of explaining it to the search engine; they also appear in some searches to describe the site to the visitor. They may bear on SEO, although the argument is that their impact is negligible. It is worth the few seconds to use them, and perhaps enter your key terms there, but you should be most concerned with other aspects of SEO.

The third factor in on-site SEO is your internal link structure. From the standpoint of search engines, the better websites have multiple pages of worthwhile content, and they create navigable internal link structures so that their visitors can get around easily and find the

information they need. That is what you need to build for both your visitors and your spiders.

The internal link structure should be logical and usable. Humans will use it to read all that is of interest to them, and spiders will follow them to see where you can take them. Give some consideration to this as you build your website, and think about how you can use your structure to help all involved, and also to direct visitors and search engines where you want them to go.

In addition to just having the basic static components in place, you also need to attend to the dynamics that affect your page ranking. For all intents and purposes, those dynamics are new content creation. Search engines like sites that are up-to-date and well-cared for. And from their point of view, sites that are up-to-date and well maintained are sites that change with the times. Therefore yes, updating content is important.

This does not mean, however, that you should go about changing your basic content every day—just that on a regular basis (and some say daily is best, but what a lot of work that would be! And Big Shots aren't into creating more work for themselves!) you need to add some new content. The easiest way to do that is throw up a new article for the spiders to chew on. A blog attached to your website can be very useful for this purpose. Targeted visitors seeking assistance, however, will often prefer the formality of an article.

Off-Site SEO Components

That covers the meaningful on-site SEO components; now we need to take a look at those off-site factors that bear on your search engine popularity.

Search engines like popular websites. They let the use of others show them which sites are most worth going to. That is not to say that you will not be indexed by spiders before you have in-bound links established, it is just to say that you will rank better when search engine crawlers can see that others are pointing towards your site, too.

You can think of it this way. The content on your site provides the food for search engines—this we've said before. And the links from others outside your site help search engines qualify that, or assign a value to your site.

The moral to the story is that good links mean good rankings. You need outside links coming into your site to gain good ranking and search-generated traffic.

But what makes a good link?

The way the crawlers see it, links should follow a natural order. That order goes something like this:

- A website is created
- The website is found by a few chance visitors

- Those visitors like your site, and recommend it to others (by linking, such as this is the way of spreading good news on the www)
- Those interested parties tell other interested parties, and soon there is a navigable path of links from one happy user to another, back to your website

Now the thing of it is that spiders are smart. They know a natural link-structure does not happen instantly, and it is not all centered around one point. So while you can get the ball rolling by scattering some links around the web yourself, or trading a link with someone else (reciprocal links), you can't just flood a few locations with tons of links back to your website.

Hence, there are some disqualifiers for the links coming into your site.

- Off-topic links don't make a lot of sense. Limit links from places that do not share your interests.
- Reciprocal links just look like a trade-off, so all of your links cannot be gained in trade (some weight will be given to shared links, so they shouldn't be discounted, but don't put all your eggs in this basket).
- Having all your links from one or two sources looks just like what it is—you out there linking back to yourself, and not moving around the web to do it. Start some links through social sites like Squidoo and MySpace, but also use these for their intended purposes of informing others about your website.

- Paying for links from the top websites (because yes, you can pay popular people to "like" you) looks equally contrived. Your link pattern should be from the jocks' table as well as the nerds'. Paying for a couple of high-hit links is a good fire starter, but don't group your eggs in just this basket, either.

Basically, you just need to utilize link opportunities from each category (link type—one way, reciprocal…). A strategy to employ to establish links from the outside in might look like:

- Establish one-way links from quality sites
- Establish reciprocal links
- Submit your site to directories
- Use free article submissions (nicely suited since they'll scatter across the web and draw in links from all over)
- Engage in social networking on topic-specific niche forums and blogs, etc
- Create social networking pages and lenses at Squidoo, Zimbio, and other similar sites

This may seem virtually impossible, but there are such things as paid links and link networks. One that has worked well for many affiliates is Jonathon Leger's 3WayLinksNetwork. There are others, too, and you can research this online. Just know that the fastest way to build links that will count is to utilize all available resources.

And as a last note, know this. Do not be scared that you might break one the rules of pleasing the crawlers with your links. You can't really do it wrong. By that what is meant is that while the right mix of links boosts your performance, the 'wrong' mix doesn't

really hurt it. If you end up with a link structure that is too heavily weighted in one area, the worst that will seemingly happen is that the links will be discounted, but they will not subtract 'points' from your ranking. In essence, they just become neutral. Try a few things, build up some links, and then go from there to tweak your external linking.

What Will Work and What You Should Forget About

This is where we've chosen to place this all-important conversation, although by some rights perhaps it should have come much earlier in the book. At any rate, this is where we are going to talk about the keywords and key phrases that you are to choose to target your very willing and able buyers—the people who really want to buy, that are just a step before purchase, that are right on the verge and just need that last little push!

The best free thing you can do is choose the right keywords that will target the right buyers. But those keywords are not what so many others have told you need. The big push on the internet is to get ranked for the most popular keywords. If you accomplish that, you'll have so much traffic nothing else will matter. There are a few things wrong with this methodology and logic.

- It is too hard to break into the high rankings for the most popular search terms.
- Traffic doesn't matter as much as conversion does.
- Most searched does not equal motivated buyer.

- It ignores the long tail of keywords that collectively means bigger and better traffic than a single top keyword.

The most important factor that we want to consider is that by basing your keyword searches on what the most popular search terms are for a niche, you are not specifically targeting those people who are willing, motivated, on-the-cusp buyers. You're simply collecting everyone out there with an interest in widgets or bodybuilding powders, who could be everyone from kids researching school papers to people who hate widgets or some actual consumers looking for widgets and supplements to buy.

Secondary and long-tail keywords/phrases are actually the traffic that you want most. The reason is simple—because if you figure out what the *motivated buyers* are using as their search terms, as opposed to everyone else looking up your niche, you will weed out the fluff, and just net in the traffic you want. It may not be as impressive as bringing in visitors by the thousands, but who cares if those visitors are more likely to be buyers?!

Choosing the right—profitable—keywords is easier than you think. You just need to know what buyers search for. This will vary depending on what you are selling, but as a general rule buyers will look for information about a product before they will just look for the product. They'll look for the advice of others on the web. They'll look for opinions and information offered in specific types of content like product reviews. For these people you want to choose keywords that include things like

- Product x **review**

- Product x **opinion**
- Product x **comparison**

And so on.

The problem-centric consumer might also be looking for an answer. These types of buyers are easily targeted with tutorials that offer the solution they need. With this you have one of two options—either provide complex tutorials and point to a better way, or end your tutorial with your product, or otherwise include it as essential to the fix. For these people you would want to include keywords such as

- X **How to**
- **How to** do x
- **Repair** problem
- **Fix** problem
- Problem **fix**
- **Cure**
- **Clean**
- **Problems**

By now you should see where we're going with this. The people who need you are not just going around wasting time in broad searches; they are very specifically addressing their needs and concerns with their search terms. Therefore, what you want to do is give them what they are looking for, and optimize using the terms that the people you really want visiting are using.

This is the keyword and SEO strategy that you will use for each of your small, product-centered websites. By doing this on multiple websites for different products, you will, over time, capture a great deal of the traffic rankings for your niche collectively. That's when you use your parent site to clean up. On your parent site, you start optimizing for the bigger, more general keywords. You can now do this because you have a large enough link structure established outside in the secondary keyword markets to support the larger site, and therefore you've established enough power to rank well with the parent site in short time. Eventually, the roles reverse and it is the parent that feeds the smaller sites, but the roles don't really matter. All that matters to you is that by one turn or another, the traffic is controlled by you.

This is, by far, one of the most effective strategies employed by the Big Shots. Big Shots love internet marketing for its simplicity and profitability. They are looking to make big money with limited output. So they concentrate on what will bring in the most buyers, most easily. And this is it. If you do not learn anything else from this book, learn how to target a buying audience like the Big Shots do. Learn to choose the keywords upon which everything else will be based, and enjoy higher conversions and interest simply by default.

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9

Powerful Tools You Can Use to Boost Revenue

Creating Your Own Products

It's a simple, very logical concept—if you can make big money as an affiliate, how big could your revenue stream be if you were the producer of the product instead?

You know that as an affiliate you make x percent of each product sold. Let's say you're earning a commission of say 50%. That means that you are *not* making 50% of the revenue generated from that sale. Someone is making just as much as much as you are! Now yes, we'll give you this one point—that someone is also paying the expenses of development and production and other overhead, but you can bet they've set their price at well above expenses!

To be clear, we are not recommending that you endeavor to create your own products rather than become an affiliate. What we are recommending is that *after* you have established your business as an effective internet marketer, that you then leverage your influence to promote products of your own and cash in by netting

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the biggest part of your sales. Let's talk a bit about how this can be done.

The Back-End Sales Effect

What this private product creation strategy relies on is you having already established a foothold in the market, inside your niche. You've done this by employing the strategies outlined in this book, by creating product-focused websites and then linking them together with the parent site which captures the rest of the general internet traffic looking for your niche content. And now that you have everyone's attention, you can use it to up sell your returning visitors to your own products.

What Might You Sell?

Much like the freeware products that boosted your traffic, you need to sell something that correlates with what you've been selling all along. But you do need to realize that your buyers will not go back in time. You can't just sell them on something simpler that they might have bought before; you have to sell them on something that serves them in their next phase of life, or that enhances that which they've already bought.

Generally speaking, this will be something that is digitally-generated. For instance, if you previously sold bodybuilding supplements, your next product might be an eBook or bodybuilding program that the buyer follows to make those big-muscle gains. If

it's the crunch-time workout video, maybe the product that you build is a nutritional plan or for the time-impaired.

It is worth noting, too, while we have this conversation, that you can harness the power of back-end (as in dedicated, trusting, return buyers) sales with other affiliate products as well. For instance, supposing you decide that being a product developer is just not for you, you can group and up sell complimentary products. Likewise, you can also reverse the strategy a bit so that you are first selling your product—an eBook or something similarly easy to create—and then up-sell an affiliate product. But no matter how you decide to go about this, remember that it is all based on your established sales foundation. Becoming a Big Shot affiliate is still your first order of business, then.

Product Development Options

No doubt, most who are getting into affiliate sales are not those who ever thought they'd be developing a product to sell as their own. This might lead you to believe that creating your own product is beyond you.

However, as we said, we're primarily talking about products that are digitally created in some way. We're not necessarily suggesting you go out and invent anything tangible. Some product options might include:

- eBooks
- Software programs

- Web Templates
- Applications and plug-ins
- Courses, online training

And this is just the beginning.

You have several options even if you do not actually have the expertise to create one of these products yourself. Hiring a freelance writer or programmer is easy, thanks to online classified ads like Craig's List and freelance websites like GetAFreelancer and RentACoder. Since you are already making Big Shot money, and you will be making money with your product, you can now justify the expense. It's just a part of your product development budget and business plan.

Unleashing Affiliate Power

Once you have a quality product, your next natural step will be to do what got you into this whole mess—offer your product through ClickBank or another and generate your own affiliate sales. Your own very well-established affiliate sales will turn some great profits for you, but imagine now if you coupled with affiliates and multiply that across the web!? Get others to sell your products *for* you. Do the foundation work, post some sales and conversions worth bragging about, and then let the power of the internet sales force sell your product for you!

You really have nothing to lose by developing an affiliate program. If you have a product that is selling well, it will sell through other

talented affiliates, too. And since it costs you nothing unless a sale is made, there is absolutely nothing to lose. It's the beauty of affiliate marketing, and it's why this business is so vastly popular, and why this is how web-based products sell primarily—through direct sales and associations.

The Beauty of Duplicity

The more beautiful thing about developing your own product is that you can do it in multiple variations again and again, and thereby benefit from the beauty of duplicity. Seem cryptic? It's not.

The first time is the hardest time. Therefore, if you can manage to create a good-selling product once, you can recreate and capture more market share by doing it again and again. You can, in effect, control more of the market share just by creating what seem to be competing products.

The beauty of this is that you do not have to start from scratch every time. All you have to do is make small changes and tweak your original product, give it a new name and domain, create a new brand, and follow the same path to success. The real beauty is that you become a proportion of your competition—proportionally based on the size of your niche market and on the number of times you re-create your product.

To capture further power of duplicity, you can also create competitive products and sell the rights to them, either in full or Private Label Rights that others can buy and resell as their own.

Since you are still paid on your end each time the product is sold, you still make money. (Be sure that you learn about and understand the different kinds of rights so that you do not illegally resell the product; Private Label Rights, or PLR allows you to resell the same product multiple times, whereas full rights does not. There may be other intermediate rights options that you can explore to get more mileage from your products as well.)

It is true that all of this multiplicity increases the competition against your own products, but in this case that is certainly not a bad thing. For one thing, all that it means to have competition is that there is room within the market to support it. New competitive products would not (and should not) be created in a niche without demand. More importantly, you are creating your own competition. At one point or another, you are making money from the product. You are only multiplying your income by creating your own competition.

And after each completion, you are ready for the final step, which multiplies the beauty of duplicity yet again, opening the floodgates for a near limitless marketing potential. We think you'll recognize this last phase.

Unleashing Affiliate Power

Do we repeat ourselves? A little bit, but this time, with a twist.

The last phase is the same as the final phase in the marketing of your first self-developed product—creating an unlimited marketing

and sales force. Imagine the power of not only creating that force for your product, and not only creating and controlling your own competition, but then selling those products that you control through more affiliate programs! The result is the multiplied power of multiple affiliate programs, all selling products that you own. There's virtually no end to the possibilities; and all you have to do is do again that which you've done before.

That's it! You've made it! You've just learned everything you need to know to leave the puppy pen and become a Big Shot Super Affiliate. We've just outlined an entire strategy here that will work for you to make big, easy money through internet marketing. We know you're excited to get started, but before you run off to find big-selling affiliate products and start building your “WEmpire”, we think you'll want to take a look through chapter 10 (and we hope you'll stick around for our few final remarks; come on—just a few minutes more!?). Chapter 10 is simple, no hard reading or heavy methodology, just straight-forward resources listed categorically to help you on your way. So if you'll humor us, just a few more minutes of your time. The time, money, and effort you save will be more than worth those minutes.

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10

Useful Resources

Getting the Help You Need

We've given many resources and tools inside the body of the text; here, we've compiled links to those resources, just to make your life a little easier.

In this chapter, you'll find a compilation of links for several categories of resources that you can start using today to get your affiliate program up and running and making you Big Shot money. As you'll see, these links run the gamut of software programs and websites that are necessary to employ the tactics outlined in this book.

What we've tried to do is provide you with several resources for each function; to that end, we've included links to a number of different programs. We don't necessarily recommend one over the other, but these are the sites the Big Shots tend to rely on most, at least in the beginning. That being said, only you can determine which of these is best suited for each of your individual needs. They're listed here, somewhat grouped into categories but in no particular order (in other words, the 'best' are not listed first...), and we hope you find great success with them.

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Resources for Finding Affiliate Products to Sell

- **ClickBank** – it's the place most everyone gets started as affiliates selling digital products
- **Commission Junction** – the other top affiliate networking website
- **SharePayNow –** an up and comer that is really showing some promise and is poised to be the next favorite of affiliates across the web
- **Amazon.com Affiliate Program** – one of the most popular programs for its ease of sales and name recognition; an easy one to get started with
- **eBay Affiliates** – ditto what we said for Amazon; the next big way to make money on eBay!

Website Hosting & Design

Of course, there are unlimited possibilities here, so please do feel free to take your own lead. We understand that these sites will be far inferior to the talents of many of you, but in the interest of providing website resources for those with limited or no technological skills, we've listed just a couple.

- **GoDaddy.com** – a popular and user-friendly, affordable site; offers templates and website builder programs, too
- **HostGator** – quite similar to GoDaddy, user-friendly and affordable as well

- **Easy WebHosting** – just another similar site, one among many that will nicely serve the purpose
- **Website for Me** – catering to the 'non-techie' crowd; affordable and simple

Keyword Tools and Analytics Resources

- **Google Keyword Tool** – keyword research from the number one search engine authority
- **Google Analytics –** unparalleled analytical tools and free services
- **WordTracker –** one of the first-line resources for keyword searches; paid and free trials available
- **Overture – Renamed Yahoo! Search Marketing** – now Yahoo!, but still the authority for many
- **Seoconsultants.com –** for information about the top 10 search engines and also free submission links for all

Hiring Freelance Writers & Programmers

- **GetAFreelancer** – a place to find affordable freelancers from almost anywhere
- **RentACoder –** another top resource for freelancers; specializes in coders, designers, and programmers, but also a top-notch resource for freelance writers; a daily stop for freelancers looking for new projects

- **CraigsList –** technically an ad site, but one of the first places people go to hire freelancers on their own, and also one of the primary job-hunting resources for freelancers
- **Elance –** another of the more popular places to place an ad for a freelancer, and get back several bids for your project

Social Networking Sites

- **Squidoo** – well-trafficked, top social media site; a first offensive for many small businesses and affiliates
- **Zimbio –** similar exposure as on Squidoo; join and submit for added authority and exposure
- **MySpace –** popularized by teens, but also a huge marketplace for small businesspeople and entrepreneurs; may come with ready-buyers, depending on what you're selling
- **FaceBook –** think of it as MySpace for grown-ups
- **Blogger –** free blog services, just in case you do decide on a blog; lots of exposure to link back to your product websites
- **WordPress –** a newer blog platform with more bells and whistles; user-friendly; being embraced by many bloggers

Article Directories & Submission Tools*

- **Article Marketer –** a most recommended article submission tool
- **iSnare –** leading article directory

- **Article Submitter and Article Submitter Pro** – submission software; paid and free versions available through web search
- **eZine Articles –** one of most well-known articles directories on the web; first-line offensive for a variety of businesses and info-searching consumers
- **Article Dashboard –** more places to spread your name!
- **Idea Marketers –** another top-ranked article directory
- **PromoSoft** – distribution software for software programs

** There are far too many article directories to list. Here are some of the top recommendations among marketers, but you'll want to find even more for bigger exposure, and find out who gives you the best results!*

Download Sites for Freeware & Shareware

- **Tucows** – one of the top two
- **FreeDownloadsCenter** – the other of the top two
- **FreewareFiles.com**
- **SoftPedia**
- **Freeware Home**
- **Download.com**

All of these are about equal and are great places to start searching for freeware. Like the article directories, there are many out there, so you have to look and see for yourself to some extent. It would be a good practice to spread yourself around from time to time to get a variety of products.

List Management Services / Newsletter Distribution

- **Aweber –** becoming one of the most favored; converting users all the time for its superior services
- **FeedBurner** – free services offered
- **FeedBlitz** – free services offered

Programming Scripts for Building Applications

- **Freebyte.com**
- **NeedScripts.com**
- **FreeCode.com**
- **ScriptSearch.com**
- **HotScripts.com**

Yes it's one of those things again—these are a handful among many, and everyone seems to have their favorites. It's a search-and-see kind of deal. These five will give you plenty of options to get started, and of course you can search for more. There is no telling what some promising programmer will slap up on any of these sites, so it's worth making some regular stops into a few to keep finding the great scripts to build your applications.

Toolbar Creation Programs

- **Toolbar Studio –** free trials and paid versions available through search
- **BestToolbars.net**
- **spToolbar.com**

Many in the net; Toolbar Studio seems to better liked for real functionality.

Your Favorites Here

As we said, we offer these useful resources just to help you get started building your Big Shot affiliate empire. Quite likely you have a few favorites of your own, or can do a lot of this bigger and better than some of these sites and applications can. Have at it! The Big Shots do what works for them, and they keep doing it again and again to make more and more money. That's the Big Shot way! So use what helps you here, and use what you already know to be excellent resources and tools, and soon we'll be visiting your authoritative niche affiliate sites on the web!

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A Few Closing Remarks

There You Have It

There you have it; the comprehensive guide to becoming a Super Affiliate—to being a Big Shot affiliate and running with the Big Shots.

A lot of hours and top-tier industry expertise and advice has gone into the writing of this book. We've compiled the best advice we know and could access for one purpose—to help you become a Big Shot in affiliate marketing. We've given you elite strategies and simple tactics that anyone can employ to make money easily on the web, and enjoy that life of freedom the top affiliate marketers do. By now, you have a complete structure for

- Selecting a niche market with ready buyers
- Building your website and online affiliate empire
- Researching the most efficient and profitable keywords and key phrases
- Optimizing your site with SEO tactics that really work and do not waste your time
- Duplicating your primary strategies and expanding them to make more money again and again, without limit

It's all here. It's all been covered. And now all that there is left for you to do is to start employing the strategies you've learned here.

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We can't do it for you

And since Big Shot affiliates are more into easy money than creating extra work for themselves, we probably wouldn't if we could. No, the only way that this strategy will work is for you to go out there, choose some products, and put it into play. This method will work for you; you just have to do the work to let it run.

A word about the Waiting

Before we go, we'd like to mention one more thing.

Often what we see in internet marketing is that people delay the launch of their websites waiting for the time to be "right". Unfortunately, there really is hardly ever a time like that. The time is *right* for you to build your first site now! Put up some content and a few basic processes and links so that orders can be made, and then let her rip!

What we are trying to say is, you don't have to wait until every last dot is in place. Once you have a basic product-centered website, go ahead and let it fly! The rest of the links, the content, the articles submissions, the promotional strategies, and even the bulk of the SEO can be added as you go along. As one internet marketer said, all you need to have in place to release your site and start making money is the next step. In other words, all you really need to have at the start is the ability for your visitors to

order—to get to your merchant's site and make that sale! It will take you less than a day to do that. Build your basic site, construct your links, launch, and keep building until you're done.

Therefore, we expect to see you up and running and selling on the web soon; any day now, in fact. That should excite you because it means that within days you'll have the potential to be making money. Not months—*days*!

Best of Big Shot Luck to You

There you have it. A complete strategy. A guide for making Big Shot money, and the permission to start making money *right now*. There are no excuses left. All that is left for us here to do is wish you the best, and send you on your way. So *Good Luck*! You have work to do!

We'll be running with you on the other side….

My other products you may enjoy...

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