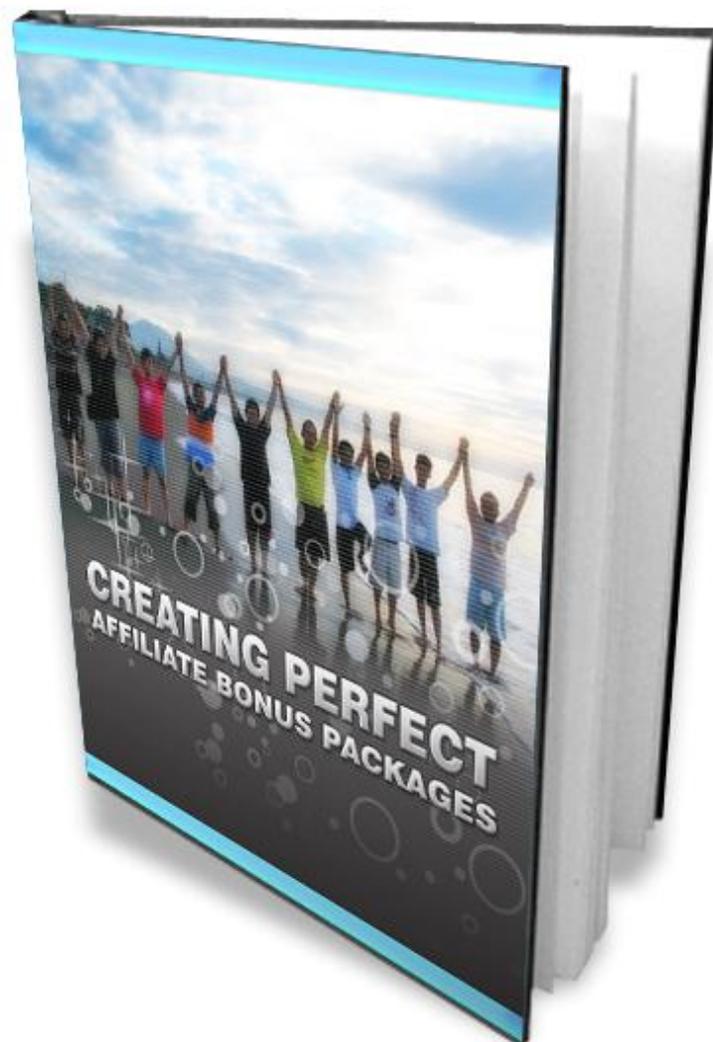




Creating Perfect Affiliate Bonus Packages





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Introduction

Right at this moment, at this very moment as you read these first few words of this book, there are thousands of online marketers both new and more experienced who are trying to generate an online income from affiliate marketing. They are people who, instead of creating their own product or service to sell as the basis around which they build their online business empire, have chosen to sell other peoples products or services in return for a commission for every successful sale.

Some of these individuals will be spectacularly successful in their affiliate marketing efforts, generating five or even six-figure sums every month from affiliate sales. The majority however will never do much more than make a few dollars here and there from affiliate marketing, never really getting much beyond the first step of affiliate marketing.

There are many reasons for this, amongst which one of the main problems is the fact that affiliate marketing is an ultra competitive business, a fact which I believe many would be affiliate marketing success stories vastly underestimate.

But, if you take a moment to think about the nature of affiliate marketing, the size and scope of the problem should be obvious.

As an affiliate marketer, you attempt to generate sales commissions by promoting and marketing products or services that are created by other people. Most commonly, you will do this from your website (although it is not strictly necessary to have a website to promote as an affiliate) as





will hundreds or thousands of other individuals who are pushing the same product or service.

And there is the crux of the matter. There are hundreds of other people who are doing exactly the same thing as you to generate affiliate sales. Unfortunately, not only are all these people pushing the same product or service, the majority of them will be doing so in exactly the same way.

Consequently, whilst the most successful affiliate marketers always strive to do something different, the vast majority who remain average appear content to be the same as everyone else in their market.

In short, if you want to be a successful affiliate marketer, you have to do something different to what the majority of affiliate marketers are doing in an effort to stand out and be remembered.

Do this, and your chances of achieving the kind of success that you want to achieve as an affiliate are significantly increased. However, if you continue to do the same as everyone else – doing what you're probably doing at the moment – the chances of taking a giant leap forward are considerably reduced.

This report is therefore going to focus on two distinct aspects of achieving long-term affiliate marketing success.

Firstly and relatively briefly, I am going to highlight how you can build your affiliate marketing business in a way that vastly increases your chances of being successful. As this is a way of constructing an affiliate marketing business that is not used by 99% of your competition, it will





make you stand out in your potential customers mind if it does nothing else.

Secondly however, I and going to show you exactly how you stand out in the prospects mind and how you convince them to become a customer of your business using bonus products which give you a significant edge over the majority of other would be affiliate success stories.





Finding suitable affiliate products for your market

The first thing that you need to do in order to achieve success as an affiliate is to find a product or service that people want to buy. Logically speaking, if you are promoting a product that no-one wants to buy, the chances of achieving success are limited from the outset, so you must promote a product or service that people are interested in getting their hands on.

Many online marketers would recommend that you find a market sector or niche where there are plenty of people searching for information and there is money being spent as your first line of affiliate marketing attack. However, I would suggest that it makes more sense to do things the other way round, to find a product or service that people are likely to want to buy first. After all, it is your product that convinces people to buy, not the market niche you are operating in, so find the product first. For example, if you are promoting a particular brand of diet pill because your research has indicated that this specific pill is extremely popular, it is still a fact that the only people who are going to buy this pill are those who have an immediate desire to lose weight. Thousands of people who have no interest in buying weight loss pills might be looking for information about weight loss, but only the people who are thinking of buying are looking for specific product information.

If you have followed the traditional thinking of finding a niche first and then finding a product to match that niche up to now, I would suggest





that you try thinking the other way round from now on. Find your product first and then match it to your market.

There are lots of different ways of finding affiliate products or services that are selling like hot cakes.

For a start, you can use network sites like Clickbank.com (for digital information products) or Commission Junction (for tangible products and services) to see which products are the most popular in each individual market sector or category.

Using Clickbank, finding popular products requires nothing more than typing in a keyword search term indicating a market in which you might be interested in working and hitting the 'Go' button on the ['Marketplace' page](#). In this case, we are searching for the most popular dog related products:

A screenshot of the ClickBank Marketplace search interface. The title is "Search the ClickBank Marketplace". The form contains several fields: "Category:" with a dropdown menu set to "All Categories"; "Subcat:" with a dropdown menu set to "All Sub-Categories"; "Keywords:" with a text input field containing "dogs"; "Sort by:" with a dropdown menu set to "Popularity"; "Product Type:" with a dropdown menu set to "All Products"; "Language:" with a dropdown menu set to "All"; and "Show:" with a dropdown menu set to "10" and the text "results per page". There are two buttons at the bottom: a green "Go" button and a grey "Reset" button.

By leaving all default settings as they are on the 'Marketplace' page, you automatically generate a list of products ranked by popularity. In other words, the products you see at the top of the list on the results





page are the most popular in this market with other affiliate marketers who are promoting products from Clickbank:

- 1) Secrets To Dog Training *Updated*** Secrets To Dog Training (formerly SitStayFetch) Has Been The No. 1 Over 4 Years. *Update* You Can Now Earn Up To \$68 Per Sale. See www.kingdomofpets.com/affiliates/ C More Info!
\$/sale: \$31.94 | Future \$: - | Total \$/sale: \$31.94 | %/sale: 75.0% | %refd: 84.0% | grav: 97.53
[view pitch page](#) | [create HopLink](#)
- 2) Dog Food Secrets.** Not Another Training Product So Easy To Promote. \$31.86 Payout On Most Popular For Faster Loading. Continually Split-tested. We Email Follow-up With Your Visitors For You & You Still Get
\$/sale: \$28.21 | Future \$: - | Total \$/sale: \$28.21 | %/sale: 75.0% | %refd: 42.0% | grav: 54.59
[view pitch page](#) | [create HopLink](#)
- 3) Dove Cresswells Dog Training Online.** High Conversion Rate. Full Affiliate Support. Watch The Free Sarr Bonuses.
\$/sale: \$26.20 | Future \$: - | Total \$/sale: \$26.20 | %/sale: 75.0% | %refd: 86.0% | grav: 24.47
[view pitch page](#) | [create HopLink](#)
- 4) Do It Yourself-Complete Dog Training Program. Upgraded.** Consistent Seller With Excellent Conversion Promote? You Have Found It. You Can Easily Start Earning Up To \$43.46 Per Sale! Find Out More At www.training.com/affiliates.php

As there are over 100,000 active affiliates who are working with Clickbank products, you always know that the products featured at the top of the results page are extremely popular. And because you sign up with Clickbank once (for free) to have the opportunity of promoting any products you find on the site immediately, using Clickbank means that you can get your affiliate marketing career launched almost instantly.

Using a site like [Commission Junction](#) is a little more complex because you have to apply to and be accepted by every individual affiliate program manager you find through the site. Nevertheless, you can once again use this particular site to find which products or services are most popular in any given market in which you are interested in being involved:





Home Account **Get Links** Run Reports Mail

General Categories Advertiser List SmartZone Settings By Relationship CJU Online

Get Links - Advertiser List

Search Advertisers

Language and Targeted Area Filter ON / OFF
[Additional Search Options](#) | [Additional Filter Options](#)

Display By

Advertiser Categories			New Advertisers
Accessories Handbags - Jewelry - Shoes Art/Photo/Music Art - Music - Photo Automotive Cars & Trucks - Motorcycles - Parts & Accessories - Rentals - Tools and Supplies Beauty Bath & Body - Cosmetics - Fragrance Books/Media Audio Books - Books - Magazines - News - Television - Videos/Movies	Department Stores/Malls Department Stores - Virtual Malls Education Children - College - Languages - Professional Entertainment Discounts - Events - Guides - Memorabilia - Mobile Entertainment - Party Goods Family Babies - Children - Entertainment - Teens - Weddings Financial Services Banking/Trading - Credit Cards - Credit Reporting	Insurance Commercial - Personal Insurance Legal Services Marketing Business-to-Business - Network Marketing Non-Profit Charitable Organizations - Fundraising Online Services Blogs - Broadband - Domain Registrations - Email Marketing - Internet Service Providers - Search Engine - Web Design - Web Hosting/Servers -	New Advertisers My Nursing Uniforms Blooms Today Flowers & Gifts Fujicolor Norway zed Germany CJM_La Banque Postale FR Overstock.com chickdowntown.com 01insurance Speedy Cash Autoscout 24 ES Acorn Online Acacia Catalog CJM_Chef2000 - Spinning ES CJM_Scalextric - Erase ES Canada Pharmacy

Once you open your account and click on the 'Get Links' link at the top of page, you see all of the general categories in which affiliate programs are being offered through the site. If you were to click on the 'Nutritional supplements' link as an example, this is what you would see, with the most popular products in this particular market shown at the top of the page:

	Advertiser	3 Month EPC (USD)	7 Day EPC (USD)	Network Earnings	Sale	Lead
<input type="checkbox"/>	Healthy Directions » View Links	\$202.36	\$103.36	<div style="width: 50%; background-color: #90EE90; border: 1px solid #ccc;"></div>	Sale: 12.00% USD Performance Incentive	
<input type="checkbox"/>	Vitamin Shoppe » View Links » View Products	\$91.69	\$103.97	<div style="width: 75%; background-color: #90EE90; border: 1px solid #ccc;"></div>	Sale: 8.00% USD Performance Incentive	
<input type="checkbox"/>	LifeExtension.com » View Links » View Products	\$84.13	\$82.82	<div style="width: 60%; background-color: #90EE90; border: 1px solid #ccc;"></div>	Sale: 8.00% USD Performance Incentive	
<input type="checkbox"/>	 Swanson Health Products » View Links » View Products	\$81.11	\$87.77	<div style="width: 55%; background-color: #90EE90; border: 1px solid #ccc;"></div>	Sale: 10.00% USD	

The EPC figures shown are average earnings over the previous three months or seven days for every 1000 clicks on the adverts which are provided by Commission Junction affiliate program managers to

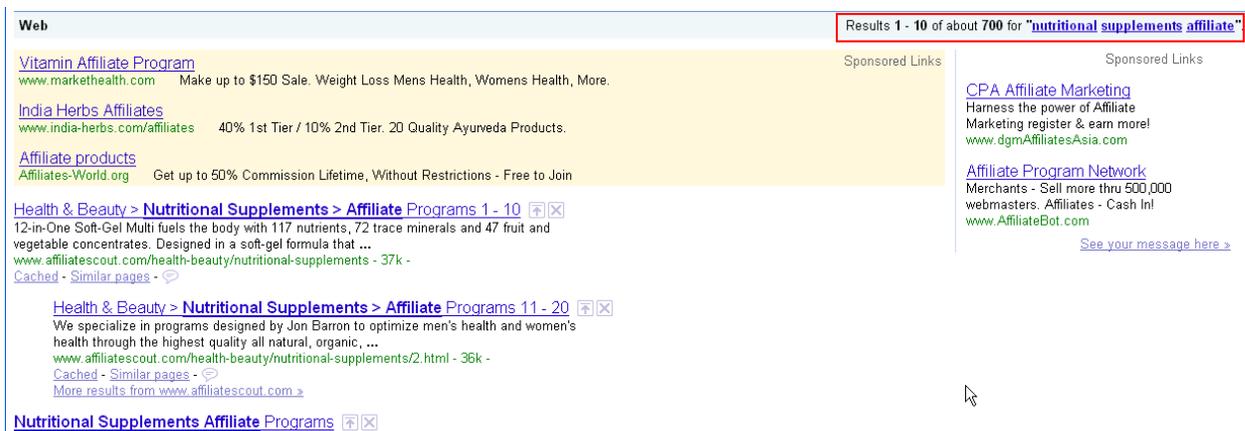




affiliates. Hence, the companies that are shown at the top of every category listing are those from which you are likely to earn the most money based on current statistical information.

Another option for finding suitable affiliate products is to search Google or any of the other major search engines for information about companies who offer affiliate programs in your market directly from the own site. Not every affiliate manager uses a network like Clickbank or Commission Junction, so this is a good way of finding some more 'under the radar' affiliate programs.

In order to find programs of this nature, input the kind of information that you're looking for together with the word affiliate to highlight the programs that are available. As an example, if I were still focused on the nutritional supplements market, this is the search term that I would use:



There are 700 sites reporting information of the kind that I'm looking for and as you can see from the natural search results on the left-hand





side of the page there are plenty of nutritional supplement affiliate programs which are being offered directly.

Think about the earnings potential...

When you are promoting as an affiliate, there are also choices to be made between the different types of products or services that you can promote. Each of these different offer types have advantages and disadvantages, so you should consider these as well before choosing which direction your affiliate marketing efforts are going to head in.

Despite the availability of several different choices however, most online affiliate marketers start their career by promoting digital information products from Clickbank. This is because doing so is easy and pretty much something you can get started with straight away. As a guess, I would estimate that in excess of 90% of affiliate marketers are promoting digital information products because of this ease of usage.

Another advantage of digital information products is that because the product creator only needs to create the product once, the commission rates being paid on information products are often very attractive as well.

In the previous Clickbank screenshot of dog product information you will note that all the programs featured are paying a commission rate of 75% (as indicated by the '%/sale' figures shown beneath the description of each product):





1) Secrets To Dog Training *Updated* Secrets To Dog Training (formerly Over 4 Years. *Update* You Can Now Earn Up To \$68 Per Sale. See [www](#) More Info!
\$/sale: \$32.51 | Future \$: - | Total \$/sale: \$32.51 | %/sale: 75.0% | %ref
[view pitch page](#) | [create HopLink](#)

Furthermore, because information products can be sent to the customer via the internet, there is a satisfying element for customers of instant gratification, a factor the importance of which should not be underestimated.

All of these positives are however counterbalanced by one negative factor that many affiliate marketers (especially those who are just getting started) do not really take into account when they start their business.

If you are selling a specific digital information product (for example, any of the dog related products shown earlier), your customer is only ever going to buy that product from you one time. Consequently, after every successful sale, you have to find a new prospect or lead to replace the product purchaser who has, by becoming a customer, taken themselves out of the market as far as that particular product is concerned.

Furthermore, because most affiliate marketers do not set their business up correctly, most of them will only ever have the opportunity of doing business with this customer once. Because there is no system in place which collects contact information from the customer, once that customer had decided to buy, they are 'lost' to that particular marketer forever.





Between these two disadvantages, this represents a significant level of problems because having to find a constant stream of new prospects and leads is never an easy thing to do. Indeed, the inability to generate a constant stream of prospects is probably one of the major reasons why so many affiliate marketers don't make anywhere near as much money as they would like to generate from their affiliate marketing efforts.

If on the other hand you decide to promote tangible, physical products from a site like Commission Junction, you lose many of the advantages of promoting information products, whilst gaining in other ways.

Commission rates are generally lower as you can see by looking to the right of the previous Commission Junction screenshot where commission rates of between 8% and 12% are indicated. Physical delivery of the products is often necessary which can often slow your commission payments and for the customer, there is none of the instant gratification that is associated with buying a product that can be delivered via the net.

On the other hand and balancing this, if you pick the right kind of products to promote, there is a significant advantage as well.

Think about nutritional supplements or weight-loss products and what people will do if they have bought products from your promotional links and they are overjoyed to discover that they work. They will naturally come back to buy the same products again and again, meaning that you have the prospect of enjoying a constant stream of income from





every new customer. This is in direct contrast to selling the digital information product, where you are only receive one commission check unless you are promoting a membership site (or something of that nature) which generates regular commission checks.

This 'renewal commission' is a factor that many affiliates completely ignore but not one that should be treated lightly. One oft-stated objective for successful affiliates is to be able to generate a 'hands-free' income that comes into your bank or PayPal account every month without having to find a constant stream of new prospects.

For this reason, picking the right tangible product to promote as an affiliate can be a very smart move. Doing so will also mean that you are operating in a far less competitive market than you would if you are promoting information products from Clickbank.

The final option to consider is promoting services for companies such as banks, credit card companies, mortgage lenders and online dating services who are willing to pay for qualified leads as well as or instead of sales. Again, many of these programs can be found from Commission Junction or other leading network sites that focus on this market such as [Hydra Media](#).

Credit card and mortgage lending are markets where you get paid for leads, meaning that your prospects do not have to spend any money in order for you to get paid. By way of example, these are the 'Mortgage Lenders' featured by Commission Junction, many of whom pay very reasonable amounts of money for qualified leads:





<input checked="" type="checkbox"/> Apply to Program <input type="checkbox"/> Select All		Advertiser	3 Month EPC (USD)	7 Day EPC (USD)	Network Earnings	Sale	Lead	Click
<input type="checkbox"/>	Structured Settlement Alliance » View Links		\$419.36	N/A	<div style="width: 100%; height: 10px; background-color: #ccc;"></div>	Lead: \$40.00 USD		
<input type="checkbox"/>	 CitiFinancial » View Links		\$135.20	\$65.74	<div style="width: 75%; height: 10px; background-color: #ccc;"></div>	Sale: 100.00% USD Lead: \$3.00 - \$12.00 USD		
<input type="checkbox"/>	 LendingTree » View Links		\$118.03	\$79.85	<div style="width: 100%; height: 10px; background-color: #ccc;"></div>	Lead: \$0.40 - \$60.00 USD		
<input type="checkbox"/>	 HomeForeclosureFighter » View Links		\$117.82	\$69.80	<div style="width: 75%; height: 10px; background-color: #ccc;"></div>	Lead: \$13.00 USD		
<input type="checkbox"/>			\$105.80	\$79.03	<div style="width: 100%; height: 10px; background-color: #ccc;"></div>	Lead: \$3.00 - \$10.00 USD		

As should be obvious, it is normally far easier to generate an income from your site if your prospect or visitor to that site does not have to spend any money for you to earn. Consequently, promoting companies who pay for leads rather than only for successful sales can be a very lucrative way of running your affiliate marketing business.





Don't follow the herd...

As suggested in the previous chapter, I would guess that probably 90% of affiliate marketers are promoting digital information products as the core activity of their business.

Despite the fact that there are disadvantages to this particular business model, it is a fact that no business is perfect. And it is also true that you can overcome one of the major disadvantages of promoting information products simply by building your business correctly from the beginning.

In order to illustrate how you do so, let me highlight how most affiliates – especially those who are less experienced – run their business when they are promoting a Clickbank information product.

If you promote tangible products or services from a site like Commission Junction, you do so by joining an individual affiliate program and downloading appropriate advertising materials which are then featured on your own web pages. When you do so, you will have a page that looks something like this:





WEIGHT LOSS ESSENTIALS

Essential weight loss product information and reviews

Tuesday, April 28, 2009

Weight loss and why you must shed the pounds...

Being overweight really puts you at a disadvantage in life. Social stigmas aside, obesity vastly increases your risks of developing all manner of diseases and conditions, many of which are serious and life threatening.

Strokes, heart attacks, diabetes, and some cancers are just a sample of the conditions you can likely look forward to if you are suffering from severe obesity, and even mild obesity boosts your chances of these diseases occurring. Loosing weight is therefore one of the best things you can do for yourself if you are obese. It seems like a daunting task, but if you work at it anything is possible. Here are some basic weight loss tips.



However, if you are promoting an information product from Clickbank, you do so by creating your own personal affiliate referral link (which in Clickbank terms is called a 'hoplink') through which you send visitors to the original product creator's sales pitch. You create this link by clicking the appropriate link which features underneath the product information on the 'Marketplace' page:

1) Secrets To Dog Training *Updated* Se
Over 4 Years. *Update* You Can Now Ear
More Info!

\$/sale: \$31.94 | Future \$: | Total \$/sale:
[view pitch page](#) [create HopLink](#)

2) Dog Food Secrets. Not Another Trainin
For Faster Loading. Continually Split-teste

\$/sale: \$28.21 | Future \$: | Total \$/sale:
[view pitch page](#) [create HopLink](#)

Click the link for any product that you want to promote, input your account nickname into the appropriate box on the drop-down form and you will generate an encrypted link that looks something like this:





<http://3be21f2584c-fy9cvqxoblcxav.hop.clickbank.net/>

By using this link in your marketing materials (or by disguising it using a URL shortening program like [TinyURL](#) and using that instead), you send visitors directly to the sales page of the original product creator or owner.

This is exactly what the vast majority of Clickbank affiliates do by featuring their affiliate link in their marketing materials, on their site and so on. Consequently, they send visitors straight to the product sales page and assuming that this page does its job the way it is supposed, this generate sales and therefore commission checks.

However – and here is the fundamental, critical mistake inherent in this business model – this affiliate has done nothing to collect information from that new customer. In effect therefore, they are building the business of the product owner, rather than their own business because they are never collecting new customer information.

In long-term business development terms, this is tantamount to financial suicide. It also makes it considerably more difficult to build a successful affiliate marketing business because the number one, most crucial factor involved in building a long-term online business success story is having the ability to collect prospect and customer information at every turn.

This is not however what the mass of affiliate marketers do. Thus, the majority who refer prospects directly to the product sales page are setting themselves up for failure from the outset.





CREATING PERFECT AFFILIATE BONUS PACKAGES

After all, you can only begin to imagine how difficult and soul destroying it is likely to be if you promote the same product for a year or two and never manage to escape the drudge of having to spend hours every day finding brand new prospects because you have never taken the time or the trouble to build a 'back end' business building system.

In simple terms, promoting digital information products can be the basis of a very successful affiliate marketing business but not if you construct your basic business model in this way.

Let's therefore consider the proper way of creating your information product based affiliate marketing business, the way that should go some considerable distance to ensuring that your business is a success.



Don't let them get away...

One of the primary beauties of promoting information products as an affiliate is that you can sign up for Clickbank account in approximately five minutes and start promoting products or services from the site five minutes later.

Once you have done so, you really only have one job or task on which you need to focus your time and effort, which is promoting and marketing the product or service you are promoting.

And, as I recently read a list that detailed 250 different ways of promoting online businesses, it is clear that there is no shortage of methods by which you can promote your product or service to other net users.

Nevertheless, it is extremely important to make sure that your marketing and promotional activities are targeted at people who are likely to be interested in the products that you are offering. In fact, doing so is one of the underlying factors that will dictate how successful your marketing activities are.

For example, it is all very well attracting 1000 or even 10,000 new visitors to a webpage from which you are promoting nutritional supplements or an information product related to dogs but if none of those people is interested in nutrition or dogs, you're wasting your time.

However, by (for example) writing nutrition or dog related articles and publishing them on major article directory sites like [EzineArticles](#),





[GoArticles](#) and [Article City](#), you ensure that the visitors you pull to your webpage are targeted individuals. These people read the articles that you have written and want to know more about what you have to say about your topic or subject matter, so they click on the link which redirects them to your site.

Because they already have a marked interest in your topic or subject matter, these individuals are already prequalified prospects for your business irrespective of how you are generating money from that business. Thus, the success rate from 1000 or 10,000 new visitors of this character is likely to be far higher than it would be if the traffic you generate is untargeted.

So, I have suggested that no matter what traffic generation strategies you use to find these visitors, you should send all of this traffic to a webpage from where *you* are promoting your affiliate product or service.

This is the most critical element of setting up your affiliate marketing business correctly. You have to have at least one 'intermediate' webpage that you control which you use as a 'gateway' or 'front door' to the affiliate product that you are promoting.

Of course, it is far more effective and considerably more professional to have a complete website to which you can send visitors rather than one single page, mainly because if there is no other information on your site, there is nothing to keep your visitor interested and engaged.





However, you can build a basic site with a dozen (or less) pages of information and develop it over time, so there is no reason why you need to let this requirement hold you back. The most critical factor is, you need a web 'space' of your own which you use to 'filter' prospects and collect their information from *before* redirecting them to the original product or service creators page from where you generate the sale and hence the commission.

There are various different ways that you can develop a site of this nature.

One option is to use a free site building resource such as blogger.com or WordPress.com, which are both third-party owned blogging platforms where you can create your own site in a matter of minutes. Other options where you can do a similar thing include Squidoo and HubPages, which are modular mini-site building resources.

The advantage of using free resources of this nature is obviously the fact that they do not cost you any money. On the downside, if you use a free resource as the 'heart' of your business building activities in this way, you are entrusting the security and moneymaking abilities of your business to a third party over whom you have no control.

Furthermore, most experienced net users know that sites like blogger.com provide their services for free. Thus, using them will undoubtedly 'cheapen' the image of your business and reduce the apparent quality that you are offering as because your prospects know that you are using a free service.





For all these reasons, it is far more effective and certainly more professional to register your own domain name and set up your own web hosting account before building your own site attached to this domain name.

Not only does it look more professional and more convincing as far as human visitors and prospects are concerned, it also helps you as far as the search engines are concerned too. This is important, because the more help you provide to the search engines, the more likely it is that they will feature pages from your site ranked highly on the natural search results pages:

Web Results 1 - 10 of about 35,100,000 for [money tran](#)

Money Transfer Sponsored Links
[www.PayPal.com](#) Secure way for Online Payments & Transactions. PayPal free Sign Up

Transfer Money for \$2.99 Sponsored Links
[www.xoom.com](#) Send Online: Save Time and Money. Delivery, Bank Deposit, Cash Pickup

Global Money Transfer Sponsored Links
[www.global-money-transfer.com](#) Fast, Safe Online Money Transfers. Low fees. Large cash pickup network

Western Union – Money Transfer – Quick Collect – Send Money Online ...
Use Western Union **Money Transfer** and Quick Collect services to send **money** online with pay out at over 170000 Western Union Agent locations worldwide. [Show stock quote for WU](#)
[Find Location - Money Transfer - Send Money - Western Union ...](#)
[www.westernunion.com/ - 9k - Cached - Similar pages](#)

iKobo - Money Transfer Services - Send Money Online
Pick up your **money** at over 1000000 Visa ATMs. That's more than twice as many locations as the leading competitors combined, and most ATMs are always open.
[https://www.ikobo.com/ - 64k - Cached - Similar pages](https://www.ikobo.com/)

MoneyGram International
Looking to send **money** or receive **money**? With over 176000 MoneyGram agent locations throughout the world, MoneyGram is a convenient choice for international ...
[Show stock quote for MGI](#)

Mobile payment software Sponsored Links
Provide international and domestic mobile payments and remittances.
[www.macalla.com](#)

Western Union in Asia Sponsored Links
Fast **money transfer**, fast, reliable worldwide. Find a location near you
[www.westernunion.asia/en](#)

Citibank NRI Account Sponsored Links
Fast, Secure & Easy way to **Transfer Money** to India. Apply Online Now
[www.Citibank.co.in](#)

Cheap Money Transfer Sponsored Links
Pay Less to Send **Money** Worldwide
Prepaid ATM cards with iKobol
[www.ikobo.com/MoneyTransfer](#)

Money Transfer Software Sponsored Links
Online **Money Transfer** System

You want pages from your site to appear <== HERE

If you can get content from your site featured in the top-10 natural search results as highlighted here, you inevitably drive free targeted traffic to your site.

In order to maximize your chances of achieving such a top 10 result, you should register a domain name that is directly related to the





product or service that you are going to promote, because this helps the search engines to understand exactly what your site is all about.

For example, if you were to promote the number one dog related product from Clickbank:



Secrets to Dog Training: *Formerly known as SitStayFetch*

Thanks to Secrets to Dog Training's powerful insider information, over 66,053 dog owners worldwide have been successful with their dog training, and solved their dog's behavior problems.

**Dog Training Secrets to
STOP
Dog Behavior Problems!**

**"Put an End to the Stress and Annoyance of
Your Dog Behavior Problems!"**

You would use a domain name registrar like [The Internet Company](#) to check on the availability of a suitable domain name like this:

▶▶ Enter a domain name: ?

DogTrainingSecretsTips .com Search

Click the 'Search' link to confirm availability – every domain name on the net is unique, meaning that if someone else has already registered this previously, you will not be able to do so. In this case however, this particular domain name is still available so go ahead and register it:

 **DOGTRAININGSECRETSTIPS.COM is available!**





Register the name and then open a web hosting account with someone like the outstanding [Hostgator](#) so that you have somewhere that your site can 'live':

Our Most Popular Hosting Plan

- **UNLIMITED** Disk Space
- **UNLIMITED** Bandwidth
- **Host UNLIMITED** Websites
- FREE Instant Setup
- 99.9% Uptime Guarantee
- 45 Day Money Back Guarantee
- CGI, PHP 5, RoR, Perl
- MySQL, SSH, SSL, IMAP, POP
- **FREE Site Builder**
- cPanel Hosting ([View Demo](#))
- 24/7/365 Upgraded Support
- No Contracts or Hidden Fees
- [View Web Hosting Plans](#)

Only \$7.95 /month

Finally, you need to tie your domain name and your hosting account together by following the instructions from the Flash videoaes for changing the DNS that you will find approximately 70% of the way down this [Hostgator support page](#):



CREATING PERFECT AFFILIATE BONUS PACKAGES



Managing Your Domain w/ Another Registrar

- **Enom.com**
 - [Updating domain contact information](#)
 - [Changing name servers](#)
 - [Registering name servers](#)
 - [Preparing a domain for transfer](#)
- **GoDaddy.com**
 - [Updating domain contact information](#)
 - [Changing name servers](#)
 - [Registering name servers](#)
 - [Preparing a domain for transfer](#)
- **NetworkSolutions.com**
 - [Updating domain contact information](#)
 - [Changing name servers](#)
 - [Registering name servers](#)
 - [Preparing a domain for transfer](#)
- **Register.com**
 - [Updating domain contact information](#)
 - [Changing name servers](#)
 - [Registering name servers](#)
 - [Preparing a domain for transfer](#)

With this done, you are ready to start building your site.





What do you need on your site?

There are three things that you essentially need on your site. These are:

1. A squeeze page, a single page on your site which is designed to do nothing more than collect e-mail information from your visitor;
2. A review page where you review the affiliate products that you are promoting and
3. Content pages where your site visitors can gain information about your market sector or niche that will keep targeted visitors on your site, and keep them coming back for more.

Let's consider each of these specific requirements in turn.

Your squeeze page

A squeeze page is a page that designed to collect visitor information. Generally speaking, such a page should offer the visitor only two choices, which is to either subscribe to your mailing list to get further information about your business or to grab a free gift that you are offering to new subscribers, or they can quit that page.

This second point about quitting the page is very important to understand. Far too many affiliates try to kill too many birds with one stone by creating a squeeze pages that (for example) carries links to other pages on their site, perhaps links to content pages or a link to their affiliate product review page.





It is understandable that you might do this in an effort to maximize your potential returns from every visitor but in fact, by structuring your squeeze page in this way, you damage the effectiveness of your long-term business building efforts. By including these links, you encourage visitors to leave your squeeze page to read your articles or your review. When they leave that squeeze page, they will almost inevitably not return, meaning that they do not subscribe to your business and they are therefore lost as far as being a long-term asset is concerned.

You give them only two choices, subscribe or quit. Of course, if they quit they are equally lost to your business, but consider it this way.

Once they have subscribed to your list, you are going to do everything you can to encourage them to take the action that you need to get paid as an affiliate. Whether this is buying the product that you are offering or signing up as a lead for a service that you are promoting, you are going to attempt to generate cash from this visitor through a constant stream of promotional e-mail messages.

In this scenario, even if you don't land the immediate sale or collect the lead up-front, you can promote to them as often as you like because you now have their e-mail contact information.

This massively increases the effectiveness and profitability of your business because it is a fact that most prospects (irrespective of how 'hot' they are) are not going to buy or take the action you want the very first time they are presented with your offer.





It is generally agreed in online marketing circles that people need to be presented with the same offer somewhere between 7 and 20 times before they actually make the final decision of whether to go for it or not. Hence, having the ability to send them continual reminders about whatever it is you are promoting by e-mail is an extremely powerful way of maximizing your business profitability.

Over time, it is also generally believed that every customer on your list is worth approximately one dollar per month to your business. From this it follows that every time you land a new subscriber, you significantly improve the chances of them becoming a customer. When they become a customer, they become a long-term asset of your business.

If on the other hand your potential subscriber simply decides not to go ahead and quits you squeeze page, all you have lost is the commission that you might have been paid if they had bought your product or taken the necessary action.

Balance this short-term commission game against the long-term value of every subscriber and it should become clear that losing a few affiliate product sales because you are collecting subscriber information is a risk worth taking or a cost worth paying.

Effective squeeze pages do not need to be fancy or in any way 'trick'. In fact, the plainer they are, the more effective they usually are.

For example, this is one of the most effective squeeze pages in the ultracompetitive online dating market, a page which you could follow as a template for your own squeeze page creation efforts:



CREATING PERFECT AFFILIATE BONUS PACKAGES



“You’re About To Learn Secrets That Most Men Will Never Know About Women...”

Inside you’ll learn...

- “The Kiss Test” - How to tell if she’s ready to be kissed.
- The difference between how men and women think about dating - and why most women want to keep you from being successful.
- How to use “secret” body language to keep a woman’s attention.
- How to approach a new woman that you’d like to meet - and exactly what to say to start a conversation without “pick up lines”.
- Fun places to take women that are FREE - no paying for expensive dates...
- And you’ll also get a FREE trial-subscription to David DeAngelo’s exclusive Dating Secrets e-Letter...

Just use your first name and valid email as your password - then click the “Free Instant Access!” button to enter (Use the same password when returning. All information kept 100% confidential). Allow the next page a few seconds to load.

First Name:

E-Mail:

Free Instant Access!

The headline at the top of the page highlights the primary benefit that any man who downloads the free report on offer will gain from grabbing their copy.

This is further reinforced with a list of bullet points highlighting additional ‘secrets’ that can be learned from this free report, followed by a clear instruction of exactly what to do to get it.





These are the essentials of an effective squeeze page. The key benefit is highlighted as the main page headline, additional benefits are listed as bullet points and then there is a clear call to action telling the page reader *exactly* what they have to do in order to get the information that they want.

The subscription form on this page is most commonly created using an autoresponder system, with the two most popular autoresponder systems in the online marketing industry being those offered by [Aweber](#) or [GetReponse](#). Both of these systems require you to pay a monthly subscription but because both of them are top level, professional autoresponder systems around which you can build your business with a great deal of confidence, paying this subscription is a small price for the peace of mind that using one or the other of these two companies will bring.

Whichever autoresponder system you are using, it should be set up so that it sends your new subscriber directly to the affiliate product sales page immediately after they have subscribed to your list. In this way, you minimize the interruption factor that using a squeeze page necessarily introduces to the affiliate price promotion process.

Incidentally, when you create targeted marketing materials which are published externally, you should link those materials to your squeeze page the vast majority of the time.

However, because having a link network where all of the incoming links to your site from external resources pointing at exactly the same page





looks unnatural (something that Google does not like), you should also sometimes introduce a degree of variety by pointing links from external promotional materials at other pages on your site such as a product review page or standard content (information) pages.

Your product review page

Creating a page on your site where you review a product or service that you are promoting is another effective way of generating sales. Whilst you should undoubtedly send most of the traffic your marketing efforts and generates to your squeeze page, if you feature a review page on your site as well, it gives you an additional option when it comes to promoting the product that you're working with.

In addition, as long as you use your product review page correctly, it also offers another opportunity for collecting e-mail information. This is why you can send traffic directly to your review page without worrying too much about missing out on collecting this all-important information.

On a review page of this nature, you can either review a single product which you are promoting or you can compare two or three products that all operate in the same market sector. For example, you might compare three dog training related products, or alternatively, you might feature only one product on your review page.

From my own experience and results, I have found that reviewing a single product works better in some markets than in others, and the opposite is also true. I would therefore recommend that when you set up your review page, you attach it to [Google Analytics](#) so that you can





keep a close eye on how your page is performing. It is only from this information that you can ascertain with any degree of certainty whether a single product review or a comparison is most effective in your market. This is therefore something that you should keep a close eye on from the very beginning.

When you create a review page, try to write your review as if it is objective and unbiased. For example, do not be hesitant about including one to minor downsides or weaknesses inherent in the product or products you are reviewing because doing so suggests to your reader that the review you have written is fair and unbiased.

Of course, if you are reviewing a single product, you should highlight the strengths of the product considerably more than you focus on the weaknesses, and at the end of the day, you should always recommend it.

If on the other hand you are comparing three products on the same page, try to present a balanced view of all of them. However, avoid recommending the most expensive product of the three because this tends to negate the effectiveness of adopting an objective, unbiased approach. If you recommend the most expensive product, it will suggest to most prospects that you are primarily interested in earning maximum commissions, which weakens the overall strength of your review package.

When you send targeted visitors to this review page, you should have two objectives in mind. The first and most obvious objective is to





generate a sale, but you should also focus on collecting e-mail information from that visitor too.

There are a couple of ways you can do this.

The first option is to have a small section of the page where you offer a bonus package to anyone who subscribes to your list in the same way as you did from the squeeze page earlier. This is something that you can do using a page of sidebar on the page or a section in need your reviews as examples.

This will encourage some of your visitors to subscribe to your list, particularly if the reviews on this page offer the kind of quality and value that convinces the visitor that you are someone to be listened to, an individual who has obvious expertise in your market.

Nevertheless, the second option for grabbing their e-mail information is considerably more powerful and effective.

In this case, you try to convince them to buy the product (or one of the products that you are recommending on a multiple review page) from your link by offering another bonus package that represents significantly increased in value over and above the previous bonus offer for subscribing.

The creation of all of the bonus packages I have described so far and how you ensure that your visitor understands the value of them is something which I will return to in the next section of this report.





However, you use this 'maximum value' bonus package to encourage the visitor to buy the product that you are promoting from your link. If they do so, you send them this bonus package as a 'thank you' for purchasing through your link. But in order to get their bonus, they have to send a copy of their digital receipt to you by e-mail.

When they do so, you add them to an autoresponder mailing list because as a customer, they have already proved their worth to your business.

However, you should not stop there.

After they have sent you a copy of their receipt and you have subscribed them (or got them to subscribe) to your list, your autoresponder should be set to send them information about another directly related product offer. This will be a product or service which is targeted at the interests or passions that they have demonstrated by buying your first affiliate offer.

It is most common to make this follow-up offer on what is known as a 'One Time Offer' basis, a situation where you offer a product or service at a very special price which they can only take advantage of if they buy immediately.

Ideally, this would be a product or service that you are not selling as an affiliate because if possible, you do not want to have to give away any of the proceeds from this sale. Furthermore, if you can offer them a product or service that you have 'resell' or 'master resell rights' to, you can pull the customer further into your sales funnel system rather than





introducing them to another affiliate product owners business in your niche.

There are plenty of sites where you can download resell products of this nature such as [Resell Rights Weekly](#) or [PLR Wholesaler](#) (which are both free) or the [Unselfish Marketer](#) (which is not), so it should not be too difficult to find appropriate products which can offer as your OTO.

Using a follow-on offer in this way achieves two objectives.

Firstly and probably most obviously, it generates additional revenues for you, but secondly, it also helps you to qualify the value of this new customer to your business as well.

For instance, if the affiliate product that they bought at the front end of your business cost them \$47, the fact that they purchased that product indicates that they are willing to spend \$47 on a product if it matches their requirements accurately enough.

Consequently, you might use your OTO offer to present them with a \$97 product as a way of ascertaining whether this level of commitment is acceptable to them. By doing so, you clarify the long-term value of this customer to your business a little more clearly.

If however they choose not to spend \$97, there is nothing stopping you from presenting them with the same offer with an additional discount added as a second OTO. In this case, you might offer them the same product at \$67 or \$77 as this will again help you to qualify where this customer stands in terms of long-term value to your business.





Using review pages in this way is another method of collecting subscriber information from your visitor and of generating additional revenues at the same time after you have 'sold' the product (or one of the products) that you are promoting as an affiliate.

It is therefore an essential component of a multifaceted business site that misses no opportunity to collect subscriber information and generate income from every individual visitor.

Content

Content is the articles, videos and news items that you use to make your site a source of information to which visitors will return on a regular basis. By doing so, you establish and emphasize your expertise and authority in the market. This makes it far more likely that regular visitors will do business with you than they will with other less professional and less focused affiliate marketers who are operating in the same market sector as you are.

In order to keep visitors returning to your site time and again to enable you to establish your authority in this way, you need to add a constant stream of new content to your site. After all, if you build a static site to which you never add fresh new content after the initial site creation process is completed, there is nothing to attract visitors back to your site. As a consequence, you lose a significant opportunity to enhance your reputation and the strength of your business.

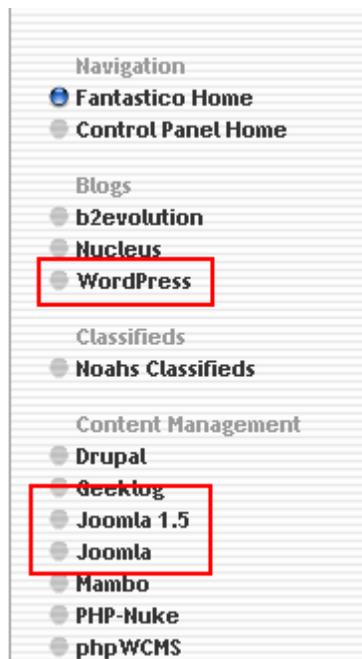
This need to continually add new content is one of the primary reasons that an increasing number of online marketers use simple site building





resources such as [WordPress](#) or [Joomla](#) rather than building a website using HTML coding from scratch.

Both of these programs are free and can be downloaded by clicking on either of the links above or you can install them from the cPanel with which you control your site. Look for the 'Fantastico De Luxe' icon at the bottom of the cPanel page under 'Software/Services' and then look for the program you want to install from the list that clicking on this icon produces:



Most marketers tend to use WordPress because of the availability of free site [themes](#) and [plugins](#) which you can download and install on your site as a way of improving the looks and functionality of your site.





However, by using WordPress or any of the 'Content Management System's' shown in the 'Fantastico' list, you can update your site with fresh new content relatively easily. It is fresh content that makes that site attractive to both of your human visitors and the search engines as well.

Incidentally, every time you add new content to your site, you should ping the information to the major search resources and directory sites to tell them that you have done so. In this way, you make sure that the search engines keep coming back to your site to index your new content, thereby improving your chances of achieving top 10 natural search rankings. Use the free services of both [Pingoat](#) and [FeedShark](#) to ping this information.

Make sure that all the content materials you create for your site focus on low competition keywords in your market that nevertheless enjoy a reasonable number of Google searches every day. Use any free keyword research tool like [NicheBot Classic](#) or [Word Tracker](#) to find appropriate keywords of this nature.

For instance, according to the information reported by NicheBot (which is in turn parsed from Word Tracker), this phrase sees approximately 1,895 people looking for information every day (1):

hypoallergenic dogs ⊕	1,098	1,936	1,080	400	185	Check	Check	Check
small dogs puppies for adoption ⊕	1,075	1,895	1,057	392	181	Check	Check	Check
-								





However, by clicking the link to 'Check' Google competition levels (2), you can immediately see that there are only 1,510 competing web pages that feature this particular phrase:

Results 1 - 10 of about 1,510 for "[small dogs puppies for adoption](#)".

With my focus on the dog related market, this would therefore represent a term or phrase around which I would definitely create articles, video materials and the like for publication of on my site and in my external marketing activities as well.





Creating your first bonus package

Bribery, over-delivering and being a bit careful...

The first thing that you should understand about creating bonuses is that you have to offer bonuses if you genuinely want your business to be a long term success story. Whilst in the past having a newsletter which you could offer to site visitors as a free subscription was often enough to encourage them to, this is simply not true any more.

To have any realistic chance of building a business, you have to encourage or perhaps 'bribe' your site visitors to jump into your sales funnel. The only way of doing this is by offering bonuses or a package of bonuses that appear to that visitor to be of enough value to convince them to subscribe to your list.

The next thing to understand is the fact that the more you can obviously over-deliver value in any bonus products or package that you offer, the more likely it is that you will persuade them to subscribe to your list. As has already been pointed out on several occasions, grabbing new subscribers should always be a primary objective.

Against this, you should balance what you are asking your site visitor to do in order to obtain the bonus product or product's that you are promising. For example, if you are creating a bonus package that you are going to give away to persuade a visitor to buy a \$2000 product, the value of that bonus is going to have to be an awful lot higher than it would be if you are trying to encourage them to sign up for your mailing list for free.





There is therefore an element of balancing the value that you have to offer in order to convince your visitor to do what you want against the value of that action to your business.

You should also be aware that there are situations where offering a bonus or free gift to your site visitor is not something you should do.

For example, if you are trying to generate an income by encouraging site visitors to sign up as a mortgage lending lead, you will often find that companies in markets such as these specifically forbid you from incentivizing people to sign up.

This makes a good deal of sense as it is obvious that anyone who signs up because they were 'bribed' to do so is not really particularly interested in the underlying offer for which they have just signed up. In effect, the value of that lead to the company behind the marketing campaign is extremely limited, hence many companies in markets such as these specifically forbid you from offering incentives.

If therefore your affiliate marketing business is more focused on generating leads than it is on generating sales, you must make sure that you are allowed to offer bonuses before you do so. If you do not and you break the rules of the affiliate program that you're working with (however unwittingly) you risk having your affiliate account terminated and possibly all of your earnings to that date 'clawing back' by the company as well.

In summary, you have to persuade visitors to do what you want to do and the more value you offer to them when you attempt to do this, the





more successful you are likely to be. However, make sure that when you do so, you are acting within the rules of the affiliate program with which you are working.

The importance of being unique and quoting a price...

Something that you should understand about offering bonuses is that one simple and easy way of enhancing the value of what you offer is to make sure that the gift or bonus on offer is completely unique. If it is something that is only available through your offer, the chances of your site visitor doing what you want them to do in order to get that gift are significantly enhanced.

Creating a unique product or series of unique products can be a complex or as simple as you want it to be.

And whilst it is undoubtedly true that the more time and effort you put into creating unique bonus products, the more value you can ascribe to them, you should also understand that there is no exact science involved in deciding on the value of any unique information product that you create.

For example, a quick browse of Clickbank will produce e-book products as expensive as \$97 and as cheap as \$17. In reality, there is little difference between the two vastly differently priced products apart from the value ascribed to them by their product creator, because there is no real way of placing an accurate value on such an information product.

In effect, if you create a product of this nature, you can ascribe whatever value you want to it and no one can realistically say that you





are wrong because it is simply a question of their valuation or opinion measured against yours.

Nevertheless, in the same way that you should always include a specific call to action on your squeeze page because doing so always increases your response rates, you must always quote or state a monetary value for every bonus gift or package of such gifts that you give away.

If you do not, your visitor will naturally assume that you are offering a free gift that has no value. After all (they will reason), if you're willing to give it away for free, then by definition that product has no value.

No matter what kind of bonuses or gifts you are giving away, you should therefore always state a monetary value for what is being provided. And of course, the greater the value that you genuinely believe the bonuses you are providing offer, the higher the theoretical price tag that is attached to that bonus offer should be.

A simple, quick and easy unique product creation system...

If you want a really quick and easy way of creating a market targeted information product to which you can attach a value of \$17-37, here is a really simple way of creating a completely new, totally unique e-book that provides exactly the kind of information that people in your target market are looking for in less than an hour.

First, open up the article directory sites that you were looking at earlier, [EzineArticles](#), [GoArticles](#) and [Article City](#). Search each of these sites for articles that are focused on the market in which you are operating.





With many thousands of articles published on each of these sites, the chances are extremely good that you can find plenty of laser targeted articles that will be just right for people who visit your site:

Web Results **1 - 10** of about **24,300** from **ezinearticles.com** for **dog training**

[Simple Dog Training Tips That Work Every Time](#) powered by Google™
These simple **dog training** tips will give you plenty to start your path toward ...
Learn the Secrets of Clicker **Training** - Easy **Dog** Obedience **Training** that ...
[ezinearticles.com/?Simple-Dog-Training-Tips-That-Work-Every-Time&id=1944591](#)
- [Similar pages](#)

[How to Get Started With Dog Training](#)
Dog training is very simple. There are only a few things you should know ... After each

Ads by Go
[Dog Trainer Pro](#)
Is your **dog** constantly
Learn the quickest way
[topproductreviews.biz](#)

There are for example 24,300 dog training articles carried by the EzineArticles directory. Spend a little time browsing some these articles and you should be able to come up with a collection of 10-20 that between them provide exactly the kind of information that people in your market are looking for.

When you have finished reading an individual article that you feel will be of benefit to your site visitors, download it by clicking on the 'Ezine Publisher' link that appears to the right of the article title:

[HOME::Pets/Dogs](#)

Simple Dog Training Tips That Work Every Time
By [Brad Wa](#)

Article Word Count: 596 [View Summary](#) [Comments \(0\)](#)

Ads by Google
[Train Rhodesian Ridgeback](#)
How To Housebreak, Train & Stop A Rhodesian Ridgeback From Barking
[TrainPetDog.com/RhodesianRidgeback/](#)

[Print This Article](#)
 [Ezine Publisher](#)
 [Send To Friends](#)
 [Add To Favorites](#)
 [Post A Comment](#)

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can download as many articles as you want to include them in your own e-book which you are just about to publish.

When you have an article that you want to use, 'copy' and then 'paste' it into a standard Word document before doing the same with all of the other articles that you want to use (include them all in the same document). But don't forget that you have to remember to include the original author information with every article you are going to republish in this document.

Next, at the beginning of your document, write a two or three page introduction which focuses on your business, what you do and your particular areas of expertise within your market niche. Make sure that you include links to your squeeze and review pages on your site, as well as e-mail contact information.

If possible, add graphics or a 'cover' at the front of your book to make it look more professional (try duplicating this Google search to see what you can find):

Results 1 - 10 of about 14,700 for "[free ebook covers](#)".

And finally write a 'conclusion' page which gives a little bit more information about you and your business experience. Include a photograph if possible, because doing so helps to make you more 'real' for anyone who downloads this book, which is important in terms of building a relationship with them.





When someone downloads this book, it is most likely that they will do so because they have subscribed to your mailing list. Effective e-mail marketing is all about building relationships with your list members, and therefore including your photograph helps to cement this relationship.

The final job is to make sure that everything in your book is formatted correctly – that every new article begins on a new page, for example – before using an online PDF creation service like [PrimoPDF](#) or [PDF995](#) to turn your book into a secure PDF publication.

You now have a unique free gift that is not available from any other website that you can give to anyone as a valuable bonus to convince them to subscribe to your mailing list.

In terms of generating mailing list subscribers by giving this \$37 product away as a free gift, this strategy is one that I have used many times with a great deal of success. Of course, if you choose to offer more than one free gift of this nature, it further enhances the value of your offer and will probably encourage even more people to subscribe to your list. Given that creating a new book of this nature takes no more than an hour, this should certainly be a consideration.

However, it is also true that sometimes, a gift that is created in this way (or even a package containing several of them) is not going to represent enough value to encourage your site visitor to do what you want them to do. There are therefore times when you have to spend a little more time and possibly even some money to create what is necessary.





Using PLR materials to produce unique products...

There are various different types of materials which you can obtain from other web masters that you can use as the basis of bonus materials which are going to give away to your subscribers and customers.

One well-known example is materials that come with a 'Private Label Rights' license, which (assuming that the license attached to the products you are using is completely unrestricted) means that you can do absolutely anything you want with them.

For example, if you have downloaded a PLR e-book, you can split that e-book into a series of special reports or you can rewrite it in your own words and claim the work to be 100% yours (and copyright it as such). In the same way, you could obtain a series of PLR special reports and create an e-book from it, once again with full copyright to the finished work.

Hence, using PLR materials does allow you to create unique products extremely quickly and easily.

However, you should also understand that the PLR market has changed over the past couple of years, with non-written PLR materials becoming increasingly popular. For example, whilst until a couple of years ago, it was relatively unheard of, it is now becoming increasingly common to see video materials with PLR licenses attached as well as software programs and scripts.

This is an important factor, because there is an accepted hierarchy of values accorded to PLR materials and the finished products that are





created from them. Whilst written materials are generally considered to have the lowest value, PLR videos, software programs and scripts are all seen as being significantly more valuable than written PLR materials. Another important factor to understand about PLR materials is that their real value is a function of scarcity or rarity.

If for example you have access to a PLR e-book or video that only 100 people in total are ever going to have access to, that book or video has significant inherent value. This is because if only 100 people have access to the same PLR product, then there are only ever going to be 100 finished products based on that original work.

If therefore you use a free PLR source as the basis for the bonus product that you create, you are by definition going to create a product that has significantly less value than it would if you were willing to pay for your original base materials.

There are quite a few sites where you can obtain free PLR materials such as [PLR Wholesaler](#). But it is an inescapable fact that many of the materials you find on a free site like this will have been downloaded and used thousands of times, so their inherent value has already been reduced to something close to zero.

This is one reason why if you want to create a high-value bonus package, you should resist the temptation to start with free PLR materials.

Another consideration is that it is also a fact that most of the information available for free tend to be written materials too. As





suggested, written bonus materials tend to be ascribed the lowest value by potential subscribers to whom you might offer them as a way of encouraging them to join your mailing list.

For all of these reasons, if you want to acquire PLR materials around which you can build a very high value bonus package, it will undoubtedly pay you to spend some money to acquire what you are looking for.

This is a surefire way of creating a very high value bonus package that will make you stand out in the market because it is a fact that most online marketers do not like spending money on PLR materials.

Consequently, if you do so to acquire PLR rights to videos, software programs or scripts (or even top-notch written materials), you immediately have intrinsically valuable core products which you can modify to produce a very high quality, high value package of unique bonus products with a minimum amount of work.

There are plenty (and an ever-increasing number) of sites available where PLR materials of these types are becoming available. As an example, [this is an excellent site](#) where there are brand new videos of extremely high quality uploaded every month. Beyond this, you can find many more similar sites by running a Google search for something like 'PLR videos':

Results 1 - 10 of about 18,700 for "PLR videos".





What I would recommend that you do for maximum effectiveness using PLR videos is to break up the videos that you download into a series of 10 or even more short videos.

By doing so and being able to offer a video series to your subscribers or customers as opposed to offering one or two longer videos suggests a much higher level of value. You can therefore accord a much higher monetary value to a video series of this nature, thereby suggesting to your subscriber or customer that they are obtaining even more value.

Use a free video editing program to make the changes that you need. Look for Windows Movie Maker which will probably be on your machine already if you are using Windows, or use [Wax](#) entirely free to make your changes, making sure that you do nothing to break the terms of the PLR license whilst doing so.

And of course, as suggested earlier, the more you offer, the higher the value you can ascribe to that offer. There is therefore no reason why you should not add further bonuses to your package to further bulk up the value. You could for example create a transcript of the video series you are offering to further inflate the value of the bonus package being used to encourage a site visitor to buy from you.

There are also plenty of sites where you can access PLR software as well, places like the [PLR Store](#). Once again, there is no shortage of results returned by a Google search for information of this kind, meaning that there is plenty of PLR software available in the market:





Results 1 - 10 of about 23,600 for "PLR [software](#)".

Unless you have software coding or scripting skills, you may need to ask someone to help you modify the PLR software you decide to offer as a bonus gift, but there are plenty of [freelance coders](#) who can help you with this work at a very reasonable price.

Resell and Master Resell Products

As suggested earlier in the report, there are sites like [Resell Rights Weekly](#) and the [Unselfish Marketer](#) from where you can obtain products that come with a resell rights or master resell rights license that sometimes entitles you to give away those products 'as is'.

The important point to understand about most of these products is that they are not inherently free products. They are products that you can only obtain either by being a member of a particular site, or by paying for them directly on a product by product basis.

In essence therefore, every product that comes with resell or master resell rights is one that the majority of visitors to your site will have no other access to unless they are willing to pay for it.

Acquiring products of this nature and including them in your bonus packages therefore has several major advantages.

Firstly, the individual who you are attempting to persuade to become a subscriber may have seen this product on offer before and wanted to obtain it but at the same time, they did not want to buy it. Seeing you giving it away completely free will almost certainly encourage this





particular visitor to sign up for your list (or buy the product that you are promoting).

Secondly, because the product is normally sold, it has a value that is provable in the marketplace. If you suggest that the normal market price for this product is \$47, this is a fact that your visitor can check by looking at other sites where it is being sold. This factor clearly helped to establish the monetary value of your bonus package.

Third, I have found from own experience that including higher value resell rights products in bonus package seems to alter your visit is perception of you and your business. The implication of including such a product in your bonus package is that you have been willing to pay for it, which tends to suggest that you are willing to spend money to bring quality and value to your visitors.

This perception sets you apart from the majority of your competitors, most of whom would not be willing to spend money on a product that they are going to give away for free. This perception or image can be a very powerful persuader, something that convinces your visitor that you are willing to go a little further than your competition to service your subscribers and, presumably, also your customers.

When you're putting together your bonus package, it therefore makes a lot of sense to look around for suitable resell products that you can give away to your subscribers or affiliate product customers. But, if you're thinking of investing money in a resell rights product that you're thinking of giving away, make absolutely certain that the license that





comes with the product entitles you to do so before spending money on it.

Creating unique products from public domain materials...

Public domain materials are content materials for which the original copyright has expired or materials which were never copyrighted in the first place. Consequently, as long as the public domain materials that you are thinking of using allow you to do so, you can modify these materials in order to generate another unique bonus product that can be included in your giveaway package.

As a general rule, public domain materials that were never copyrighted are those that were created prior to 1923. Hence, it is fair to say that the content of many public domain materials of this nature is not always going to be bang up-to-date.

On the other hand however, you might be surprised to know that some very famous works of which you will definitely be aware are available in the public domain. For example, a lot of the early Disney cartoons are public domain materials, as are many other famous movies. This effectively means that you use these movie or cartoon materials as you see fit as long as the individual product license allows it of course.

The biggest single repository of public domain materials is [Project Gutenberg](#) which currently lists over 28,000 public domain books and has links to in excess of 100,000 similar books. And if you want to use public domain movie or cartoon materials, a Google search will turn up plenty of appropriate resources:





Results 1 - 10 of about 339,000 for [public domain movies download](#).

Public domain materials are vastly underused, meaning that they represent a very rich source of content materials for producing your own bonus products that the vast majority of your competitors will never even consider using.

Produce your own from scratch...

The final option that you might consider is to create a package of bonus products that you yourself have built from scratch.

This is not however something that I would necessarily recommend for anyone who is marketing as an affiliate. In many ways, if you have the ability and wherewithal to create a valuable product of your own from scratch, it would be a waste of time to give these products or services away as a supporting bonus to an affiliate product sale.

As suggested near to the beginning of this report, whilst the majority of affiliate marketers struggle to make the kind of money they want to make, there are a relatively small handful of 'super-affiliates' who make almost unimaginable amounts of money from their online marketing activities.

However, it is critical to understand that the majority of these people *do not* make the lion's share of that money from affiliate marketing, although they all earn at least five figures every month from promoting as an affiliate, which is obviously not a sum to be sniffed at.





Nevertheless, even these 'super-affiliates' understand that the best way of making the really big money is to create and launch your own information products and services rather than promoting on behalf of someone else.

This has been incontrovertibly proven by the fact that over the past few years, there have been an ever-increasing number of information product launches that have generated over \$1 million of sales on the very first day.

You are never, ever going to be able to generate over \$1 million of affiliate product sales in one day no matter how good you become. Consequently, if you have the ability to create your own information products from scratch, you are far better off selling these for yourself rather than using them as bonuses to encourage affiliate product sales.

In fact, in this situation, the boot would be very firmly on the other foot. Now, instead of digging around on sites like Clickbank or Commission Junction to find products or services that you can sell to generate commission income, *you* would be the person who pays your one-off publishers registration fee to Clickbank (which I believe is still \$49) in order to attract affiliates to promote your product on your behalf.

For instance (and continuing with the same example as earlier), if you have the ability to make a video series of 10 or 20 videos that showed people the best way of training dogs, if you created supporting materials such as transcripts of your videos, worksheets and so on, you would have a \$97 product on your hands.





Even if you gave away 75% of this as a commission to encourage affiliates to work with you, you would still be pocketing over \$24 per sale *from other people's efforts* whilst you would have a team of affiliates building your mailing list and therefore your business for you as well.

From this notion, I guess you can understand why I would not recommend creating products from scratch to give away as affiliate sales bonuses.

You can make far more money and build your list 10 or 20 times quicker by selling these products on your own behalf, especially if you recruit your own affiliate sales team, so why would you give them away?





Conclusion

As you will hopefully understand and appreciate by now, if you want to make money as an affiliate marketer, there is a right way and a wrong way of doing so, especially if you are building your business around the idea of promoting digital information products.

If you make the mistake of sending traffic directly to a product creator's sales page on a site like Clickbank, you will generate sales commission, but you will not build your business.

Consequently, you will always be chasing your tail in an effort to generate the income you want. Believe me, this will eventually lead to the kind of burnout that results in the statistics that suggest that less than 5% of affiliate marketers stay in the business more than two years.

If on the other hand you are willing to lose the odd potential customer in exchange for building the mailing lists that are central to every successful online business, you will guarantee that your business can support you for many years to come.

And as you have also seen, providing attractive bonuses to encourage visitors to your site to do what you want them to do (whatever that might be) is an essential part of building an affiliate marketing business that will survive.

Fortunately however, the concept of using bonuses to build your business is essentially an extremely simple one. When you have





managed to pull targeted visitors to your site, there is one specific action which is most advantageous to you and your bonuses should be used to convince your visitors to take these actions.

Remember too that it is all about perceived value.

Always make a point of telling the visitor to your site the monetary value of the bonuses or gifts that you are offering, whilst also ensuring that your highest quality bonuses and gifts are reserved for 'bribing' your visitors to make the most difficult decisions.

As a general rule, no one likes to spend money unless they believe that they are getting outstanding value when they do so, so always bear this in mind when structuring the bonuses that you are offering, particularly to people who you are attempting to convince to purchase through your link.

If you build your affiliate marketing business as highlighted in this report, you give yourself every chance of achieving success. And now you know how to do it, it is time to start putting everything you have read of in this report into action, beginning right now.

