By Juste A. Gnimavo

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Table Of Contents

INTRODUCTION

Thank you very much for getting this eBook. :-)
My name is Juste A. Gnimavo and I publish this special report to share
with you the secret to avoid the biggest mistake most affiliate make
when marketing online, that hinder their affiliate commissions.

If you are making this common mistake, you can fix it now. Read
carefully each complete transcript of the interview Louis Allport had
recently with J. F. Straw, and with Neil Shearing. And you'll discover
the response. Apply this simple strategie, and I'm sure you'll see the
difference in your profits.

Sincerely,
Juste A. Gnimavo

www.IncreaseYourMonthlyIncome.com

The First Steps Neil Shearing used to Get At Least One-Million Visitors A Year To his Website, and how you can copy that success.

Here is the complete transcript of the interview Louis Allport had recently with Neil Shearing specifically on just one subject:

How To Get At Least A Million Visitors A Year To Your Website!

Actually, that's a very conservative figure. As I write this Neil's site is getting well over two million visitors a year! And even more importantly he converts those visitors into subscribers to his newsletter, and customers of his products.

Here's a little background on Neil ...

Neil started on the Internet selling a little report called "How To Make Money On The Internet" (which he now thinks is a really cheesy title!) ... and that was just to make a bit of extra money while studying at university.

Five years later, Neil's online business has grown so much that he now has 4,000 affiliates ... 2,500 customers, and over 32,000 people subscribed to his newsletter. What's most amazing is that it all started from a business running off free web space!

You can visit Neil's site here: www.ScamFreeZone.com

You can also listen to the audio for this 20 minute interview...

The audio is in MP3 format and you can therefore listen to it on

pretty much any player including [Real Player](#) and [Windows Media Player](#).

For quicker download I zipped up the file. You can easily open it with either of these two free programs: [WinZip](#) (PC) or [Aladdin Expander](#) (Mac).

The file is just under 5 MB in size. **Click Here To Download**

Enjoy the interview! :-)

Louis Allport

[www.AllportPublishing.com](#)

Hi Neil ... I remember you saying that you get at least a million visitors a year to your web site ... I wanted to ask

you exactly how that happens and how other people can copy that success. So what would be your first steps, what would you recommend?

Well it's not any one thing, it's obviously a combination of lots of different things that pull in traffic. I don't do much advertising myself so I couldn't say one way or another whether that brings in a lot of useful traffic.

The two main things I rely on are the [associate program](#) that I've had since about 1998. I've got about 4,000 affiliates now so they send me a lot of traffic. So starting an affiliate program actually works very well.

And search engine strategies -- I get a lot of traffic from being listed in Yahoo and listed in Google and they send me a lot of traffic so between the two of those and recurring traffic from when I mention something in my newsletter I use a link to the [Scam Free Zone](#) even if it just redirects somewhere else, and links to customers when I email my customers I put links in there that go through the Scam Free Zone.

So I would say those three main things: the associate program, search engine traffic, and residual traffic from just emailing my lists.

Okay. It's interesting you say you don't actually do any advertising. When you were starting out a few years ago did you do some advertising then?

No, I was just too tight to spend any money on advertising so I really didn't, I just optimized a few pages for the search engines and then it snowballed from there.

I didn't do too much search engine optimization, I'm not completely skilled at that, I just optimized a few pages and that brought in traffic and then gradually built on it by launching new products which always generated more traffic because the affiliates would then put up more links and things like that. It just snowballed really.

I do actually do a little bit of advertising though, I shouldn't say I don't do any because someone will probably say "Hey, I know

you advertise".

I have a sponsored listing on Yahoo, and that's probably responsible for quite a bit of traffic but I don't actually track that, I couldn't say how much I make from that whether it's profitable or not because they only send traffic to the root domain name, so I haven't actually analyzed that traffic.

Could you explain what exactly is a sponsored ad in Yahoo and how do you use that?

Well first of all you have to be listed in Yahoo so you have to pay their listing fee just to get into the directory.

That's about $200, is that right?

It's $299 for them to review your site. You don't pay to get listed, you pay for the review because that allows them to say "No" if they want to. And I think it's now $299 per year so I only paid $299 once -- it was just a flat fee ... now it's $299 per year.

Then once you're in their directory you can pay to "sponsor" that section of the directory. And depending on how much traffic that section gets they will charge you pro-rata so if it's a very, very highly trafficked area of the directory you'll pay more to sponsor it than a back-water area of the directory.

I think I pay $100 a month to sponsor the Business Opportunities directories web site. Then you get an enhanced listing at the top of that part of the directory.

So -- are you sponsoring keywords or is it just sections of the directory?

That's right, it's just sections of the directory, so wherever you're listed, say they put you under business opportunities you can apply to be a sponsored listing within that part of the directory and they'll tell you how much it is and if you're happy you can say "I want to sponsor that part".

Okay. And you pay -- is it on click-throughs? Or views?...

It's a flat-fee per month so they put your link and the description in a little box above all the other listings in addition to your

regular listing half way down the page or wherever it is. So you pay a monthly fee and you sponsor that section of the directory. And obviously get a bit more traffic.

I remember reading actually -- I think, correct me if I'm wrong Yahoo recently changed their backend search engine from Inktomi to Google?

Yeah, they've been with Google for a while now.

Oh okay, that's old news then. I was just wondering -- obviously you appear quite highly in the Google listings, is there an advantage also in adding a Yahoo listing instead of letting your Google search placings appear within Yahoo?

Yeah, because Yahoo first of all display their own directory listings so if you're in Yahoo you come up first ... that only makes sense, and then they display the Google web page matches and it also helps your Google ranking because Google takes notes of whether you're listed in Yahoo or not and gives your site a boost if you are, so you get listed in Yahoo ... you get traffic from Yahoo and you get additional traffic from Google.

So you don't really get involved with Pay-Per-Click search engines?

No, I found that to be a lot of hassle for very little return.

Obviously as you started a few years ago as there were many less web sites and also I think search engines were a lot easier to work with shall we say, I guess you had high listings a few years ago in whatever engines were around a few years ago like Altavista and the others...

Infoseek. That dates me just saying Infoseek.

You've obviously maintained a high placing, and without actually hiring a search engine expert, just doing it yourself ... how have you managed to do that?

Basically I don't do any work on the Scam Free Zone now, it just maintains it's own high ranking which is very nice ... I think the reason it does that is because it's an extensive site so it's seen

as a valuable property so the search engines like listing original content quite high in their rankings.

It's also a very old site so you can't fake how old your site is. They can look up through the whois directories how old your site is and my domain name was taken in 1997 so they know it's been around for a while -- it's been in their directories for a while so they like that fact that I'm not some new person that's trying to spam their listings or whatever so: it's the age of the site, it's the fact that there's extensive content on the site, the fact that there's probably a couple of thousand links into the site, which is also hard to fake, and when you put all that together, I usually rank quite highly near the top of the terms that I'm interested in.

Does most of your search engine traffic come from Google and Yahoo?

Yeah. I know it's Google at the top I think then it's Yahoo...

It's seems to be that the other search engines are becoming slightly irrelevant.

Yeah they are actually. They seem to be fading into the background. I think they've all experienced this major problem with funding after the dot-com collapse and so they've all started plastering their sites with advertising and the one that didn't was Google so everyone has just migrated to Google and all the others I think are suffering.

And Google are actually making a profit.

Are they?

They're making quite serious money.

I think with the number of searches they get per-day it would be hard not to. Because they have the Google Ad-Words Select don't they so I was just looking at that today just dipping my toe in that water to see if it makes money.

And just to talk about your affiliate program**... as you say you have about 4,000 affiliates now and obviously that's a lot of links to your site which helps your link-popularity and obviously you started your affiliate program at some point -- what would you recommend to**

someone who wants to develop such a successful affiliate program and bring a lot of traffic to their site? How could they build it up? What's important?

Well first of all it's important to pay your affiliates well and pay them on time because affiliates are obviously in it to make some money and if you pay them 10% on something that sells for $10 they're just not going to be interested ... so you need to get the calculator out and work out how much you can pay them and make sure it's competitive with what the rest of the market's paying, because I made a decision right at the start that I would pay the person who referred the sale 50% and I do that now for all 5 products but that was a decision I made right at the beginning to stick with that.

Actually ... can we list your products just for reference?

Okay -- there's the [Internet Success Blueprint](#).

That was your very first one wasn't it?

That's right. That's the 279 pages, 3 quick time movies, bonus ebooks.

And you're almost giving it away...

Yup, we're almost giving that one away. Not quite... There's Blueprint which was the first product, and then almost the same time I launched Diamonds and Spider.

[Diamonds](#)[Diamonds is a collection of basically top tips from other internet marketers so we got people like Corey Rudl and Ken Evoy, Marlon Sanders, and Declan Dunn. I knew these people so I thought I'd be able to get the best top-ten people to contribute rather than some people who might have one friend who's a big name and then pad it out with nine others that no one's ever heard of. I thought "I know these people ... I can get some secrets out of them and put it together" ... so... that was Diamonds.](#)

[Success Spider](#)[Success Spider is my software that hunts super-affiliates. That's been really successful. That worked really well.](#)

Obviously you use it yourself ... that helps you find super

affiliates for more links to your sites so as well as selling it to others it's really useful for your own affiliate program as well.

That's right. I initially did it because it was a tool that I couldn't find online and I wanted, so I said to a programmer "Can you put this together for me?" and he said "I think we can".

Initially it was going to be something that I could keep to myself like my super-tactic, but then I just figured other people would probably be happy to pay for this and they have been. So that's worked out quite well.

I recently launched [Internet Success Interviews](#) which was professional interviews that Peter Twist did and we packaged that up and sold it and the other one's [Yahoo Exposed](#).

And you sell that with reprint rights ... is that right?

Yes, you can buy it with or without reprint rights. It's $19 ... it's just a little ebook, and $69 if you want to take the ebook, rebrand it and sell it yourself.

Yeah, I think I've been offered that by several different people.

It's good for getting my name out and also people like to be able to just take a quality little ebook and see if they can sell things at their site. That's a great way to test what they're doing. Or even they can add it as a bonus if their product isn't selling and needs a little extra. They can put it in as a bonus and that helps shift their products.

So going back to building an affiliate program... you say offer them generous commissions on all five of the products...

That's right, offer them generous commissions. Keep in contact regularly -- it's important to have some way to keep your affiliates enthusiastic. I try to email mine about twice a month at the beginning of the month, at the middle of the month, and then also when I find something unique or original or interesting I'll drop them a note so that's kind of the mentoring approach to

helping them and keeping them happy and keeping them enthusiastic.

I guess offering a second tier helps to bring in affiliates because people like Allan Gardyne has AssociatePrograms.com and he will list the links to my product, he'll also say "You can join Neil's program here" and then lots and lots of people join under him in effect, and if any of them make a sale the person that makes a sale makes 50% and Allan gets 10% of the sale as well, and that's the second tier and that helps to spread your name out further on the internet.

And I'm pretty sure Allan has some very serious affiliates reading his newsletter.

That's right, all the top people read his newsletter and the same goes for people like Neil Durrant over here in England -- he has an extensive newsletter of affiliate program experts and affiliate program managers and people like that so it's useful to be able to say to them -- "Look, you can refer people to my site and take a share of the sales".

Okay, so offering generous commissions, lots of products, and also a product which is worth a higher price so they get a good commission as well.

And lots of ad copy. Some people like putting up banners, some people don't. Some people like putting ezine adverts, some people don't. So you supply them with all the different possible advertising methods and say "Just put your number here".

And then they can just copy and paste and off they go. So that's important to have 5 different advertising mechanisms for 5 products so I've probably got 30 different links for possibilities. "For banners for Blueprint click here ... For ezine ads for Spider click here"...

And I see your affiliate program, it's listed on most pages of your web site so I guess as your web site traffic has grown your affiliate program has grown naturally as well and also as they refer other affiliates...

That's right. It spirals once it's going ... it can obviously be slow

to get going -- I knew several of the names on the internet, the big names so I said to them "Look, let's put mentions out" and it got going quite quickly. But even if it starts slowly it can still spiral and still snowball.

Okay, so just a couple of closing questions, they're really sort of rolled into one... for someone who's interested in developing that kind of level of traffic, but more importantly I guess they've got to decide how they want to use the traffic and what it's for ... so what would you recommend? What advice can you offer?

Well, if you build an affiliate program you can link directly to your products which is what most people do but you should also, or if you can try and build in the possibility of linking to something like a newsletter or a forum or something like that so it's kind of a soft-sell approach.

I've had custom scripts written so they take care of sending the right traffic to the right place and dropping an affiliate cookie and all of those things, and you can use an affiliate link to any place on my web site so if you wanted to you could link to the [Scam Free Zone](#) front page, you could link to the sales copy for Blueprint or Spider or Diamonds or whatever.

You can also link to [the forum](#) or you can link to my newsletter back-issues and still drop... I've kind of tagged the visitor as yours and if they come back any time in the future and buy from me then you get 50% of the sale.

So some people link to the forum with an affiliate link and say "Look, this is a really top internet marketing forum, go over, have a look, see what people are saying ... it's really useful".

That's what I found quite amazing actually. I didn't really push it ... I just added a link in one of my sites saying "This is a good forum, you can get your questions answered, just visit" and that was making sales.

Great. I think people like Phil Wiley have done that and said "Yeah, it's a really clever idea" ... it's kind of a soft sell ... you're not saying to people "Go buy this product it's the latest most fantastic thing that's ever been released ever and it will make

you money without doing a single thing while you're on the beach drinking tequila ..." or whatever.

So it's just like you can say to people "Here's a really useful forum, go over if you've got any questions, post a question, if you're just there to kind of lurk and read what people are asking about and read the replies then that's fine too" ... but you've sent that person through an affiliate link even though they might not know about it and you've dropped a 100 year cookie on them. So that time frame is enough for most people.

So it's not likely they'll outlive it...

Exactly!

"I spent 101 years, came back, I didn't get credit for the sale!"

Yeah, a lot of people like that and as I said they can link to the free ebook I just released is at ScamFreeZone.com/101 where you can create an affiliate link to that and people have downloaded a free ebook and got some valuable content and information but you've dropped that cookie on them so if they come back and buy any of my products you still get the sale. So that's a bit different ... most people just link to the product page and try to get the sale "At all costs I've got to get the sale". It just doesn't work that way most of the time.

And of course with the forum people are more likely to keep coming back rather than visit sales page, decide yes or no, and that's it.

That's right, the forum gets them coming back.

Just out of interest: what software do you use. Was it custom software for your affiliate program?

Yeah, I originally bought an off-the-shelf kind of software solution and I was using that for a year or two and then I just needed more flexibility basically, I already had a programmer working for me that built the Success Spider and I said "Can we create some Perl scripts to do all the manipulation of all the affiliate links and things like that, and be able to mail them?" ... and all this different technical wizardry.

And so he said "Yeah, we can do that". And it's quite cheap actually. It's quite cheap to go somewhere like Elance.com and say "I've got a project" -- you post it for free, and then all these programmers say "I can do that for $x" and you just pick one and they go away, they create it and come back and show you it and if you're happy you pay them for it. It's a lot better for me to use this custom solution than to use the off-the-shelf solution I was using.

And what sort of turnaround was that? How long does it take someone to put that together for you?

I think they don't tell you this, but I think usually most of the big programmers out there, the ones that know what they're doing will have probably done it before in the past so they'll have made it for someone and it might have taken them six weeks, and then they'll just tweak it to your preferences and then turn it around in a week or two.

And you say that's quite a reasonable price?

It cost me around $600 or something so when you consider an off the shelf solution is about $1,000 and then they charge you $50 a month ...

That's incredible.

And when you own the scripts outright, you're not paying anyone per month just for the pleasure of using their software solution.

That's amazing. I would have thought it would be in the thousands.

I would have thought it was thousands as well so I said "I can post it for free as a project and see how much it comes out as". And that one I didn't actually post, I asked my programmer how much would it be ... and so it's as easy as that. If you don't ask you don't find out.

11 Avoidable Popular Affiliate Errors And

How To Fix Them

Affiliates who are struggling to earn $100 a month often find it hard to believe that other people could possibly earn as much as $10,000 or even $100,000 a month in commissions. You should believe it. Big commissions do happen and I know because I have seen and tried it myself.

According to Forrester Research, which predicts that affiliate programs and affiliate networks will represent 20%, or $53 billion, of e-commerce sales by 2005, in most programs, 5% of the affiliates generate the vast majority of the sales. If you're not in that 5% and want to be, you'll have to change what you're doing. Part of changing what you re doing, is to avoid doing the things that need changing in the first place.

Many new and old affiliates alike do not succeed because they make mistakes that hinder their revenue potential. Even if you are making these common mistakes, you can fix them. That is why this section had to be included. If you are making these mistakes, this section will show you how to fix them. If you are just starting, this section will show you what to avoid.

Here are 11 mistakes you could be making, and how to fix them.

1. Are you telling people how to make money on the Internet when you don't know how to do it yourself?

It is just possible that you can succeed at this, but it's the most

obvious trap into which new affiliates fall….making false promises. Often this starts because; you just want to get sales. You can fix this by joining a few affiliate programs and set up a site offering Internet marketing tips, work-from-home tips, instant-business tips, or be-your-own-boss tips.

The advantages of doing this include having great products to promote, high commissions and lots of help from other Internet marketers. However, you should know that if you do this, you will face two massive challenges**.**

1. You'll have hundreds of thousands of web pages out there competing with yours.
2. You're competing with the planet's best marketing EXPERTS. Some of the brightest brains in Internet marketing are working full-time to grab the attention of your target audience.

I'm not saying you can't succeed in this field, but if you're new to affiliate programs, this is definitely NOT the best place to begin. If you're struggling, you have to find a less popular forum. You don't have to abandon your existing web site to do this. Just launch a new one based on a new theme. Later, when you've learned more and really have something to offer, it will be time to revamp your marketing tips web site.

If you want an idea for a product to promote, here's one. You could promote this book! Okay, you can just go find your own products to pitch, it was just a thought. Of course, you'll have some competition, but it's not TOO lively. Either way, you will have to choose a new theme. Try a new niche when you are having a problem with your site.

2. Are you promoting the PROGRAM instead of the PRODUCT?

Too many times, affiliates join a two-tier affiliate program and then create a page that is geared toward telling other people to join it. It is a common mistake that is made all to often. I've done this myself with my own efforts a few times. So many times new affiliates are so busy promoting their affiliate program, they actually forget to promote the products all together. That is just silly since it is the selling of the product that gives you your revenue.

You should feel free to try that technique of promoting your program as well, but not solely and if you do but don't pin all your hopes on it. Unless you're really skilled at signing up key people in key places, or know how to sign up many thousands of affiliates, you're not likely to get rich on second-tier commissions.

When you promote the program over the site, the people that you sign up will tend to copy you and try to sign up more people! That sounds like the worst aspects of multi-level marketing. Who's going to actually SELL something and earn commissions?

Only a tiny percentage of the thousands of dollars I earn each month from my affiliates is from second-tier commissions. I succeed because I promote the PRODUCTS. They're incredibly good value, I believe in them, and I succeed by telling people so because of that fact. It's that simple. If you want to succeed as an affiliate promote the product FIRST and promote the program second by signing on sub-affiliates on your website.

3. Are you using banners instead of endorsements?

It really does takes time, effort and money to buy and study the product you're trying to sell. However, personal, enthusiastic endorsements out-sell everything else by miles. If you are always just trying to pimp out banners instead of offering real testimonials etc. you will not sell as well. Banners do not tell real people what real people want and their experiences with a product. That comes from YOU.

If you put in the effort, you'll get the sales. You can probably quadruple your sales by endorsing the products you sell. You can also combine graphics, text, short descriptions and relevant articles. However, best of all are your own, original personal endorsements. The key to this is to write honest, enthusiastic endorsements.

4. Are you failing to capture email addresses?

If you don't collect addresses, your marketing effort is just not doing its job. You will have become the Rico Suave of marketing. Who is Rico Suave you may ask? That is my point exactly. He is a one hit wonder and you don't want to be that.

If you can't capture email addresses it usually means that you're making only one attempt per visitor to achieve a sale and then you are giving up.
As branding expert Rob Frankel says, people like buying from people they know, like and trust. If you're not giving people a chance to get to know and trust you, don't be surprised if they don't buy.

If you're not collecting email addresses, you're seriously crippling your marketing capabilities. Remember how the big dot-coms poured in piles of money into banner advertising and TV advertising? Now they've finally realized that collecting email addresses is a much better value.

It's getting harder and harder to do now because we're all ransacked with spam and newsletters which don't provide the information we need. So get started now, before the competition becomes even stronger by scooping you on it.

You may not want to take on the commitment of publishing a weekly newsletter. Perhaps you don't believe you have the necessary skills. One option is to simply offer a monthly Update newsletter, telling people what's new on your site. The other one is to hire a ghost writer to do it for you. This way you get all of the expertise and you get to put your name on it.

Perhaps you don't like the thought of being tied to a weekly or monthly publishing schedule. You don't have to be. You can publish irregularly, only when you feel you have something worth saying or selling to the public. It might even help you to garner more interest that way. Of course, you can also add an opt-in e-mail list.

5.Do you have visitors but no sales?

Some affiliates complain that they receive thousands of visitors but can't turn those visitors into buyers. Chances are, it is because you are just not promoting it properly. That is why you need to know your market and sell to them specifically. If you aren't getting any sales,

you are probably not focusing on your targeted market. Once you do that, you should sell better. Read **"Website Conversion Secrets: How To Make Your Website Sell Like Crazy!"** to Increase Your Profits by 100%, 200% or Even More Than 1287% Without Working Any Harder.

6. Are you Repeating yourself?

If you are just regurgitating the same old thing? It's time to try something new. If you keep repeating actions which fail, you'll continue failing. It's that simple. If what you're doing isn't working well, it's time to change it, to move out of your comfort zone and try something new.

Here's something you can do. You can syndicate your columns or tips all over the Net to other web sites. Imagine how that would boost your image, your traffic and your sales. In doing this, each web site that is publishing your column simply puts two lines of JavaScript code on its page at the location where your column is to appear.

All you have to really do is paste your column into a Syndicator form and click a button. That one button click automatically updates all syndicated web site pages. You don't even have to create the script. The key point here is to try new techniques.

7. Are you building a business without a foundation?

Are you promoting questionable products and services in the hope of earning high commissions? Or are you building something of VALUE? Are you creating a business you're proud of? These are important

questions that you have to ask.

Even if it's a small website that you are running, you have to build a USEFUL, strong web site**,** one which provides valuable information and helps people. Not only will this give you a great sense of achievement, it will do wonders for your marketing.

If you build a site or write a newsletter which helps people, your readers will do a lot of your marketing for you. "If you build it, they will come". They really will. I love it when I see my sites mentioned on other web sites, in newsletters, in mailing lists and in books. I love it when web sites link to mine and so will you. Often times, when you do this for another websites, they will do it in return.

Such a website takes time to build but after a while momentum builds. If you're the expert in your particular field, you'll be interviewed for articles in newsletters and books – and those articles will attract more interviews for more articles. All of those links and favorable mentions don't just boost your reputation and sales, they help boost your ranking in search engines such as Google too because the more you are there, the more the spiders will find your content relevant during a search.

8. Are you selling ONLY other people's products?

It is possible to earn a living that way, but such successes are rare. To make the most money that you can, you should create your OWN product. Then you can use affiliate programs for back-end sales. That works well because someone who has just bought a product is often in the mood for buying a second, complementary product.

When you create your own product, you can control your destiny in a way that you can't do when you are only selling for someone else. This way you get to control how it is marketed. You control how much profit you make. To really create serious wealth online, you can also sell products that generates residual income for you. Residual income is a commission you receive every single month just by selling a product once. This strategie is perfect for affiliate revenue, because you just use the same tactics promoting a product that pays you a one time commission as promoting a product that pays you every single month.

You sell to a customer just once and you profit from it every single month. Visit the web sites below:

www.surefirewealth.com
www.NitroAffiliates.com
www.surefirewealth.com
www.isoregister.com
www.surefirewealth.com

 They provide you great products and memberships that require people to pay a monthly fee. Sign up to their affiliate program, and use the tools i'll mention you to create a guaranteed monthly income:

9. Are you just SELLING instead of HELPING?

This question is asking if your web site or newsletter just selling, or is it helping people learn? The fact of the matter is that if you create a helpful, learning community you'll put people in the mood for buying. That is just the way it is.

10. Are you learning from mediocre sources?

Because the conditions are constantly changing so fast on the Net, you need to learn fast and grab the opportunities which exist now. One way to save much of your precious time is to learn from Internet experts. You won't make so many mistakes that way. Learn from people who are earning a very good living from Internet marketing. Check out as many resources as you can. It is just common sense, someone else may have something to say that I don't already know in this book……hey, anything's possible. [Click here to sign up to Jeremy Gislason' Surefire Wealth membership](). When you join, you get Instant Access to Download a Hot Selection of the Newest Ebooks, Software, Audio, Videos Templates and Niche Products with Resell, Master Resell and Private Label Rights that you can sell and keep all the profit.

11. Are you failing to PLAN properly?

First of all, you have to decide what you want to do. Here are three main options that are best for affiliates like us to use. Let me tell you that they all work.

Option 1: Do research on what is popular and sell that. Do a survey, find out what people want and sell it to them. Isn't that what I said in the beginning?

Option 2: Follow your passion, what I mean by this is choosing a topic in which you are passionately interested and build a site around that theme. That way, you'll enjoy what you're doing and derive a great deal of satisfaction from it. It won't seem like work to you either.

If you are having trouble choosing a topic just do some brainstorming, you will come up with something sooner or later.

Option 3. Become passionately interested and involved in something.

You have to immerse yourself in all the little details about a topic and suddenly you'll become so absorbed that it's like a hobby, not a business. The point here is to plan and the react to your planning.

The Info-Product Creation And Marketing Secrets That Have Made J. F. Straw Over $82 Million In Sales Over The Last 30 Years ... Both On And Off The Internet!

In this section you'll find the complete transcript of the interview Louis Allport had recently with J. F. Straw specifically on just one subject:

How To Create A Best-Selling Info-Product!

Since just one of Jim's (many) products has brought in over $3,000,000 in sales ... he really does know what he's talking about. Here is just a little background on him:

Over the past 30 years, J.F. Straw has written well over 300 books, booklets, manuals, reports, courses and articles about doing business all based on his own personal, hands-on experience. His writings are "specific" methods, techniques and approaches to doing business that anyone can use to start or expand their business.

Then three years ago, Jim decided to start selling some of his products over the web ... and even though some affiliate directories still won't list his site (they consider it too simple-looking) it now brings in around 50% of his annual revenue.

And since his company's annual revenue is in the millions of dollars ... you do the math! Visit his site here:

www.BusinessLyceum.com

You can also listen to the audio for this 15 minute interview...

The audio is in MP3 format and you can therefore listen to it on pretty much any player including Real Player and Windows Media Player.

For quicker download I zipped up the file. You can easily open it with either of these two free programs: WinZip (PC) or Aladdin Expander (Mac).

The file is just over 3 MB in size. **Click Here To Download**

Enjoy the interview! :-)

Louis Allport

www,AllportPublishing.com

Hi Jim ... so, I know that looking around your web site you have your [Power Tools](#) section which I believe you consider your perennial best selling products -- let's say they didn't exist and you wanted to create a best-selling info-product to sell online ... what would be your first step?

Oh goodness -- that's a hard question Louis. You see I've never researched a product in my life ... I am exactly like my customers ... I started off as a 9 year old kid picking up the ads out of the back of the comic books and selling stuff and moved on into other businesses.

I was in business for over 20 years before I ever started writing about it ... when I wrote about it I only wrote about things that I had actually done or had been involved with doing ... and after I completed doing something that was successful I wrote about it. The things I did that weren't successful I didn't write about.

And of course since there are other people like me out there in the world I discovered that people would pay for that kind of information, that's why I became an info-publisher ... but until I semi-retired here a few years ago I did the other businesses and my wife and kids actually took care of the publishing side of it, all I did was write the products.

Now I write them and sell them and mess with the web site and all of that. And I've never had a loser as far as a product although I have had some products that it took me two or three years to find the advertising that would work to sell that product.

Because the products themselves ... I don't try to figure out what people want because there's just too many people out there for me to try to figure on, but the things that I do I know that other people like me would be interested in doing them so I simply tell the stories of how I've done it, how I go about it, and then let them follow through. I think that's probably the reason for the success of my products over the years.

Right. So in a way people are really interested in them because they actually want to emulate your proven success?

Oh yes. But if I was actually doing any research writing I would not rely entirely upon the internet for information and all of that in order to write a report ... I have gone out on the search engines and searched out product information and information on various operations and believe me it's not all the way they say it is.

And now I've got between 4,000 and 5,000 books in my own personal library but when I'm working on something, if I need to know something I may check the internet and search through and find information but then I go to the books ... hard-copy books ... I go to Amazon, Barnes & Noble, and down to the local library and I check and see what's written there because I found that too many ner-do-wells with a computer in front of them can make up all kinds of things about a subject matter.

Especially after having been in business for 50 years I could take a look at a lot of their stuff and see where these people have never really done it, they're simply spectators telling you what they think it's about.

So, which would you say is your most successful product out of your Power-Tools collection?

Currently the most successful out there is the mail order marketing course -- ["Own Your Own Mail Order Business"](). Because there's a great deal of interest in mail order marketing -- always has been.

I didn't want to write that report, refused to write that report for 20 years and then I started buying information on mail order marketing that I saw on television infomercials and like that and discovered that it was a lot of crap. People who were teaching it had never done it and didn't know anything about doing it. And so I wrote the thing in self-defense literally so that people would know the truth about mail order.

And I think one thing about your product that makes it more interesting and maybe more of an opportunity rather than just information is that you also offer dealerships? 60% dealerships, is that right?

Well, it's 50% on the affiliate program, on the internet ... then of

course they can earn a 60% profit on the products through the direct mail where they do their own processing and all of that.

I see. And that product of yours, has it been like a perennial best-seller?

Yes, since I wrote it it's been my best-seller right down the line. Of course my best all time seller is the [finders fee course](#). I taught that course originally in 1978 and there have been well over 30,000 people who've bought that since 1978 ... it's a $100 course. Back then they told me I couldn't sell a $100 course by mail, but I did.

You said something very interesting, that on one of your products it took two or three years for repositioning it and working on the advertising to really make it sell. I was going to ask you how important you felt the actual product was against the way it's marketed and maybe not the slickness of the copy, but the way it's presented?

Whenever it comes to product and selling, the product actually has to be better than your sales material but you have to have the right keys in your sales material in order to make the sales.

I once wrote a beautiful sales piece ... I thought it was absolutely best thing I'd ever written ... showed it to everyone in the office, all of them praised it ... I didn't even test it I rolled out with a 10,000 piece mailing. I got one order.

So the product was good but the ad-copy wasn't worth a dart. As a member of Mensa with a high IQ I had a friend read my sales copy for that piece, he wrote me back and said "Only two people in the world could understand it, you and me".

So you can't get too smart for your customers, you have to be able to speak their language at their level and so the ad-copy is ... 99% of your business has to be your advertising. Of course if you have good advertising and bad product it doesn't help you very much because then your refund rate is high and your complaint rate gets higher and higher so you end up with more problems than a business.

So out of interest how did you ... I imagine you reworked

that piece of advertising ... so how did you develop it after that?

Well, it was just a matter of testing. That's the name of the game in mail order ... the only reason that an old-pro like me is an old-pro is because I test everything.

Since 1999 when I set up our website I have tested just about everything and anything you can imagine on when email should be mailed, what they should say, what part of them are most important, what time of the day to mail, what day of the week to mail.

Because each of those items are important to the success of your mailings. Whether it be direct mailing or emailing and every element of it has to be tested, re-tested, and then tested some more.

And that's how you end up with the winners. You find something that works and keep it as a control. A control is a piece that you know that if you mail it you'll get x percentage or x dollars profit on each mailing.

Then you mail a split-mail where you mail your control and a new test piece so that the test-piece says something different, and see how it produces against something you know is already producing. And you keep doing that, testing the different elements until you come up with your best-selling pieces.

Is it possible you could give me an example of one such test you've done for your web site?

Let's see ... I have a report out there ["How To Make A Fortune Just Snooping Around"](#) and I have run seven different test emails producing at various levels. I ended up with one that produced a significant amount of orders each time I put it out. So I kept that as my control.

Two weeks ago I tested a new piece against it and I pulled twice as many orders. So that's now my control.

But you have to do that even when you've got a winner, because even your winner's are going to wear out when people have seen

it too many times ... and so the name of the game ... success in email marketing, or direct mail marketing is to constantly be testing for new methods and new times of the week for mailing, new headlines...

A problem that too many people do when they do testing is they test too many things at once. Where I may change only a headline and test that then I'll add a paragraph in one and delete a paragraph from the other one but I test only one element at a time.

So testing is ... probably the biggest percentage of my time and effort in order to keep the sales up, is in testing.

So, let's say someone's about to develop their first info-product or put together a new info-product, and they're really looking for a best-seller, what would be your advice to them? To help them have as much chance of success as possible, what would you suggest?

Well, the best thing to do of course is you respond to the need of the buyers out there. And I have seen a number of products that if I were a research writer I could write and make some money on, simply by going to the various discussion boards and reading the kind of questions that are out there.

And whenever you find a bunch of questions about one particular piece of information then that's something you could research and create a product from because if there's enough interest, if people are asking the question then you could find an answer for it, if you can find an answer you've got a market.

So really you would say to create a best-selling info-product is answer the question that a lot of people are asking?

The answer is ... you've got to listen. Because see, besides selling info-products I've sold just about everything else you can imagine and I've always listened to the public. Listened to what they are asking for.

As a matter of fact one of my best newsletters of many years ago was Offshore Banking News. And the reason it was a best-seller is because there was a great interest in the off-shore

banking community ... What was going on? What was happening? ...

Most of the newsletters in that genre were written from the stand point of tax evasion, tax-avoidance, that kind of thing. And what I did was develop the Offshore Banking News which actually reported on the financial activities within the various countries around the world.

I had stringers in 40 counties that picked up news items, clipped articles from magazines and newspapers in their local area, translated them into English, and sent them to us. We reported on the banks in Panama with Noriaga and we got a call from CBS News and they featured Offshore Banking News in the article we had written about Noriaga's banks in Panama.

Because we were picking up legitimate information about the offshore banking community, the financial institutions in those areas, rather than touting the tax evasion and all of the other nonsense that was going on in the supposed offshore banking newsletters.

It's interesting that you said you didn't go through perhaps the usual method of surveying the market, and then creating the product, you created it because it's something you'd done and been successful in.

Well, when I started Offshore Banking News I owned an offshore bank. And because of the interest from the people out there then I knew what they were really looking for was information about what the financial community was actually doing because we didn't cater to the tax avoidance, tax evasion type of people, we catered to the investment type of people that were interested in what was going on in the financial communities. And like I say I was doing it and so I wrote about it.

Maybe that's one distinct advantage you have ... you've been so immersed in different businesses ...

You see I am just exactly like my customers. I'm just an older version is all. Because what the young guys are thinking about ... you know making money out there, how to get into business, and all of that, that's what I was doing when I was their age too.

And so my product fulfils a need that I would have had at their age.

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If you run an affiliate program , this form is ideal. Allows you to set the terms your affiliates must follow when advertising and selling your products!

4. No-Spam Agreement

First of all, what spamming means?
spamming is any activity whereby you directly or indirectly transmit email messages to any email address that has not solicited such email and does not consent to such transmission. When you post advertisements in newsgroups in violation of the terms of participation in such newsgroup, that are off topic, or in newsgroups that do not specifically permit advertisements, it's spamming. I also consider it's spamming when advertisements are placed on message boards or in chat rooms when they are not permitted by the terms of participation in such message boards and chat rooms.

In This essential document, indicates you have a strict policy against spamming. You forbid the sending of unsolicited mass Emails or unsolicited Emails of any kind in connection with the marketing of your programs, products and services...
I recommend you to Protect yourself against possible spam abuse and accusations and ensure your compliance with the latest Can-Spam laws with this essential legal form!

5.Copyright Notice

Protects your content and graphics by outlining how visitors are allowed to use them. Without this you may find your content and profits being stolen from you, you simply cannot be without this simple addition to your site!

6.Earnings Disclaimer

- This is a must have document if you sell marketing information or 'How to Make Money' programs, or even just if you run an affiliate program! One famous internet marketer could have used one of these before the FTC shut down his
operations a few years ago! Don't be the next one caught out!

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Final thoughts:

Take action.
Most people talk about starting a business, working hours they want to work, taking vacations. However, they never make the most important step, and that's getting started.

In the introduction of this report, I've talked about one biggest mistake that hinder your income ! Wat's it? When you start selling your affiliate products or services online, don't begin first to choose the products you can sell to make money. Well, **the crucial first step to do is to find the right market.** If you give to people the products or services they need, Not what you think they want, they'll easily buy your products. So**, respond to the need of your buyers and you'll increase your sales**. But "How to get my target market", You ask?

Going to the various discussion boards and reading the kind of questions that are out there. Subscribe to newspapers, magazines, join forums, read the files called "FAQ". And when you find and collect a bunch of questions asking for help about one specific domain, select or get now a resell rights for a product which provides the responses. And you 'll generate massive sales. Because if people are asking the question then you could find an answer for it, you've got a market.

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SureFireWealth membership to get instant access to a catalog of newest resale products to resell at 100% profit: http://www.increaseyourmonthlyincome.com/r/surefirewealth
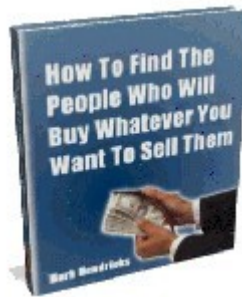

To your incredible business success,
Juste A. Gnimavo

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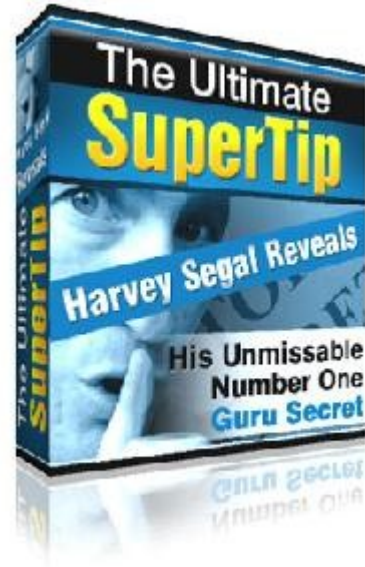
The Ultimate SuperTip

Harvey Segal (the guy behind the excellent *SuperTips* range of ebooks) has just releasd

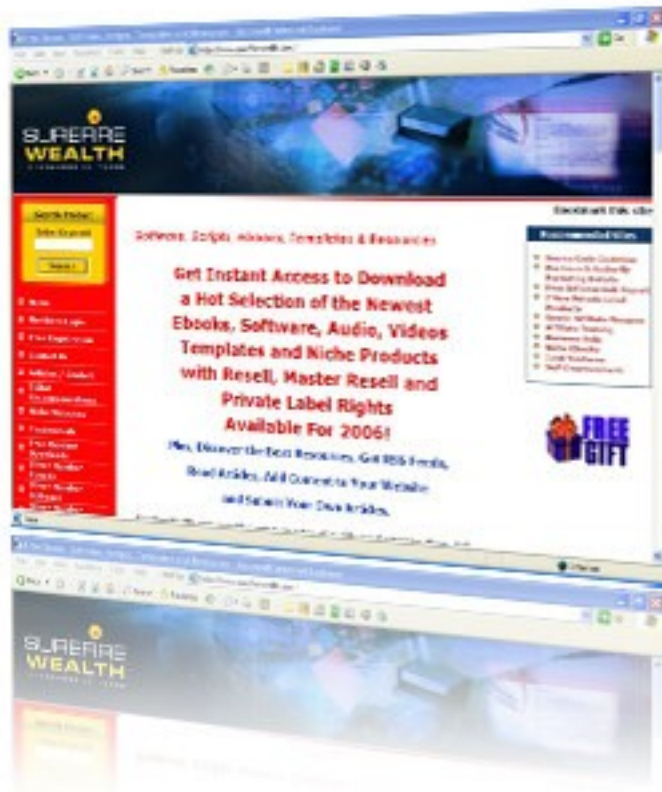the latest ebook in the series: "**The Ultimate SuperTip**".

It's short, sweet and fascinating. (Be sure to read it to the end, there's a **superb twist** in the tail...)

In Chapter 2 he shows you **the VERY BEST strategy to promote ANY product.** In Chapter 3 he reveals the ingenious twist that takes this strategy into orbit. In Chapter 4 I list the tools that will help you put the strategy into practise right now. And finally an astonishing viral idea in Chapter 5.

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- **Give away some of the products as a bonus** for signing up to your mailing list
- **Add one regularly to your newsletter** or auto responder to encourage your readers to look for your email messages

Increase Your Website Traffic:

- **Create unlimited keyword specific doorway pages** using the ebooks or software titles with resell rights. Simply point these pages to your main site

and watch your traffic explode
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