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Foreword

Since I've been a successful affiliate marketer and have trained many affiliates on how to be more successful, I thought it could be helpful to provide some info about what I see that is needed for the mindset of a super affiliate.

If you've played around with affiliate marketing but aren't making a bundle yet, then you might find that some of the things I mention in this book are issues you need to resolve right away so you can get there with less effort.

Super Affiliate Marketing Methods Exposed

How super affiliates make the most money with only 11% effort.

Chapter 1:

Be A “Bum”

Synopsis

Unless you've been hiding out under a rock for the last several years, BUM marketing is the number one pick for a lot of beginner and advanced affiliate marketers.

How To Be A “Bum”

Basically, the BUM marketing technique is about authoring articles on your niche topic and posting them to article directories. These articles get scooped up by the major search engines like Google high in the search results related to your keyword choice.

The mystery to BUM marketing dwells in the keywords. Essentially, you need to discover keywords or keyword phrases that a high number of individuals are seeking on search engines which have modest competition or a low number of pages in the search results.

Beneficial keyword phrases are ones that have approximately a hundred searches monthly but less than 100,000 pages in the search results on the search engines.

This is how a good BUM marketing affiliate marketing campaign would go.....

Let's suppose you're into "World of Warcraft" and you would like to sell a product about it. So you go to Clickbank to get hold of a product to promote. A "World of Warcraft" guidebook. There are bunches of these guides so it means individuals are purchasing them. (Naturally, the niche and product you pick can be anything; I'm just utilizing this one as an illustration.)

Next you go over to <http://freekeywords.wordtracker.com> and feel out what individuals are searching for on the search engines about "World of Warcraft". Note that "World of Warcraft" is a.k.a. "WOW" so include that in your tests also.

A quick look will show that there are over 10000 searches for the term “World of Warcraft” and I understand without looking that there are going to be 1000000s of pages in the search results in the search engines for that term.

So lets go farther down the list. Remember, I want a keyword string that bears approximately a hundred searches a month. So I discover this one: “world of warcraft hacks” which has around 100 searches per month.

Then go to Google and search for the term “world of warcraft hacks” to ascertain how many pages turn up in the search results. These other pages are your competitors so the smaller the better. there are about 700,000 other pages listed for the term “world of warcraft hacks”. Not bad.

But try “wow hacks”. Gets about 100 searches a month at the keyword site. So go to Google again... The results, only about 400,000 pages. Even better!

So we choose “wow hacks” as our keyword. It has the numbers we're seeking and the term is absolutely related to what we want to sell, a “World of Warcraft” guide. Now all you have to do is author material containing your keywords “wow hacks” in the title and throughout the body of the content and post them to article directories.

Don't overuse the keywords (keyword spamming) as this will damage your search engine rating and might get it rejected by the article sites.

Submit your articles to article directories. Your affiliate link goes in the resource box at the finish of your article. Add a little bio about

yourself or your website and a link to your site. This can be your own site or your affiliate link.

NOTE: ezinearticles.com doesn't allow a direct affiliate link, but that doesn't matter. Continue reading the next few chapters about blogging and hub pages etc. to see how to bypass this. Most other article directories let you place a direct affiliate link in however make certain to study their terms of service first.

Chapter 2:

Blog and Ping

Synopsis

You gotta love blogs! I'm not going to consume your time telling you all the dandy things about blogs or why they're beneficial or why you require one. All you need to recognize is that you need one if you want to stand any chance of attaining income with affiliate marketing.

Blog It Ping It

These days, everybody has a blog. So, if you've been hiding out under that rock again and don't have yourself a blog so far, you had better get going over to wordpress.com or blogger.com and get yourself a free blog.

But before you thrust up just any old generic blog, consider your purpose for it. Is it to market you? Is it to market a certain product? Is it to provide info on one certain niche topic? Is it going to be a news blog? A review blog? Pick your purpose 1st, then go and produce a blog. The idea comes 1st, then the blog. The riskiest thing you can do is hold a non-focused blog and barf up content in between all kinds of ads and banners and blinking lights. Visitors will be out of there fast.

So, you've got your tightly targeted blog.....now what? This is where the merriment starts! Once you've selected you blog's theme, the 1st thing you want is beneficial relevant material for your blog.

Remember those articles you composed and submitted to article directories? Place them on your blog. After that, you likely have a bunch of PLR articles on your computers also. PLR articles are a beneficial beginning point as you should rescript them as best you are able to before posting them. The search engines will reward you for unique material.

The chief thing is to add beneficial related content. Then you can add your affiliate links throughout the material. Stick in your affiliate links by hyper-linking some powerful key words as your anchor text. As the visitor scans and likes what he/she is reading, they'll naturally click on your links to recommended products/offers, etc.

Use some words of your choice that become a clickable link. So rather than a raw link, words will be clickable. Don't stress too much about this as with the free Blogger and Wordpress blogs, you can easily stick in hyperlinks in the material with a few clicks on the mouse with their rich content editors.

You might also want to add banner ads to your blog. Banner ads are just hyperlinked images. So when your visitor clicks on the image, they're sent on automatically to the page that image links to , your affiliate offer!

The best place to add your banners is higher up. That is, the very top first part of your blog your visitor will see when they come to your web site. The top is your “Income space”! More individuals will see the top fold than any other place on your page.

Update your blog with new content regularly and ping it! In brief, “pinging” is a way to tell other sites that your blog has been updated with new material. You should try to update your blog with new content at least weekly. The search engines love blogs with fresh material. After you update it, ping it!

You can use free multiple ping services pingoat.com to send pings

Next is to submit your blogs fresh material to content sharing/voting sites. The biggest one would have to be propeller.com. You can submit news to but just make sure your material is quality or they won't admit it.

A different way to market your blog is to join and take part in blogging communities like mybloglog.com. Posting beneficial

material on your blog, pinging it and joining blog communities are just a few ways to get traffic to your blog.

Chapter 3:

E-Mailing

Synopsis

Ok, utilizing e-mail marketing to market your affiliate links goes without saying. E-mail goes way back and is still the most beneficial way to promote any direct marketing offer, even though it's getting harder to pull off successfully.

Mail It

Before we even look at writing emails, it's super important that you do something with your “raw” affiliate links. Raw affiliate links look atrocious in e-mails resulting in poor click-through rates. Long affiliate links may also be broken up when wrapped in the e-mail body. And, raw affiliate links can be hijacked to make you lose out on commissions. You don't want any of these things moving in the way of your readers clicking on your link. Considering you don't have a site of your own, there are a lot of free online url abbreviating services. A free, simple and quick one to use is tinyurl.com.

OK, now the 1st thing with authoring promo e-mails is the subject line. This will make or break your e-mail crusade. The opening move is to get the reader to open the e-mail, and that's done with a thrilling subject line. This is essential to a successful e-mail crusade. If you can seize your prospect's attention by the “you-know-what” and get them to open your e-mail, you've got your foot in the door. It has to strike them like nothing else...virtually. Your subject line has to be better than the other's in your prospects inbox for that day.

The most beneficial way it to tell your offer in your subject line the way it is. Don't try to pull a fast one on individuals. We aren't slow....right? After you have your friendly personal subject line in place, it's time to write your e-mail body.

You should utilize the prospects first name in the greeting, then begin to introduce your offer. One golden rule of direct marketing is this. The prospect only thinks “What's in it for me?” That means you need to list advantages, benefits, advantages and more benefits in your e-

mail. Also, make certain to utilize the word “you” throughout your email. Using “I” sparingly gives the reader a sense of personal touch and humanness to the e-mail instead of sounding like a robot wrote it.

You should end the e-mail with a firm call to action, i.e. “Go and download this now and see an increase of ABC immediately!”, and add your affiliate link underneath.

Writing compelling e-mail copy is an art. It takes practice and beneficial e-mail copy will help your affiliate marketing efforts many times over poor email junky copy.

So where do you get a list of prospects to e-mail? You’ve probably heard a millionfold “the money is in the list”. It’s true, list owners can pretty much make income on tap when they mail out an offer to their list. The lucky thing for you if you don’t have a list of your own, is that you are able to borrow one!

What I’m discussing here is buying e-mail advertising. You can do a search for “ezine advertising” in Google and consider a few. With these services, you can send to a few thousand “make money” interested readers with your offer. They can be expensive so you had better establish sure your offer is going to convert and make you earnings.

The other option is to acquire a list of your own for free. There are a number of free downline/list building sites out there for “internet marketers” that are free to join and utilize. You don’t need a site, as you use their site to build your list.

Some are:

- YourLuckyList.com
- ListBandit.com
- ListDotCom.com

You can sign up for these sites free and begin referring other people to the site with your referral link and they'll go in your downline. You'll be able to mail out to these members in your downline but only in set time periods, e.g. once a week.

Clue: After you sign on for a free account with those sites, you'll be faced with a one time offering to upgrade. Upgrading will give you an INSTANT list of thousands you can mail to with offers more often than as a free member.

Chapter 4:

Utilize Squidoo and Hubpages

Synopsis

Squidoo and Hubpages are among the sites which helped me in my early days of affiliate marketing and I still utilize it to this day. They're among the original “user content generated” sites that took the net by surprise a couple of years back.

Sites To Utilize

Many sites have followed this pattern but Squidoo is still the leader of its sort so it's one you mustn't leave out of your affiliate marketing armory.

Essentially, Squidoo lets you produce a webpage called a "lens" where you are able to author about any topic you like. It's a perfect place for website-less affiliate marketers to load up material and exhibit their offers. Anybody can join and utilize Squidoo for free. Once you've an account you will be reminded to begin constructing a lens.

As with constructing a blog, you need to have the theme for your lens 1st. After you get the Theme, you are able to go ahead and pick the last part of url for your fresh lens. The 1st part will be <http://squidoo.com/> but after that you are able to decide on the words.

This is a dandy feature because you are able to add your keywords in the url. This will help your search engine rankings and pull in more individuals. So take some time when choosing your lens url as you can't change it once it's complete.

Just like a blog, you would like to begin adding good relevant material to your lens. With Squidoo, you construct your lens by selecting modules to be appended. The best one for material is the "WRITE/TEXT" module. For your affiliate links, you are able to add them to the "WRITE/TEXT" module utilizing hyperlink code. Graphics work in the "WRITE/TEXT" module likewise so you are able to link to the images too.

You decidedly want to add a “links list” module too where you are able to add your affiliate links easily and fast. There are a gang of modules to pick from but don’t go too overboard or your visitors will be distracted.

A Squidoo lens isn't unlike a blog. You should update it on a steady basis with new material. You can ping it after you update it (see the RSS feed in the sidebar). And like a blog or your own site, you are able to link from your ezine articles to your Squidoo lens.

Hubpages is very much like Squidoo. The SEs love it. It’s free to join and make as many pages as you wish. The key to getting high SE ranking with Hubpages is in the tags. When you make your hub page, you are able to pick out your tags (related keywords). These get picked up by the SEs so don’t miss them.

Add beneficial material on a steady basis, your affiliate links and affiliate banners and so forth. And ping it! Yes, you’ll be doing a lot of pinging so remember the multi-ping sites I mentioned earlier..

Chapter 5:

Utilize Social Media

Synopsis

Video is raging! Youtube.com, the 2nd most visited site in the world. I don't need to go on any further about video, just that you must be uploading videos to lever some of this traffic!

Video Rules

Youtube.com is the number 1, but others include Google Video and Daily Motion.

Before you skip over this section considering “I can’t make videos”, guess again. It’s not as difficult as it seems. Begin with an idea (even common ideas are often the best) and you’ll be making short promotional videos you are able to upload very fast. Just remember, you don’t need to be Spielberg.

There a couple of tools that makes video creation simple. The very minimum/main tool you’ll need is a video editing/making software. Windows XP comes with Windows Movie Maker. This is a fine start but there's a plethora of movie making software out there free of charge and for purchase. Most paid ones have a free trial so try a few till you like one.

There are additional tools you’ll need depending upon the forms of video you want to make. Here are a few thoughts of types of videos you are able to make and the other tools you’ll need.

- Web camera – You can simply talk straight to the camera. Give a testimony, share a success story, provide a review about the product/service you want to market. Tools needed: Web camera and mic.

- Screen capture – You can utilize screen capture software and give a walk through of the site you’re promoting. You can show how to use software or a particular feature. Tools needed: Screen capture software and mic.

- Handy cam – Get your acquaintance or a camera stand to film you as you do something silly(just an thought). Or go outdoors where there's a nice background and give your little line of gab about the product you're presenting. Tools needed: Cam Recorder
- Powerpoint – manufacture a bunch of screen shots with the main points of your message and run them through Power Point. You can add your own commentary over the top or merely have music. Tools needed: Microsoft Powerpoint (free trial download) and mic (optional).
- Photo slideshow – Like a Powerpoint clip but much simpler. Maybe the simplest technique of all. You don't need to speak if you don't prefer to, you just upload a bunch of graphics and music, press "make" and out comes a slideshow. Again there's a bunch of slideshow software available free of charge, but you want one that lets you produce a movie file you can later upload to the video sharing sites.

So you're all revved up about constructing your videos, but how is it going to get you traffic to your affiliate links? Here are a few points of advice. 1st, when you create a video, you want your URL to appear on the screen (if it's allowed at the sharing site).

1. You are able to do this by adding a watermark that's constantly displayed. Most good software lets you add this.
2. Have an introduction and outro shot of just text showing your site URL/affiliate link with a subtle call to action.

3. Stick up a piece of card, paper or whiteboard, anything that you have written your URL on. This is the inexpensive foul way to do it, but it still works.

4. Say the name of your site or affiliate link in the video.

Next, when you upload your videos to Youtube and such, and when typing the description, you want to type your URL (affiliate link) at the outset of your description starting with the `http://` This will then become a clickable link (except in Google Video). Viewers will see it and if they prefer to find out more, they'll click and voila! They're considering your affiliate offer!

The hardest part earnestly is to come up with themes. The making part is truly fun. Basic themes work well but if you are able to produce something strange and cool, create a controversy, then your video will go mega viral, sending traffic through the roof.

Chapter 6:

Forums And Social Sites

Synopsis

Forum marketing is a golden oldie but still a goody. Online forums are a place where you can encounter others with similar interests and share your expertness on the subject. Constructing trust and gaining social rank helps individuals will trust you and your testimonials..

Be Social

Nearly every niche you are able to remember has an online forum full of individuals with the same interest. If there's a niche without an online forum, jump on it! You could be the 1st one on it and take all the glory (and bucks). All jokes apart, forum marketing takes diplomacy. You can't just jump on any forum and shriek "BUY MY EBOOK" or you'll have a very curt stay there. Forums are satiated with truehearted members who know when spammers have hit the place.

Best thing is to begin as a regular person/member and begin meeting other members and add valuable info to threads. Forums let you have a individualized signature. This is a small section of webpage that will come out at the bottom of every post you make. In your signature you may have a message with your affiliate links and or banners with it. This is a process to advertise your affiliate recommendations without really screaming and giving the "hard sell".

Frequently a forum will be run on PHPBB forum software. To add your signature in phpBB code, you'll need to utilize this rather than HTML.

```
[url=http://someaffiliatelink.com?=IDSomenumbers123]YOUR  
MESSAGE[/url]
```

That's for a text link, to lend an image and make it clickable, use the code beneath.

```
[url=http://someaffiliatelink.com?=IDSomenuimbers123][img=http:  
//affiliatesite.co
```

m/images/banner.jpg][url]

A few popular forums for net marketers are warriorforum.com and forums.digitalpoint.com. Warrior forum doesn't allow for a direct affiliate link, but hey, why not direct them to your article or blog or Squidoo lens? For net forums in other niches, just search for your topic and find one that attracts you. Like I said, there's likely to be a forum on every niche out there and if not, why not be the 1st one to begin one!

Social Networking sites like myspace and facebook are capital for marketers in other niches besides the "make money online" group. Treat them the same as you would a forum. The thing I like best about social media sites is that I may show my personality more through images, videos and my profile etcetera. I may likewise pick my friends and make/join groups. That way everybody gets connected a bit closer.

Want to begin your own social network group free of charge? Check out ning.com. It's free to join and use for as long as you like. It lets you the user begin your own social group on the matter of your choice. You can change the headers graphics and plug and play to build it to suit your application. Ning is decidedly one to bookmark!

The most crucial part about utilizing (or running) forums/social sites is to remain active. Naturally you also need to be helpful to show your expertness and be friendly too. Individuals will then know you are the real deal when you are a frequent contributor and prefer to know more about you and go snooping around your sites/blogs/affiliate links.

Chapter 7:

Exchange Traffic

Synopsis

The lucky last way I'll share with you today is traffic exchanges. Once again, a golden oldie but still simple and a good free way to promote your affiliate links none the less.

Trade It

Traffic exchanges are a easy concept of “I’ll view your site if you view mine.” It works on a credit system. The more sites you “surf”, the more credits you gain. The more credits you gain, the more times your site will be revealed to other people who are surfing.

Traditionally, traffic exchanges are aimed at the “make income” type of crowd. If you Attempt to promote anything else, although you’ll get hits, you might be very frustrated that no-one buys your stuff. The most beneficial types of offers to market in traffic exchanges are ones that attract the “traffic exchange” crowd. They’re all about gratis, easy traffic. They like simple things. Easy money, simple traffic, simple life ;) You’ll have much more success marketing something that's simple and catchy instead of an e-book store or some vitamin pills.

It’s simple to get rolling. You sign up for a gratis account, add your sites urls (affiliate links) and banners and then you go “browsing”. The site browsing system works on a timer. Commonly about 20-30 seconds. So you sit there and click through sites waiting for the timer to go down and you gain credits. It can be humdrum and your clicking finger can get painful so consider other ways to earn credits.

Browsing isn't the sole way to gain credits. Many traffic exchanges likewise have a mailing feature. Advertisers pay to send promotional e-mails to the traffic exchange members and members can gain credits when they open the email and click the link within. You are able to also gain credits by referring other people to the traffic exchange. When they sign up and begin browsing, some of the credits they earn go to you. Likewise, if they upgrade or make a purchase, you get a commission, so it’s a great deal! The other way to gain

credits is to become an upgraded member. Upgraded accounts likewise add new members to your downline automatically. When your downline members browse for credits, some of them go to you. And when they make a purchase, you get paid a commission!

Aside from browsing and opening emails, some traffic exchanges have a site banner exchange system you are able to utilize. You merely add some code to YOUR site/blog which will display a banner ad. For every time YOUR site/blog is viewed and the banner displayed, you get credit for YOUR banner to be displayed on another persons site/blog who's added the code to THEIR site. It's cool because your site can gain credits while you're away from the main traffic exchange site.

Traffic exchange traffic can be utilized really effectively, if you know how to do it correctly. They're great for instantaneous traffic when you need it, but remember to pick an offer the traffic exchange crowd will enjoy.

Wrapping Up

There you have it. The best ways to make the most money with only 11% effort. I know I shared a lot of info and some of it might have gone over your head, but save this book in a safe place and refer to it as often as you need.

Attempt as much as you are able to carry out the ideas and tips in this book and you'll have no excuse for not seeing good results with your affiliate marketing for a long time to come and becoming a super affiliate.