

# **The RIGHT IDEAS Can Make You A Fortune**

**Marked and Compiled**

**By Lin Stone**

**Published by TaleWins.com**

# Our Exculpatory Clause

Please be advised and forewarned: All information, suggestions, techniques, ideas and resources are provided "as is".

**The publisher** doesn't claim to know everything there is to know about this subject, nor does the author. Inside this book we have tried our best to be as helpful as possible in the suggestions we make, but in the final analysis your results are entirely up to you.

**The author**, publishers and marketers of this information disclaim any loss or liability, either directly or indirectly as a consequence of applying the information presented herein, or in regard to the use and application of said information. No guarantee is given, either expressed or implied, in regard to the merchantability, accuracy, or acceptability of this information. This book is rather a guide to those areas where you MUST acquire personal experience from in order to improve your base of knowledge.

**As always**, it is suggested that you obtain local legal advice from competent sources near you. When you do so, do not assume they have heard of these strategies, nor assume you are wiser than they are just because you do know them. Remember that everything in this field is subject to change without notice and that changes do not propagate throughout the world at the same rate. Above all, it is necessary that you be careful in using any information you acquire, from any source. Consequently, you are strictly enjoined to seek and use the advice of competent authority figures in your local area before applying any techniques, strategies or resources in this book.

**This manual** contains information protected under International Federal Copyright laws and Treaties. Any unauthorized reprint or use of this material is strictly prohibited. We actively search for copyright infringement through CopyScape and infringements will be prosecuted.

**Thank You, From Lin Stone, at TaleWins**



Affiliate information that is specific to web pages is included in the latter part of the book.

## **Understanding How Affiliate Marketing Works**

If you are looking for a few extra streams of income then SALES might interest you. A salesman is valued highly by all manufacturers because most of them don't want to give their product away. Therefore they pay well for sales.

Salesmen will take a sample, or perhaps just a brochure about the product, and start selling it for the company. In-house salesmen get paid a salary, or they will take a draw against future sales. A friend of mine drew against his future sales for a whole year before moving his first product. Then he went straight to the top with his sales and stayed there for 5 years by selling more than all of the other salesmen there combined. Don't think that he suddenly learned some great secret though. That first dry year was all involved in marketing.

Marketing is where you decide who might want or need your product, and then decide how to reach that segment of the public. In-house salesmen usually have the marketing done for them. They plop down at their desks and up pops a bunch of leads. "Call these people today and set up an appointment." If the marketing that produces those leads has been done right then those leads will turn into good sales when approached by a good salesman.

If you are honest, sincere and know your product well you should be able to earn a living with your sales. Crooks with a gift of gab will never be happy in sales even when they master the ability to fake a facade of being honest, sincere and knowing their product well. However, amateurs that are scared to death of meeting the public usually quit sales work a long time before the crooks will.

However, today there are new branches in sales work that can be quite lucrative for those that are frightened at the thought of meeting the public. Personally, I believe the best of these branches is the one called "AFFILIATE SALES."

This is where you become an affiliate (or representative) of a company. This is a business model where merchants agree to pay commissions to people for bringing in customers or visitors through their efforts. The biggest segment of this branch is ONLINE sales, and it usually involves activity on the Internet. The vendor maintains the product's value, and is responsible for delivering that product to your customer. Usually, the vendor will offer sales material and sometimes even [provide sales training](#).

I favor that link because the sales training for affiliates is terrific there.



**LIN STONE**  
**The Great**  
**COLLABORATOR**

**Offering Word-by-Word Help, And Painless Revision**  
**Make Your Writing Shine The Easy Way**

The advertisement features a black and white illustration of a knight on horseback on the left. The background is orange. The text is in bold, stylized fonts. The main title 'LIN STONE' is in orange, 'The Great' is in red, and 'COLLABORATOR' is in red. The tagline is in yellow.



You might think that customers and visitors are the same thing, but that isn't true so let's define the difference for you.

Customers are people that BUY something. In fact, you don't get paid anything until they do buy something.

Visitors are people that come and look at an offer. The vendors willing to pay you for providing a stream of visitors want to be sure those visitors are seriously interested in their offers. Consequently, they may ask the visitor to take 2 steps forward before paying you. Otherwise some affiliates might be tempted to have their siblings click away on their links all day long.

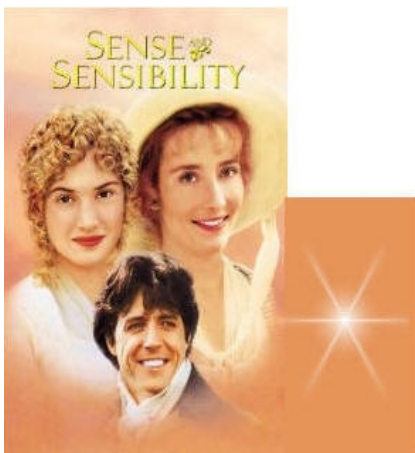
Amazon.com pays commissions for selling any of its thousands of products. However, commissions are tiny, and when you make a sale you will usually lose that customer. Quite often you will lose the customer to Amazon.com before you make a cent.

On top of that, you are also making Amazon's ranking scale go even higher than it already is. The only serious competition to Amazon.com is Powell's Books, and I've never made a nickel there, whereas I have made money with Amazon.com I never argue with money.

The first 2 questions you should be asking yourself before you seek out an affiliate program are:  
Will I earn enough to pay for my work?  
And, Can I send my customers through a jump site so that they CAN'T even see who the vendor is before arriving?

## What is a jump site?


Let's **look at one** to find out the answer. I send people to this jump page because I don't own the book. All the visitors have to do is take one more click and the book comes to them. I can put the company's ad there all by itself and the company will be just as happy to get that click as if the customer had come from the page where MY ad was that brought them to the jump page. Let's say that Amazon.com restricts me to using only their own ads and banners, but those aren't producing sales for me. So, I would run one of my own ads on a page elsewhere on my web site. Visitors click there on my ad, come to the jump page, and choose to click on the company's real ad there because it now looks familiar.



**YOU CAN WATCH  
The Trailers For FREE!**

Emma Thompson stars in the captivating romance based on Jane Austen's classic novel of two sisters' search for love in strict Victorian society.

**Starring:** James Fleet, Tom Wilkinson  
**Directed by:** Ang Lee  
**Runtime:** 2 hours 17 minutes  
**Release Year:** 1995

Click To Open 

# HOP PAGES

A hop page is quite similar, but the mechanics are different. For example, on the pages mentioned above the visitor is asked to click once more to get his book. On a [hop page](#) the customer never realizes he even stopped on the way there. More conveniently, he doesn't realize where he is until after my identification as his sender is established. Nor is there any way to find out in advance where he is going by turning my page upside down and looking at the source code. As far as he can determine, he really is heading for one more page on my wondrous web site. The hop, if you will, happens as slick as a button.

You'll find more tricks like this at the end of this book, so keep reading.

Affiliate sales is really a very simple process when you look at the big picture. Remember this as you move through, the more you complicate things, the harder it will be for money to be dragged your way.

**Times Are So Tough  
You Can't Even Feel Safe  
In A Job You *Hate!***

**Somebody**  
**Is trying to steal it.**

**Is There ANY Way You Can  
Make MONEY At Home?**

Next we are going to discuss three simple steps how affiliate marketing can help you pocket some profits:

### **Choose a good product to push**

This is the most basic rule that you must follow. Keep yourself straight with good products and honest selling so that your Affiliate Marketing will be your cash cow.

Just about the only way to be really sure your product is good is by buying it yourself and use it, then really look it over good.

Aside from being valuable, your products must be sales ready for you. I might have to search through thousands of products to get 100 good ones. Out of 100 products that I approve for value I might find one that I can sell. Let's read that again because we are only talking statistics here

You only need one good product to start with, but that's only if you can sell it. My statistics are talking to you again here: out of those 100 I might find one that I, that's me, one that I might find that I can actually sell.

So, the researching is a high hurdle for most people. I'm going to steer you away from two giants in the industry. One is Commission Junction and the other is ClickBank. I'm saying that you should wait until you feel safe and secure in both sales AND using the Internet to make those sales before you go finding products at these two giants.

Yes, there are thousands of wealthy salesmen happily involved with both these giants. Personally, I love [ClickBank](#), but the readers of this book are going to be rather complete beginners, many of them will be trying to get up to speed in sales and making a web site all at the same time.

They need everything stable and they need it simple. That does away with both these giants. If you just have to try dealing with one, try ClickBank.

Now we go on our merry way, looking for good products that are [easy to sell](#). That link will give you some good products to choose from, and at the same time you will find some intensive training that makes it easier to market them. The sales help is better than the products, and the knowledge you gain there can carry you over into competence in selling [anyone's products](#). That link is the place for you to sign up for a totally free membership in with instant access to over 256 hot selling PLR/RR digital products. 2 hot new products are provided every week, plus there are over 330 free tools, 10,740+ PLR articles **\*\*AND\*\*** this special bonus 3-pack absolutely free!

Look at that offer closely.

It is FREE! To sign up. You also receive 256 hot selling digital products. Remember me telling you how hard it is to come up with good products? Out of 256 products here I found well over 200. That's a great ratio!

Let's step back a pace and quickly glance at some mistakes you don't want to make – on the next page, please.

[Finding Cheap Health Insurance](#) \* [Doctor's Visit Only Insurance](#) \* [Essentials](#) \* [Women And Health Insurance](#) \* [Men's Health Insurance](#) \* [The Gender Gap](#) \* [Health Insurance For Seniors](#) \* [Health Insurance For Children](#) \* [Unhealthy Kids](#) \* [Uninsured Children](#) \* [The Uninsured](#) \* [Insurance Fraud](#) \* [College Students Health Insurance](#) \* [Self-Employed](#) \* [For Teachers](#) \* [Health And Life Combinations](#) \* [Catastrophic Insurance](#) \* [California Health Insurance](#) \* [Colorado Health Insurance](#) \* [Texas Health Insurance](#) \* [Health Savings Accounts](#) \* [Managed Care Management](#) \* [Point Of Sale plan](#) \* [Health Maintenance Organizations \(HMOs\)](#) \* [Dental Insurance Information](#) \*

[The Tooth Fairy](#) \* [Finding a Doctor](#) \* [Maggot Therapy](#)  
[Coverage](#) \* [Gastric Bypass Surgery Insurance](#) \* [Risks And](#)  
[Rewards of Physical Activity](#) \* [Higher Costs Coming!](#) \*  
[Private Health Insurance?](#) \* [Inexpensive Health Insurance](#) \*  
[Preferred Provider Organizations](#) \*

## **Common Mistakes You Need to Avoid in Affiliate Marketing**

Affiliate marketing as a business can provide you a very good income whether you do it full-time or part time. Of course it depends on how you manage it as a business. It also has edges that you can fall through when you make mistakes. There are common mistakes that affiliates make and knowing them is a good starting point to avoid them:

### **Grabbing Every Affiliate Program Available**

Opportunities to get involved in affiliate marketing are all over the net. You could easily drown while trying to swim through all the affiliate programs that you find, especially the ones that promise high commissions for you. I have a slogan that steers me clear of those... If it isn't free then it isn't for me. I only rocked my boat twice in the past 13 years. Both times that I spent money to become an affiliate I lost my shirt, my hat, my suspenders, my long pants and my socks and shoes as well. I advise you to stick with free as well.

Signing up for a whole bunch of these programs is as quick as a few blinks of the eye. While you might think that the



more programs on your web site means more profits in your pocket, believe me that is not always the case. There are times when you have to hold back and know your own limits – both in time and effort.

Imagine juggling three balls. Make it ten balls and you will get the picture. Affiliate programs are stakes you take online and these are investments that need your attention.

If you cannot focus on managing them well, it will be quite unproductive to sign up for every opportunity you have.

You can start with one affiliate program or maybe go for as much as three or four. Make sure that these programs blend well together and do not simply crowd your website.

### **Choosing the Wrong Product**

You don't pick a banana when you want some grapes. A lot of affiliates commit the mistake of choosing the products because they are hot and not because they are interested in it. It will be very hard to sound credible when you don't believe in a product yourself. Yes they might sell but in the long run, you cannot form the important relationship of trust and confidence with your market.

Successful marketers ***most of the time*** have purchased the products they are promoting. This way, they can give an honest review if the product is really commendable.

Competition in affiliate marketing, like in any other business, is very stiff. Remember too though that competition is a good gauge how popular a product is and how the market reacts to it. It will be a very good opportunity to be the first, but going for what already sells also pays well.

### **Joining Affiliate Programs**

When joining affiliate programs it's important to determine who the visitors to your site are. Affiliate programs are targeted towards a certain market, and if you choose programs that aren't rightly aligned for your audience, you'll never make the commissions you intended. When choosing affiliate programs you'll need to invest in plenty of research. Considering your target audience's needs is the primary focus for ensuring that they will find the program appealing

and be enticed to click through and make a purchase.

Before joining an affiliate program, review the site. It's important to remember that since you are referring your customer to the merchant's site that you are recommending that merchant as an honest and reputable business partner. Your customer's trust that you are referring them to legitimate businesses. Take the time to review the merchant's website. Preview the design of the site, the layout, their ordering policies, and check their history to make sure they are an upstanding businesses. Choose affiliate programs that you would buy products from yourself.

Determine how the affiliate program interacts with their associates. Do they have a person that you may contact should you have any affiliate marketing questions? Reputable companies provide a marketing professional with whom you can interact, send Emails to, and discuss marketing strategies with. It is important to associate yourself with companies that understand the importance of the merchant/affiliate relationship and take that relationship seriously.

Preview the types of marketing materials they make readily available when making your decision. Do they use banner ads, text links, HTML code for newsletters, and do they have a wide variety of graphic ads? Also, make sure that they frequently update their ads as well. If they are still running Christmas ads in July, they might have difficulty managing their affiliate marketing department.

Always read through and understand the terms of payment to ensure that you choose marketing programs that are best suited for your needs. Every associate program offers its own payment structure and terms. Determine how you will be paid, as some programs pay on a weekly basis, while others pay on a monthly basis after you reach a set

threshold. By taking these factors into consideration, you can make certain that you select the best affiliate programs for your needs.

## **Niche Affiliate Marketing**

Niche Affiliate Marketing is the field of targeting your marketing efforts to a specific group or segment of the marketing arena. Instead of creating a broad spectrum website, niche marketing focuses on targeting one specific area within a category. It is often the most successful form of Affiliate Marketing due to the fact that the customer will readily accept the programs that are promoted. There are several benefits to using Niche Affiliate Marketing, and one of the best advantages is gaining better search engine placement by creating Niche websites.

When studying search trends you might find that a generic category or topic receives millions of search hits each day. For example, the search term Ebooks receives over 60 million hits, and though this shows that many people are looking for Ebooks, it also means that competition is fierce for the top ten search results. However, if you focus on one particular genre of Ebooks, or another niche within the Ebook category, you can target visitors who are searching for that niche while eliminating much of your competition for the top ten search results. You can find a niche in every field, and once you target that niche, you'll find that it's much simpler to become successful.

Content is always the key to every website or blog's marketing strategy, and with niche affiliate marketing, you'll need fresh content that focuses on your niche. It's important to create content that focuses on the niche keywords related to your topic.

Research and choose the best keywords and make certain that the content on your website is keyword optimized. Articles will comprise the bulk of your website, and then you can choose affiliate programs that complement your niche. Since the customer has arrived at your site with the intentions of discovering more about the niche, he or she will readily click on your affiliate programs. Niche marketing is a proven method that helps increase affiliate commissions.

[Blast your tax bill to pieces, LEGALLY!](#) This amazingly simple, easy-to-use software quickly eexplodes your worst tax nightmare and helps you claim every tax deduction you are legally entitled to. Even if you haven't started paying over 50% of your income for taxes yet; it is just a matter of time. Not even Pharaoh got that much out of his slaves; Why are you waiting for it to happen to you? Click [HERE](#) to get out of this mess.

Do you know the Internet's top 7 affiliate marketing experts? Here's your chance to get acquainted. Listen in on a 3 hour roundtable discussion as they fight for the privilege of lay out their entire affiliate marketing systems for you and end up revealing all their short cuts, proven tactics, success stories, and guarded secrets. Take notes so you too can [begin earning those huge, jumbo-size pay checks!](#)

[24 of the most ruthless tactics ever invented](#) that can turn even your most hard-nosed prospects into cash-generating customers.

# Pay Per Click Advertising ✓

Advertising,, that word usually means spending money so walk through this section slowly. Driving traffic to your website will be critical for ensuring that your marketing campaign is a success when it comes to Pay Per Click. Otherwise known as PPC, this kind of advertising is one of the most popular ways people use in order to drive traffic to their sites. **PPC** advertising is just another kind of targeted marketing. Unlike banner ads or other types of marketing, PPC advertising ensures that you only pay for an advertisement that works. With a PPC campaign you pay every time someone clicks your link, ensuring that your advertising dollars are not misspent or wasted.

The great advantage to using Pay Per Click advertising is that you will always show up in the top search results, and you don't need to worry about paying for wasted advertising space. With other forms of advertising, the method was based upon impressions. For example, you would pay every time your ad was displayed. This had many drawbacks, if your ad was displayed on the bottom part of a website, you ran the risk of paying for impressions that weren't visible. When compared to banner advertising, there is no doubt that PPC advertising is more effective.

When you view a search result on Google, you'll see two types of links. The top and side links are sponsored or PPC ads. Underneath those, you'll find organic search results. These are the results that were returned based upon the content of the websites. It is best to use both organic and PPC advertising. By having keyword rich content as well as PPC you can ensure that your site will receive plenty of visitors. If you are new to PPC advertising, you can set your budget at a small limit and begin your campaign. This will give you the liberty of trying a campaign without feeling that you have invested too much.

PPC is a great way to drive traffic to your site and is an important component in your affiliate marketing program.



## **Personal Branding Can Help You To Be A More Successful Affiliate Marketer**

Personal branding of your affiliate marketing campaigns can help you succeed in affiliate marketing. The market will recognize you as a leader among other players in the business. Connection is also properly established with customers with personal branding.

### **Why You Should Use Personal Branding**

Personal branding adds your touch to the business. Personal branding goes well beyond a sleek logo or a perfect tag line. It is a way of sharing your expertise and own set of values with your target market.

Personal branding helps a lot in establishing rapport with your clients. A sense of connection is formed leading to trust and confidence of your market to get what they need from you.

In a business world where competition is very stiff, other marketers can steal your concept, your tools, and your system. There will also come a time when your patent for your product will expire. Personal branding attaches your identity with the goods or services that you sell.

People will know it is you when they see something on the market. If they trust you, they trust what you offer them.

## How To Build your Personal Brand

Building a personal brand is not an easy task. It does not come in a package nor is it achieved overnight.

Here are some tips to get you started in building your brand:

- **Run your own blog** – If you want to be seen as an authority in the business, you should have a site devoted to it. You can also receive important feedback from your followers and potential clients.
- **Distribute information online**- You can write free ebooks or newsletter and distribute this to your list or potential customers. This can help you as an affiliate marketer in building trust with your market.
- **Publish write-ups on trade publications**- Print is still a very powerful medium. People can get their ideas and business sources by reading magazines and journals. You will develop the authority in your field through this effort.
- Give seminars and webinars- These talking engagements put the spotlight on you and serve as a good venue to show your expertise. You can also push for your services or products during these events.

Affiliate marketing is like standing in a crowded room where everyone is wearing a black suit, donning the same shoes, and sporting the same smile. It is a crowded business and people will have a hard time seeing you. Personal branding magnets the attention of the market to you and puts a spotlight on what you can give them.

\*\*

# The Benefits Derived from an Affiliate Network

Once you begin affiliate marketing you'll discover that finding new programs to join can become quite time consuming. Using an affiliate network provides many benefits and can help save time spent comparing and looking for new affiliate programs. An affiliate network serves as a main contact between merchants and affiliates. The affiliate network hosts a site where numerous merchants are connected with affiliates who then apply to programs. When sales are made, the affiliate network handles all of the details regarding stats and payments. It makes it much simpler when affiliates can manage all of their programs from one convenient location.

By using an affiliate network you can easily track the stats of your affiliate programs. Some webmasters have hundreds of various niche websites and blogs that they monitor and an affiliate network enables them to easily view those stats and track earnings on demand. An affiliate network will also provide a wide variety of creative marketing tools that you can use for promoting your affiliate programs as well.

It's important to take full advantage of the services that the affiliate network provides. By monitoring your daily stats, you can gain an idea of which advertisement method is most effective and choose various ad placements for your sites and blogs accordingly. You can choose from text ads, banner ads, and image ads of various sizes. Through experimentation you can determine which ads are most effective and returns the best results.

If you choose to use PPC advertising for your affiliate programs, you'll need to read through the terms of the affiliate program you join.

You will find that each program has different terms and some programs have specific requirements for those who use PPC advertising. By using affiliate networks and reading through the terms and conditions of the affiliate program you can ensure that you are taking great steps to become a successful Internet marketer.

## **Traffic, Traffic, Traffic**

Traffic will be the blood of your business. Without the consumers who will pay interest to the product you are pushing, there will be no profits to take.

Learn the different ways to bring in traffic. Some of the most popular ways are Pay Per Click, Blog commenting, Forum posting, and article marketing.

You will build your wealth once you master how to build your list and have a base of buying visitors or followers.

## **Get Paid for Your Efforts**

\*

Taking home the bacon is the concept of affiliate marketing. The business that you help through your effort will share the revenues that they get.

Businesses will appreciate visitors that will buy from them, and for this you will be paid a percentage of their earnings. These earnings can be sent to you directly through check or deposited directly to your bank account.

Affiliate marketing can definitely boost your income. It is not a get rich magic scheme though. As an affiliate, you will have to work your way to the top and enjoy a glass of champagne when you get there!

\*\*

## **Picking Up Important Lessons from the Best Affiliate Marketing Forums**

The Internet evolves everyday as the demands of people also vary from time to time. The affiliate marketing world is not exempted from this rule, and as a business proponent you must learn how to adapt to changes.

You are not alone in the affiliate marketing world. There are a lot of people with whom you can interact. You can seek some advice, build your network, or share your expertise through leading affiliate marketing forums.

These affiliate forums are treasure chests of knowledge. You can bump into the big guns of the business inside these forums. You can exchange ideas with other people about the business trends or have be privy to upcoming hot campaigns of affiliate marketing.

Here are some of the established affiliate marketing forums that you can visit or join:

1. **5 Star Affiliate Program** – This forum is good for the green horns of the affiliate marketing business. Information are readily available on their threads to increase the chances of knowing and succeeding in the business. The discussion rooms will provide great motivation for the newbies to move forward. The exchange of ideas is also very healthy to anyone who may be a bit confused or overloaded with information.
2. **Associate Programs** – This forum is designed specifically so masters of the online marketing world can share their success stories and inspire everyone who wants to follow their foot steps.
3. **Wicked Fire** – Wickedfire.com may be considered by

some as a loud, crazy place. It is very productive though with trading of information, expertise, tools, and even websites.

4. **SEO Chat** – One can learn the ups and downs of the business through their threads. This site may not be getting as much traffic as other popular affiliate marketing forums but it still serves its purpose well.
5. **Digital Point** – DP is one of the most active forums online today. The number of members is quite big. Most threads are very active. Services, tools, and expertise are shared in every corner of the forum.

There are other affiliate marketing forums online which you can visit. Success can be achieved by broadening your horizon through networking and continuously learning about the affiliate marketing business.

**The right kind of Publicity can bring a stampede of business to your door. When you learn the fire-eating secrets of writing irresistible News Releases you can have acres of stories written about your product offer in magazines and newspapers around the world. There is nothing better than churning out 1 publicity miracle after another. [Click HERE to learn the complete secret.](#)**

**Learn how to market your own book by direct mail, space ads, Internet, specialty markets and many other offbeat ways and you will sell books like crazy! For example, 1 author earned an AVERAGE of \$6,974.15 profit EACH MONTH from the Internet on just one of his books. [Click HERE](#) to pull the secret door to success open.**

**HOW I SOLD \$400 MILLION DOLLARS WORTH OF PRODUCTS AND SERVICES is a required resource for anyone serious about making money in business. This book is massive. 737 pages are jam-packed with sales power that can drag in heaps of orders for you like a thousand pound magnet in a scrap heap. [Take a look at your copy TODAY!](#)**

[Click HERE to learn the Secret!](#)

## Copy/Pasting Content

Building a website involves serious work. If you want to look credible or trustworthy copy pasting from other websites will not work.

Search engine spiders will not tag your website as an authority in your chosen niche. Content is still king. Regular updates and good keyword research are also a must.

Good search engine optimization can spell a difference of thousands of dollars in your affiliate marketing business.



You know, just by looking at this one

That our other Books really are Priceless!

## Promoting your Website

You might have heard the saying, "If you build it; they will come." When it comes to building websites, however, that statement couldn't be further from the truth. It's not enough to build a website and then wait for the traffic to arrive, it won't happen. You must take proactive steps to promote your website, if you ever plan on making sales. There are several ways that you should focus on promoting your website. These are to be listed in the top search engines, to create a newsletter with an opt in list, to advertise your website on forums and in chat rooms, and to offer free promotions on your site.

There are numerous search engines, but only several are the most important to become listed in. In addition to being listed in the search engine, directories are also important. By being listed in directories you'll see an increase in your website's traffic. The best way to ensure that you have good placement in search engines is by having an easy to navigate website. Your site should have a good design, plenty of fresh, keyword rich content, and enable your visitors to easily sign up for your newsletter.

Your newsletter or mailing list is a great promotional tool. By including freebies and providing text at the bottom of the newsletter that encourages readers to forward your newsletter to others. Include areas that will encourage people to return to your website as well. You can include a special coupon or code in your newsletter that will encourage visitors to return to your site, enter the code, and download a free product. Always have free offers available on your website as this will cause repeat visitors. In addition to these methods, you'll find that by creating a signature tag with a link back to your site, and by engaging

in conversations on forums and chat rooms, you can easily promote your site and increase affiliate sales.

[Making Money With Your Own Blog](#) This 40 page book by [Lin Stone](#) could be your Open Sesame to a pot of gold. Even if you are already blogging this could well be a great download for you.

## **Tips on Choosing the Affiliate Programs for You**

You have read tons about affiliate marketing. You signed up for an affiliate network. Action! It is time to take the first real step in affiliate marketing—choosing the right affiliate programs for you.

Here are some tips to get the ball rolling for you in affiliate marketing:

**Choose affiliate programs that do not collect fees.** If you are a newbie, you cannot risk investing money with paid affiliate programs. You should also check when commissions are paid out so you have an idea if it fits your schedule.

**Get a program that has a high traffic ratio.** This will be your gauge as to how much money you can make with an affiliate program. Look at the hit per sale ratio which will tell you the number of hits a promo gets before someone actually buys the product or service.

**Check how long your affiliate cookies last.** Cookies are like your marks in the system. They will be used to track the sale and say that the consumer was a referral from your site. The longer they are in there means the longer time you have to earn. Remember visitors might not grab the product or service the first time they see it.

**Pick an affiliate program that pays well.** There are some programs that pay out commissions that are as much as

75%. Promoting products which pay really low might just be a waste of time, effort, and resources. There are also programs which pay people for recruiting other people to promote their products.

**Good affiliate programs provide support materials.**

When you choose an affiliate program, life will be easier if it provides sales pages, banners, and other stuff that you can use to promote their goods.

Once you have chosen a good program, start promoting it. It will be a good practice to think out of the box and be creative on how you will push for the product.

Think of ways to get the message across to your potential customers and use means like reports, newsletters, and videos to make them realize that your product is what they need.

### Affiliate Marketing: Knowing your Customers

Affiliate Marketing may best be described as an agreement between associates or affiliate and merchants where the associate earns a commission fee for generating business for the merchant. Some Affiliate Marketing programs pay the associate or affiliate commissions for sales, generating leads, or sending customers to their website through clicks. There are numerous affiliate marketing programs to consider joining, but one thing is certain, every affiliate must choose programs that target his or her customers.

Knowing your customers' or website visitor's preferences will enable you to choose Affiliate Marketing programs that are best suited for their needs. Since you are a webmaster or blogger, it is your responsibility to create a site that attracts visitors and builds a level of trust. Every visitor that arrives at your site is a potential customer and the affiliate

marketing programs that you join must appeal to your visitors, or your efforts will be fruitless. It is imperative that you understand who the visitors of your site are, what they are interested in, what their preferences are, and promote affiliate marketing programs that will appeal to them.

Adding a Frequently Asked Questions area to your site is an informative way in which you can find out more about your visitor's needs. By having a section on your website where visitors can ask questions, you can determine what Affiliate Programs would best suit their requirements. If you consider that your customer's have unsolved problems, then look for affiliate programs that would solve those problems, you'll find greater success with your marketing efforts.

Look closely at their questions and determine which questions are being asked frequently. You can then use the information to choose Affiliate Marketing programs and place ads directly on your site, or place the ads in your newsletters. A great tip is to include the FAQ from your website in your newsletters, as this also increase the relationship between you and your customers. Understanding the needs of your customer's is crucial for implementing successful Affiliate Marketing strategies.

\*\*

## **Building your web site..**

### The Importance of Keywords

Every website and blog is governed by the keywords it contains. Organic search engine placement is determined by the use of niche keywords. Search engines use spiders and robots to crawl through websites on a regular basis. They identify websites and categorize them according to the content that the site contains. If you want to be found in

search engines by certain search terms, you must make sure that your website or blog contains those words in your content.

It may seem simple at first; just add a few of your selected keywords to your website and you'll get the search engine placement you want. It's not that simple. Too many search words or keywords are considered Spam and can get your site removed from the top search engines. You must use your keywords appropriately and within context for the purpose of your site. Using keywords correctly will increase traffic to your site and ultimately increase sales.

If you use Pay Per Click advertising you'll need to learn the best keywords for your site, as you will be buying these words. There are several excellent tools available online that will help you monitor and track the most important keywords for your site. Researching the best keywords is one of the most important steps that you can take. It will ensure that you are creating content needed for organic search placement, as well as help you determine the best keywords for your Pay Per Click campaign. Google AdWords and WordTracker are two excellent programs that you can use to determine the best keywords for your site.

Some important points to remember is that you should always use the plural form when choosing keywords. For example if you choose E-book and not E-books, your site won't show up if someone searches for E-books.



If you use E-books, your site will show up if someone searches for the term "E-book" because the word E-book is within the plural form E-books. Also, use keyword phrases

and not just keywords, and include them in your site's Meta Tags as well. Keywords are essential to your affiliate marketing campaign choose them wisely.

### Driving Traffic to your Site

Every Affiliate Marketing program relies upon one thing, visitors. To ensure a successful marketing campaign, and to increase sales, leads, and commissions, you must drive traffic to your site. Building an easy to navigate, yet comprehensive website or blog is the backbone of every successful marketing program, however, if no one knows about your site, you'll never reach the level of commissions you expect to attain. Driving traffic to your site is vital if you hope to become a successful Affiliate Marketer.

Content is key to your website, and you must have plenty of keyword rich content. Search engines feed off of the words used on your site and blog, so you must ensure that you regularly update both with keyword optimized, relevant content. Having an easy to navigate, well designed site, with fresh content being added on a regular basis is the best way to ensure that you climb through top search engines.

Promotions are another way to drive traffic to your site. These tend to cause great activity for the duration of the promotion. Afterwards, the traffic levels off, but you will gain a portion of the traffic that will return regularly to your site. You can also use promotions to drive traffic to your site, then present them with a newsletter or opt in mailing list to join. A newsletter is one of the easiest ways to promote your affiliate programs, and you can increase your mailing list by thousands with successful promotions. Free giveaways are always successful promotions, and you can ensure that traffic to your site will significantly increase when running a free giveaway.

Pay Per Click advertising is another method frequently used to drive traffic to sites. With PPC advertising, you pay to ensure that visitors click on ads that take them to your site. This is advantageous over other forms of advertising, as it ensures that you only pay if someone visits your site, not if your ad was reloaded on a page. There are many ways to drive traffic to your website and marketers find that using a number of different methods is the most successful strategy.

## **Find Your Way to Affiliate Marketing Success through List Building**

Affiliate marketing is a numbers game. The more people you bring to the business, the more potential to earn bigger profits. This is why list building is one of the basic building blocks of successful affiliate marketing.

### **Database of Customers**

Through the years, you can build a very big database of potential clients. Note the word potential since not all visitors will be buying the product you promote when they first visit your page. It is also possible that they can just check out the offer but not do anything.

Creating a list of customers is very important if you want to build an online empire. Imagine what you can do with a long list of emails. The potential for affiliate programs are endless and you will find a diverse market where potential needs and solutions can be offered.

### **It's Not Always about the Sale**

You build a list for your business but it doesn't necessarily

mean that you will push for a sale all the time. Building relationship with your customers is an essential part of long term relationship.

A barrage of sales pitches can be irritating to most people and might really be considered spamming. Try to balance the situation and remember that affiliate marketing is also a give and receive process.

You can offer your visitors or opt in customers free information which may serve useful to their everyday life. Give them a free ebook for example which can help them shed off those extra pounds. These freebies may also serve as your prelude to a big promo that you will run.

A newsletter sent on a regular basis is also a good practice. This way, you can build a bridge of trust between you and your customers. Trust is very important in affiliate marketing since this is the number one factor to convince people to buy from you.

### **Building your List**

Your first step to building your list will be based on your research about the market. You can create a free report that will somehow answer the needs of your target demographics.

You can give this free report through an opt- in page which will ask the customers to sign-up for your free newsletter. Once you have a sizeable customer base, you can start producing articles addressing topics that they want to know.

You can then distribute this to article directories and lead them back to your website via back links.

The easiest way to success in affiliate marketing is knowing what your customer wants. Be sensitive to their needs and

profits will come your way.

## Opt in Mailing Lists

Opt-in mailing lists are an important tool in your affiliate marketing arsenal. When you build a mailing list, you are essentially given permission to send customers advertisements. It is always best to create your own mailing lists, rather than to buy or rent them. When you compile your own opt in/opt out mailing lists, you can make certain that the E-Mail addresses supplied are those of interested customers.

Spam laws are continually changing and it is the responsibility of every list owner to use their mailing list in a responsible manner. By creating mailing lists, you can rest assured that you are complying with Anti-Spam laws, since the customer enters his or her own information and has the ability to stop receiving E-mails at his or her leisure.

Your mailing list is an extension of your business and is one of the best ways to increase customer loyalty and promote brand awareness. Use your mailing list wisely. Never send advertisements that your customer's wouldn't appreciate. It is best to create newsletters that are rich with appropriate content and work your affiliate ads into the content.

There are many ways that you can successfully build your mailing list. Offering free items is an effective method. By providing free E-books, free reports, or any free giveaways, you will attract visitors to your site. You can then have a pop up box display where they can enter their information, or include a mailing list sign up form on your website. You'll find that with very little time investment, your rewards will be vast. In fact, every time you participate in forum discussions or meet new people, you can promote your website and grow your mailing list. Your mailing list is key to your marketing success and you should continually implement new methods for growing your list.

# Promoting your Website

You might have heard the saying, "If you build it; they will come." When it comes to building websites, however, that statement couldn't be further from the truth. It's not enough to build a website and then wait for the traffic to arrive.

## It won't happen.

You must take proactive steps to promote your website, if you ever plan on making sales. There are several ways that you should focus on promoting your website. These are to be listed in the top search engines, to create a newsletter with an opt in list, to advertise your website on forums and in chat rooms, and to offer free promotions on your site.

There are numerous search engines, but only several are the most important to become listed in. In addition to being listed in the search engine, directories are also important. By being listed in directories you'll see an increase in your website's traffic. The best way to ensure that you have good placement in search engines is by having an easy to navigate website. Your site should have a good design, plenty of fresh, keyword rich content, and enable your visitors to easily sign up for your newsletter.

Your newsletter or mailing list is a great promotional tool. By including freebies and providing text at the bottom of the newsletter that encourages readers to forward your newsletter to others. Include areas that will encourage people to return to your website as well. You can include a special coupon or code in your newsletter that will encourage visitors to return to your site, enter the code, and download a free product.

Always have a pile of free offers available on your website as this will cause repeat visitors. In addition to these methods, you'll find that by creating a signature tag with a link back to your site, and by engaging in conversations on forums and chat rooms, you can easily promote your site and increase affiliate sales. You could let this book be one of your free offers IF a web site or affiliate sales has anything at all to do with your subject or Niche.

100 other free books are available for you to [give away HERE!](#)

For a multiplicity of times and places to promote your web site, [Click HERE](#) For more help in building your web site, [Click HERE](#).

Okay, now it's time to get into some grey matters. There's a whole slew of web masters out there with the sole mission of analyzing your web site "so you can be #1 on Google.

I have over 200 pages in the #1 slot of Google. I never have analyzed any of those pages. If you have some money to spare you might try

### **Using Web Analytics to Boost Your Affiliate Marketing Profits**

<http://merchantmetrix.org/> is one of the best analytic specialists that I know of. In 1984, while most people were thinking about an eponymously named book and seven years even before the first website was built, Lee Roberts was programming and coding a search engine for the United States Navy.

As the founder of the search engine friendly shopping cart (Apple Pie Shopping Cart) back in 2000, he has had over 300 articles published in print and online, both highlighted and contributed in books

(“A Cup of Cappuccino for the Entrepreneur’s Spirit” and “Navigating the I.T. Minefield”) and was a four-time judge for an international web site award program.

In 2000, Roberts began working with the W3C (World Wide Web Consortium) to assist in developing version 2 of the Web Content Accessibility Guidelines and HTML 5.0.

Most notably, he was recognized as an industry expert by the State of Oklahoma and through gubernatorial and Congressional appointments was assigned to the Oklahoma Electronic and Information Technology Accessibility Task Force, as well as the Oklahoma Electronic Commerce Task Force, helping to develop laws governing Oklahoma’s Websites.



When you have a business you use all the tools available to monitor your success. You want to know if it is doing good or not. In the affiliate marketing world there are also statistics that you need to keep your eye on. Using these statistics you can discover secrets that you can use for other campaigns or weaknesses that you might want to address before you lose your money.

Here is a short list of the most important information to keep track of:

Page Views – Like what the term denotes, this refers to the number of visitors that dropped by your site. The number you will get serves as a gauge which pages of your site are working or not. It can also give you an

idea which offers catch the interest of the people.

Total Visits – The name of the game in affiliate marketing is driving tons of traffic to your website. The total visits figure will tell you how many people visited your pages in the past 24 hours. You also have to check the total visits of your website. You have to be conscious of figures that reflect conversions that spell profit and bounced traffic. Basing on these numbers you can set your goals and revise your marketing plan.

Referrers- You have to know where your traffic is coming from so you can further capitalize on the available opportunities. What chunk of your traffic comes from search engines, links you have formed, or how many directly landed on your pages. This information can give you a hindsight and foresight of which works in delivering traffic and which products are effective.

Cpanel, [The EASY Way](#) to check your stats.. Cpanel does a lot more for you than monitoring your stats and personally, I would never be without it.

The tool I use most from Cpanel is the one for the last 300 visitors to your web site. Quite often it not only tells me where they went to on my web site, it will tell me where they came from and (if they used a [search engine](#)) what they thought they wanted when they got there. While you are on this page you'll also want to search for the 404 notes.

Those notes will tell you which are the most important files that are not being downloaded when your customers ask for them. If the page that referred them to you is visible you can correct the matter on your own web site, or you can ask the web site owner of the page sending traffic to you, OR, you can create a page that fits their needs and name it as the file they are hunting.

Once you know how to monitor your statistics and interpret your web analytics, you can use these to improve your presence on the net and ultimately your profit.

You will learn techniques to maximize the numbers you encounter as you go along the way of affiliate marketing. It will be vital to capitalize on the opportunities as reflected in the spike of hits and sales. There will also be indicators which you can use when deciding if you need to let go of an unprofitable affiliate marketing campaign.

### **Do You Want To Know Why Web Design Plays a Major Role in Affiliate Marketing?**

Affiliate marketing brings money for a lot of people on the Internet. The competition is very stiff and the websites that attract most traffic wins the game.

Aside from techniques that boost the number of visitors to your website, web design also plays a major factor in affiliate marketing. Today, it is very easy to design an excellent looking website.

### **Using a Template**

If you believe you will do in the marketing aspect but worry that you are not technical savvy to come up with an attractive website, there are web hosting companies that offer affiliate marketing templates with their packages. What you get is an instant canvass of ideas and a functioning display window for your products.

Templates though can be used by multiple persons like your competitors. What you can do is tweak the template a bit by changing some colors, fonts, or injecting some graphics. This is not a very big issue though since templates are everywhere and it will be least likely that a million people will be using the same template.

Templates also cut the production time. You can manage come up with several quality sites that you can manage. One website may not be enough to achieve the earnings that you are aiming for online. A number of websites targeting different demographics may do the trick.

The more sites you run the higher the chances of earning more profits. You have to remember though that you are running the risk of losing focus when you maintain a big stable of websites.

### **Tips on Designing a Website Specifically for Affiliate Marketing**

Number one rule on website design is to make it friendly to the eye. Clutter is a big no-no. More affiliate links will not automatically translate to big profits.

Design a site which will be very optimal for the products you are pushing. The content of the website must point towards the information needed by a potential customer. Also don't run into the risk of putting too divergent topics which may confuse your visitors.

Your goal is achieve a balance among affiliate links, excellent web design, and original content. Check out affiliate marketing websites that may serve as a good example and follow their lead.

The end

This free book comes to you from [Tale Wins](#). You can give this book away both night and day. Just don't change anything that is inside the file. Thank you.