



# Affiliate Dominance

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## **Table Of Contents**

<b>Getting Started .....</b>	<b>5</b>
<b>Breaking Ground: Building Your Profit Hub.....</b>	<b>9</b>
<b>How To Dominate Your Market .....</b>	<b>14</b>
<b>Securing Virtual Real Estate.....</b>	<b>26</b>
<b>Standing Out In Your Market .....</b>	<b>33</b>
<b>Maximizing Profits The Easy Way.....</b>	<b>36</b>
<b>Building Profitable Affiliate Websites .....</b>	<b>37</b>
<b>Becoming A Super Affiliate.....</b>	<b>42</b>
<b>Conclusion: Taking Action .....</b>	<b>45</b>

## **Getting Started**

Did you know that you can easily generate a 6-figure income online without having a product of your own, website of your own, and without a big name or big brand?

It's true! Every day, thousands of affiliates are earning a full time income from well-orchestrated campaigns that siphon in profits from both small and wide-scale product launches.

They also make money in many other ways, apart from direct promotion. Affiliates focus on building their own list so that later on down the road, if they decide to create their own product, they already have a built-in customer base!

There are no downsides to becoming an affiliate marketer. If you are a complete beginner with little experience, or you're a seasoned marketer looking to maximize your income, affiliate marketing is an incredible source for lifetime profits.

The Affiliate Marketing Roadmap is a complete guide to making fast cash in this exciting and ever-growing arena. I'll show you some of the best, heavy hitting strategies to quickly dominating the most profitable markets online, while building a long-term business of your own.

I also reveal my simple technique for siphoning cash from many different marketplaces online, while positioning yourself in the front of the line for

ongoing success.

Affiliate marketing is one of the few opportunities available today that provide you with the opportunity to make money instantly, without hefty start-up costs, experience or skill. In fact, you could very well see results from a single affiliate campaign within just a few short hours from now, even if you've never set one up before!

*Does this all sound too good to be true?*

That's because up until now, you haven't been given a clear-cut action plan that will guide you every step from start to finish. Many of the guides and resources on the marketplace start you off somewhere in the middle, assuming that you will know where to go from there.

Not everyone is able to build profitable campaigns on the fly, unless they are given a full, comprehensive set of instructions that leave no room for error. That is why I decided to create the Affiliate Marketing Roadmap, so that you're able to start making money without confusion, frustration and without wasting time and money.

I remember how frustrating it was working overtime trying to make money by promoting quality products in the hope of making a decent living online. I wound up struggling just to make enough money to justify the time spent on creating and promoting affiliate-based campaigns.

Not only was the competition fierce in almost every market that I ventured into,

but I was under intense pressure, always trying to get a few steps ahead of every other affiliate promoting the same product in the vain hope of swiping the odd commission. By the end of it all, I nearly gave up in my hopes of making money within the affiliate marketing arena.

But I never gave up, and through countless trial & error (and an enormous checklist of mistakes), I finally ‘cracked the code’, and found out what really works – and what doesn’t

When it comes to making money as an affiliate marketer, one of the easiest ways to make money is by **piggybacking off of the 7-figure launches**. Think about it, these merchants have already done the footwork in building credibility and positioning themselves as the authority figure in their markets.

So, by building your affiliate campaigns around their product launches, you’ll not only make more money, but you’ll discover less resistance from your target audience.

They already know the creator; they may have even purchased their products before, and so most of the groundwork has already been laid out for you. In other words, there’s no barrier! The wall of resistance is non-existent because one of the greatest obstacles that affiliate marketers face is in convincing people that products or services are worth paying for.

Every affiliate marketer knows that in order to make real money in affiliate marketing, you need to build a relationship with your customer base. People need to trust you, because when they do, they pay attention to the services and products

that you recommend.

But if you are a new affiliate marketer, building that credibility takes time and for many of us, that's time that we just don't have.

And that's where the big launches from established marketers and developers become so incredible valuable to us.

Rather than promote services or products from unknown sources where there hasn't been an effort made to build relationships and credibility within the market, we focus on established marketers – who already have a following and whose name is already well known in the industry.

That's not to say that you can't make money promoting new developers – you can, and you will, but when you're just starting off in affiliate marketing without a brand of your own, it's almost always easier to focus on building affiliate campaigns around credible, and well-known sources.

In other words, your objective is to position yourself as the “*connecting agent*” between customers and the products, while piggybacking on the existing brand and credibility of those you promote. You'll not only make more money this way, but half the work is already done for you!

Let's begin!



## **Breaking Ground: Building Your Profit Hub**

One of the biggest mistakes that affiliate marketers make is in waiting until the last minute to jump onto a product launch.

You see, when they finally make the decision to take action and build their affiliate campaigns, it's just a few days away from the full launch and they find themselves lost in the noise, unable to make money.

The key to high profits is to prepare well ahead of time, so that you can secure important virtual real estate and position yourself as one of the primary sales agents.

Think of it as you would an offline business in a crowded neighborhood. If you are one of the first to pass out flyers advertising a new restaurant, chances are that you're going to make more money with your advertising than someone who comes along a few weeks later and pushes out the same ad.

People have seen your flyer first – you introduced them to the new restaurant and so they have already responded to it by the time someone else comes along. You got the credit.

In affiliate marketing, the only way that you are credited with a commission is if someone is “tagged” with your affiliate link. The way that this works can vary depending on how the affiliate program is managed but for the most part, you're affiliate link will include important data that when clicked, places a cookie on a users computer. A cookie essentially marks you as the original referrer, so that

you're successfully credited with the sale.

This is why you see so many affiliates offering special bonuses to potential customers who purchase through their link, but before they are entitled to the free offer, they are told to remove cookies from their computer. Essentially, they're being instructed to wipe all traces of another affiliate from their machine in the event someone else had originally referred them to the product!

This is why it's so important that you take swift action early on and prepare your campaigns ahead of time, long before the actual launch day occurs. By setting up campaigns, websites and your own bonus offers, you'll be able to lay the groundwork towards targeting a wider percentage of your customer base, before other affiliates set up their campaign launches.

You've probably heard the term "pre-launch", but in reality, there's a ***Pre Pre-Launch*** that takes place long before the full scale launch happens. This is the time where marketers planning a launch will start to reconnect with their target audience, and it's also when they'll send out an influx of emails to their lists to warm them up.

They approach key players in their market, recruit affiliates, prepare marketing tools and creatives and get the ball rolling, so that when the launch actually takes place, they already have everything lined up and ready to go !

This is when you need to respond, and begin building your affiliate campaigns. Don't wait until the last minute to get in on the action. The easiest way to make money with big launches is to have your affiliate campaign set up **weeks** before

the launch actually happens.

That way, you not only position yourself in the search engines for keywords relating to the product (that will siphon in organic traffic from those searching for information about the product), but you're given enough time to create special bonus products and offers that will draw customers to you, rather than the competition!

In order to move fast, you need to know when an upcoming launch is taking place. The top earners in affiliate marketing are always on top of what is happening in the market, because they know that the sooner they're given notice about an upcoming launch, the faster they can get started and the more money they'll make.

One of the easiest ways of keeping tabs on product launches within the IM market is with JV Notify Pro, available at <http://www.JVNotifyPro.com>

JV Notify Pro has been online for years, and is the premiere source for launch buzz and upcoming releases. Merchants can post affiliate sign up pages, offer free product previews and get in direct contact with potential affiliates (like you!).

Best of all, JV Notify Pro is absolutely free to use as an affiliate!

Also, be sure to sign up at the link above. Subscribe to the blog's RSS in order to get immediate notification of new launches, and check out the forums to find out about additional launches.

>>> <http://www.warriorforum.com/warrior-joint-ventures>

This forum will help you find some minor product launches to supplement your major launch income, however you probably won't find a lot of major launches here. Visit: <http://www.imnewswatch.com>

Sign up here for email notifications. You will find out about a lot of product launches after they happen, but it's one way to catch some launches that might be missed through JVNotifyPro.com.

Another way of finding out about upcoming launches in your market is by getting in touch with leaders and authority figures who often produce products for your customer base. You can begin by joining their mailing lists, and can connect with them on Twitter, Facebook, Skype, email, or through their support systems and forums.

When you hear about an upcoming launch that you are interested in, you want to begin **gathering as much critical data as possible.**

You can do this by downloading any training tools or resources provided to you by the developer/merchant (such as reports that will be given away during pre-launch, or affiliate training tools), but you can extend your search by visiting forums, blogs and social media sites that will provide you with more information about the upcoming launch, but more importantly, what the market feels about the product (whether there is a lot of buzz, positive responses, desire and anticipation.)

Collecting information and keeping a pulse on your market is incredibly important when choosing what products to promote, because it helps you identify demand and gives you the information and feedback you need in order to build incentive offers and bonuses to power up your affiliate campaigns and capture as many sales as possible.

### Overview:

A launch usually begins with a pre-launch phase. During this phase, affiliates and JV partners start to ramp up their marketing by sending out free reports, links to pre-launch videos, etc.

Pre-launch is the perfect time to start working on your pirating efforts, because most launches make the vast majority of their money in the first day or two. Some of them even close after a few days, so you have to make money quickly.

Many affiliates and JV partners send out several emails to their lists during a big launch. A few are sent before the official launch to get people excited about the product. Then another message is sent at launch to pull in buyers.

Finally, a couple of follow-up emails are sent to gather a few more sales from people who weren't sure whether they wanted to buy after the pre-launch and launch emails.

## How To Dominate Your Market

There's one key component in the success of every super affiliate marketer, and it's also one of his or her most valuable assets.

In fact, with this one resource many affiliate marketers are able to build a full time income just from quick and easy promotions.

**They all have a targeted email mailing list!**

Email marketing is an incredible way to boost profits and minimize workload because when you have access to a built-in customer base (literally right at your fingertips), you can push out offers instantly without having to spend any time or money building campaigns or advertisements.

When you have a mailing list in your marketing arsenal, you can quickly notify your customer base of the upcoming launch, “tag” them with your affiliate link and communicate with them every step of the way. You'll be in a unique position of being able to connect with your customer base at any time, keeping the process moving along – first introducing them to products, and then providing exceptional value in exchange for the sale.

List building is all about **connecting with your target audience** by offering them high quality information in exchange for their subscription. List building helps facilitate the process of converting subscribers into active customers, since once your prospect has been added to our mailing list, you are able to develop a relationship with them, that will encourage sales as well as repeat sales, from

affiliate offers and even your own products!

Once a subscriber is a confirmed member of your list, you can begin sending promotional based follow up emails in balance with relevant and useful content based on your overall market.

It's simply easier than trying to claim market share in a launch that lasts for only a limited amount of time, and while you will be able to expand your outreach with other methods (we'll cover those in just a bit), a mailing list will be the steam that fuels your efforts. It puts you in a better position of reaching out to potential customers faster and easier than anything else AND it decreases your customer acquisition costs dramatically.

After all, the only "cost" to acquire a customer is an incentive offer to encourage the initial opt-in, and then follow up emails that build and nurture your relationship with your subscriber base.

While you won't need a big list, you DO need a responsive, targeted list compiled of subscribers who are all interested in specific markets. This way, you'll be able to create tailor-made email campaigns that speak directly with your audience, motivating them into taking action.

You will also be able to use your work from promoting big launches to actually build a list, so even if you're just starting out, it won't take you too much time before you have a qualified mailing list to work with.

So the first thing you should do, is sign up for an autoresponder service. You could host your own email marketing script, but I don't recommend this. It's much easier to let a service handle spam complaints and such. (And you will have them even if you run a double opt-in.)

With autoresponder services, you are able to set up an unlimited number of mailing lists, each one featuring customized code that serves as your opt-in box.

By segmenting your lists, you will be able to tailor your emails so that they directly communicate with targeted groups of subscribers who are interested in specific information or topics.

Additionally, autoresponder services are often whitelisted by many of the major ISPs, so your emails will reach more inboxes and bypass more spam boxes than if you mail from your own domain.

There are many good autoresponder services. Many of them will let you start out for \$15 per month or less, paying more only as your list grows. (The majority of autoresponder services base their price structure around the SIZE of your list, not how many times you mail out, so you pay more only as your list grows in size).

Here are a few autoresponder services worth considering:

>>> <http://www.aweber.com>

Aweber.com is one of the most popular services for internet marketers. They are relatively inexpensive, and they are highly reliable.



>>> <http://www.getresponse.com>

GetResponse.com is very similar to Aweber in features and pricing, but their servers can be a little slow sending messages out sometimes.

>>> <http://www.icontact.com>

iContact.com is used by many major corporations including Electrolux, Frigidaire, and Coleman. Their pricing is extremely reasonable, and they are quite reliable.

>>> <http://www.constantcontact.com>

Although ConstantContact.com is not used as often as other autoresponders in the internet marketing field, it is very reasonably priced and packed with features. They also have a free trial, so you can test them for 60 days to find out if you like their service before you make any commitments.

>>> <http://www.mailchimp.com>

MailChimp.com is free for the first 2,000 subscribers. (It's been doubled from the original 1,000.) However, they don't allow affiliate marketing, work-at-home, "get rich quick", and other internet marketing subjects, so you should avoid this one.

You can opt to skip list building if you don't have the money available for an autoresponder service, but I highly recommend purchasing one as soon as you can. You'll be missing out on building a huge resource if you skip this step!

Also, it's much easier to get people to buy when you offer them a freebie or incentive, before marketing to them.

*This helps you:*

1. Establish trust – People trust you and your product recommendations more when they connect with you in some way. Offering them something for free can help you do that.
2. Establish expertise in the field – If you put together some really valuable information like a report or video, it helps prove you know what you're talking about and that you are qualified and able to deliver informative content, quality information and resources that help them in some way.
3. Invoke the law of reciprocity – Basically, when you give someone something for free, they often feel an obligation to return the favor in some way. This helps boost sales and response rates!

Once you have an email list, you need to build a squeeze page. This can be as simple or as complex as you want it to be. You can find free templates out there that can be used, and you don't need to add any graphics to your squeeze page if you prefer not to.

You will need a domain name and hosting for this. It will cost you approximately \$20 to set this up (more on this in just a minute).

You can set up a hosting account for less than \$10 through HostGator.com or BlueHost.com. If you use the coupon code “wordpress” at HostGator.com when you sign up, you can get your first month for a penny.

A squeeze page houses your opt-in form and provides a place for your contacts to find you, evaluate what you are offering and make the decision to become an active subscriber of your list.

A squeeze page is very similar to a salespage in terms of its primary function is to pull in customers and motivate them to take action, in this case, subscribe to your list.

That call of action is essential in creating high performance squeeze pages, and you must place emphasis on ensuring that your visitors are directed to fill in the opt-in form, otherwise they will not be added to your list.

You need to clearly direct visitors to enter in their name and email address as well as instruct them to confirm their request to join your list (if you are using double opt-in).

One thing to keep in mind when developing your squeeze page is that it should motivate visitors in the same way that a traditional sales page should, however, the actual structure of your squeeze page will be very different.

With sales pages, they are typically designed to offer as much information about a

particular product or service as possible, since the main focus is on transforming a visitor into a customer.

With a squeeze page, you aren't asking your visitor to make a decision to purchase or commit to anything other than to subscribe to your mailing list where they are rewarded with a free product.

Keeping this offer or giveaway in mind, when you develop a squeeze page, you need to have a strong focus on your market, and design your offer around an existing problem, need or question.

A squeeze page should have the following elements at minimum:

- A killer headline that grabs attention
- A few bullet points that let people know why they should subscribe
- An opt-in box, usually generated by your autoresponder system

You can use graphics on your squeeze page if you want, but it's not necessary. In fact, some people say plain CSS or HTML squeeze pages can be more effective than those with graphics, because sometimes the graphics can draw attention away from the headline and other elements.

You can also use video on your squeeze page to capture attention and increase opt-ins. Just make sure that your video presentation is short, direct and that it includes a call to action (Subscribe to our newsletter!, etc)

If you need help setting up your first autoresponder campaign and getting the code for the autoresponder box, you should contact your autoresponder provider. They will be able to give you specific instructions for your system.

You should set up your autoresponder to deliver a free gift after opt-in. It's a good idea to create a short report of 10-20 pages that is related to the subject of the launch.

You can create this report in Word or in OpenOffice. OpenOffice is available for free through [OpenOffice.org](http://OpenOffice.org), and it has a built-in way to export a PDF file.

Your giveaway is essentially, the most important element on your squeeze page.

If your offer doesn't motivate visitors into subscribing, all of your marketing efforts will be lost. This means that you need your offer to be of interest to the majority of your target market, rather than to a small group of subscribers. The higher the quality of your giveaway as well as the more relevant your offer is to your market, the easier it will be to recruit new subscribers.

There are many different ways to ensure that the product you are giving away is of a high-perceived value by your subscriber base and likely to be successful in converting new subscribers.

To start, consider the different types of products that are being successfully sold in online marketplaces and create a shorter version of a hot selling product, and offer it for free to anyone who subscribes to your list.

If competitors are successful in selling a similar product and you are giving away a high quality product based on the same topic, imagine just how easy it will be to recruit visitors and subscribers to your site.

And better yet, what better way to begin building a relationship with an active subscriber base than by offering them something of equal value with no strings (or price tag) attached!

**You could offer:**

- Free Reports
- Free Ebooks (full length of leaked chapters)
- Free Tutorial Guides
- Video Tutorials
- Free or Trial Access To a Membership Program
- Free Booklet with “Top Tips”
- Free Weekly Newsletter Subscription
- Free templates or graphics
- Free Audio Interviews, Lessons, Tutorials

The key to creating a successful giveaway product is in its overall relevancy and existing demand. You want to make sure that your target audience is actively searching for similar information, and that it is being sold successfully in the marketplace. If you do that, you will have little difficulty building a massive list of targeted prospects who will be eager to receive your emails and broadcasts.

Squeeze pages should be designed to offer a clear navigation system, basic structure and template and a compelling offer.

To summarize, your list building funnel consists of three major parts:

***1: Squeeze Page With Opt-In Form***

***2: Compelling High Quality Offer or Incentive***

***3: Follow Up Emails And Broadcasts***

Set your autoresponder up so it provides a direct link to the free report (or other incentive) immediately after they sign up. This could be sent as an attachment if you don't have hosting, but not all autoresponder services support attachments.

Within the report, you should advertise your affiliate link for the launch. This will help you get you sales in addition to those you get directly from the web pages you're going to build for the system.

Once you have a squeeze page set up, you need to add an autoresponder sequence to your autoresponder system. This will usually be 3-5 messages that will be delivered each day after the person subscribes. They will need to have a little content, but they should all promote the product with your affiliate link.

### **Choosing A Domain Name:**

When it comes to swiping commissions from big launches, your domain name means everything. You want your domain to be keyword based, so that you can quickly rank in the search engines and be found by those desperately searching

for more information about the product before, and during launch.

The key is to purchase a domain that is close to the product title, or website URL of the main launch. For added value, consider registering a domain name that includes keywords such as "bonus", "truth", "review", or perhaps "overview".

Examples:

*ProductNameReview.com*

*ProductNameTruth.com*

*ProductNameBonus.com*

And don't overlook domains with hyphens that break up the keywords, such as:

*Product-Name-Review.com*

*Product-Name-Bonuses.com*

When registering domain names to promote upcoming launches, you want to make sure that you are compliant with any rules or restrictions set out by the merchant.

For example, certain publishers and marketers prohibit the use of "scam" in domain names, even if your website is offering a positive review of the product.

Years ago, marketers would register domains that gave potential visitors the impression that the product wasn't up to par, or that there was reason to be cautious with their purchase, such as Info-Prodigy-Scam, and because of how



many misleading advertisements were circulating the market, merchants began to place restrictions on how affiliates could promote their launch.

You want to develop a professional relationship with those you promote, and to share their products with the market in a way that reflects well on your brand. Don't use misleading tactics or questionable methods to promote affiliate campaigns because not only will it damage your relationships with those you promote, but it will ultimately affect your credibility with your customers.

When registering domain names, I recommend the following free tool:

<http://www.InstantDomainSearch.com>

Instant Domain Search makes it easy to find hot, keyword driven domain names and reveals whether a domain is available as you type in characters. Very useful!

When registering domain names, check for any available coupon codes that will decrease your registration costs. The coupon directory at <http://www.retailmenot.com> often publishes coupons for registrars including GoDaddy.com and NameCheap.com, saving you up to \$5 per domain registration!

## Securing Virtual Real Estate

When launch day takes place, customers will receive notice through email campaigns and mailing lists that they have signed up for. But the majority of your customers **won't purchase directly through email**.

In fact, most people feel that they need **more information** before making an informed decision to purchase the product.

*This is where you come in.*

You need to secure valuable “real estate”!

When I say real estate, I don't want you to go out and purchase property. What it means in affiliate marketing is that you secure virtual real estate, such as blogs, websites, hubs, and other online resources that put you in a better position to connect with your target audience.

Your first step should be to build a website that is positioned within the search engines, so that people considering the product can find your website, explore your information and essentially, purchase through your affiliate link.

To do this, you want to create optimized web pages that all link back to your main website, or in the event you don't have a website of your own, create one main hub and have all additional feeder sites point to your main "money page".

The key to effectively using Web 2.0 properties is to boost your ranking within the search engines through keyword-optimized content. Since these Web 2.0 properties are considered authority sites, you'll gain immediate backlinks and "SEO juice" just by creating quality pages within these free community sites.

The higher you rank in Google on launch day, the more money you'll make from direct commissions - it's as simple as that!

So, from the moment that you decide to promote an upcoming product launch, you'll want to secure as many Web 2.0 properties as possible such as <http://www.Wordpress.org> and <http://www.HubPages.com> (more on this in the next segment).

You only need a handful of original, high quality articles focusing on the product or in the event you don't have enough information about the product, you can simply create articles around the subject matter.

For example, when promoting a training course on Kindle Publishing, instead of writing about the product that I hadn't yet evaluated, I hired a freelancer to write 10 articles focusing on new authors who might be interested in learning how to make money with their books. These articles included:

- \* *Top 10 Ways To Make Money With Amazon Kindle*

- \* *How To Go From \$0 - \$12,000 a month as a self-publisher!*

By doing this, I could begin submitting content immediately to gain positioning within the search engines. As I later evaluated the product, I adjusted the content

to better fit (and promote) the course. In many cases, you can leave your content as is, and just add your affiliate link to the page when it gets closer to launch day.

Make sure you check out the affiliate program terms, so that you can identify whether you are credited for all future sales **immediately** (by a cookie set with each referred visit), or whether you are only credited for sales that take place within a specific time frame.

You also want to know whether the affiliate program is set up to credit the first referral, or whether another affiliate can override your referral in the event a potential customer who has clicked on your affiliate link later clicks on another.

It's important that you are credited for all of your promotional work, and the majority of merchants will reward the "first referral" with the credit of the sale but make sure you verify this before setting up your campaigns.

You might have come across a website where the affiliate instructed you to remove your cookies and clear your cache before clicking on their link. They do this so that in the event you were originally referred by another affiliate, that affiliate link is wiped out from your machine.

The only time this method should be used is in the event that you are offering a bonus to potential customers, and you want to make sure that they purchase through your affiliate link, otherwise play fair.. If another affiliate has worked hard to secure a referral, don't swipe it from them!

One of the easiest ways to convince potential customers to follow through on a

purchase is to provide them with valuable and detailed information about the product. You can set up a website in a number of different ways, but the fastest and most cost effective strategy is to install a copy of Wordpress, and then write detailed reviews and descriptions about what the product has to offer. The more information you provide, the better your chances at securing the sale.

The great thing about Wordpress, is that even if you lack experience creating websites, or you don't have a technical bone in your body, you will still be able to create highly optimized webpages quickly just by taking advantage of the built-in optimizer tools and free themes.

You can download a copy of Wordpress from:

>>> <http://www.Wordpress.org>

You can then browse through available themes at:

>>> <http://www.Wordpress.org/extend>

To enhance your website and further optimize your site for the search engines, you can plug in additional components, known as "plugins" that will make it even easier to gain top search engine rankings.

Here are the top plugins used by seasoned affiliate marketers:

**All In One SEO Plugin**

This plugin makes it easy to optimize every page on your Wordpress blog for top search engine rankings! You can define meta tag information, add keywords & descriptions and customize your website right down to defining noindex for pages and archives!

Download >>> <http://wordpress.org/extend/plugins/all-in-one-seo-pack/>

### **Google XML Sitemaps**

This plugin will allow search engine spiders and crawlers to quickly index and archive your website pages, providing better positioning and overall tracking of new posts, pages and content!

Download >>> <http://wordpress.org/extend/plugins/google-sitemap-generator/>

### **Platinum SEO Plugin**

Similar to the All In One SEO plugin, Platinum SEO offers additional functionality, including defining follow, nofollow, and includes 301 redirect capability eliminating broken or missing pages.

Download >>> <http://wordpress.org/extend/plugins/platinum-seo-pack/>

### **SEO Booster Pro**

This is a paid plugin but provides exceptional tracking features for your website. You will be able to log all important search terms that help you identify what people are using to find your website, as well as what pages, posts and content is

receiving the most exposure/visits.

Download >>> <http://cleverplugins.com/shop/seo-booster-pro/>

Once you have a domain and website up and running, it's time to work on plugging in quality, informative and relevant content that will help potential customers make the decision to purchase the product through your affiliate link.

Reviews need to be written so that they demonstrate to potential customers that you have personally evaluated the product, and have experience using the material. Potential customers don't want to read reviews from affiliates when they believe that the only reason you are recommending a product is because you will earn a commission from doing so.

While you always want to be transparent and comply with FTC regulations that stipulate that your visitors must be informed that you are compensated for any purchases made, you can still position yourself as an honest and reliable source of information by creating full featured reviews that highlight both the pros' and con's to purchasing and using the product.

The best, most successful reviews are always written from a customer's perspective. They're designed to communicate directly with potential customers by getting into their frame of mind, and addressing the questions and concerns that they have. This means that you need to know your market!

- \* *What questions will they have about the product?*
- \* *What background or level of experience do they have?*

- \* What are they looking for in the product?*
- \* What problems do they have that the product could solve?*

When you understand your market, you will be able to create compelling reviews and information pages that clearly address any potential concerns, and when you do that, you lower the wall of resistance, and are able to create high converting affiliate campaigns.

When creating your website prior to launch, you'll want to evaluate the product so you can write detailed descriptions and reviews about the upcoming launch.

Give people a unique perspective on the product; let them know what you truly feel about the product and whether the brand promise is fulfilled. You never want to promote products that you haven't evaluated, or that you don't feel live up to buyer's expectations.

Remember, every product you promote reflects your brand ethic, and demonstrates to customers whether you have their best interests at heart, so be cautious when promoting high-ticket items.

You want to push people towards products that will ultimately help them achieve their goals so that they will purchase through your campaign again in the future. Set yourself apart by focusing on promoting products from honest, experienced and reputable sellers. Your customers will thank you for it!



## Standing Out In Your Market

Looking to stand out from other affiliates promoting the launch? You need a hot, unique and irresistible bonus offer that will motivate them to purchase through **your** affiliate link!

Bonus offers need to tie in directly with what's being offered and offer CLEAR and DIRECT value. In fact, your bonus offer should always include a “value price” associated with it, so that potential customers know exactly what the bonus is worth, and how much money they are able to save by purchasing through your affiliate link.

For example, if you created a bonus consisting of multiple guides and training tools, you could set a value of “\$289.95” which would appear on your offer page as follows:

**Click Here To Purchase “Product Name” and Receive The  
“Bonus Title” Absolutely Free! This is a value of over  
\$289.95, Absolutely FREE!”**

Your bonus offer needs to be either exclusive, limited or both. In many cases, your bonus offer will be **THE** leading factor in whether a potential customer chooses to purchase the product through your affiliate link or someone else's, so

you need to spend some time creating a compelling offer that is not only valuable, but irresistible!

With exclusive bonus offers, no other affiliate can replicate your offer because you own full rights to what is being offered. This might include unique reports, content or video tutorials that you either created yourself, or hired out to qualified freelancers.

Being able to offer exclusive bonuses will help set your offer apart from the competing offers in the market, and since you own full rights to the content, you'll also be able to use this package as a bonus in future offers, launches, or even as part of your own information package later on!

With limited bonuses, you are offering access to your offer only for a limited time, or to a limited number of customers. This employs the 'scarcity' tactic, which motivates people into taking quick action because they don't want to miss out on a great deal.

It's very important to use '*motivators*' with every bonus offer. If people feel that there's no rush, or no exclusivity to the bonus, chances are they'll continue looking around for a better or bigger bonus, offered by another affiliate, so take your time when creating your bonus and make certain that it's relevant, and extends the value of their main purchase.

For example, your bonus offers should serve as ***auxiliary components*** to the main product. If you were promoting BloggingToTheBank.com, you could offer bonus items that included Wordpress themes, Wordpress video tutorials, or maybe

content packs that new bloggers could use to jumpstart their websites.

Analyze the product you are promoting and determine what is missing or lacking in the main product. Then, create your bonus product around that unfilled need or demand.

When creating your bonus product, you don't have to develop it yourself. You can minimize costs by using high quality private label content, or other types of content that allows for distribution. You can then create compilations from existing material, or develop extensive bundles, collections and packages that fit with the product you are promoting.

Here are a few private label developer sites that I strongly recommend:

>>> <http://www.PrivateLabelReleases.com>

>>> <http://www.ResaleVault.com>

>>> <http://www.CompleteStartups.com>

**Note:** Remember to ask the product owner if you can offer a bonus before you do! You definitely don't want to hurt your reputation or get banned by a product owner from promoting their products in the future.

## **Maximizing Profits The Easy Way**

Traffic is the most critical component of any online or offline business. Without traffic, you won't have any potential customers.

So, how can you generate premium traffic through your affiliate links, so that you can maximize your income instantly?

**You need to build a SILO profit system.**

You've likely heard of Google's "Panda Update", which took place in early 2011. With this update in the way that search engines gauge the value of websites, and therefore identify ranking or placement, affiliate marketers were forced into rebuilding their campaigns and websites so that they focused on providing genuine value to visitors.

Google no longer provided value to websites where there was little original content, or websites that had a higher ad ratio than content, or even websites with few social signals, or backlinks.

Instead, they revamped their algorithms so that only websites that were fully established, and developed on a strong foundation for quality were given top rankings. This meant that thousands of websites were instantly removed from the searches, and many of these sites lost their ranking altogether.

One example was EzineArticles.com, one of the leading article directories that housed thousands of articles, many of which were considered duplicate content.

With the Panda Update, sites like EzineArticles.com lost its foothold in the search engines, and to recover, they had to restructure their entire directory, requiring authors to submit only unique content.

Unique content however, is not the only component required in order to build a long-lasting affiliate website that ranks high within the major search engines.

*Let's take a look at the most important components of a successful affiliate website.*

## **Building Profitable Affiliate Websites**

In order to solidify your place in the search engines, and to maximize your ability to reach out and connect with your target audience, your affiliate website requires a very strict and specific structure that includes all of the following:

### **- Regular Updates**

Google tends to rank sites higher that offer fresh content so the more often you update your website, the higher your ranking.

### **- Existing Social Signals**

Websites with activity from the major social media sites like Facebook or Twitter are often ranked higher than websites with few social signals.

### **- Relevant Content**

Not only should your content be unique to your website, but it needs to be relevant to the products and advertisements found within your pages.

### **- High Content Ratio**

Your website should offer a high content to ad ratio, meaning that for every advertisement featured on your website, you should have 5-10 articles.

In addition, you should minimize the number of advertisements that appear on any single webpage, preferably no more than 3 ads per page. Further, you should be cautious when implementing ads that appear above the fold as well as in the top sidebar of your website.

### **- Quality Backlinks**

Backlinks have always played a critical role in establishing your position within the search engines, and it's never been more important than now. Focus on building high quality backlinks from relevant sources, such as authority sites, niche blogs and websites that share your theme and target audience.

### **- Avoid Repeated Ad Links**

Minimize the number of affiliate links that lead to the same website or product. You should only include 1-2 links per product or website on your website. Any more than that and your rankings may suffer.

### **- Fast Page Loads**

Not surprisingly, the time in which it takes for your website or individual pages to load plays a role in your ability to rank within the search engines.

You should always tweak your pages so that they load quickly, minimizing slow loading graphics, flash, videos or anything that may hinder your page load time. If you create your websites using Wordpress, you can download a free plugin that will help speed up your page load times.

Download Plugin: <http://wordpress.org/extend/plugins/w3-total-cache/>

One of the easiest ways of building affiliate websites that will attract visitors as well as search engine crawlers is with a SILO structure.

A Silo infrastructure essentially forms the anatomy of your entire website by defining its theme, and categorizing your content based on subject matter and relevant keywords.

In order for you to build high performing affiliate websites, you need to establish a consistent theme, so that Google identifies your niche and can send you quality, relevant traffic. In addition, themed SILO websites also help on-site visitors locate relevant content, based on a category and sub-category index.

For example, if you were involved in the weight loss market you would build a SILO based affiliate site that offered 3-4 content categories, all involving the weight loss niche.

Your categories may be broken up as follows:

### **Category 1: Work Out Routines**

## **Category 2: Muscle Building Tips**

## **Category 3: Healthy Meals**

Each category represents a specific segment of your overall theme. Within each category, you would feature 5-10 articles all focused on your categories topic.

To boost your search engine rankings, each category would also use relevant keywords in the title, such as "Work Out Routines", if that were a long-tail keyword that you were targeting.

Not only will this make it easier on your website visitor's, it will help boost your ranking in the search engines for each keyword string that you target.

Your website categories would then be linked as follows:

**<http://www.Your-Domain.com/Work-Out-Routines>**

**<http://www.Your-Domain.com/Muscle-Building-Tips>**

**<http://www.Your-Domain.com/Healthy-Meals>**

Each time you create a category, you're essentially creating a folder or section on your website that contains article content based around each topic. This groups your content together, forming a **virtual SILO**. This structure will also help you rank for long-tail keywords that appear within your category and folder titles.

A SILO simply groups your information together in specific categories that form a theme. This helps the search engines identify what your website is about, and in turns, they reward relevancy points that affect your search engine ranking.



The easiest way to build SILO websites is by using Wordpress. The reason is simple. Wordpress is designed to make it easy to set up categories, integrate keywords and boost your search engine ranking. Wordpress also makes it incredibly easy to theme your entire site without having to manually build HTML pages, or categories.

You can download a copy of Wordpress from <http://www.Wordpress.org>

With Wordpress, you are able to quickly create a SILO infrastructure that offers both virtual and physical SILO's.

A virtual SILO is made up by the URL's to each category on your website, such as <http://www.Your-Domain.com/Weight-Loss-Tips> whereas a physical SILO is simply a navigation system, or menu that gives your visitors instant access to your categories.

Wordpress will create a navigational system instantly, by providing direct links to each category in the sidebar and possibly, the header area of your website.

## **Becoming A Super Affiliate**

There's one easy way of standing out in your market and becoming a force to be reckoned with.

Give your customer base something they can ONLY get from you!

If you have the ability to create your own products, you can make additional money by creating a new product that compliments the main product.

For example, rather than just offering a bonus, consider offering “extended value” that ties in with the products you are promoting.

For example, if the launch teaches people how to make money with membership sites, you could create:

- A set of membership site designs in different niches
- Content for 12 months for membership sites in different niches
- A unique membership script

Not only will you be able to attract customers and make more money as an affiliate, but you could use these major launches to form the foundation for your very own business!

For example, you could offer a front-end bonus to those who purchase the product from your affiliate link and then offer them a backend offer such as a monthly membership into a program on the same topic. Give them access to the first month for free and then charge them for ongoing access.

Or, use major launches to build a list first by offering a bonus item available to those who purchase the product through your affiliate link and then request that they subscribe to your mailing list in order to receive additional products for free.

Once you have a bigger mailing list, you'll be able to start building products of your own, while having access to a built-in customer base!

Super affiliates make more money than anyone else because they go the extra mile. Instead of just focusing on the front end sale (and quite often, ONE time profit that you earn as an affiliate), they use product launches to boost their own business exposure, by building blogs that establish them as an authority in their own right, or websites that feature their own line of products.

Affiliate marketing is an incredibly profitable arena to be a part of, but you will always make more money if you use it as the “doorway” into your own online business. Consider it a fast and easy way to earn while you learn, and take steps to develop your own product line, website and following.

That way, you can make money promoting your own products and combine that with campaigns focusing on other offers as well.

Connecting with your audience is key to ongoing success. You need to be willing to put a tremendous effort into establishing a recognized brand and presence in your market and you do this by first becoming an affiliate and then evolving into a leader, and authority in your niche.

## **Conclusion: Taking Action**

Follow the steps I've outlined for you, and go the extra mile in building value enhancers, bonuses and offers that make you stand out in the market.

The more value you can offer someone who is interested in a product, the easier it will be to win the sale and seal the deal. Your objective is to build a solid foundation for ongoing affiliate profit, and you can do this a number of ways including:

- Staying up to date with upcoming product launches
- Securing valuable real estate quickly
- Creating (or outsourcing) quality content that attracts buyers
- Developing a presence as a leader in your market
- Building a targeted mailing list to connect with your audience

These are the steps to becoming a successful affiliate marketer, and if you follow them you WILL make money. It's as simple as that.

To your success!