

TOP SECRET

THE TOP 6 SUPER AFFILIATE MILLIONAIRE SECRETS

affiLORama
PREMIUM

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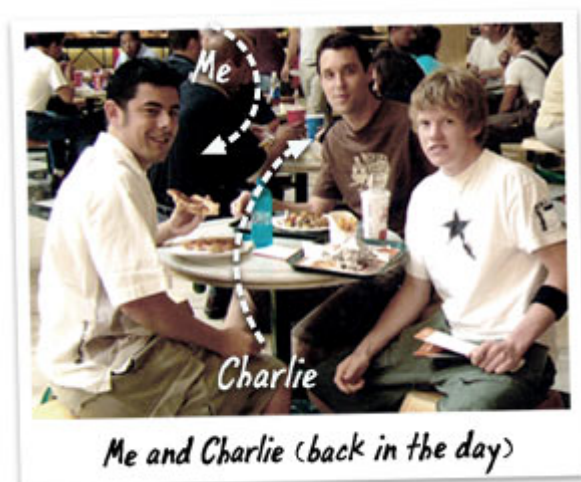
Introduction

Before delving into the 6 biggest secrets that have led to my online marketing success I wanted to give you a bit of background about me.

This is my story in a nutshell...It's the story of how I came to be earning over a million dollars a year in affiliate commissions. How I was able to grow my business to owning 8 online companies and buy a big house for myself and my wife (and eventually children!). It's the story of how I can afford to travel the world and work from exotic locations, without having to slave away for a year to afford it.

This story doesn't start with lots of learning or lots of research. It doesn't start with having big wads of cash to invest in expensive learning products. In fact, I just saw something that worked, and I copied it.

It was back in 1999 when I was studying at university and working as a pizza delivery boy to earn a crust. I was also playing squash (I still do) and it was while hanging out with my friend Charlie at a squash tournament that I made this amazing discovery.



Charlie told me that he had built a website on a free hosting site called "Geocities", and he'd put a banner on it linking to a site that sold posters.

That's not what was so amazing.

What was amazing was that very soon he started receiving checks in the mail for about \$50 each month. Just for having that banner linking to the poster site. He just sat on his butt, doing nothing, and receiving checks for \$50.

For me, \$50 was the same as working 10 hours delivering pizzas. I absolutely had to try this.

Of course, I'm polite, so I asked Charlie if he minded if I also built a site like his to see if it worked for me, and he said "Go ahead. There are plenty of posters out there to promote."

Oh man. I couldn't wait to get home from that squash tournament!

A winning system is born...

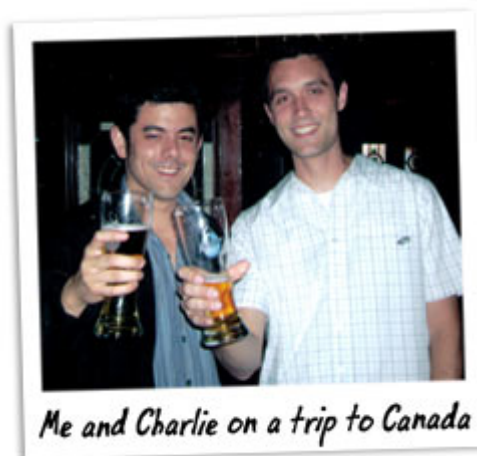
While Charlie was into promoting sports posters and memorabilia, I figured there would be a pretty big demand for posters of actors, movie stars and other celebrities. Over the next few months I built a couple of celebrity websites promoting celebrity posters — and I added a banner for a dating site, just to experiment. The sites weren't exactly masterpieces, since I wasn't exactly an expert web programmer (I'm still not!), but they worked. And I started to receive checks in the mail too.

The great thing was... as Charlie said... there are lots of different markets out there. Lots of posters and lots of celebrities! Once I learned how to put together a website and find the information and photos, all I had to do was keep replicating the process!

I had one website earning \$50/month, then I built another one. Then I was making \$100/month.

Then I built more... and I was earning more than enough to survive on while completing my studies.

I even handed in my pizza delivery uniform: I was never going back to earning \$5/hour working for someone else ever again.



With the money I was earning from these websites, I had enough to hire a few of my friends to help me build more sites.

We rented this giant, drafty old house near the university and bought a whole bunch of old 486 computers from office auction lots. We even rescued old CRT monitors from the dumpster behind a nearby high school and repaired them.

With this slick setup, my mates would come over between classes and help me put together websites... finding content and optimizing the websites so that they'd appear highly in the search engines.

It was huge, and it was great. And we learned everything as we went along. We simply saw what worked and we replicated it.

Of course, the days of celebrity websites like that are pretty long gone. These days it's not simply a case of slapping up a website on a free hosting space and seeing yourself at the top of the search engines several days later.

But the 6 biggest secrets to super affiliate success are still the same and we'll discuss those in the chapter after next, but firstly the next chapter is for absolute newbies to bring you up to speed if you are new to affiliate marketing (feel free to skip that chapter if you already understand the concept of affiliate marketing).

Note: If you're completely new to affiliate marketing, I've written a separate PDF called "What is Affiliate Marketing" that will bring you up to speed. [You can view that here.](#)

Secret #1: Develop a Strong and Powerful Mindset

When I was 16, a few years before I got into internet marketing, I was given a set of cassette tapes that featured the speaking of a philanthropist called John Kehoe. It was called "Mind Power".

It's kind of similar to Tony Robbins stuff that you may be familiar with.

Anyway, that was probably the first big turning point which led me on my path outside of 'society's box' and into the life of my dreams.

For me to attempt to summarise what I learnt in 'Mind Power' in this short chapter here wouldn't do it justice, but I'll do my best to share with you my thoughts on mindset. Not everything is from 'Mind Power' as I've developed my own thinking over the years (I'm 30 now).

To me the simple mindset fundamentals that you need to adopt to have the life of your dreams are:

1. Know exactly what you want (these must be your dreams, not things that others want for you, or things you think that you should want).
2. Believe whole heartedly that you can achieve your dreams, so much so that nobody or nothing can stop you from believing in yourself and your ability to get there. Barriers to a strong self belief include:

Lack of results: This is simply a challenge to overcome, it just means you haven't had results YET. If you keep working your plan, and perhaps adapt when there may be slight holes in it, then you will get there.

Lack of support from others: This is often due to lack of belief in themselves and you cannot afford to let it dampen your own self belief in anyway. Make sure you surround yourself with people who are positive influences on your life, and preferably have people that you mix with that you look up to and wish to emulate.

3. Have a strategy in place that you are following on a daily basis to get closer every day towards the fulfilment of your dreams.
4. Develop a strong passion for learning, and be extremely positive about tricky challenges.
5. Eat well balanced meals and exercise on a daily basis. Preferably find a sport or something that you enjoy and makes you want to keep doing it regularly. Even better if one of your dreams involves exercise to get there.
6. Love your life as it is now and enjoy the challenge and the journey.

The hardest thing for most people seems to be to do with self belief. It leads people to procrastinate, to not work towards their goals with enthusiasm and determination (instead with scepticism and lack of belief, ready to give up at early obstacles).

When I was going through Mind Power, John Kehoe suggested affirmations. He said that if you repeat the same statement out loud every single day for 5 minutes a day for 90 days, you will reprogram your subconscious mind to take on that new belief.

Being an extremely shy guy at the time, I took on the following affirmation:

"I'm extremely self confident and I love taking risks"

I also had:

"Every day in every way I'm getting better, better and better"

I had a couple more and also imprinted other beliefs on my brain over the year and beyond.

The key was that I was ready to not settle for the mindset that I had at the time. I purposely reprogrammed my brain to believe in itself.

It's interesting how many people I see in society that become self-fulfilling prophecies of themselves. "Oh I can't do this", "Oh that's easy for you, but I could never do that!", "I'm never going to meet a great man/woman", "I'm too stupid to xyz", etc.

It's so easy to say negative things to yourself all the time. Why not consciously start changing the words that go on inside your head to positive ones?

For me, I've become a self-fulfilling prophecy based on the beliefs I imprinted on myself many years ago. People who knew me since I was younger than 16 can't believe where I am now, it has been a total transformation – nothing less.

And you can have it too.

Think of imprinting like this. If you take a large bucket of water and drop a drop of red dye into it each day, sooner or later the bucket of water will become red.

The same is true of yourself belief system. If you do the 5 minutes a day of out loud affirmations (each affirmation must be for 5 minutes each, so only start with 2 or 3), and you keep doing it for 90 days, your mind will take on that new belief system and help you move towards your goals on a subconscious level.

One last thing I wanted to mention is that in my opinion it is easier to work hard with passion towards a goal when it has a deeper purpose or meaning. By deeper purpose, I mean working hard to serve something beyond you. There is nothing at all wrong with wanting to get rich, wanting to have a family and so forth, however beyond that, when you have those things, you'll probably find that the things that drive you further are what you can do for other people including family, friends, community and so forth.

Anyway, I'm no John Kehoe or Tony Robbins, but I hope that I've done enough in this very short chapter to convince you to upgrade your mindset as the life of your dreams is at stake.

Note: Before going on to teach you strategies for implementing secrets 2 to 5, I want to show you how they all fit into this important formula here.

The MONEY Formula:

[Traffic] x [Conversion rate] x [\$ per customer] x [# of transactions] = Your Paycheck

I didn't invent the above formula, it is a modification on a formula I read in a book by Brad Sugars about 10 years ago and it is true for all businesses, including offline ones.

I'll give you an example of how this formula is calculated in affiliate marketing terms:

Let's say you own an affiliate website that promotes dog training products.

Traffic = 2000 visitors per day

Conversion rate = 0.37% (ie 1 in every 270 visitors to your website buys something)

\$ per customer = \$24.37 (ie the average commission you earn is \$24.37)

of transactions = 1.4 (ie customers usually buy 1 product from you, but some people opt into your mailing list and buy more products from you in the long run).

Therefore the amount you make from this website per day =

$2000 \times 0.37\% \times 24.37 \times 1.4 = \$252.47/\text{day}$

Question: That's pretty obvious, why is that formula so important?

Answer: It may be obvious to some, but not to everyone. Also most people wind up having problems in one or more of those 4 major areas and if you don't pay attention it is easy to have holes in your marketing that you don't even see.

Bottom line is, you need to know your numbers when it comes to each of those 4 areas, particularly traffic and conversion rates.

Also, by keeping this formula in mind at all times in your marketing you can help prevent yourself becoming too heavily focussed on any one of those 4 areas.

Here are a few examples:

Someone might own a website that gets 1000 visitors per day, but makes no sales. The things that I advise are to do with conversion rates:

1. Look at where the traffic is coming from... is it relevant? Are you advertising using popups on irrelevant websites? Are you optimizing for search engine keywords that are just not relevant

enough for the product you are promoting?

2. Look at the pages that are getting the most traffic and how people are getting there. What keywords are they typing in? What are they thinking and are your affiliate links placed in an obvious enough manner? Do they look credible? Is the product you are promoting credible?

Question: Do people really buy online?

Answer: Making money online is not rocket science, and it is not done by scamming people.

Hundreds of millions of people buy online every day because they are looking for information and/or specific products and buying online makes it easier for them than having to leave their houses or towns. Many people live in small towns and can't get fast access to products in physical locations anyway.

Also, some people are more affluent than others too. If you get 100 visitors per day to your website, chances are at least 5% of them will earn over 100k per year, and a decent lot more will earn over 50k per year.

You only need to convert at 1% or even less to make a good amount of money from a website. You yourself have probably bought something online before, if not, perhaps you know people who have.

Example of The Money Formula

Now that I've answered a few commonly asked questions, I'll continue by giving you a more detailed example of the money formula (based on the numbers from the earlier example).

Imagine that the 2000 visitors per day to the dog training website are broken down into the various pages like this:

Page a: 100 visitors per day

Page b: 20 visitors per day

Page c: 80 visitors per day

Pages d-z: 1800 visitors per day

Now, let's say the conversion rates are as follows:

Page a: 2% (i.e. 2% of people who visit this webpage buy a product you recommend)

Page b: 10%

Page c: 2%

Pages d-z: 0.1%

Overall then, your conversion rate is: 0.37%

Imagine you promote a couple of products on your website and the average \$ commission made = \$24.37 (after fees etc)

Also you have a newsletter signup box, and as a result you often make multiple sales to the same people leading your average number of transactions to be 1.4 transactions per customer.

Back to the conversion rate above, at that conversion rate (0.37%), it takes you 270 visitors to your website per sale that you make. Sound familiar? I see affiliates getting even worse conversion rates than that. It's not always bad, it depends on how many visitors you get, but as you can see from the above conversion rates, not all pages on your website will convert at the same rate.

This means that you could add another 100 pages to your website, but they might only convert at 0.1%. It isn't just about adding pages, you need to remember that with most of the pages you add to your website that you must select keywords that not only get good traffic numbers searching for them (we'll cover that in the next chapter), but also keywords that are likely to convert well to sales (also covered in the next section) and you need to set up your landing page so that it is likely to convert well (covered on page 32 – Conversion rates).

Note: Exceptions are when the content is submitted by users, such as pages that are automatically added if you have your own forum on your website.

Question: But wait... why do all the pages convert at different rates?

Answer: Not every page converts the same

Not all traffic converts the same either (perhaps pages d-z are attracting low quality unrelated traffic).

Low quality traffic is when you get visitors to your website but they aren't at all interested in what you are trying to promote to them.

For example: Well if someone types 'golden retriever' into google, and they find your golden retriever page on your website, and you are promoting a dog training product... then you might find that many of those people are not interested in your offer as they were looking for something else. Perhaps they are looking for pictures of golden retrievers.

However if someone searches for 'Golden retriever training' or 'stop dog aggression' or better yet 'review of DOG TRAINING PRODUCT NAME' (where 'dog training product name' is replaced by an actual name of a dog training product that you are promoting), then the conversion rates may be a LOT higher because these people typing these phrases into the search engines are actually looking for dog training information and may be willing to pay money for a product.

Another example of low quality traffic is if you are doing twitter marketing and promoting a dog training product to a bunch of people who are just in no way interested (better to start a dog lovers twitter community than get any old followers).

There are many more examples.

Now I could go on for quite some time with this above example, but I don't want to confuse what is a relatively simple concept.

One last point I wanted to make is you only need one source of traffic. Yes there are many and you can focus on more and more of them later, but you only need 1 for the formula to work (e.g. Search engine traffic, pay per click traffic, media traffic, links from blogs etc, Google content network traffic, and so forth). The reason I'm making this point is that some people get too hung up on trying to get traffic from everywhere that they neglect the other parts of the formula, such as conversion rates.

Just remember, you don't want a zero anywhere in the formula.

In the coming sections, what we will look at are specific strategies you can use to improve each area of the money formula:

[Traffic] x [Conversion rate] x [\$ per customer] x [# of transactions] = Your Paycheck

Note: I'm not ordering the following chapters in the exact same order as the formula above because you need to select your niche (which affects your conversion rates and traffic) before driving traffic.

Secret #2: Market Research - Finding profitable niches

Referring back to the formula in the previous chapter, if you want to have a strong conversion rate, then and a reasonable \$ per customer, then you need to start by finding a niche that has good demand and a product you can affiliate to in that niche with good commissions on offer.

When looking for profitable niches there are several different methods of uncovering them. I'll share a really good one here with you.

This method is great if you are looking at building your own website, e.g. www.DogObedienceAdvice.com, www.savemarriagetips.com, etc, and driving natural search engine traffic to it.

Profitable Niche formula (Natural Search Traffic):

- * # Amazon reviews for niche > 20
- * Niche contains at least 1 product with a total \$commission per customer > \$15

The reason I look for niches that contain products on Amazon.com that have > 20 reviews is because only a small percentage of people who purchase products on Amazon actually decide to leave a review.

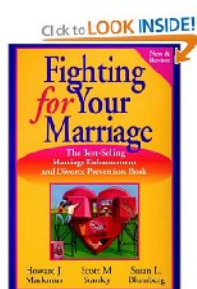
So if you get a lot of people leaving a review of a particular product, then you know that there is likely to be demand for products in that niche because lots of people have obviously bothered to go online to amazon.com and buy products in that niche.

Promoting Information or Software Products

Information and software products usually have much higher commissions on offer than physical products because they are usually provided via digital download, thus reducing the cost of production. Personally I prefer information product niches, although I have several friends who do very well promoting physical products too, so I'll look at that shortly.

In this first example we'll look at the 'save marriage' information product niche:

In the 'Save Marriage' niche, there are several products with a lot greater than 20 reviews being left. Even without doing ANY keyword research, I know that people want to go online and buy information products on how to save their marriages.



Fighting for Your Marriage: Positive Steps for Preventing Divorce and Preserving a Lasting Love (New & Revised) (Paperback)

~ Howard J. Markman (Author), Scott M. Stanley (Author), Susan L. Blumberg (Author) "Why are you reading this book?..." (more)
Key Phrases: [marriage](#), [save marriage](#), [book](#), [illmarks](#), [couple identity](#), [Speaker-Listener Technique](#), [Time Out](#), [New Perspectives](#) (more...)

★★★★★ (39 customer reviews)

List Price: ~~\$16.95~~

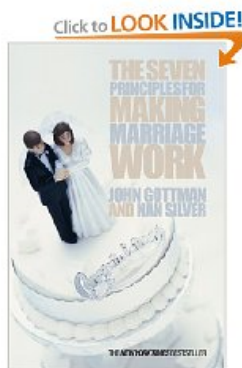
Price: **\$11.02** & eligible for **FREE Super Saver Shipping** on orders over \$25. [Details](#)

You Save: **\$5.93** (35%)

In Stock.

Ships from and sold by Amazon.com. Gift-wrap available.

Want it delivered Monday, November 9? Order it in the next **19 hours and 15 minutes**, and choose **One-Day Shipping** at checkout. [Details](#)



The Seven Principles for Making Marriage Work (Paperback)

~ [John Gottman](#) (Author), [Nan Silver](#) (Author) "It's a surprisingly cloudless Seattle morning down to breakfast..." ([more](#))

Key Phrases: [softened alternative](#), [harsh startup](#), [accepting influence](#), [Great Deal Definitely](#), ([more...](#))

★★★★★ (170 customer reviews)

Price: **\$14.73** & eligible for **FREE Super Saver Shipping** on orders over \$25.

Temporarily out of stock.

Order now and we'll deliver when available. We'll e-mail you with an estimated delivery date. Your account will only be charged when we ship the item. Ships from and sold by **Amazon.com**. Gift-wrap available.

15 new from \$10.89 **11 used** from \$13.01

[Share your own customer images](#)
[Search inside another edition of this book](#)

Formats	Amazon Price	New from	Used from
Hardcover	--	\$22.90	\$5.22

Now I 'could' decide to join the amazon.com affiliate program and promote these books, but Amazon only pays out 5% commission, so to promote the above books I'd be only making about 75c per customer.

However, now that I've identified that the 'save marriage' niche is a profitable one. I simply need to visit www.clickbank.com/marketplace and see if there is a product (or products) in that niche that pay out better commissions.

As you can see there are several products that pay out 60-70% commissions and the total \$ per sale that you can make is \$28-35 per sale. These are the products that I look to go ahead and build a website around and promote and earn commissions from.

Search the ClickBank Marketplace

Category: All Categories	Subcat: All Sub-Categories
Keywords: marriage	Sort by: Popularity
Product Type: All Products	Language: All
Show: 10 results per page	<input type="button" value="Go"/> <input type="button" value="Reset"/>

1) Save My Marriage Today! New Design Now Has A 1/50 Conversion Rate! Hungry Niche. Earn Up To \$110 Commissions Per Sale (if Purchaser Chooses The Upgrade). Also New - Banners For Adsense - Easy Money. Formore Details And Tips, See: <http://www.savemy婚姻today.com/affiliate.php>.
\$/sale: \$34.98 | Future \$: - | total \$/sale: \$34.98 | %/sale: 70.0% | %refd: 83.0% | grav: 71.54
[view pitch page](#) | [create HopLink](#) | [Vendor Spotlight](#)

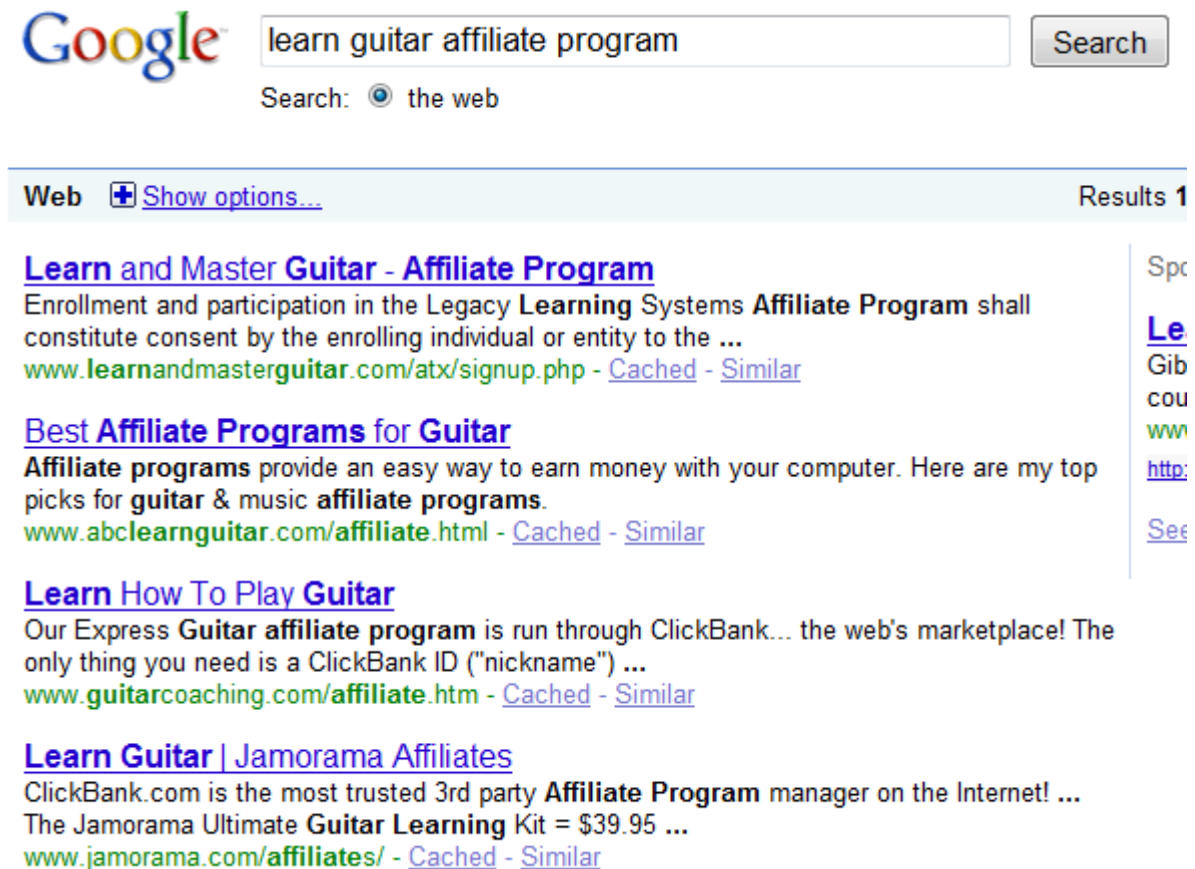
2) Save The Marriage Ebook. Best Selling Ebook: Has Sold Over 45,000 Copies, And Continues With Excellent Conversion Rates (often Exceeds 6.5%)! New Pricing Is \$19.95 You Receive 60%! Very Low Refund Rates. No Popups! Upsell Adds An Additional \$55!
\$/sale: \$28.17 | Future \$: - | total \$/sale: \$28.17 | %/sale: 60.0% | %refd: 53.0% | grav: 34.22
[view pitch page](#) | [create HopLink](#) | [Vendor Spotlight](#)

3) Bring Back A Lost Love! The Amazing Bring Back A Lost Love Home Study Course! You Can Save Your Relationship, Save Your Marriage & Get Your Lover Back No Matter How Hopeless Or Difficult Your Situation Appears. See All Raving Reviews! Now Pays 70% To Partner, Free Tools For You!
\$/sale: \$28.88 | Future \$: - | total \$/sale: \$28.88 | %/sale: 70.0% | %refd: 62.0% | grav: 25.82
[view pitch page](#) | [create HopLink](#) | [Vendor Spotlight](#)

4) What Husbands Cant Resist. Wives Want Information Before The Marriage Is In Trouble! Give Them What They Want And Make \$27.50 Per Sale!!! See Our Affiliate Page For Marketing Tools And Resources Or Call My Staff With Any Questions. 1-404-579-4437.
\$/sale: \$28.13 | Future \$: - | total \$/sale: \$28.13 | %/sale: 66.0% | %refd: 94.0% | grav: 17.29
[view pitch page](#) | [create HopLink](#) | [Vendor Spotlight](#)

So far we've looked at information products from the Clickbank marketplace. There are other affiliate networks out there and sometimes people also decide to simply provide their own affiliate program. To find these affiliate programs I simply type in "Niche Name Affiliate Program" into Google.

For example, if I was looking to check out 'learn guitar' affiliate programs:



The screenshot shows a Google search interface with the query "learn guitar affiliate program" in the search bar. Below the search bar, there are four search results, each with a title, a brief description, and a URL. The results are:

- Learn and Master Guitar - Affiliate Program**
Enrollment and participation in the Legacy Learning Systems Affiliate Program shall constitute consent by the enrolling individual or entity to the ...
www.learnandmasterguitar.com/atx/signup.php - [Cached](#) - [Similar](#)
- Best Affiliate Programs for Guitar**
Affiliate programs provide an easy way to earn money with your computer. Here are my top picks for guitar & music affiliate programs.
www.abclearnguitar.com/affiliate.html - [Cached](#) - [Similar](#)
- Learn How To Play Guitar**
Our Express Guitar affiliate program is run through ClickBank... the web's marketplace! The only thing you need is a ClickBank ID ("nickname") ...
www.guitarcoaching.com/affiliate.htm - [Cached](#) - [Similar](#)
- Learn Guitar | Jamorama Affiliates**
ClickBank.com is the most trusted 3rd party Affiliate Program manager on the Internet! ... The Jamorama Ultimate Guitar Learning Kit = \$39.95 ...
www.jamorama.com/affiliates/ - [Cached](#) - [Similar](#)

As you can see there are several 'learn guitar' affiliate programs that I can affiliate to, some are in Clickbank, others aren't. I do prefer promoting Clickbank products personally because you don't have to worry about being approved as an affiliate and all your earnings are through one trusted network, however sometimes you will find better affiliate programs outside of Clickbank or you may wish to affiliate to more than one product on your website and this is a good way of finding them.

Promoting Physical Products

In this example we'll look at the 'solar kit' physical product niche:

In the 'Solar Kit' niche, there are several products with a lot greater than 20 reviews being left. Even without doing ANY keyword research, I know that people want to go online and buy solar power kits.



Sunforce 50044 60-Watt Solar Charging Kit

Other products by Sunforce
★★★★★ (59 customer reviews)

HOT DEAL

List Price: ~~\$599.99~~

Price: **\$299.99** & this item ships for **FREE with Sup**
You Save: **\$300.00 (50%)**

In Stock.

Ships from and sold by Amazon.com.

Want it delivered Tuesday, November 10? Order it in the ne
Shipping at checkout. [Details](#)

Ships Separately in Original Packaging: If sending as a gift,

The price of the product above is \$299.99. Amazon.com only pays 5% (and can go up to 7%) commission for affiliates, but you'll still earn \$15 per sale (and possibly more as the average amazon.com customer buys more than one item).

It's up to you if you wish to promote the other items that will earn you lower commissions, I personally think that's fine if you are doing it via natural search and not paid traffic, however I like to have at least 1 main product (such as the one above) that pays at least \$15 commission per sale and preferably higher.

The good thing about physical products is often people are more in a 'buying mode' when they search for 'sunforce 50044 watt solar' than when they are looking for information.

Outside of Amazon there are other physical product niches that pay really well, such as health products at <http://www.worldniche.com> and other places. When it comes to spotting profitable niches in those areas, I look for product names and niches that have high search volumes and we'll look at keyword research in the next chapter.

But before getting on to keyword research and identifying what keywords people type when they are interested in buying products, I want to briefly mention that if you are looking to drive a lot of pay per click and other forms of paid traffic to your website then the criteria changes as you have to take into account fact that you are paying for every click on your advertisements and you need to make sure you have a positive ROI per click (ROI = Return on Investment).

In PPC (Pay Per Click Advertising):

- If you are promoting a physical product: Total \$commission per customer > \$40
- If info-product: Total \$ commission per customer > \$20 AND commission >=65% (If commission is recurring monthly, then 50% is ok)
- Number of Amazon reviews for niche > 20

Secret #3: Keyword research

Keyword research is when you find out the words and phrases that people use to find things on the internet and find out which phrases are searched for more often and determine which phrases are more likely typed in by people who are interested in buying the product you are promoting.

For example, when people are searching for dog training information, they might type in "dog training", "stop dog digging", "german shepherd training", "golden retriever training", 'stop dog barking', and so forth.

To find out what keywords people are searching for, and how often each keyword phrase is searched for on a monthly basis, I use the Google Keyword Tool (which is free), here is the link:

<https://adwords.google.com/select/KeywordToolExternal>

You can type in phrases into this tool and it shows you keywords related to the term that you enter, and how many times it is searched for each month. I pay attention to the 'Global Monthly Search Volume' figure.

As you can see, Google is suggesting phrases like 'stop underarm sweating', 'how to stop sweating', 'stop armpit sweating' and so forth:

How would you like to generate keyword ideas?

Descriptive words or phrases
(e.g. green tea)

Website content
(e.g. www.example.com/product?id=74893)

Enter one keyword or phrase per line:
stop sweating




































Use synonyms

[Filter my results](#)

Keywords	Advertiser Competition	Local Search Volume: October	Global Monthly Search Volume	Match Type:
Keywords related to term(s) entered - sorted by relevance				
stop underarm sweating	<div style="width: 25%;"></div>	4,400	4,400	Add ▾
stop excessive sweating	<div style="width: 25%;"></div>	6,600	5,400	Add ▾
stop armpit sweating	<div style="width: 25%;"></div>	2,400	1,900	Add ▾
stop sweat	<div style="width: 25%;"></div>	12,100	12,100	Add ▾
stop sweating armpits	<div style="width: 25%;"></div>	1,000	1,000	Add ▾
how to stop sweating	<div style="width: 25%;"></div>	12,100	12,100	Add ▾
to stop sweating	<div style="width: 25%;"></div>	18,100	18,100	Add ▾
stop sweating problems	<div style="width: 25%;"></div>	Not enough data	36	Add ▾
stop sweating palms	<div style="width: 25%;"></div>	Not enough data	110	Add ▾

When you scroll further down through the results that Google gives you, you'll see that there is another section called "Additional Keywords to Consider".

Sometimes the keywords in here are relevant, sometimes they are not. Often it is a good way of uncovering other phrases that you may not have initially thought of.

how do i stop sweating		720	720	Add 
stops excessive sweating		Not enough data	28	Add 
stop under arm sweat		91	170	Add 
Add all 89 »				
Download all keywords: text , .csv (for excel) , .csv				
Additional keywords to consider - sorted by relevance 				
facial sweating		3,600	4,400	Add 
sweating hands		4,400	4,400	Add 
prevent sweating		6,600	5,400	Add 
armpit sweating		9,900	8,100	Add 
underarm sweating		18,100	18,100	Add 
sweating		450,000	550,000	Add 
excessive sweating		90,500	110,000	Add 
sweating problems		4,400	3,600	Add 
stop perspiration		1,900	1,600	Add 
sweating armpits		4,400	3,600	Add 
sweating feet		4,400	4,400	Add 
groin sweating		1,000	1,000	Add 
stop hyperhidrosis		720	720	Add 
palms sweating		1,300	1,300	Add 

In the example above, you can see that people are searching for 'stop perspiration' and 'stop hyperhidrosis'.

I like to write words down like those and google them to find out if they relate to sweating, and if they do, I type them into the Google keyword tool to see more related keywords to those words.

Another thing I like to do to uncover keywords is visit forums.

For example when promoting a 'how to play world of warcraft' guide, I typed in 'world of warcraft forum' into google and found this forum on the first page:

<http://wow.incgamers.com/forums/>

Inside this forum I found many phrases that were specific to world of warcraft gamers that I would not have known had I not visited this forum. I uncovered words like 'paladin', 'death night', 'pvp', 'professions' and so forth.

<input type="checkbox"/>	Guide Submissions (1 Viewing) A place to submit your finished guides before being moved to the correct forum.	How to Submit Your Guides by mrsnippy 03-11-2009 03:38 AM	1	1
<input type="checkbox"/>	Death Knight Design and Development for the Death Knight Class Sub-Forums: Death Knight Guides	Playing your DK by semiramiis Yesterday 01:47 AM	131	1,591
<input type="checkbox"/>	Druid Design and Development for the Druid Class Sub-Forums: Druid Guides	resto questions... by zhongguoyang Yesterday 09:58 AM	1,627	19,253
<input type="checkbox"/>	General Guides Guides covering everything not class related	Making Gold With Jewelcrafting by hudconrag Yesterday 09:11 PM	17	323
<input type="checkbox"/>	Hunter (1 Viewing) Design and Development for the Hunter Class Sub-Forums: Hunter Guides	2.4 Changes to the Hunter by zhongguoyang Yesterday 10:03 AM	2,408	27,819
<input type="checkbox"/>	Mage (2 Viewing) Design and Development for the Mage Class Sub-Forums: Mage Guides	Need some help... by xionundur Yesterday 04:38 PM	1,753	17,402
<input type="checkbox"/>	Paladin (4 Viewing) Design and Development for the Paladin Class Sub-Forums: Paladin Guides	How to Submit Your Guide by Rushster 03-11-2009 03:42 AM	1,873	17,307

When I typed into the google keyword tool I found that people are actually searching for these kinds of phrases:

How would you like to generate keyword ideas? Enter one keyword or phrase per line:

Descriptive words or phrases
(e.g. green tea)

Website content
(e.g. www.example.com/product?id=74893)

Use synonyms

[Filter my results](#)

Keywords	Advertiser Competition	Local Search Volume: October	Global Monthly Search Volume	Match Type: Broad
Keywords related to term(s) entered - sort by relevance				
world of warcraft paladin	<div style="width: 100%; height: 10px; background-color: #76b82a;"></div>	22,200	49,500	Add
world of warcraft paladin pvp	<div style="width: 25%; height: 10px; background-color: #76b82a;"></div>	1,900	4,400	Add
world of warcraft paladin guide	<div style="width: 100%; height: 10px; background-color: #76b82a;"></div>	1,600	2,400	Add
world of warcraft 80 paladin	<div style="width: 25%; height: 10px; background-color: #76b82a;"></div>	Not enough data	1,600	Add
world of warcraft paladin holy	<div style="width: 0%; height: 10px; background-color: #76b82a;"></div>	Not enough data	1,000	Add
world of warcraft paladin talent	<div style="width: 25%; height: 10px; background-color: #76b82a;"></div>	Not enough data	1,000	Add
world of warcraft paladin build	<div style="width: 25%; height: 10px; background-color: #76b82a;"></div>	590	880	Add
world of warcraft paladin ret	<div style="width: 25%; height: 10px; background-color: #76b82a;"></div>	Not enough data	880	Add

By doing the kind of research you see above, I uncover a lot of keywords and their search volumes monthly.

Here are the most profitable types of keyword phrases in order of importance, based on my experience:

#1: Product name, author name and 'buy' keyword phrases

Product names and the author names of the people who write those particular products often turn out to convert very well in terms of sales. Sounds obvious right?

Someone Google's a product name because they want to see a review of it or something; they find my website with my review on it and then click my affiliate link and go buy the product.

Product names and author names are the highest converting keyword phrases as most people go Google for a specific product name are already strongly considering buying it. It's just up to you to help close the sale.

In fact I've seen many of my students and other affiliate friends of mine set up websites that solely target product names and manage to make a fortune from this. I'm not just talking about Clickbank products; it works really well for non-Clickbank products too, such as higher priced Amazon products, health supplements and so forth.

Especially look out for phrases like "Buy" or "Order" or something buying related next to the keyword phrase. For example:

How would you like to generate keyword ideas?	Enter one keyword or phrase per line:
<input checked="" type="radio"/> Descriptive words or phrases (e.g. green tea)	<input type="text" value="buy xsitepro"/>
<input type="radio"/> Website content (e.g. www.example.com/product?id=74893)	<input checked="" type="checkbox"/> Use synonyms
	Filter my results
	<input type="button" value="Get keyword ideas"/>

Keywords	Advertiser Competition	Local Search Volume: October	Global Monthly Search Volume	Match Type
Keywords related to term(s) entered - sort by relevance				
buy xsitepro	<div style="width: 20px; height: 10px; background-color: #808080;"></div>	Not enough data	260	Add
buy xsitepro 2	<div style="width: 20px; height: 10px; background-color: #808080;"></div>	Not enough data	36	Add

Even if the person doesn't type in a specific product name, phrases that include the word 'buy' (or similar words like purchase, order, etc), often convert really well to sales, often 10 to 30 times higher than more general phrases without the word 'buy' in it.

Here's another example of someone who may buy XSitePro through your affiliate link if they found your website, as you can see, 170 people each month type in 'buy web design software' into google:

How would you like to generate keyword ideas?	Enter one keyword or phrase per line:
<input checked="" type="radio"/> Descriptive words or phrases (e.g. green tea)	<input type="text" value="buy web design software"/>
<input type="radio"/> Website content (e.g. www.example.com/product?id=74893)	<input checked="" type="checkbox"/> Use synonyms
	Filter my results
	<input type="button" value="Get keyword ideas"/>

Choose columns to display: ? Show/hide columns				
Keywords	Advertiser Competition ?	Local Search Volume: October ?	Global Monthly Search Volume ?	Match Type Broad
Keywords related to term(s) entered - sort by relevance ?				
buy web design software	<div style="width: 20px; height: 10px; background-color: green; border: 1px solid black;"></div>	Not enough data	170	Add

#2: Crisis keywords

The next best converting keyword phrases are usually what I call 'crisis keywords'. These phrases are typed in by someone who desperately needs the best possible information they can find to help resolve a crisis and are often willing to pay money for this information.

For example: Someone who searches for 'stop dog aggression' because their dog is aggressive towards children and other dogs desperately needs dog training information and may well be willing to pay money for a dog training information product that you are promoting.

Not every niche has crisis keywords associated to it, but lots of niches do, e.g. Save marriage [marriage crisis, stop divorce, etc], yeast infections [cure yeast infection, stop thrush, etc], cat training [stop cat scratching, stop cat meowing, etc], tomato growing [early blight treatment, cure tomato blight, etc].

#3: General niche product related keywords

The third best converting keywords are phrases typed in by people who are looking for a product in that niche but they don't know which product exactly, e.g.: solar power kit, dog training book, daycare management software, etc.

#4: General niche-specific keywords

And the fourth best keywords are phrases that are typed in by people wanting information to do with that niche, such as:

- Dog training: dog training, how to train a dog, german shepherd training, golden retriever training, etc.
- Learn guitar: learn guitar, guitar lessons, how to play guitar, learn guitar online, etc

Often these phrases will include words like 'how to', 'online', 'lessons', and so forth.

Note: The worst converting keywords

The worst keywords, ones that I don't try to rank for, are ones that are loosely related, but not really related enough. For example, if you are trying to rank highly for the phrase 'golden retriever' when you are promoting a dog training product, you might be disappointed in the results you get, even if you rank highly as people who are searching 'golden retriever' are probably just looking for the history of golden retrievers, or information about the breed as they are thinking of buying one, or for photos of golden retrievers and so forth. Relevancy is very important.

Looking at keyword search volume

Ok, now that we've looked at the different types of keywords and how to uncover them, it's important that you choose to target keywords that have enough search volume so that if you rank highly in google, yahoo, msn and so forth, you'll make a reasonable amount of money.

Personally I like to start out with targeting 20-30 keyword phrases, and later on if my website makes good money, I might target a lot more phrases, including ones with low search volume.

Search volume importance is relative to the conversion rate of the keyword phrase.

For instance, if 500 people visit your website review for 'xsitepro software' and a further 500 people visit the same website to read your article about 'how to change your header font' or something related to website design, then you may find that the former phrase converts to sales of xsitepro at 20 times the conversion rate of the other phrase.

For that reason, I have different criteria for each of the 4 main types of keyword phrases, when I'm looking for suitable phrases to create articles on and to try to rank highly in the search engines for.

#1: Product name, author name and 'buy' keyword phrases

Search volume of 100+ per month

Note: sometimes I don't even care if there is zero search volume if I think a product is going to take off sometime in the future as it can be good to get a good ranking in anticipation of this.

#2: Crisis keywords

Search volume of 300+ per month.

#3: General niche product related keywords

Search volume of 400+ per month.

#4: General niche-specific keywords

Search volume of 1000+ per month.

Note: The above numbers are a good 'rule of thumb', but I often break my own rules simply because I feel that my website needs an article on a certain topic area to make it more well rounded in terms of its content, or I might find that it is hard to find enough keyword phrases with enough volume to satisfy my rules, so instead of 20-30 articles, I'll have 40+ articles and go for phrases with a lower search count.

Question: But what about keywords that are too competitive? Surely some keywords are easier to rank highly for than others?

Answer: Yes that's definitely true and what I do with each keyword is I open up Traffic Travis (which you can download for free from www.traffictravis.com).

Then I open up the 'SEO Analysis' tool.

I then type in the keyword phrase and click 'Analyze'.

In the example below, you can see the analysis results for a keyword phrase in the 'how to catch a cheating spouse' niche:

Rank	Website	PR	Age	BL	BLS	TBL	DMOZ	YAHD	Title	Desc	H1 Tag	GFA	CFXT
1	http://ezinearticles.com/?How-to-Catch-A-Cheating-Husband&id=6324	0	0	0	122000	0	✓	✗	✗	✗	✗	-	0
2	http://www.truthaboutdeception.com/catch_cheating/public/catch-cheating-spouse.html	3	5	100	3740	0	✓	✓	✗	✗	✗	1	51
3	http://wiki.answers.com/Q/How_do_you_catch_a_cheating_husband	3	2	3	4290000	0	✗	✓	✗	✗	✗	1	3
4	http://www.bridghousesecurity.com/catch-a-cheater.html	4	4	22	5960	0	✗	✗	✗	✗	✗	8	18
5	http://www.e-spy-software.com/signs_of_cheating_spouse.htm	3	6	515	1070	0	✗	✓	✗	✗	✗	63	159
6	http://www.divorce.com/articles/catch-cheating-spouse.shtml	2	9	35	2800	0	✓	✗	✗	✗	✗	-	35
7	http://www.flexspy.com/cheating-husband.htm	4	3	3	8870	0	✗	✗	✗	✗	✗	6	5
8	http://www.catchcheat.com/	4	7	129	129	0	✗	✗	✗	✗	✗	0	112
9	http://www.womansavvy.com/catch-a-cheater.asp	3	0	111	13900	0	✗	✓	✗	✗	✗	8	32
10	http://www.chatcheaters.com/	4	9	9200	9200	1	✓	✓	✗	✗	✗	8	5100
11	http://www.authorsden.com/categorias/article_top.asp?catid=57&id=28892	0	9	0	23800	0	✓	✓	✗	✗	✗	-	0
12	http://ezinearticles.com/?How-to-Catch-Husband-Cheating&id=2970240	0	0	0	122000	0	✓	✗	✓	✓	✗	-	0
13	http://www.cheatingspousepi.com/	3	5	1570	1570	0	✗	✗	✗	✗	✗	7	1030

What this tool does is it looks at factors such as:

- The age of the website (Age)
- The page rank of the page (PR)
- The number of backlinks to that page (BL)
- The number of backlinks to the website (BLS)
- The number of links from .edu or .gov domains (TBL)
- Whether or not it is listed in the DMOZ or Yahoo directories (DMOZ, YAHD)
- Whether or not the keyword phrase is contained in the Title or H1 tags
- And so forth...

And what it does is it uses this data from the top 10 websites that appear in Google, in order to calculate a difficulty rating.

The tool is not fool proof and we are going to be updating it soon with even more rigorous checking of the difficulty of each phrase, but it is accurate about 85% of the time. So it gives you a very good indication as to how difficult it is to rank highly for a particular search term.

Usually I like to go for a lot of phrases that are a difficult of 4 or 5 stars (easy), plus a few 3 stars and perhaps just a couple of more difficult ones.

I usually put them into a spreadsheet that looks something like this:

This example is from the 'Save Marriage' Niche, where I did some research recently...

KEYWORDS	Search Count	Difficulty Rating
to save a marriage	14,800	4
marriage and family counseling	12,100	4
saving a marriage	4,400	4
counseling for marriage	4,400	4
save marriage alone	2,900	4
save the marriage	2,900	4
help for marriage	2,900	4
marriage counseling therapy	2,400	4
help save my marriage	1,900	4
save marriage from divorce	1,900	4
save marriage tips	1,900	4
saving my marriage	1,900	4
problems with marriage	1,900	4
online marriage counseling free	1,600	4
family and marriage therapy programs	1,600	4
find marriage counselor	1,600	4

online relationship counseling	1,600	4
save marriage advice	1,300	4
save marriage book	1,300	4
save marriage stop divorce	1,300	4
common marriage problems	880	4
how to save your marriage	8,100	3
save our marriage	1,600	3
sexless marriage	27,100	3
christian marriage counseling	18,100	3
does marriage counseling work	3,600	3
Marriage in crisis	1600	4
stop divorce	22,200	3
stop marriage divorce	1,000	4
stop your divorce	6,600	3

That completes this chapter on keyword research, next we'll look at conversion rates.

Secret #4: Conversion rates

One common problem I often see with affiliate websites is that the actual pages that get traffic aren't set up to convert to sales at a very high rate. Often I see articles that don't contain any calls to action, ie no affiliate links, no asking for the person's email address, nothing, just the hope that they will browse to another page on their website and then perhaps take some sort of action.

Remember, this is a business; you have to get people to buy stuff if you want to make money.

In this chapter, we're going to look at one really good layout option for your article pages so that they've got a great chance of turning into affiliate commissions for you.

It's a really good idea to try and do this correctly at the start. Once you've got your site finished, it's often hard to find the motivation to go back and fix things.

If you take a look at one of my article pages from my World of Warcraft website, WOWBlackbook, you'll get a good idea of what I'm about to talk about (see the next page for the screenshot of one of the pages).

First up: The area above the fold. The fold is the area at the top of the page that you can see before scrolling down. 'Above the fold' isn't a specific size because people have different sized screens. So when you are looking at your page, just make an approximation of what you think that most people will be able to see without scrolling.

First monetization: The clickable graphic

On the right-hand side of the article, you'll notice a graphic. Importantly, it's not just any old graphic. Affiliates often make the mistake of throwing up a random picture without giving its purpose much thought.

For example, if they have an article on how to cure acne, then they'll just put up a photo of a kid with acne. The problem with this is that it doesn't benefit their site, because they don't put any text under the graphic.

A picture will draw people's eye, so you may as well make full use of it by inserting your affiliate link so they can click through and buy stuff. We call this a call to action – when you directly ask people to do something.

If you are wondering how to get an animated image like the one on Mark's article, then we are going to show you how to make one in the next video. The other option is just to insert a photo and put your link text underneath it. Or, often the merchant site will provide graphics that you can use on your site.

Sometimes they will even make a graphic for you if you ask nicely.

On the next page you'll see an example of the layout of one of my article pages on one of my affiliate websites.

WOW BLACK BOOK

THE ULTIMATE GUIDE TO MASTERING WORLD OF WARCRAFT



World of Warcraft 6 Part Mini Course

Discover my Leveling and Gold Secrets inside!

Name:

Email:

[World of Warcraft Strategy Guide](#)

[Best World of Warcraft Guides](#)

[Ultimate WoW Guide Review](#)

[Joana's Horde Leveling Guide](#)

[WoW Addicts Review | Wowaddicts reviews](#)

[Zygors Guide Review | Horde and Alliance Leveling](#)

[Warcraft Millionaire Guide Review](#)

[Wow Mining Guide](#)

[Wow Fishing Guide](#)

[World of Warcraft Paladin Guide](#)

[World of Warcraft Gold Guide](#)

[WoW Leveling Guide](#)

[WoW Horde Guide](#)

[WoW Cooking Guide](#)

[World of Warcraft Shaman Guide](#)

[World of Warcraft Mage Guide](#)

[World of Warcraft First Aid Guide](#)

[Finding Special Items](#)

[WoW Blacksmith Guide](#)

[World of Warcraft Hunter Guide](#)

[WoW Enchanting Guide](#)

[World of Warcraft Warlock Guide](#)

[Site Map](#)

WoW Horde Guide

The Basics and How to Make Money

If you have decided to play as a member of the Horde faction, you'll need to select the right kind of race for your character. There are five main races for the Horde faction, including Blood Elves, Orcs, Tauren, Undead and Trolls. Each one has definite assets and drawbacks and it's a good idea to make your choice wisely.

Blood Elves – This race is known for its magical powers. Once believed to be a part of the race of High Elves, they have since changed and become members of the Horde faction. These elves are perfect for players who prefer to fight not with their might but rather their brains. The skills associated with Blood Elves include the Arcane Torrent which silences enemies within eight yards, the Mana Tap which will drain the energy of their enemies and their ability to reduce the efficacy of magic spells cast against a group.



[Click Here for the Ultimate World of Warcraft Guide](#)

Orcs – This is a very popular race due to their fighting abilities. While they may not be very limber, they sure come in handy in the middle of a battle. The traits assigned to orcs include Blood Fury, where they increase the efficacy of an attack on an opponent or slow their opponent's healing. They also have the trait of Hardiness which helps them resist attacks as well as axe specialization.

Tauren – These bull-like creatures are very powerful and well suited for those who prefer melee fighting to casting spells. They are incredibly effective warriors and do well in battle situations. Their traits include the War Stomp, where they are able to stun their opponents as well as the Endurance trait which helps them resist attacks from opponents. This is a great race for those who aren't quite sure where they want to start and they have enough power to be effective for a new player.

Undead – Known as the Forsaken for the playable race, these are very powerful fighters who are also capable of using spells quite handily. This is a good race for those who prefer a combination of fighting skills. Their traits include the Will of the Forsaken, which can keep them from fear, needing to sleep or the inability to become charmed as long as it is activated. Other traits include Shadow Resistance and Underwater Breathing.

Trolls – Currently, the only kind of troll that is a playable character is the Darkspear Race. They are very handy in a fight situation and many players prefer them due to their large size and incredible power. Their racial traits include Berserking, where they can unleash an awesome attack on their enemies as well as Regeneration and Beast Slaying.

Once you make your decision to play in the Horde faction, you're going to need to get through the levels as quickly as possible. It's very easy to get bogged down taking quests and it can literally take hours if not days to progress through the initial levels. If you want to speed things up, one of the best ways to do this is grinding.

To find out more about grinding and leveling, see page 2 of this wow horde guide right here: [World of Warcraft Horde Guide](#).

Are you leveling too slow and is your character poor?

If your answer to the above question is **yes**, then I strongly recommend that you check out [The Ultimate World of Warcraft Guide](#).

This regularly updated, essential guide includes both Horde and Alliance power leveling guides, 200g+/hour gold guide, professions guide, beginners guide, class talent / gear guide, macro guide and more. [Click here to go check it out now!](#)



Second monetization: A really obvious affiliate link above the fold

The second way you need to monetize your article is by inserting a really large and obvious affiliate link above the fold. Basically, this tells people exactly what you want them to do.

Notice that the link on my article on the previous page, it says: 'Click here...' not just 'The Ultimate World of Warcraft Guide'. So anyone who is interested is likely to click. They're not going to miss it!

Even if they think the article is boring, they may still decide to click the graphic or the affiliate link rather than clicking away. These options are right in front of their face, above the fold, so they don't have to move around the page at all to see them. They are visible and obvious the moment they enter the page.

Third monetization: A call to action at the end of the article

Near the bottom of the page you need to put your affiliate link in again. On my WoW Horde article I have an affiliate link with a clickable graphic next to it. You can copy me and put an affiliate link at the bottom of your article, or, if you are focusing on getting newsletter signups, you could have a newsletter signup box instead.

Then again, there's nothing to stop you from doing both.

Question: Can I promote multiple products on one page?

Answer: Yes, but it's best to promote one. If you give people too many options they get confused and often don't take any.

I recommend promoting just one focal product on each page, unless your page is a review of different guides or a situation where people actually want to see comparisons.

In most cases, less is better because when it's more obvious what you want people to do, they tend to do it!

Question: How do I decide what product to promote on what page?

Answer: This can be a tough decision, but ultimately it comes down to which product is most relevant.

For example, if you have an article on dog health, then you won't want to promote a dog training guide.

You'll want to promote a dog health guide. People looking for dog training want something completely different to people looking for information on dog health. So you need to select the most relevant product to the concerns of your visitors.

The second thing to consider is the payout percentage. Obviously you want to be promoting a product that is going to give you a decent payout.

If you aren't sure whether the product will sell well, then you can opt for one with higher gravity. But sometimes it's better to choose a lower gravity product that's more relevant. Relevancy is everything and should be the number one factor when making this decision.

This is not the only way you can increase your conversion rates

The article page layout that I have described on the previous pages is just one good way of ensuring you'll gain a good conversion rate on your general article pages on your website.

If you want to go to extra effort to not only increase your conversion rates but also maximize the revenue that you receive per customer, you may wish to put in a newsletter signup box, or have a flying popover, or exit popover graphic display on your website to capture leads.

Then it's a matter of monetizing your list through effective email marketing. We'll look at that in the next chapter.

Secret #5: Email Marketing

Email marketing helps you both increase the conversion rates of leads to customers and also the revenue that you receive per customer.

The reason why email marketing is so powerful is that you not only have the opportunity to sell a product more than once to the same customer (thus increasing your chances of them buying it), but you also have the opportunity to sell more products over time to this same person.

The really powerful thing about email marketing is that you can automate your follow up system through using a service like Aweber.com. That means that every person who subscribes will start on email #1 in your sequence and receive the remaining emails from you in the order that you place them and when you place them.

e.g. On day 1 you may wish to email out a free report, on day 2 you might email them a content email teaching them something cool, day 3 you might send them another content email, day 5 you might send another content email, day 7 you might send them a hard sell of a product, day 11 you might send another content email, day 18, you might send another email teaching them some cool stuff, and so forth.

To me the keys to email marketing are:

1. Use a free report, 6 part mini course or something else that is compelling to get them to want to subscribe to your list. People don't like signing up to your newsletter. But they are often compelled to sign up to your 'Free report + newsletter series', or your '6 part mini course'.

Below is an example of a 6 part mini course signup box being used as a 'popover':



The image shows a screenshot of a website with a 'Wow Black Book' popup form. The background is a dark red and black page with the text 'Wow Black Book THE ULTIMATE GUIDE'. The popup is a white box with a 'Close this message' link in the top right corner. The text inside the popup reads: 'Want World of Warcraft Leveling and Gold Secrets? Download my 6 part mini course and I'll teach you Leveling, Gold Secrets, Professions and a whole lot more!'. Below this text are three red arrows pointing down to a sign-up form. The form includes the text: 'Sign up to claim your Free WoWBlackbook Mini Course, plus newsletter series. You'll discover the basics of leveling, gold grinding, professions, receive insider product reviews and more! And the best news is that it's FREE (Recommended Retail Price \$27)'. The form has two input fields for 'Name:' and 'Email:', and a 'Submit' button. At the bottom of the popup, there is a small disclaimer: 'PS. We respect your privacy. We won't share your information, and you can unsubscribe any time you like. See our privacy policy for more information.' The background page also shows a 'Team iDemise' review section with a star rating and a 'Click Here to visit Team iDemise's Leveling Guide' link.


Below is an example of a 6 part mini course signup box embedded into a webpage:

Get Your FREE 6 Part Mini-Course Now!

Over the next 6 days you're going to Discover Everything you never knew about the opposite sex..... And the TOP Mistakes Most People make that Instantly Kills Attraction!

After completing my *Free* 6 Part Mini Course, you'll..

- **Understand that yes..... Men and Women ARE different**
- **Learn why feeling socially confident will increase your appeal to the opposite sex by leaps and bounds.... and how to become confident in these situations**
- **Get a valuable insight into how the mind of the opposite sex actually works..... why the behavior that impresses you won't necessarily have them begging for more**
- **Read about vital factors of building a healthy relationship**
- **Learn how to fascinate the person you have in your sights..... so you can have them chasing you!!!**



There's so much fantastic information in my mini-course that *everyone* is asking me how I can be giving this away for free! Let me tell you, even if you've read everything out there on relationships (like I have!), you'll STILL be astounded at these valuable insights.

Get my minicourse now (and some fantastic free bonuses ONLY for my newsletter subscribers) by signing up today!

YES! SEND ME MY FREE MINI-COURSE!

My Name:

My E-mail Address:

My Gender: Women - How To Attract Men
 Men - How To Attract Women

We'll email you within the next 5 minutes.

***This is a private mailing list and will never be sold or given away for any reason. Believe me, I hate spam as much as you do! I also make it easy for you to unsubscribe at any time. ***

2. Have a really good autoresponder sequence in place, and by good I mean provide good quality content that makes the person want to stay subscribed. You need to train them to

think that emails from you are a good thing.

3. Have a call to action of some kind in every email that you send out. I personally like to put a call to action at the start and at the end of each email. You can still write high quality content and give away a lot of value, but there is nothing wrong with putting in a subtle plug for a product at the start and end of every email.
4. Have some automated hard sells, this is where you are simply writing an email packed with benefits, scarcity, and encourages the person to buy a particular product that you are promoting through your affiliate link. I like to have hard sells automated once every 7 or so emails, the rest are usually content emails. I spread it out like this because too many hard sells make people stop opening your emails.
5. Make sure that your autoresponder series lasts for at least 2 months and preferably longer. I usually like to send daily emails for the first 6 days, followed by a couple of hard sell emails, then one every 4 days. You need to be emailing people while they still remember who you are, which is why emailing them regularly after they sign up is important. Also, people are more likely to buy from you within the first 2 months as often people's interest in a particular niche may tail off overtime.

Note: You don't have to create a newsletter series for your website, but it certainly can be very helpful. Email marketing is huge. Usually it will add at least an extra 50% to your affiliate income; and some people claim to make much more than that.

As I've mentioned, good quality content is extremely important, especially in the first 10 emails when people are still developing the all-important first impression of you. Some of our best customers have been on our newsletter list for over 6 months, sometimes a couple of years! Building long-term value is critical.

Secret #6: Systematize what works, reinvest

When I first got started in building affiliate websites, I hired my first part time employee when I was making just \$300 a week. I was a university student at the time and I hired another fellow university student to write articles for my websites for me for 10 hours a week.

I only needed about \$150/wk myself to survive, so I was able to quit my part time job as a pizza delivery boy at that point, but once I got to \$300 a week I knew I needed to hire someone to do the thing that I hated the most which was writing.

I did this because I was a bit lazy. I've since realized that this was a critical decision that lead me to accelerating towards a high income a lot faster than most others. In fact, within 18 months I had 10 part time university students working for me and I was pulling in over \$5000 a week.

I must admit I had a few ups and downs since then (due to a dodgy contract I signed when trying to sell my business, plus other moments of inexperience), however I've learned a lot over the years and through reinvesting what I have made back into my business and through delegating jobs to others, I've managed to build up a monumental income stream.

The key is to find what works for YOU, you will find this by working through the step-by-step training that I give you, and from other people whose products you may purchase.

Sometimes you might find that things that work for you are different to what work for others. Don't ignore this, go with it and try to spend more of your time doing what works for you and then systematize it as much as you can (i.e. draw up a flowchart of the activity, rinse and repeat what you are doing, eventually hire someone else to take over this responsibility). You can hire someone from www.odesk.com, www.elance.com or one of the many other websites where outsourcers go to find work.

How to make \$10,000 a week from affiliate websites

Step 1: Follow my training and build an affiliate site

Assuming that you were to copy my method and build an affiliate site, even if your site was only earning one tenth of what my typical affiliate websites earn (because you're new to this after all, and you will make mistakes!) your website will be making at least \$50/week.

Even if you are following your own or someone else's method to making money online, the first key is to get yourself a website that makes \$50 a week.

All you have to do now is build five such websites, and you'll be earning \$250/week.

Step 2: Use your earnings as leverage: Build more (better) websites

After this, the next step is to NOT pocket this money! This \$250/week is your leverage money. Instead you start spending this money on paying people to help you build your websites.

For example, you might get people from Elance.com to write articles for you. As a result of building your first five sites you will be an expert on certain aspects of marketing a site, and you will be able

to outsource these various tasks to other people. (It's very easy... just post a project, people will bid to do your project, you pay them, and it's done!)

So you're taking your \$250/week and using it to build another bunch of websites. You will build five more websites.

I assume that you'll be a lot better at what you're doing now (since you will have learned a lot in building your first bunch of sites). This next batch of sites should therefore earn you more money than the first. I would expect that each site would earn you between \$100 - \$300 per week.

(I normally see people making at least triple the earnings of their first site by the time they get to their sixth site).

So imagine you've got an additional five websites, each earning \$200/week. (And this is pessimistic! I've seen people do much bigger numbers than these!)

Step 3: Turn your sites into "Authority" sites

Here's where things start to get really exciting. Once you're at this stage you might say "Ok, I'm going to pocket 60% of this money myself."

Don't make the mistake of pocketing all the money, and then trying to do everything yourself rather than outsourcing! That is a big mistake that a lot of people make! If you really want to ramp things up, you need to outsource!

But if you pocket 60% of that money, you will almost be at the point where you can quit your day job. That's when you can go full-time at this and really start ramping things up.

Now it's time to start turning your websites into authority sites.

How? Harness the power of the "long tail"!

You'll notice that in a lot of niches there is a HUGE "long tail". For instance, in the dog training niche you have over 600 dog breeds, and about 20 common dog problems.

You could write an article on how to stop your german shepherd digging, how to stop a golden retriever barking, etc. 600 dog breeds multiplied by 20 common problems equals 12,000 potential long-tail keywords for your website!

You could have a site about learning Spanish, and you might decide to team "learn Spanish" with all the locations where people might want to learn Spanish: "Learn Spanish in Ontario", "Learn Spanish in Barcelona", etc.

That's not counting all the extra keywords like "How to speak Spanish", "Spanish grammar lessons" etc. By scaling up your site to take advantage of this "long tail" you will become one of the very few "authority sites" out there. A normal website might have 20 - 40 articles focused on 20 - 40 keywords. But if you scale it up and have 100+ pages on your website, you'll be able to set your site apart from all the other sites out there - both in the search engines and from a user's perspective. You will be the authority in your niche.

Continue to re-invest in your sites

And because you're already earning money from your sites, you can simply re-invest your earnings and pay other people to create the content for your site (and other such tasks).

At this stage you would also invest in making sure you have a long-running newsletter series for your site, that will run at least once a week for at least a year.

From doing this re-investing you should be able to take all your ten websites and doubling their earnings (at least!).

So whereas before you were earning \$1250/week from your websites, now you will be earning \$2500 per week minimum!

And when you reach that... that's your \$10,000 per month goal!

From there it's simply rinse and repeat: Keep pocketing 60%, and re-invest the other 40% to make things happen on autopilot.

Where to next?

Firstly, if you enjoyed this report then please pass this on to other people who you think may benefit from it. Perhaps you have some friends who you think will gain value from this. I encourage you to pass this report around.

Next, make sure you watch this video...

Recently I was speaking live at an internet marketing event in Las Vegas. In this live presentation I revealed specific strategies for:

- Finding profitable niches
- Search engine optimization
- Email Marketing
- Pay per click strategies
- And more.

Attendees paid hundreds to fly to and attend this event. For a limited time you can watch the video recording of it for free at:

<http://www.teleseminarrecordings.com/vegasspeakingfinal>

2010 Edition of Affilorama Premium is now live

This is all part of our prelaunch for Affilorama Premium 2010 edition.

Plus, as a special surprise bonus to those of you who have managed to get hold of this exclusive report... If you join by clicking the link below, you'll also be able to given access to some secret bonuses valued at \$2991:

<http://www.affilorama.com/secret-bonuses-page>

My staff and I have been working away for a long time on producing this product (existing premium members will be automatically upgraded), I'll be releasing more details on it soon, but to give you a quick rundown, it includes:

- Every month we cover in depth a different area of affiliate marketing in detail, including blogging, pay per click, CPA, getting high seo rankings, link building, and so forth.
- Private access to our high quality cutting edge tools and software. Our programmers have been working extremely hard on some new exciting tools to help with quality link building, list building, article marketing and much more. I'm really looking forward to bringing you the release of these new tools.
- You'll receive updates and upgrades to existing tools
- Every month I have an in depth revealing interview with a different online expert. These interviews are killer and delve beyond just newbie stuff into the nitty gritty behind-the-scenes details.

- We also include website hosting for our members. You can host up to 15 domain names using our service at no additional cost.

Just a final reminder, as a special surprise bonus to those of you who have managed to get hold of this report, if you visit the link below, you'll also be able to gain access to some secret bonuses valued at \$2991:

<http://www.affilorama.com/secret-bonuses-page>

All the best to your success!

A handwritten signature in black ink that reads "Mark Ling" with a stylized flourish at the end.

Mark Ling
Founder
Affilorama