



**5 Killer**  
**CLICKBANK**  
**Affiliate Secrets**  
**EXPOSED**

**2007**

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## Introduction

You don't want to waste time and money promoting Clickbank products that no one will buy. This report contains tons of useful tips and tricks to help you save time, money and heartache. We've eliminated filler here. And we've ensured that the information provided is to the point and helpful to you as a ClickBank affiliate.

But let's face facts. Being a Clickbank affiliate isn't an easy thing. There's tons of competition. What's more, Clickbank themselves can be merciless if you cross them (of if they even *think* you've broken any of their rules). They will be judge, jury and executioner. That's the reason why you need the odds stacked in your favor - if you're going to survive. With that, let's get started!

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## ClickBank Affiliate Secret #1

### How to Consistently Track Powerful ClickBank Products Offering You the Best Net Profit



Before we get started with how to track and monitor Clickbank products that offer you good profit potential, let's ensure you've got the right, high-power ammunition you need to convert traffic into high-dollar commissions.

You simply can't make a decent income marketing Clickbank products that just don't cut it. And here's the thing; there are a very large number of products for sale on Clickbank that are not worth investing your time and/or money in.

To be successful, you've got to have the necessary tools to help you accomplish your mission of achieving heavy Clickbank profits.

Even with a killer sales letter, if the customer downloads that product and is unsatisfied after reading it - as the affiliate, you're the one who's going to be the one hurt the most.

I'm serious.

The publisher isn't hurt much by refunds on digital products. You, as the hard-working advertiser and affiliate are the one who's going to be out of pocket. Just try asking Google or Yahoo for your click-costs back!

If you're seeing a large number of refunds hit your Clickbank account, then all of your work will have been wasted. What's more, you'll be out of pocket for your advertising and promotional expenses. Not to mention your time. How demoralizing!

## What Constitutes “Power Performance” for a Product?

Everyone defines success differently. You have to look at what your needs and wants are, against how much time, effort and money you’re willing to put into your Clickbank efforts.

You may settle for making \$140 a day while others might prefer to shovel-in \$400 or more a day in Clickbank income.

You also have to assess how much traffic you’re sending versus what the conversion rate is for the Clickbank product. If you’re sending 5,000 visitors a day to their site and only seeing 4-5 sales, then it’s a dud.



**HOT TIP** In the final analysis, you must seek-out products with a 2% or higher conversion rate. That means 2 out of every 100 people who land on the sales page, end up buying the product.

You’ll likely have your own rule of thumb for performance. Remember; you must also calculate-in refund rates. Some sales pages are very good, but the product itself stinks. We know of one Clickbank product that had one heck of a conversion rate – but the refund rate was almost as high! What good is making 100 sales a day going to do, if you’re getting 90 refunds a day too?

You’ll know, once you start promoting it, if it’s going to hold as a permanent sale - or if it’s tanking when the readers glimpse the actual product.

Why does this happen to many Clickbank affiliates?

Essentially, it’s nothing less than shoddy workmanship. Product owners will spend a small fortune hiring a copywriter for their sales letter, but on the other hand hire someone who can’t put together a sentence to write the actual eBook. They’re not saving money - they’re losing money for the long-term and showing disrespect for the customer and also to you as an affiliate.

## How to Pick and Choose Among the ClickBank Marketplace Competitors

When you first enter the Clickbank marketplace, you’ll notice it has different categories and niches you can choose from. I don’t care which niche you choose – just pick one that has high potential for traffic. Every category will show you the same run-down of the product. Let’s say you want to promote a product about web 2.0. You can enter into the search box “web 2.0” and you’ll get a page filled with results.

Make sure you sort by High Gravity. Gravity tells you how many unique affiliates are earning commissions from this vendor in the last eight weeks. It’s a weighted sum, not an actual figure. The results page will look like this:

The top four products are listed above and in green text, you'll notice that each one has the same formula. The individual components are described in Clickbank's own words below to help you evaluate which product is worth your time promoting:

Clickbank's 100,000+ affiliates earn a percentage of every purchase made by every customer they refer to any Clickbank product. These affiliates generate well over half of the sales of our top selling products. The Clickbank Marketplace is where affiliates go to select the products to which they will refer traffic.

Every product listed in the Clickbank Marketplace is associated with a sales commission rate. Commission percentages range from 1% to 75%. On any one sale the minimum commission is \$0.25 and the maximum is \$100.00.

In the Marketplace products are ranked by their "productivity score". To preserve the integrity of the system we do not publish the formula for the score, or the score itself, but we can say that it is a function of these four factors:

1. **\$Earned/Sale:** Average net amount earned per affiliate per referred sale. Note that this is the net earned per actual sale, and so it is impacted by refunds, chargebacks, and sales taxes. Unfunded sales, such as returned checks, do not impact this number.
2. **Future \$:** Average total rebill revenue earned by the affiliate due to sales from a site. Generally this equates to the average sum of all rebills.
3. **Total \$:** The sum of all initial sales and rebills divided by the number of initial sales. It is the average total \$ per sale, including all rebills that may come from that sale.
4. **%Earned/Sale:** Average percentage commission earned per affiliate per referred sale. This number should only vary if the publisher has changed their payout percentage over time.
5. **%Referred:** Fraction of publisher's total sales that are referred by affiliates.
6. **Gravity:** Number of distinct affiliates who earned a commission by referring a paying customer to the publisher's products. This is a weighted sum and not an actual total. For each affiliate paid in the last 8 weeks we add an amount between 0.1 and 1.0 to the total. The more recent the last referral, the higher the value added.

All factors are combined, and adjusted such that more recent sales activity is given greater weight.

To improve their Marketplace ranking products must show a history of reliably converting referred traffic to paying customers over the past 8 weeks. Products that maintain a higher ranking naturally attract more affiliates, and make more sales overall.



### **HOT TIP**

The Clickbank website is quite poor when you're trying to select winning products. The Clickbank website's presentation is not intuitive and is often quite confusing. For a much better tool, with a much better interface try this;

 <http://www.cbdeluxe.com> 

The link above will take you to a killer tool that takes Clickbank data but then presents it in a much improved manner.

### **Five Quick and Easy Tips for Finding Clickbank Products That Sell**

#### **1. Would you buy it?**

Does the copy on the web page make you want to buy the product? If it does then you may be onto a winner. If the text is tedious and turns you off, it'll do the same for your potential customers. If so, return to Clickbank and see if there's another similar product but that has better copy.

#### **2. Gravity**

Gravity is the measure that Clickbank use to tell you how popular a product is. The higher the product, the more it has sold over the last few days.

Pick a product that has a gravity of between 20 and 70. Over 70 and there's a possibility that the market is saturated so you'll have problems selling it. Under 20 and the product is either new or doesn't sell well.

#### **3. Can make a profit?**

This is important if you are selling via PPC. The general rule of thumb is on average you will get one sale per 100 clicks. If your clicks are costing you 10c and you earn \$10 per sale, you will only break even if you get that sale. Internet Marketers (IM'ers) typically look for products that pay over \$20

#### **4. Pick a Product That's Going Up in the Rankings**

The Clickbank marketplace doesn't show any sort of history of their products. A product may have a gravity of 30 and earnings of \$30 but you don't know whether the product has been a best seller and is falling out of favour, or is a new product that's just taking off. CB-Advantage.com is a website that shows you the history of all products in the Clickbank marketplace.

#### **5. Find Unique Key Phrases**

Go to Google and search for a key phrase related to the product. If you find over 12 sponsored listings all selling the same thing the market may be too saturated, or your key phrase is too general. Try and become a bit more specific. Say you're selling a sausage making guide; instead of searching for 'sausage making,' try 'spicy sausage making guide'

#### **Affiliate Commissions**

Affiliate commissions range from a few percentage points of the product price, to as high as 75%. Look for products that have a high commission and a high retail price. It's better to get 50% of a \$197 product than 75% of one that only costs \$49.

You'll discover products available, listed according to their popularity - unless you sort them out for other factors, including high or low gravity, \$ earned/sale, % per sale, or % referred. You want to watch for products that move up the ranks fast. Remember, they all set out with no sales, so fast risers mean the product is converting well; not everyone has jumped aboard just yet. That means if you get in the game early, you can ride it for the most profitable early stages.

Clickbank Product rankings are updated every 24 hours. So if you're playing to win, you'll want to beat your competitors to the punch. Monitor the activities of the products on Clickbank to see how well they're performing. How many affiliates are competing against you? Remember to ensure the refund rate is staying low.

#### **Analysing an Affiliate's Toolbox**

It's the product creator's duty, to a certain degree, to load you up with an arsenal of weapons you can use to blow the competition out of the water. Here are some which will assist you in achieving sales;

- Buttons, Banners and Other Graphics

When it comes to applying easy "Plug & Play" affiliate gear, graphics can be one of the best options you come across. Your affiliate program owner should give you a assortment of

sizes buttons, banners (both animated and non-animated) and graphics, such as the ebook's cover.

- Text Link Ads

You may want to post ads on other websites or in viral articles you're using. Text link ads are those in which the product owner has seen a good conversion rate for the phrase or sentence and he's giving it to you already formatted so you can just add your affiliate ID code. Here's a link where you can get \$100 in free text link ads, when you open an account. It's quick and easy;

- Pay Per Click Ads

Your product owner should provide you with ads that meet the specs of Google AdWords and other PPC campaign options. Remember, there's more than one pay per click option on the net, so try the others as well as Google. Why?

Because clicks are often much less on the other services such as Yahoo! and Enhance Interactive. Here are some links for free clicks when you open an account with these Google alternatives;

**[\\$25 in Yahoo Ad Credits - 'Left-Click' Here](#)**

**[\\$50 in LookSmart Ad Credits - 'Left-Click' Here](#)**

**[\\$25 in Enhance Ad Credits - 'Left-Click' Here](#)**

**[\\$100 in Text Link Ads Credits - 'Left-Click Here'](#)**

- Pop Up, Pop-Under and Peel-Away Ads

Many affiliates no longer use these. However, some do - and they can be effective. If you're an affiliate with your own website, you might wish to consider adding pop-ups and pop-unders to your pages.

But keep in mind that pop-ups and pop-unders really don't work very well now. They are blocked by many programs on people's computers. And Google does not approve of their use. Instead, you should consider 'Peel-Away ads, which are approved by both Google and Yahoo;

 **<http://www.betterclix.com/Google-Allows.htm>** 

- Rebrandable Reports

Many affiliate marketers today like to distribute freebies to their own list. Let's say you're promoting an eBook on losing weight. Wouldn't it be nice to get a report re-branded with your name and website URL on it so that you could fill it with your affiliate ID code and drive traffic to products you like to promote? One good product is Viral PDF. Here's the link;

<http://www.ViralPDF.com>

- Autoresponder Emails

Super affiliates have killer email lists. With a proper list, you need ready-made autoresponder messages you can use to promote the affiliate product.

Instead of having to write up a series of seven or eight emails, the product creator hands them over and you. And you just copy and paste them into your autoresponder delivery system, such as ProSender.com;

<http://www.prosender.com>

- Product Reviews

A simple product review can be used on your website, in a blog entry, or on other web 2.0 social sites. You can also get others to perform a review for you, and this should be an important piece of the arsenal the product owner or creator makes available to you.

- Keyword List

When given a comprehensive keyword list, you not only save many hours of research, but you get to plug it into your PPC system and also develop content for your web 2.0 strategy.

Few product owners openly distribute their keyword list, so if you don't see it on the menu, be sure to request it. Chances are they won't object to sharing with you.

- Viral Articles

Viral articles are a current craze. Submitting pieces to Ezine Articles, GoArticles, and other online services can pay off quickly. How?

By obtaining traffic from publishers who need content to publish. What's more, you can become qualified as an expert author, in the process. This can add to your stature in your chosen market, and lead to further attention and sales.

When your product owner provides you with viral articles, it mustn't read like a 'spammy' sales letter. It should also provide opportunities for you to add your affiliate ID code.

Ideally, the owner will have had the articles created with SEO (Search Engine Optimization) in mind so they're keyword dense at 4 - 6% of the appropriate target market keywords.

If not made readily available, don't demand any of the tools listed above. If you ask nicely, odds are the product creator will provide you with what you need. After all, they want to see you succeed as very much like you do.

If the product's converting really well and you want to continue promoting it regardless of the skimpy affiliate toolbox, then you might consider outsourcing the tasks of creation to someone else and using the tools you create for your own promotions.

### **Keeping an Eye on Up-and-Coming Products with Potential**

As remarked earlier, you'll need to stay up on what's new items are coming into the Clickbank market. A good sleuth never follows the herd and popular products. Go off the beaten path and find your own winners.

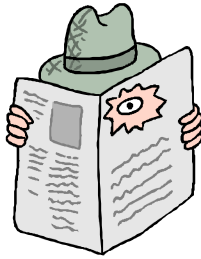
When you log into Clickbank, or even better, <http://www.cbdeluxe.com> and choose a category, such as, 'Money' and 'Employment', you'll also be able to select a sub-category. Under sub-categories, you can choose 'New Products' and see what items were just released in the market for affiliates to start boosting.

These items will probably have a low gravity since they're new. But you can still evaluate them for success. What is the target audience? What about similar items?

Is the price point good? The sales copy? Do they offer any affiliate tools? Since they're new, you might be able to convince them to produce tools for you. This might be better than if you try to ask an established product owner – who are not really going to care if they lose you as an affiliate, as they have plenty of others available.

## ClickBank Affiliate Secret #2

### Scouting-out the Best Traffic-building Opportunities



Most Clickbank affiliates lose money and give up. It's true.

And starting out, 9 times out of 10, the affiliate trying to make money pushing product, goes flat broke before the week is out. Why?

Because they don't know what they're doing. I don't want to see that happen to you.

So, here are a number of no-cost or low-cost ways to pull in profits before you start dabbling in more high-priced advertising options. That way, you're not going to be too deep in red ink, right off the bat.



#### **HOT TIP**

Try to keep any investment in a new product down to \$20 - \$40 in advertising, until you start getting sales. That way, you can cut your losses and move on to a better-converting product if you need to.

If you keep your risks low, you'll see a steady increase in income through the free opportunities you've got available to you. It's easy to bungle your AdWords campaign or another paid traffic option. But using a few of the options below, while they take longer and are generally more labor intensive, getting it wrong won't hurt your pocketbook as badly.

Focus on your chosen advertising method, until you're "comfortable" with it and have sufficient experience with it. Only then should you consider moving on to the next technique (...trying to "master" and apply too many techniques at once will only lead to frustration!).

You may find that one or two advertising methods are enough to supply you with all the traffic your business needs if not, you can continue mastering and applying the techniques of your choice one by one until you've reached your desired level of traffic and income.

## 1. Ezine Advertising

If you have your own list of opt-in online newsletter (ezine) or mailing list subscribers, you can write an informative ad or personal endorsement letter for the product or service you're promoting (whether it be your own product, or an affiliate product), and blast it to your list.

You can double or even triple your results, by sending out your letter several times and using a different subject line for each mailing. For example, I might send out an ad on Tuesday for a particular product, and then follow up on Friday with the same ad and a subject line that simply reads "[FIRSTNAME] did you get this?" Often times, my second and third mailings outperform the first!

If you don't have your own list of subscribers, you can pay a small fee to advertise in other people's publications...

Some ezine publishers post limits to the number of lines your solo ad can contain, but nearly ALL of them will make exceptions for longer ads when you ask. Make sure to also request first name personalization in the subject line and minimally the beginning of the ad body (ie Dear [FIRSTNAME]...).



### **HOT TIP**

For more information about effective ezine advertising, I recommend you visit [www.DirectoryofEzines.com](http://www.DirectoryofEzines.com) then scroll down the page, locate the free sign up form for the Real World Tactics Ezine and subscribe. The free information you receive as a result may help you immensely.

## 2. Web-Site Advertising

Clearly, if you have a website related to an affiliate product you're promoting, you can post an ad for that product in a prominent place on your site. You could write up a full page product ad or endorsement and link to it from a main page...You could post an attractive graphic accompanied by a catchy headline...Etc. (Of course, don't forget to customize the ad with your unique affiliate/referral link!)

You could even create a multipart training course (follow up course), throughout which you insert tasteful plugs for the affiliate product(s) you're promoting. Rather than sending prospective customers directly to the affiliate site, you get them on \*your\* newsletter or mailing list, and THEN introduce them to the affiliate product. In doing so, you potentially produce critical repeat product exposure, which can mean a much higher conversion rate for you!



**HOT TIP** I highly recommend the above 'two step' advertising approach regardless of what type of advertising method(s) you use...Whenever possible, **FIRST** get people on your list, and **\*then\*** promote to them.

### 3. Forums and Message Boards

An outstanding way to advertise your own website(s), and your top affiliate/referral links is by participating in online message boards and forums...By both responding to posts, as well as putting up posts of your own.

Most boards don't allow blatant advertising. However, **MOST** will allow you to include a few bylines to promote whatever you wish which can generate a great deal of exposure and click-throughs for you.

There are two main keys to message board promotion.

Key 1. Participate only in message boards that relate to whatever you wish to promote. For example, if you're promoting an Internet marketing or online business related product, here are several such boards that you can get started with right away:

<http://www.ablake.net/forum>  
<http://www.howtocorp.com/forum/>  
<http://www.bizweb2000.com/wwwboard/>

By posting to any of the boards above and asking people for recommendations on **OTHER** popular Internet marketing boards and forums, you're sure to come away with another half dozen or so boards that you'll want to add to your list. This question could be your first post!

Key 2. As mentioned above, the second key to message board promotion is participating only in **POPULAR** boards (in terms of visitors and traffic). The more popular the board, obviously the more exposure your posts will receive. For the most part, the popularity of a board is common sense. If posts are up to date and numerous, chances are you've found a popular board. But you can further determine board popularity (or the popularity of any site for that matter) by searching it through Alexa.com.

The more time you spend participating in the forums, the more exposure you'll receive. Certain topics and posts will generate more exposure than others. After a while you'll get a feel for what topics attract the most attention.

Your signature file can consist of just about anything you wish, as long as you keep it fairly brief.

Can I encourage you to study the "sig files" of other message board posters to get a feel for how you can promote **YOUR** website(s) and affiliate/referral links?

Remember, your signature file is really a mini advertisement so make it as powerful and irresistible as you can in order to generate those all-important click-throughs!

#### 4. Email Signature File

In the same way that you can use a signature file to promote your favorite websites and affiliate products through message boards and forums, you can use similar (or the same) sig. files in your daily outgoing email messages.

What you want to do is create a signature file in your email client. This should take you just a couple minutes to set up!

IMPORTANT: In the same window, make sure that you have the "Add signatures to all outgoing messages" option checked. And further, that you have the "Don't add signatures to Replies and Forwards" unchecked.

And that's it! The text you added in the Edit Signature box will now be included in all messages that you send out (unless you choose to delete it).

#### 5. Article Submission

Write and submit short (450-600 word), targeted articles to ezine publishers (ezines related to the product(s) you're promoting), with a "resource box" (including your website URL or referral link) attached to the bottom of the article. This is a win-win situation as the ezine editor receives informative content to send to their subscribers, and you receive exposure in exchange. One article can go a long way using this technique.



**HOT TIP** In addition to submitting your articles to ezine publishers, there are a variety of other resources and directories you can submit to. Perform a quick Google.com search on the phrase "submit your article" (and similar phrases) for a list of options. Remember, if just a few website owners post your article (along with your resource box), it can lead to YEARS of free traffic and click-throughs.

## 7. Instant Buzz Toolbar

- Instant Buzz

Install the Instant Buzz Bar

What is Instant Buzz? It's a toolbar that resides at the top of your browser that broadcasts small, unobtrusive marketing messages to the viewer. This breakthrough new patent-pending advertising technology will send targeted visitors to your site today. You can sign up for a free account here. Then every time you surf, you'll be earning credits for free advertising to the web page of your choosing. Also, for very reasonable cost per view, you can purchase additional messages in batches of 10,000. Give it a try and test your response.



## 7. Co-registration (Pay-Per-Subscriber) Services

Utilizing co-registration services is truly one of the 'ultimate weapons' in online advertising. Many marketers routinely stress that capturing the contact information of your prospective customers is your initial primary objective. Additionally, that "the money is the list" (i.e., your opt-in list of ezine subscribers can benefit you financially).

Co-registration, also known as "pay-per-lead" or "pay-per-subscriber" services offer a 'guaranteed' way to build your opt-in list for a very reasonable fee. Here are a few current co-registration services:

Search in Google for 'co-registration' and you will see a larger number of methods and resources to help you.

Now, the use of these services will not only enable you to build your opt-in list for future promotions. You can also send each new signup your autoresponder series (training/follow-up) course through which you tastefully promote affiliate offers, your own offer(s), your affiliate program, or any combination of these.

With co-registration services, your advertising dollars can work exponentially. You're killing quite a few birds with one stone here. You're also building your list, while potentially advertising affiliate products, your own product(s), your affiliate program, etc.



### **HOT TIP**

To discover more about how to run your own profitable online newsletter, subscribe to, say, a half-dozen or more online newsletters related to your chosen topic of business. Then study the publications, paying close attention to how they present their material and run their ads, and apply what you learn to your own publication.

## **7. Joint Ventures**

This strategy applies best if you have your own existing product(s), or if you're promoting multi-tier affiliate or MLM programs.

Contact ezine publishers (20 a day is not too many!) and propose a joint venture. If the proposed joint venture is based on your own product or website, set up an affiliate program and (preferably) offer the publisher a "higher than normal" commission (over what you offer your regular affiliates). Provide a readymade sales letter so that the editor can simply plug in their affiliate link, copy and paste the letter, and broadcast it to their list make it as effortless as possible for your prospective JV partners.

There are no set rules when it comes to arranging joint ventures. You can get as creative as you want! The key is putting yourself in the shoes of your prospective joint venture partners if YOU were them, how would YOU want to be approached, and what benefits or incentives would convince YOU to participate?

Next to free publicity, joint venturing is widely regarded as the ultimate form of free online advertising! Joint venturing takes persistence, and a willingness to accept being turned down numerous times (before hearing your first 'yes'), but the potential payoff is well worth the effort!



### **HOT TIP**

Once things are working well as a Clickbank affiliate, consider joining other programs and even create your own. You may want to make it available to ALL your customers (and maybe even offer "free affiliate program participation" to anyone who visits your website) in addition to your JV partners. Carefully study (and participate in) the large number of other successful affiliate programs. And apply what you learn to your own program. The experience you'll gain is well worth the effort.

## **8. Free Ezine Ads**

Try a Google.com search for "free ezine ads", "free ad when you subscribe" (and similar keyword phrases), and compile a list of ezines that offer a free ad in exchange for subscribing. Submit your free ad to 510 ezines per day. This simple technique, if used

consistently, can add up to \$100's worth of free advertising for you each and every month.

## 9. Testimonial Submissions

Submit testimonials (with your name and website or affiliate link at the bottom) for products or services that you've purchased in the past. Preferably products that relate to, or compliment your own business or offer.

If you haven't purchased many products and therefore can't offer many testimonials, subscribe to free ezines and offer testimonials for the ezines that you enjoy! With over 300,000 ezines online, you could be submitting testimonials endlessly...Try to submit at least 5 testimonials a day.



**HOT TIP** As the profits from your online business begin to come in, REINVEST them in more advertising! Repeat this critical cycle (profit, reinvest 100% , profit, reinvest 100%...) until your income has reached the level you desire. At that point you can begin dividing up your profit into two categories: income & expenses (with your advertising budget accounting for the majority of your expenses).

## 10. How NOT To Advertise Online!

Many people new to online business are afraid to spend money on advertising. They fear that their advertising dollars will go to waste, which of course is perfectly natural.

...So many begin looking for free "miracle cure" (too good to be true) advertising strategies and resources right off the bat.

And that's where the problem begins.

If you've been searching for ways to advertise your site online, you've most likely been tempted by these types of advertising offers:

- FFA (Free For All Link sites)
- Ad Blasters
- Traffic Exchanges
- Online Classified Ad Placement
- Safelists
- "Guaranteed Traffic" programs
- Downline Builders

With 7 years experience to back it up, that 99.9% of the resources that fall into one or more of the categories above DO NOT WORK. They are a waste of time, and TIME is your most precious resource!

Further, the scarce few that DO work require traffic from outside sources (it's a Catch 22, where you NEED traffic to product more traffic).

If you're using the methods above to promote your own site, an affiliate site, an MLM program, or some other type of online business opportunity, I can virtually guarantee that you're not at all satisfied with your results. In fact, you're probably frustrated and discouraged!

You've fallen into what I call the "Free Advertising Trap!"

But don't worry, by using the Advertising Methods listed above, not only will you likely avoid this common pitfall. You'll also be a big step ahead of your competitors, and well on your way to achieving the business and financial goals.

## ClickBank Affiliate Secret #3

### Detouring Your Traffic with A Pitch Page All Your Own



When you're doing all of the backbreaking work to send traffic to a publisher's site, you should get more than an even 50/50 profit-sharing deal. A good marketer recognizes that the real money comes from your email list.

But traditionally, affiliates were taught to just create an affiliate link ( in Clickbank, it's called a hoplink), direct traffic to the sales letter, and be grateful you were getting a humongous 50% of the sale. Now we all know the reality – affiliates have the upper hand in commanding what they want in a promotion deal.

Super affiliates – the guys making \$100,000 or more each year, doing nothing more than traffic generation – won't work for a low 50% pittance some product owners like to promote.

They require something more significant, so if they find a product worth marketing, they detour the traffic away from the regular sales page, and drip them right into their own profit funnel – on a pitch page designed to capture the contact information and win over the prospect by pre-selling them, with a convincing message.

#### Three Good Reasons You Need a Separate Landing Page (Pre-Sell Page)

Pitch pages can be used in at least two ways.

The first reason you need a separate landing page is so you can capture the customer's contact information to help build your list for backend future sales. And you can do this both before and after someone pays for the product.

The second is because it's necessary to actually get the sale. Some marketers bypass the product owner's site completely if the sales copy is atrocious, but the product is actually quite good. Many ebooks are fantastic but the landing page couldn't convert even a single visitor. Why?

Because sales copy and eBook writing are altogether different things.

The difference being the price of a page for an ebook is around \$15-\$20 and good sales copy can run \$600 or more per page.

A publisher might employ a master ghost-writer to write an ebook, then register a web domain. All good. But then, they try to write their own sales page copy because it's too costly to have it written by a professional.

As an affiliate marketer promoting information products through Clickbank, there's no doubt you're going to encounter this. It's inevitable. But there's an easy solution that puts more of the sales process under your control.

You can create a separate landing page yourself, send your traffic to your own pitch page, and then use your order button to send the purchaser directly to the Clickbank order form using your (cloaked) hoplink URL, so that the prospect never gets exposed to the unworthy copy.



### **HOT TIP**

There's a very important third incentive to have a separate landing page from the publisher. Many pay per click companies won't allow affiliate links. If several competitors are working the same product, then Google will only show one ad per URL, so you might get far less ad coverage than if you had your own landing page. With a different web address, you won't have that problem.

Got it? Good. Let's move on to some additional cloak and dagger techniques to help you sell more on Clickbank.

### **Capturing Data During a Pre-Sell**

It often takes someone up to seven sales page encounters before they buy the product you are promoting. As an affiliate, you might miss out on many sales because another affiliate swoops in and replaces your cookie with their own. Then, you lose out on your rightful commission even though you're the one that introduced them to the idea originally.

But if you're able to capture their email address and name the first time they visit your website – while they're still “above the fold,” of your page, then you'll be able to continue winning them over to buy this particular product. As well as other products you're promoting.

You can use your pitch page to build a list two ways – placing a subscriber box right on your sales page, or using pop-up ads. I prefer the former, because so many people click right out of a pop-up ad without reading it.

A subscriber box, however, doesn't interrupt their reading flow and still comes out at them because it's strategically associated with an irresistible offer. Either way, you choose which way to go.

Ensure they opt into your subscriber box - if nothing else – and the subscriber box should always open any new page in a fresh window. That way, they're still left on your original pitch page to close the transaction later on.

What do you offer to convince someone into giving you, a stranger, his or her personal email address and first name? It has to have certain measures almost any 'net surfer' is drawn to: value in both content and price.

The best thing to do is develop a free report that's complementary to the product you're offering. For example, if you're touting an eBook on recipes, then a report on wine might be appropriate. With the report you're reading now, I often give away another report on how to win at Google AdWords, which is closely associated with winning in affiliate sales.

Or, you might come up with a monthly 'healthy recipe' newsletter. Always ensure it's packed with great tips and information.

You see, when they download your complimentary report and digest it; they're going to base their next buying decisions on what they've read from you. Never put out, or promote an inferior product. Your reputation will suffer if you do and people won't consider buying from you again.

If you don't tout enough benefits and promise not to sell their name and email address, then you won't convince the visitor that it's worth opting into your list, and they'll leave before they even reach the publisher's pitch page.

Was your report truly worth giving up their contact information for? If you hand them fluff and filler and no substance, they'll unsubscribe faster than you can imagine. And they'll never buy anything from you in the future.

Your freebie doesn't have to be a full size eBook. It can be as simple as writing a killer 7-page report. Or, perhaps giving them a free software tool they can use to develop their own internet pages.

### **Creating a 'Closer' Pitch Page**

Before you sign on to promote a product, it pays to request an evaluation or "review" copy.

If the sales letter is horrendous, then the eBook better not be equally bad. Because, short of rewriting it and launching your own info product, there's no quick cure for that.

If your review of the ebook goes OK, and you just need to resuscitate the sales letter, then you can either empower a copywriter, or do it yourself. If you have the funds, try to hire someone who has proven they can produce winning sales copy.



**HOT TIP** You need a conversion rate over 2%. Meaning that out of every 100 visitors you send, at least 2 convert into a sale. That's the lowest you want to go as it's hard to survive on less.

Sales copy can convert like mad. Always split test every element; headlines, testimonials, and other copy. Google's website optimizer tool is free and really gives you a powerful advantage over other competing affiliates.

As an affiliate, you have no control over the price or guarantee because the product owner sets the pricing. And Clickbank makes the rules for the guarantee. What's more, you've got to be watchful of pricing because the owner might raise or lower the price regularly. And your sales copy has to match, when the prospect hits the order button.

If you perform a complete rewrite of the sales page, and you're doing it yourself, you must feel confident writing sales copy. Go back through the eBook from start to finish and tout all the benefits of the product. Write it in your own 'voice', as It's better to write it from scratch than it is to try to doctor up a hopeless sales page.

Consider this; some affiliates contact the site owner and offer to let them use the new sales text.

It can be a good idea, because then your cookies will be stored if the visitor happens to clicks out of the page, but later desires the product, remembers the product name and enters it in their browser (which means they won't land on your revised sales page).

If you do let the product owner use it, other affiliates as well as the product owner will enjoy the increased conversions that you worked very hard to create. Think hard before you do that. It could pay off in a future relationship, but remember other affiliates aren't likely to be interested in working together with you in the future towards mutual benefit. It's a cutthroat world out there. And typically, other affiliates aren't interested in long-term relationships with other affiliates.

### **Applying Pressure with a Pre-Sell Pitch Page**

If you're lucky enough to find a Clickbank product that's solid in value and also brags a strong sales letter, then you've struck gold. Now all you need to do is produce a landing page where you squeeze the contact information out of the prospect and send them merrily on their way for the sale.

Most pre-sell pages are nothing more than reviews. But if you write a glowing review that don't even bother to cloak your links, the prospect's likely to feel you're not being genuine (even if you truly are)!

To be convincing about a product, your best bet is honesty. There's probably something you really don't like about the product - or the topic or even the industry in general. You want to start by empathizing with their reluctance and scepticism. For example, you might discuss that you've always been disappointed with SEO ebooks because:

- 1.) They didn't give enough detail...
- 2.) The tips are outdated...
- 3.) They didn't work...

Understand that there's a formula involved.

And remember – your pre-sell pitch page also needs a subscriber box or opt in form of some kind so that you can market to the consumer for the long-term.

Give them, "reasons why" and get them nodding their head in agreement with what you're saying. Then, start changing your tone a little.

For example, you might say "initially, this subject didn't strike me as particularly worthy of my attention. But then someone sent me a link to ABC Guide. I almost hit the 'Delete' button, but something made me read it..."

I think you're getting the idea.

Go on to explain why you started reading the product and how it shattered all your previous doubts about search engine optimization. As you stretch the review out, make sure you go into specifics about how the product has helped you with whatever solution it provides, such as:

- 1.) I shot to the top of the Yahoo! and Google Search pages
- 2.) My site got 7,000 hits from visitors in four days...
- 3.) My PageRank went from 0 to 5 in 30 days...

Your prospects want cold, hard facts from an independent source.

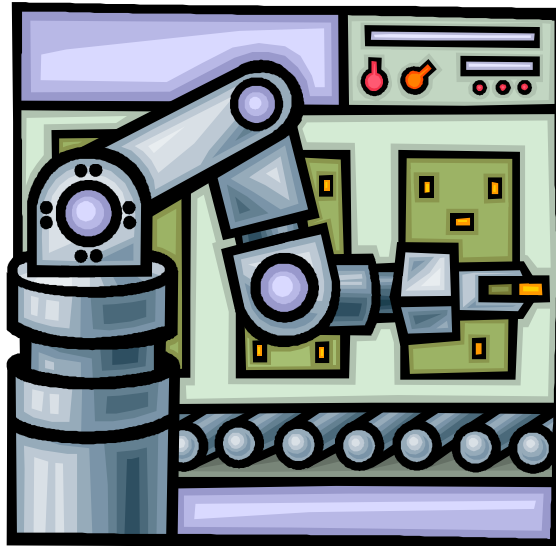
Although you're an affiliate, you've got to make them forget that – especially as many of them are likely to be savvy marketers themselves. You still want to act as if the product didn't fully satisfy you – it should not be a 5-star review. But that's where your opt-in offer comes in handy. The diet eBook was great, but didn't address exercise at all? Lucky for them your bonus report or freebie covers everything they need to know about the fitness part of weight loss.

You really don't need to hard sell them on the pitch page unless you're bypassing the product owner's page completely. Your pre-sell page should have a headline, a few subheadings, story angles and images of the ebook. And of your bonus, too. Make sure you

provide your contact details, so they reach you (instead of someone else) if they should have any questions.

## ClickBank Affiliate Secret #4

### Quickly, Easily, Automate Your Affiliate Sales



One of the main reasons you want to start acting as an affiliate is so that you don't have to do as much work as you'd have if you were a product creator.

Once you have steady profits going into your bank account from your affiliate campaigns, you'll want to try some of the following, and automate your sales and commission processes to boost your income.

**Method 1:** Become a product creator or owner. Then use your affiliate products as a backend supply.

Consider hiring a ghost-writer, for example from [www.elance.com](http://www.elance.com) .

Or, if you have the time to do the work yourself, you can boost your affiliate campaigns using this cloak-and-dagger tactic. Here's what to do;

Step A: Have someone create an ebook for you to sell on Clickbank (or produce it yourself).

You want a product of about 40-50 pages in length and somewhat related to other products you push as an affiliate. For example, if diet products are what you're promoting, then make something in line with food or exercise.

Step B: Add links to your affiliate publisher page.

You don't have to put these people into your opt-in list because you can do that at the time of purchase. As an alternative, cut the number of steps they have to take to purchase, and link them right to the publisher's page. Ensure you cloak your links! Instead of them seeing a hoplink code, you'll want to use a short redirect script, to read;

[www.\[yourdomain\].com/\[affiliateproductname](http://www.[yourdomain].com/[affiliateproductname)



**HOT TIP** If you fail to cloak your links, don't be surprised when your affiliate commissions are hijacked.

Step C: Launch your product on Clickbank.

When you set up your own product on Clickbank, you're going to be eligible for hundreds or thousands of affiliates to start promoting your own products for you. In the process, they'll be promoting your very own affiliate links, too.

When you put these affiliate methods on autopilot, you'll start to see more money being generated by less work. You want to repeat the procedures throughout this guide so that you dominate the whole niche, before advancing to eradicate the competition in another niche.

Thereby bringing yourself up to a Super-Affiliate position.

**Method 2:** Outsource viral product production.

Instead of making your own products, consider hiring a ghost-writer or web designer to make the viral products you intend to use. For example, you can hire a ghost-writer at Elance.com to write a number of 5-page reports.

And it won't cost you over \$300. You can get a decent writer for around \$10 per page. Take a close look at their prior work, to ensure they create a valuable report. Then enter your links to your landing page. You can get, say, four different reports for four products and cross-promote them as you're building your email list.

For example, say you want to promote Internet marketing products, you might have a ghost-writer create reports on:

- Product Creation
- Sales Copy Tips
- Traffic Generation
- Affiliate Marketing

By using ideas like these, you can increase your potential to send your reports viral.

For example, let's say you're promoting a product called Cats, Cat Care & Cat Training on Clickbank. You might offer a free report on kitten care that leads them to opt in with you. Once they buy that product, or even if they don't, you can use your other 3 reports as a viral drip to your subscribers (allowing them to pass it along). This shows them value from you, they'll appreciate being on your list, but it also gives you a number of additional opportunities to push your other items.

For the affiliate marketing product, you could promote a related Clickbank product. If you were marketing information products, then you could promote, say, a Push-button Sales Letter Creation product on Clickbank and also an Information Product Creation Course as well.

Or, you sell more than one product within your own viral reports. Ensure if you have a ghost-writer create the viral reports, that you insert the links yourself. You want to avoid mistakes and ensure that all the traffic you're entitled to, actually does go through to your own opt-in page.

### **Method 3: Private Label Rights (PLR) Profits.**

Private label rights are things such as articles and short ebooks sold cheap to many buyers.

It's a win-win situation for both the seller and the buyer. The buyer gets cheap information and the seller is allowed sell the same product time and time again to multiple purchasers. Ensure when you purchase PLR content, you vary the text somewhat. It's not essential in many cases. However, you may hurt yourself if you don't. Because if you leave it as-is it may be viewed as duplicate content by others.

Rather, choose a fresh title, add an introduction and conclusion, then alternate some of the wording. You can download Word Flood [ [www.wordflood.com](http://www.wordflood.com) ] to assist you. It's a very good tool that keeps track of how much you've changed (aim for 25% as a minimum). It's also quite a comprehensive Thesaurus. This makes altering the information more comfortable and faster for you.

Seeking and finding PLR content is quite easy. Both membership sites and non-membership sites exist. Some sites limit the quantity of items they sell. Some set no limits. You can find sites that give PLR products in multiple niches. Or, you can explore specialty niche PLR sites.

Here's a list of PLR sites where you can find and download content and use it for your own affiliate promotions;

- [www.plrpro.com](http://www.plrpro.com)
- <http://www.buy-niche-articles.com> • <http://www.EasyNicheProduct.com>
- <http://www.privaterights.com/Articles2>
- <http://webmasterpackage.info/>
- <http://www.niche-content-packages.com>
- [www.PLRMiniMart.com](http://www.PLRMiniMart.com)
- <http://www.contentattack.com>
- <http://www.articlelightning.com/>
- <http://www.petcareplr.com>
- [www.empireniche.com](http://www.empireniche.com)

As you can see from the sites listed above, some are niche-specific (such as pet care) while others are broad-based general PLR products. Some, like PLR Mini Mart, have no membership fee. Others may charge you for monthly access.

If you choose a membership site, ensure they truly deliver content for niches you wish to target monthly. If you only wish to cater to internet marketers, then a PLR delivery of cat care articles and ebooks isn't going to give you much of a benefit.

## ClickBank Affiliate Secret #5

### Hush-hush Affiliate Marketing Techniques



Pssst. Come closer. And listen hard.

This one tip I'm about to tell you will pay of hundreds and thousands of times over. It's so simple, yet most Clickbank affiliates never think of using it.



#### **HOT TIP**

Whenever you make a sale on Clickbank, you will have the buyer's email address made available to you by Clickbank. Here's how to use that information to your advantage, without being accused of spamming or sending unwanted email;

1. Once you have their email address, send them a short, simple email thanking them for the purchase.
2. In the email, also tell them that you have a free and useful bonus for them, and give them a link to an opt-in page.
3. At the simple opt-in page, they can enter their first name and email address in return for a high-quality bonus report or "extra chapter." You'll find most buyers will opt-in. Then, you'll have their email address you can then use to respectfully market to them. This is a killer strategy and often very effective. And you can't be accused by Clickbank or the buyer of spamming them.

## Cloaking Your Affiliate Links

Why cloak your affiliate links? If you want to receive every commission dollar you deserve from your promotions, then you must protect them with an affiliate link-cloaker.

Do you know how easy it is for your prospects to take...

Your Clickbank commissions?

Your earnings from other Affiliate programs?

Your cash from promotions?

Money that's rightfully yours?

Don't think it happens? Think again! Most online stores rely on the seller to protect his affiliates, and unfortunately most of them don't go to the trouble. How can you tell? If you arrive on a product sales page after clicking on your affiliate link, and see your Clickbank ID in the web address, then you are NOT protected!

Most affiliate managers are not even aware of how easy it is to bypass their referring affiliate.

Clickbank is probably one of the largest affiliate managers on the Internet and provides an excellent service at a reasonable price.

Part of the appeal of Clickbank is that it is so easy to set up an affiliate program and so simple to become an affiliate. In our opinion, Clickbank is an excellent affiliate solution for most people and companies. It's so easy to manage affiliate payments.

But....this ease of use does not come without a price. It is easy to change most affiliate links so that the affiliate who actually does the work to sell the product doesn't get the commission, but someone else does.

Are you beginning to see why you need to consider protecting your links? Here's how: Say you hear about a new ebook and click on the link; say it's;

**<http://hop.clickbank.net/?pwh42/salesguide>**

You like what the book has to offer and decide to buy it. But why should you pay full price when you don't have to?

If you are signed up with Clickbank all you have to do is copy the address from your browser. Paste it into Notepad. Change the Clickbank ID, (in this case pwh42, between the question mark and the slash), to your own.

Then copy the new URL. Paste it into your browser and voila; the affiliate loses his commission again and you get the book for as little as half price.

Believe me, it takes longer to describe than it does to do it.

But isn't that stealing? We're not judges; it is not for us to say.

Some might view it that way. Others feel that they would likely have come across the website anyway sooner or later and don't see why they should pay double the price when they don't have to.

The fact is, it is being done, so you need to protect yourself. If you wish to cloak your links, I suggest you explore this product, which is recommended by a number of professional internet marketers; <http://www.ClickbankGuard.com>

Or, search in Google for the term "affiliate link cloaker" and you will see a number of alternate products. The one above has a low price and is considered very effective.

Instead, you wish to redirect from your own website page to a product sales page, open Google and search for the term and "redirect script."

### **The Power of Viral Marketing on the 'Net**

If you only relied on paid traffic techniques, you'd either go broke or cut into your profits more than necessary. Even if you stayed in the black while buying traffic, you still know that the money you put out to bring people in could have stayed in your bank account with the right techniques.

Viral marketing is the best way to get more out of your advertising. You create a single promotion and set it loose on the Internet so that it reaches as many eyes as possible.

The best way to make something viral? Make it free.

Viral marketing is when you create something and give it away, also allowing others to give it away for you so that it spreads across the 'net rapidly, always linking people back to your domains.

Have you ever signed up for free hosting for a website? There's a catch with the free hosting sites – they advertise their hosting packages on your domain. This is one example of viral marketing.

Every time someone visits your site, they see the ad and people can click on it, giving the hosting company the opportunity to convert the traffic into a paying customer rather than another freebie sign-up.

Let's look at how you, as an affiliate can use the power of viral marketing. If the publisher has a report in their affiliate toolbox that you can re-brand with your own affiliate ID, then you can give that away to the prospects on the list you're building, and even allow them to give it away as long as your links remain intact.

You may not be able to find this kind of item in the toolbox, so you'll need to create your own. It can be a short 5-page report on a topic that complements the product you're promoting.

Make sure it's valuable and worthy of passing along. You want the viral component to take root, which means the person who originally downloaded the free report finds it so impressive; he must share it with others, and so on.

Always make sure that at the end of the report, you give the reader a call to action reminding him to pass along the information. You'll make it sound like you're doing him a favor, letting him tell his own list about the free report.

Not only does this exponentially grow your exposure to people on the 'net, but it helps you develop influence in your niche circles because you're automatically being positioned as an expert whose ideas are worth noting and sharing.

### **Assigning Yourself to Multiple Article Missions**

Article marketing is one of the most powerful hands an affiliate can play in his strategy for product promotion. It's free, it gets fantastic traffic results, and you can do it over and over again, never exhausting your efforts.

Here's a 2-step plan to help you infiltrate the article-marketing scene and generate high levels of targeted traffic to your landing pages.

**Step A:** Sign up for a free account at Ezine Articles.

Ezine Articles is one of the top article directories on the 'net. To get an account, go to <http://www.ezinearticles.com> and fill out the basic contact information to get your free account.

In the beginning, you may have to wait a few days for the Ezine Articles approval process. Until you've had 10 articles approved, you have to wait about a week for your articles to show up.

After you've been approved at least 10 times, you move up to the next level, which means your articles get faster approval. The good side to this is that publishers feel more confident using these articles because of the more detailed approval process than some other sites.

**Step B:** Submit an article for approval.

You have to go over the rules for Ezine Articles before submitting an article to them. Your goal is to have as many articles approved as possible as an affiliate so that you're viewed at the expert level, and have publisher subscribing to your RSS feed for notification every time a new article is posted by you.

Here's an example (below) of how an author feed looks. Whenever a publisher likes what he sees in your style and content, he'll click on the feed button and then they can choose how he wants notification.

Here's how you submit an article for approval:

1st – Choose the most targeted category for your article. Instead of just "Internet and Business Online," choose "Internet and Business Online Social Networking," or whatever topic your article will be about.

Each of these categories can be expanded.

2nd – Give the article a short title (80 characters or less). The more interesting you make your article, the more likely it'll be picked up by a publisher.

Let's say we choose Social Networking as our example category. Let's look at how a title comes about. If I go to Clickbank and look up Social Networking, I find two products I can use to promote in this article – software for bookmarking and tagging and an ebook about Social Networking on Squidoo.

On my landing page, where I'll be sending the traffic, I'll have an opt-in box for my subscribers to help build my list. For the freebie, I can create a short special report that combines these two concepts, giving me two products to promote in conjunction.

It can be called, "Tagging and Bookmarking on Squidoo." Now I've brought two products together. I'll explain what Squidoo is, briefly, since I want them to buy the eBook, and then I'll explain how tagging works on that particular site.

In the free report, I'll be using my hoplinks to both products, and hopefully the audience will invest in both the eBook and software, which will give me a combined affiliate commission of about \$60.

Back to my article title. I can call it, "Bookmarking Secrets on Squidoo." The article will be brief – about 400 words. It will only touch on the concepts of how bookmarking is used on social networking sites, and on Squidoo in particular.

3rd – Enter your keywords using 100 characters or less.

You want to use the best keywords for your article. Here's a list of examples you might use for the article we're developing as our sample: social networking, squidoo, social bookmarking, web2.0, tagging, bookmarking, seth godin, myspace, marketing.



**HOT TIP** You don't want to use spaces between the keywords and phrases. In this example you would choose some words, such as Seth Godin (founder of Squidoo) and MySpace (a rival to Squidoo), because someone might be searching for information about those things and an article about Squidoo could pique their interest.

4th – Give an abstract article summary to be used as your teaser copy.

Your article summary will be 2-5 sentences in length. This is your best shot at getting attention so make it good. It has to be powerful enough to pull someone in, yet accurate in describing what your article is all about.

For this example, we can use something like this:

“Social networking site like Squidoo can deliver highly targeted traffic to your domain using tagging and bookmarking secrets to pinpoint your niche needs. With the PageRank carrying lenses to the top of Google SERPs, marketers are quickly jumping on the web 2.0 bandwagon to immerse themselves in peer-to-peer promotions.”

You don't want it to read like an advertisement. Publishers need valuable content, not spam to give their audience. Your abstract should read like the beginning of an article.

5th – Paste your article into the article body section.

Ezine Articles doesn't like the code that Microsoft Word automatically puts into the system, so make sure you first transfer the content of your article into Notepad and then copy and paste it into the Ezine Articles article body section.

You can use certain HTML codes, including: `<b>`, `<strong>`, `<i>`, `<em>`, `<u>`, `<br>`, `<pre>`, `<blockquote>`, `<xmp>`, `<ol>`, `<ul>`, and `<li>`.

Their system will tell you what your total word count is when you enter the article. Don't use links in your main article. Ezine Articles is very strict on linking and you want to save your links for your bio box so that you don't have link leakage (meaning the reader clicks out before they get to your resource box).

## 6th – Create your Bio Box.

The Author Bio – Sig – Resource Box is THE most important part of your article submission process! It's where you're allowed to link to other places. The bio box gives you 1101 characters to use. You should write it so that it says something like this:

“[Your Name] has been marketing on social network sites for years, and most recently became interested in the power of Squidoo. For more information about his/her success with social networking sites, and to pick up a free copy of Bookmarking Secrets on Squidoo, visit his/her site at [your landing page URL].”

You can't link directly to the affiliate product, so if you use Ezine Articles in your article marketing strategy, you MUST have a landing page. You need one, anyway because that's how you're going to build a list with lifetime value.

## 7th – Complete the Submission Process.

After creating your bio box, agree to the rules, spell check on preview, and then submit your article for approval. You want to go ahead and submit as many articles as you can each day because initially, your approval process will take longer. Initially, you're limited to 10 submissions. If the staff sees that your articles are valuable, they'll likely give you an upgrade to a Basic Plus or Platinum level membership.

You'll get Basic plus if you had to modify your articles. You'll get an additional 25 submissions before getting another review for Platinum status. At Platinum status, which is what you're shooting for, you'll get unlimited article submission allowances.

Your article will be pending until it's approved, which is when it will show as “live.” If there's a problem with it, it'll be tagged “problem article” until you modify it and resubmit it for approval.

Ezine Articles says the most common problems are:

- Making your article title in all capital letters
- Including a URL or font tag in your article summary
- Hard-selling too much in the body of your article
- Including hard line breaks

Since you'll ultimately want a Platinum level membership, steer clear of these mistakes. This way you'll be allowed to promote all of your affiliate products on Ezine Articles.

Another reasonable article directory, that has a more lax list of guidelines, is Go Articles.

They lets you have affiliate links and also lets you insert them into the body of your article, giving you more chances of selling.

Like Ezine Articles, Go Articles has a list of categories for you to submit your articles to. You want your affiliate articles highly targeted to your product promotion. They also have a system where publishers can subscribe to an RSS feed by topic or by author, so you want to create value to the publishing community so your affiliate articles are picked up routinely. Signing up for Go Articles is very easy. Here's the sign- up process:

Here are the guidelines for the submission page:

- Article Title: maximum 150 characters.
- Article: maximum of 15,000 characters or roughly 2,500 words.
- Author Bio: 400 characters or roughly 60 words.



**HOT TIP** Here's a hint for better conversion into traffic for Go Articles: When you write an article, they allow you to hyperlink in the body of the article – but it won't show up unless you make it bold.

The color difference for the hyperlink is very faint, so make sure you use the `<b>bold</b>` tags so that your hyperlinks are picked up when the publisher grabs your content.

Another reason Go Articles is good, is because you're not limited in submissions. What's more, your articles get approved in 3 hours compared to a week with Ezine Articles.

However, because the affiliate links are allowed and the scrutinizing isn't as intense, publishers know the quality and value may not be in these articles (since many people spam the directory with ads), so make sure you set yourself apart from those people.

See the Further Reading section at the end of this report for additional article sites.

Utilize all of the article directories to get the most out of your viral marketing campaigns. Releasing a Viral eBook Into the World Wide Web If viral articles are a powerful concept, imagine the power an entire eBook can bring to your marketing campaign. You, as an affiliate, want to get your link in front of as many people as possible.

## Put the Power of Squidoo to Work for You

Listen. I must tell you about a new and exciting method to boost your Google AdWords campaigns. This secret will add solid income for you. What's more, it requires little work or effort on your part (we could all use some of that, huh?).

Squidoo [ [www.Squidoo.com](http://www.Squidoo.com) ] is an internet marketing gem that really hasn't been utilized to its fullest yet. Especially when it comes to boosting the power of your Google AdWords campaigns...and that's the killer secret I'm going to reveal to you now.

I'm serious.

Today, there are over 120,000 Squidoo users. And this number will grow vastly in the next year. Now is the time to jump on the bandwagon, while the site is still up and coming.

But how can you use Squidoo to boost your Google PPC campaigns?

The answer is simple. Studies prove that when a prospect sees both a Google AdWords ad, AND a natural search result for the same site, they will respond much better than if they were to see only one or the other. Why?

When a prospect sees your ad, along with a natural search result, it has the effect of giving you and your site greater authority and impact.

Doesn't that make sense?

But why use Squidoo, rather than simply trying to get your site into a good natural search position, through SEO (search engine optimization) and so on?

Here's the answer; I've seen marketers successfully create one page sales/review 'lenses' on Squidoo that drive HUGE amounts of traffic from search engines that quickly ranks highly for specific keywords on Google. And they don't have to pay for it.

Here are three good reasons to believe what I say about the advantages of using Squidoo to boost the effectiveness of your Google AdWords ads;

### **1. High Google Rankings -**

A new Squidoo lens for a specific keyword will often rank in the first one to three pages of Google. Google really loves Squidoo. And you should take advantage of this today.

### **2. Faster Indexing -**

Your Squidoo lens, with its targeted keywords will be indexed on Google in as little as two to three days. The time it takes to index your site's Squidoo page will vary. But you will find it to be much faster than most other SEO avenues.

### **3. Simplicity -**

One of the best parts about using Squidoo is its relative simplicity. Once you've set up your account, you'll be up and running with a keyword targeted lens in as little as seven minutes. This is with everything ready to go including R. S. S. feeds, and so on. What's more, you can make an unlimited number of Squidoo lenses.

### **Here's what you need to understand about Squidoo;**

The reason we're using Squidoo to get a good natural search result, is to boost the effectiveness of your Google AdWords ads. And this works because you'll have both, a good natural search result, and a killer Google AdWords ad. In this way, your Google ad will have greater respect. And your site has more authority in the eyes of your prospect. This greater effectiveness saves you real money.

## Further Reading and Research;

<http://website101.com/Affiliate-Marketing/affiliate-income-clickbank.html>

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

<http://www.squidoo.com/clickbank-tips/>

<http://www.ezau.com/latest/articles/0134.shtml>

<http://ezinearticles.com/?Tips-for-Finding-Profitable-Clickbank>

Here's a comprehensive list of article directories that you can submit your articles to. Each has different guidelines, but remember to adhere to the formula of delivering value to the readers each time.

- <http://www.goarticles.com>
- <http://www.ezinearticles.com/>
- <http://www.articlecity.com/>
- <http://www.certificate.net/wwio/>
- <http://www.amazines.com/>
- <http://www.articledashboard.com/>
- <http://www.article-directory.net/>
- <http://www.submityourarticle.com/articles/>
- <http://www.magportal.com/>
- <http://www.isnare.com/>
- <http://pubs.acs.org/hotartcl/>
- <http://www.article-hangout.com/>
- <http://www.webarticles.com/>
- <http://www.articlecube.com/>
- <http://articles4content.com/>
- <http://www.article-buzz.com/>
- <http://www.free-articles-zone.com/>
- <http://www.newarticlesonline.com/>
- <http://www.articletogo.com/>
- <http://www.articleworld.net/>
- <http://www.impactarticles.com/>
- <http://www.articlealley.com/>
- <http://www.directorygold.com/>
- <http://dir.salon.com/>
- <http://www.articlefever.com/>
- <http://www.content-articles.com/>
- <http://www.softwaremarketingresource...directory.html>
- <http://www.niche-article-directory.com/>
- <http://www.jogena.com/articles/articleform.htm>
- <http://news.collectors.org/>
- <http://article-niche.com/>

- <http://blogtelecast.com>
- <http://superpublisher.com/>
- <http://www.articlecentral.com>
- <http://www.article-directory.net>
- <http://www.article-emporium.com>
- <http://www.ebooksnbytes.com>
- <http://www.ideamarketers.com>
- <http://www.internethomebusinessarticles.com>
- <http://www.site-reference.com>
- <http://www.stickysauce.com>
- <http://searchwarp.com/>
- <http://www.articleinsider.com/start.php>
- <http://www.articleshatsell.com/submityourarticle.htm>
- <http://www.authorconnection.com/>
- <http://www.bpubs.com/cgi/add.cgi>
- <http://businessknowhow.com/newslette...guidelines.htm>
- <http://www.buzzle.com/secure/become-editor.asp>
- <http://www.compar.com/infopool/>
- <http://www.ezinecontent.com/>
- <http://finance.groups.yahoo.com/group/Free-Content/>
- <http://groups.yahoo.com/group/ArticlePublisher/>
- <http://www.knowledgebed.com/>
- <http://www.learningfolder.com/SubmitArticle.aspx>
- <http://www.marketing-seek.com/articles/index.shtml>
- <http://www.netterweb.com/artcls/>
- <http://www.rlrouse.com/submit-article.html>
- <http://sbinformation.about.com/library/blsubmission.htm>
- <http://www.simplysearch4it.com/>
- <http://thewhir.com/find/articlecentral/suggest.asp>
- <http://www.vectorcentral.com/articles-form.html>
- <http://www.webpronews.com/submit.html>
- <http://www.writingcareer.com/freearticles-submit.php>
- <http://www.xongoo.com/submit.html>
- <http://yagoweb.net/>
- <http://www.ultimatearticledirectory.com/>
- <http://www.pubs.acs.org/hotartcl/>