

CLICKIN' it RiCH



**How I earn \$200,000 a year, In pure profits,
working from home, using nothing but affillate programs.**

M I C H A E L C A M P B E L L

Introduction

This is the fourth version of Clickin' it Rich, updated, revised and expanded for the year 2006 and beyond. Over 3,500 copies sold at the time of this writing.

I've received over 150 testimonials from people that used to be truck drivers, stay at home moms, carpenters and yoga instructors. They all have one thing in common. They all used the information in this ebook to quit their day jobs and set up their own home businesses. You don't have to be smart, just determined to get a better life.

Some work only half days and spend the other half at the beach or in the mall. Some are having so much fun they work 12 hour days and can't wait to get up in the morning to start again. It's almost like standing in the middle of a money machine and trying to catch as much as you can... as fast as you can.

Over the years since the first release of this ebook, much of the business information has remained evergreen, just like the trees that never lose their leaves. The interview portion - which makes up the first section of this ebook - continues to enlighten people about incorporating their business, finding profitable markets, how to get started, what products to sell and how to sell them to the public.

Because the interview - the foundation of information in this book - continues to build fortunes for people like you, I've left it largely intact, but added in some new tips, tricks and the latest hot markets. Afterall, I know a lot more now in 2006, than I did in 2002 when I wrote the first edition of this book.

That said, the only thing missing from this ebook was an actionable strategy. People continually asked me, if you were starting tomorrow, what would you do, what would your strategy be, tell me step by step... exactly what to do.

I'm happy to say that I've done exactly that. Those of you with experience with affiliate programs and earning affiliate revenue can go ahead and skip to the **Action Plan PDF**. I jump right into finding profitable markets and setting up money making web pages within a few hours. Once you've done that, come back and read the interview so you can maximize the profits from your efforts.

If you're a beginner or fairly new, and don't know a lot about earning a living from affiliate revenue, I suggest you start with the interview. It will show you step by step how I got to where I am today, and explain everything in easy to understand terminology.

But before we move on, first I must congratulate you. Your journey to success is about to begin... This is a book on how to make serious money using affiliate programs. It was originally intended as a beginners book, but it now contains highly advanced concepts for people who are already familiar with affiliate programs and want to start earning more serious money.

So many books are thick on theory and low on practical. They lead you up to the door but don't help you through it. That's where this book is different. We heard time and time again, SHOW US! Don't just tell us. We have to agree, it's the implementation of the ideas and concepts that is important.

You can start in your spare time. It's recession proof. And if you follow the information provided in this book and the Action Plan as closely as possible, soon you will be able to quit your day job and earn a good income from the internet. I earn over \$200,000 a year working from home, with no boss, no clients, no inventory, no employees, no hassles of any kind. I just take the commission checks to the bank.

I don't say that to impress you, but to impress upon you, the kind of money that's sitting out there, just waiting for you to come and get it. I am the leading reseller for several products. I am their Super Affiliate. I refer more sales than anyone else, and I make a good living doing so.

What is a super affiliate? Not some mystical or mythical beast I assure you. They are people just like you, working from home. Many of them earning three to five times more in a year than I do. The only difference is that I'm willing to take time out. To share what has worked for me, rather than just making money for myself.

One day I envision a world where everyone works from whatever space they feel comfortable in. That no one has to put up with that terrible boss. Or has to commute. Or has to put up with co-workers that are dragging you down.

I want to help you get up to speed, earning serious money on the internet, with no fluff or hype. Everything you are about to read has been tested in real situations and on live web sites. It's proven to work!

You can start from home in your spare time. No commute, no hassles, no being the bill collector, no office politics, no inventory, no merchant accounts, just a little hard work to take advantage of the largest internet revenue stream.... affiliate programs!

Are you ready to get hands on experience? Are you ready to learn at your own speed, making web pages, joining affiliate programs, and making some money? Good! Sit back, grab a beverage and enjoy reading, as your journey to success is about to begin....

Clickin' it Rich with Michael Campbell

The topic today is my most popular audio consultation. Starting your own home business using nothing but affiliate revenue strategies. This is something I've been doing for the last couple of years and I'm going to share what works and what doesn't. Here's some of the things we'll be discussing.

- What exactly is affiliate revenue
- How do you make a living from it
- What technology does someone need to know
- Can a novice do this with a minimal learning curve
- What kind of investment of capital is required
- The essentials of starting a successful home business
- Personal requirements for a successful home business
- When to think about quitting the day job
- Moving from corporate environment into the home office
- How to get rid of the clients and focus on affiliate revenue
- Step by step, starting tomorrow, how to set up your home business
- How did you decide what products to start with
- How to isolate a product or service and make the most money
- What kinds of products or services are selling, where's the action
- How do you start driving traffic to your affiliate site
- How do get traffic besides just search engines
- How do you actually make the sale
- Maximizing sales from your traffic by monetizing everything
- My top 10 secrets for turning the prospect into a customer
- **Plus a special bonus section... How to become a Super Affiliate**

So lets get started with our coaching session.

(By the way... if you need help with any of the lingo, abbreviations, or terminology used in this book, you can look them up at www.webopedia.com.)

Michael, you've been using the internet to establish a strong business, that has allowed you to move out of the corporate environment and work from home. Tell us a little bit about why you went this direction and what businesses you established?

Why move from the corporate environment and into a home business? Well, it seemed like a natural progression for me. I've always been an independent person, with an entrepreneur mind set. I really enjoy the idea of being self employed and being my own boss.

I saw the future of internet marketing at the Seybold Publishing Conference in San Francisco, back in 1994. I saw the beginning of a communications revolution. It was html 1.0, the Mosaic browser and the birth of the world wide web. Now anyone could own a virtual printing press. Using html, you could set up a web site and get your message out to the world.

Working as a graphic designer in a printing plant, I saw a lot of web sites going up and advertising agencies asking if I could save small "internet JPEG versions" of their high resolution artwork and scans for them. I thought, this is it, my ticket out.

I decided to get rid of the boss, the 9-5 grind, and set my own web design business. It quickly evolved into search engine optimization and positioning business, because that's where the real money was. Eventually, I phased out all my clients except one, a cell phone accessory client.

I promoted phone accessories on the internet for a period of one year, using internet strategies only. The founder of company and I agreed, that no "dirt world" advertising of any kind would be allowed. No flyers, no brochures, not even a business card.

So what happened? I managed to generate 3/4 of a million dollars in the first year of operation. He went from a one person company, selling cellular accessories, out of his parents' basement, into an internet mega store, with several employees, and a warehouse, in less than a year.

Essentially, I proved that anyone could use my internet-only strategies, to set up a profitable business. I then wrote my first ebook (now a free download) called - [Nothing but 'Net](#) - detailing step by step, the processes, tools and techniques that I used to make them a success.

So after I wrote my book, I set up my own company, the Dynamic Media Corporation. It know that sounds massive, but in reality, I'm a one person shop. I delegate out, or farm out, all the labor intensive tasks like webmaster duties, customer support, accounting, custom programming and everything else I don't want, or know, how to do.

Besides my book, I've also managed to contribute to several other projects like OptiLink, Search Engine Workshops, Search Engine Commando, the Search Engine Positioning Reports, Super Affiliate Cash Machine and many other compilation style ebooks and software packages.

I've also written a third ebook called [Revenge of the Mininet](#). It's for advanced affiliates and professional search engine optimizers. It's how to set up rings of related minisites and link them together for maximum affiliate revenues.

Having my own products has helped contribute to the bottom line, bring traffic and earn a living. But most of my effort goes into researching and writing my free [Internet Marketing Secrets](#) newsletter, and developing long term, affiliate revenue strategies, that we will be discussing here.

I've joined affiliate programs for everything from prescription drugs to BBQ parts. I've spent the past five years focused on getting traffic through my search engine positioning, newsletter subscribers, product offers to my opt-in list and paid advertising.

So essentially, other than being a newsletter writer and internet marketing consultant, you could say I'm a traffic broker. I capture web traffic and try and profit from it, while helping out the end user at the same time.

If I do my job right....

I help people find what they're looking for in the search engines. Direct that traffic to a page with affiliate links. Then make a commission from any sales that get generated as a result of people clicking on those links. That simple!

What exactly is affiliate revenue? Do you make a living from it?

Yes, I make a good living from affiliate revenue. It's a very comfortable lifestyle actually. Most people I know that are doing it, are really enjoying it, working half-days, working from home.

In its simplest form, I'm essentially the sales person for someone else's product. I've gone to their web site and asked them, if I can be a sales person for them. If they say yes, they agree to pay me a commission on sales, clicks, or sign ups, that I send them. The better job I do at persuading someone to take the desired course of action, the more money I'm going to make.

Lets say I'm passionate about, or know a lot about a particular topic, like cell phone accessories. I put up a web site all about cell phones or a site dedicated to a particular make and model of cell phone. I then use an affiliate directory like clickbank.com, cj.com, linkshare.com or performics.com to look for a cellular company that has an affiliate program I can join.

Preferably one that offers a decent commission on sales and has a very easy to use web site. One of my favorites at the time of this writing is a cell phone company I joined through cj.com.

After deciding which cell phone company to promote, it usually involves nothing more than filling in an online form. Payment details, contact info, stuff like that. Once I fill out the form, they usually provide all sorts of links, banners, ads and other sales tools, that contain a custom affiliate code.

This code is unique to me and will track all the clicks and sales from my web sites. I just copy and paste the links they gave me into the cellular site that I created earlier.

So now when people find my site in the search engines, or see my link, containing my unique affiliate code in a newsletter or advertisement, I try to convince the reader click on it. If they buy, I get a commission, which can range anywhere from 5% to 60% depending on the item being sold.

I have dozens of sites earning affiliate commissions. I'm selling everything from ebooks, to computer software, guitars, posters, pepper spray, personal classifieds like dating services, golf clubs, cell phone batteries and even prescription drugs, that people would rather purchase discretely from an online pharmacy instead of a doctors office.

There are other ways to make money from affiliate programs besides commissions on sales. It could be by the click, for simply sending a visitor to the destination site, regardless of whether they buy anything or not. You're just sending the visitor.

Or it could be in the form of a sign up for a magazine, a newsletter subscription, or some other form of action. You're essentially helping the destination site acquire a new customer.

So if you put it all together, its a very good way to make a living from the internet. Simply capturing and directing traffic, clicks and eyeballs.

What technology does someone need? If a person is a novice with a computer, is it possible to do this with a minimal learning curve?

A novice would have a lot to learn if they want to make a living. There's several factors involved. How good are they at search engine positioning, writing ad copy, using graphics, persuading other people, telling a story, researching a product... And how much passion do they have for their topic?

So novices should not fire the boss, without first proving to themselves, that they can make more money from affiliate programs, than they can with their day job. The key is to start small in your spare time and see if you can earn some spare cash.

Beginners will also have to learn things like; how to use an html editor (which is as easy as using a word processor), use ftp software to transfer web pages and graphics to their server, setting up folders on servers, making links. But it's relatively low tech. Anyone with a computer and basic knowledge can do this stuff.

I contributed to a project by Boris Chow, called the Super Affiliate Cash Machine (SACM), which was geared to beginners. It had over 25 training videos lasting over four hours.

It showed how to keep everything organized, how to make web pages, set up folders on the server, ftp file transfers, set up hosting, all that stuff. Pretty much everything a beginner needs to know, to get up to speed making mini web sites, joining affiliate programs and making money from the internet.

The bad news is, SACM with the videos sold out is no longer for sale. Boris tells me he has no plans for version 2.0 of the video CD. The good news is, there are several evening and weekend html training courses at local high schools. Often these "instructor lead" courses prove to be the best.

I have included the chapter I wrote for SACM as a bonus section at the end of this interview. It gives specific details on how to become a Super Affiliate. It's a must read for anyone wanting maximum cash from affiliate programs.

So yes, I would say learning can be minimal if the student focuses on the best sources of information. But with so much information out there, it's easy to get side tracked or lost, which only leads to a feeling of overwhelm, and that's when most people give up.

The easiest way to learn how to make web pages, is night school in a day. Take an evening or weekend course at a local college or high school. Look for the continuing adult education flyers and booklets that come in the mail. Usually - every quarter - they have beginners html courses that cover all the basics, which is all you need to earn money from affiliate programs.

For the novice or intermediate, I definitely recommend reading my first ebook [Nothing but 'Net](#). I'll keep you on track. I'll give you a solid foundation of marketing and search engine knowledge to build upon. It will also introduce you to several of the internet marketing masters and essential tools required.

I can't stress that enough. It's important to find yourself role models that you can trust. People like Jonathan Mizel, Marlon Sanders, Stephen Mahaney, Patrick Anderson and Declan Dunn. I learned a lot from these internet marketing gurus and pride myself in knowing them, not only as friends, but as teachers and personal mentors of mine. I read and used all their stuff to get to where I am today.

I also highly recommend if people are serious about their search engine optimization, and want higher positioning, to purchase and implement the strategies in the TNT Guide ([Totally non-Technical Guide](#)) it's perfect for beginners and covers all the basics.

Once you do have decent search engine positioning and you're battling it out for the top 10 spots, that's where the advanced learning comes in. The two best sources at the time of this writing are Stephen Mahaney's [Planet Ocean](#) Newsletter and Colin McDougall's [VEO course](#).

Last but not least... don't forget to subscribe to my free [Internet Marketing Secrets](#) newsletter. It adds to everything you're about to learn here.

What will it cost to work from home? What kind of investment of capital are we talking about?

A person just getting started would have to read a few books on internet marketing. Learn how to make direct response web sites. Then either pay for advertising in the form of pay per click (PPC) or they'd have to get about \$500 worth of search engine tools if they want to compete for "organic" free search engine traffic. I'm assuming they already own a computer and have access to the internet.

Professional search engine optimizers (SEOs) already have all the essential tools. They have a powerful computer, web page (html editor) software, all the professional search engine positioning software like [SEO Website Builder](#), [NicheBOT](#), and [OptiLink](#), as they use these tools in their daily work. The only real new things - to work form home - would be consumables like web site hosting and high speed internet access, like a cable modem.

For beginners, they can use dial-up internet access, which they probably have already. It's only \$8.00 a year to register a domain name through godaddy.com. Hosting on hostica.com is \$12.00 a year. So in reality, it's only \$20.00 a year to have an internet presence.

Once they get going though, a high speed modem might cost \$50.00 a month. Hosting five different web sites, on five different hosts, might cost another \$5.00 or so a month. So for about a \$55.00 a month, you could set up a decent cluster of affiliate sites. One that would have significant revenue generating capability.

You don't really need to invest in an html editor anymore. I had FrontPage, GoLive, Dreamweaver and ended up tossing them all out in favor of the free Mozilla editor, which you can download from mozilla.org.

Mozilla doesn't have a steep learning curve - like the pro software - and you can be making web pages within minutes instead of hours. It also includes FTP software so you can easily transfer your newly created web pages from your hard drive up to your web host's server.

If someone is new or they don't want to learn html to make pages. My friend Dr. Andy Williams created the [SEO Website Builder](#). Not only does it generate the pages and link them together, it also offers advice on how to craft pages that are search engine friendly. All you need to do is add content.

The real investment is in yourself. Learning all you can from coaches, mentors, and even people like me :-). Sorry to toot my own horn, but I provide a tremendous wealth of information for anyone wanting to get serious about setting up an internet business. Here's a partial list:

- 1) [Nothing but 'Net](#)... my first ebook. You can get it for free.
- 2) [Clickin' it Rich](#)... my second ebook (you're reading it now ;-).
- 3) [Revenge of the Mininet](#)... my third and most advanced affiliate ebook.
- 4) My [Internet Marketing Secrets](#) (IMS) newsletter
- 5) All the [articles](#) and recent [back issues](#) of my IMS newsletter.

If someone reads and works through all five of those resources, I mean really applies the knowledge to their web sites, they'll be in the top 5% of money earners on the web. They'll be super affiliates with top search engine positioning, have their own info products and have a large subscriber base for newsletters and email offers.

Then after learning all you can, the final step is having the courage to take the next step. Put the plan into action and actually set up the home business.

What are the essential elements and personal requirements of starting a successful home business using technology.

You have to like what you're doing and get a real thrill out of doing it. You need to enjoy being indoors, sitting in front of the computer, typing away and clicking the mouse. If you are a real outdoor type, it's probably not for you.

But if you like staying dry when it's raining, and don't mind looking at a monitor for the better part of the day, you'll be fine. You can always go camping on the weekend, if you really need to get away. But chances are you won't want to. You'll get so hooked on making affiliate revenue that sometimes a whole day goes by while you're still sitting and working in your pyjamas.

That's one of the nicest things, you make your own hours and don't have to get dressed in any special clothes. There's no set lunch time, or boss, union regulations or co-workers to deal with. No one hanging over your shoulder nagging about production quotas. So its really great if you like independence and are self motivated.

Working from home is not so great if work is your major social circle. Or if you like punching the clock and doing repetitive tasks. Some people actually like knowing what they will do every day, and get instruction on doing it. Then they punch the clock again, go home, eat dinner, watch TV. And do it all over again the next day. It's like a prison of mediocrity.

That's a fine lifestyle for some, but not for the entrepreneur. The major difference between the worker and the self employed is....

The worker needs to be driven, the self employed have drive.

So when it comes to the forever changing and challenging world of the internet, you'll need to like learning new things, reading and playing around with software. Poking at things. Become what I call a curious person. Be self motivated and have a desire for constant, never ending, self improvement.

And most importantly, once again, I caution any reader, only once you have a positive cash flow, should you attempt setting up a home business. That means you have more money coming in, than going out, over the month, the course of a few months and then throughout the entire year. If you can prove that you can do it for a year, then go into business for yourself.

Do your best to avoid going into any kind of debt. When setting up a home business, you don't need that kind of burden on yourself. Make sure you have cash in the bank before you start. At least three months living expenses.

Can you walk through, step by step how you would start tomorrow setting up a home business?

When it comes to affiliate programs, most people dabble in them at first. They try it out on evenings and weekends instead of watching TV. But usually the first jolt of adrenalin hits when they get their first commission check. Then suddenly they watch a lot less TV because they can be making money instead.

Anyone wanting to get started right away, can open the Action Plan PDF and follow the step by step instructions. If they follow the keyword research, make the web pages and use any of the methods for getting traffic, a certain percentage of people will buy and you will get a commission.

After you've proven you can make an income, setting up a home business involves first and foremost, surrounding yourself with professional allies. There are four essential people.

You'll need an accountant, a lawyer, an insurance agent and a bank manager. These professionals are keys to a successful home business. You need them if you want to sustain permanent income and get serious about your business. They will become your friends.

First thing you'll need working from home is proper insurance. Don't assume that your equipment is covered by your home owner or renter policy. Do not hesitate to contact your agent with any questions you may have.

The insurance doesn't have to be expensive. If you don't have employees or courier companies coming and going, you probably won't need extra liability insurance. All you will likely need is a special rider to cover your business equipment costs, like your computer, software and electronics.

Most important, is to make sure that your insurance company knows you are running a small business from home. Your computers must be insured for small business or home business use. Usually this means paying a little bit more on your standard policy, but it ensures you will get complete coverage in the event of loss, or an emergency.

Be sure to write down all your serial numbers. This includes computer hardware, software, what makes and model numbers, and what versions you had. Few people do this, but it's easy if you have a file or something set up before hand, and then write the information down immediately as you take the hardware or software out of the box.

This equipment list including replacement costs, is essential and your insurance company should have a copy of it on file. Then in case of disaster, you have a copy "off site" meaning not stored in your home.

Next thing you'll want to do is incorporate as a limited liability company. To find a small business lawyer look in your local yellow pages directory. Phone and ask if they specialize in business law. Find out if they would be willing to take on a small business client, help you incorporate and do the yearly minutes, filings and paperwork.

Now before you go getting stressed out... let me tell you that setting up a one person corporation with no employees, is super easy and it doesn't mean extra work for you. Your lawyer will do everything for you.

Depending on where you live, it might cost around \$1,000 to incorporate. It's a one time fee and takes a few weeks to process the paperwork. After that, it's maybe \$200 a year for the lawyer to do the annual filings.

Once the corporation is set up though, like I said, it's super easy. All you'll need to do once a year, is to sign two pieces of paper and mail them back to your lawyer. How simple is that? Let me repeat... the lawyer does the work on behalf of the corporation... all you do is sign the papers.

Most people ask at this point, why incorporate? Is it worth the expense?

Well, the corporation is different in that, it is a legal entity, chartered by the government, separate and distinct from those that own it. In other words, it is in a sense, legally, an artificial person. It can own things, sue or be sued, make money or have debts, just like a normal person.

The corporation has limited liability, meaning that it can only lose what it owns. That means if your company goes out of business, it can only lose it's business assets. Your personal assets like your home and car are protected.

A corporation can also be easily transferred to another person. It can continue to exist for hundreds of years. It can even raise money through the sale of stock or shares, if you choose to be more than a one person company.

That said, there are many other benefits to incorporating. First of all, depending on where you live, your company could pay as much as 30% less tax than an individual or person. That means 30% more money, cash for you, your family, and your home business right off the top.

If you need subcontract labor, advertising, domain names, hosting, cell phones, training seminars, books, stationery, magazine subscriptions, business lunches... you can write them all off as business expenses. You don't get taxed on expenses.

You can write off computers, software, office supplies, furniture... But you cannot write them off as assets without first setting up a home business.

If you want to travel, simply tie it in with a training seminar. You can write off the whole trip to Vegas including airfare, accommodation and the cost of the seminar 100% in the year incurred.

You can hire your wife, or your spouse, and have the money stay in the family. Meaning that your business can write off the labor expense, but the money goes to your spouse and can be spent on personal, or household items that the company cannot normally deduct.

Here's my favorite tip. You can pay yourself low salary and stay in a low personal tax bracket. With your company earning so much money and having so many deductions, you don't need to buy things "personally" anymore. Your company buys all the computers, software, hosting and domain names. Other than paying your food, shelter and clothing, you suddenly don't have a "whole lot" of other expenses anymore.

In addition, at the end of the company's fiscal year, it can pay you a big fat dividend check. Why? Because dividends are taxed at a much lower rate than personal income. So not only do you keep yourself in a low tax bracket, the extra money you do get, is taxed at a much lower rate.

Just hand all the receipts to your accountant and get them to do the work. They will be able to advise you on what is, and is not, deductible... and how much you can pay yourself in dividends... Which brings us to the next step, getting an accountant.

To find an accountant, ask your friends or open your local yellow pages. There are all types of accountants, so try to find someone who specializes in small business taxes and stays current with the yearly corporate tax law changes. If you are having trouble finding a qualified accountant, look for their association or governing body that can recommend someone near you.

Something I hear all the time is, "Why hire an accountant when I can do my own bookkeeping?" Ha, it's usually those same people who are first to get audited and get in trouble with the government. Auditors love to target people who do their own books.

Most people I know don't have the time or desire to learn accounting, or keep up by reading all the government bulletins. They're not the least bit interested. They'd rather have someone good at numbers do that job.

Most people, including me, would rather just hand the accounting over to an expert and have more time to run my business. It doesn't mean that I don't know what's going on with my finances, it just means handing over the chores, and all the government regulations and compliances to someone else.

Here's how easy my life is... My accountant gave me a list of expense codes. Simple numbers that I write on every receipt and beside each item on my credit card statement. That's all the work I do, the rest is up to her.

And please, don't shove everything in a shoebox and have a yearly disaster. At the very least, do your "books" every quarter or better yet, once a month.

When you get busy, it's easy to forget what you bought with your credit card if you're trying to assign the expense a code number months down the road. Set an admin day once a month when you write your expense codes on receipts, pay the bills, do the online banking and any other "paper" work. Do no other work on that day. Make sure it gets done. Then take the rest of the day off.

Speaking of credit cards, you'll need a separate one for business expenses. The card does not need to be in the name of the business, just use one credit card for business and another for personal use. This keeps everything clean for the accountant and if you get audited by the government.

You'll also need to get separate bank accounts. Once you are incorporated, take your certificate of incorporation to your favorite bank and open a checking account for your small business. The bank will then hook up your business account to your debit or cash card, making it easy to make purchases direct from your account, without the hassles of writing a check.

It's also a good idea to get to know your bank manager, their assistant and some of the loans officers. Make them your friends.

Once you start depositing affiliate checks into your business account, they'll notice you are serious about running your home business, and want to help you succeed. If you have some extra money in your account, they can offer excellent investment advice and retirement planning services.

I'm at the point with my bank, that I don't even need to go into the branch. I just phone them up, or send a fax, and they do all the work for me. Once I had a little cash in the account and started building a RSP (retirement savings plan), getting a mortgage was a breeze.

It's great having my accountant discuss finance planning with my loans officer and bank manager. Everyone works together on my behalf, while I sit at home in a t-shirt, making web pages and earning money from affiliate programs.

So bottom line is to get professionals around you, an accountant, lawyer, insurance agent and bank manager. Slowly get to know them. Make them your friends. Send them Christmas cards and bring them occasional gifts or flowers. They'll stick handle a lot of "setting up and running the business" for you. That's what they do and they're very good at it.

That frees up your time and energy, to write your newsletter, do search engine positioning, make classified ads, make web pages or whatever it is that really "want" and "like" to do.

But again, I encourage people to start in their spare time. To see if they like playing the affiliate game. To see if they can make any money at it, before quitting their day job.

How did you decide what products to sell. What are some good ones to start with?

The success of the cell phone company and the product knowledge I gained over the course of a year, kept me going strong in cellular accessories. I set up several web sites and joined affiliate programs paying commission on sales.

After all, it's a five billion dollar a year industry and that's just the accessories. It's showing no signs of slowing down and affiliates continue to make a good living selling cellular accessories or anything wireless for that matter.

I also used to be a musician back in the '70s and early '80s. I new that musician's gear was very expensive and was well suited to small web sites and my [mininet](#) concept. So with tons of musical instrument and electronic makes and model numbers to choose from, I set up a few small sites on particular models and linked them together. Slow but sure they made their way to the top of the search engines.

Then I took a hint from all the television advertising I was seeing for life insurance. It turned out to be very profitable. The affiliate program paid out three bucks per quote. That doesn't sound like much but sure adds up when you start getting four or five quotes per day. I didn't do the actual quote, all I provided was provide a single web page with a link to the insurance web site.

Also, back when I started in affiliate sales, my book Nothing but 'Net, acted as natural front end product. It was a lead product, and at \$38.00, it was almost a give away item, into back end products and sales. So for me, selling internet marketing products was a natural fit.

Here's how it worked...

At only \$38.00 Nothing but 'Net was to be very affordable. Less than a quarter the cost of most other popular internet marketing courses. I wanted to keep it very inexpensive and a great value in terms of content, so people would trust me, and could still afford to buy the back end products.

What I mean by back end product sales is; To replicate my success with the cell phone company, I recommend – in my book – that you need to buy the same tools I used, if you wanted to have the same degree of success.

It just so happened that most of the marketing tools and software I used and recommended, had affiliate programs, so they were a natural fit.

People bought the tools I recommended and I made a commission. And it wasn't some dirty trick. People quickly found out if they bought the tools and followed my advice in [Nothing but 'Net](#), they could end up making a lot of money. Some of them ended up making millions of dollars. I know several who made enough money to retire, or buy new homes and cars.

But these days, rather than go with my gut, or what I know, or past success, I'd turn to one of the keyword research tools like NicheBOT. In the Action Plan PDF I describe exactly how I can find hot markets with lots of searches, but few competing pages. Then I quickly join some affiliate programs and put up pages to satisfy those searches.

So, if you were starting right now, how would you go about isolating a product or service to offer. What would make the most money online?

I would look for two key factors:

- 1) It needs to be something consumable, something that gets used up in a reasonable amount of time. Something that people want, need, or have to keep buying on a fairly regular basis.
- 2) Preferably, it needs to be something with a reasonably high profit margin to make your work and customer acquisition worthwhile.

If you can combine both of those key factors, that's where you'll make the most money. Things like training courses, specialty foods, cell phone batteries, makeup, vitamins, drugs, and electronic accessories of any kind.

It also needs to be something that solves a problem of the common person. A product in demand, something that people are actually searching for with the search engines. And something they're willing to pay for.

Many keyword services like [NicheBOT](#) will clue you in to potential top sellers. Especially if the product or item has few competing pages and lots of searches. Trust me, if people are searching for something, many are also looking to buy it. (I've included my hotlist of keywords in the Action Plan PDF, they're always the ones I start with when it comes to keyword research.)

Another clue comes from other forms of media. Keep your eyes and ears open to what's getting heavily advertised in the (non internet) dirt world. Check the flyers, catalog and magazine covers, inside and outside - especially buyers guides - for makes and model numbers of new products.

Check the newspaper for full page ads. These are often national ad campaigns and will suddenly spark a flurry of internet searches. Anything being heavily advertised, with few moving parts, not easily breakable in shipping, that does not need to be tried on for fit, or matched for color, is a potential best selling internet product.

Info products are especially good profit makers. Digital products like ebooks and software that can be downloaded have super low overhead costs, and often pay huge commissions. Training CDs, videos, audio courses and other training materials, especially "how to guides" are good sellers.

There's a booming market in self help books, diet books, health and fitness, long life, lifestyle, wellness and spirituality. Any of these can be made into an ebook and sold online. You might even make your own ebook. You don't need to be an expert to do it.

All you need to do is a few weeks of research in your spare time. Write up the results and make it into an Adobe Acrobat PDF file. Put it in a password protected folder on your server. Then join [Clickbank](#) affiliate network and let them handle all the credit card processing and payment details. That simple!

(If you are interested in creating your own digital product and getting other people to do the selling for you, be sure to download and read my special free report called Quick and Easy eBook Publishing. It tells you exactly how to create special reports and ebooks and sell them with an affiliate sales force.)

Prescription drugs are also selling very well, especially when designing web pages that contain common misspellings of drug names. There's the specialty food items like selling Pacific smoked salmon to overseas markets. Gift boxes of sausage or jam, packed especially for long distance shipping. Then there's scented candles and aromatherapy products of all kinds.

People can make money selling virtually anything online. If its a popular item, solving a common problem, there's an existing market and money to be made. But if you stray off the mainstream and go after less competitive search terms, that's often where the real gold lies.

What markets are selling and where's the action? What kinds of products or services do you think are selling online, ones that are not already impacted?

Most traditional warehouse operations like books and CDs are gone. So are computers and most other wide horizontal markets. I wouldn't want to set up a warehouse and compete with the big companies like Amazon or BestBuy in this day and age. But I can still make a lot of money without having to carry the inventory, by setting up a site on related content and linking to them.

It is still possible to find small niche markets and compete on any level. Instead of selling the computer hardware with relatively little commission, focus on selling the Bluetooth wireless mouse only, or custom printed mouse pads. Focus on the so-called vertical markets, very narrow - often only one item - in focus but very deep in interest, like cat and dog breed posters.

There's still plenty of room in pocket PCs, MP3 players, PDAs, organizers, and all things cellular or electronic, especially if they are wireless. It's a super hot market and will only continue to grow in size, 1,400% in the next three years. Pretty much any electronic product that does not need a human to take the order, that can be shipped within 48 hours, has good potential.

The job market is always hot. Some sites are paying good commissions for sign ups on their employment boards. Long distance and phone cards are good. Musicians gear is expensive and pays good commission. There's insurance quotes, car parts, medical equipment... all are making money for their affiliates.

As I mentioned before, gift baskets with specialty food items. Candles and gifts that are not easily breakable. This is great for the men that are shopping and ordering gifts online. They usually only have two questions. Will it get there on time? And... Will she like it?

Other than that, there's still plenty of room for how to courses, like how to invest, playing the stock market, self help, quit smoking, weight lifting, internet marketing, work from home. Even niche cookbooks like cookies only, spicy food, cake decorating, no fat cheesecake. Anything people do or create can make into an ebook and sold online.

Some people are selling patterns for dress making, birdhouses and knick knock shelves. Another person I know is making a good living selling plans for log homes. The plans are all digital and the buyer downloads an Adobe Acrobat file in PDF. Something that gets created once, sold many times, and has very little overhead or customer service associated with it, is perfect.

So in summary, other than the hot markets I've just mentioned, anything that can be digitized and digitally delivered, shows the greatest promise and holds the highest profit margins.

So how do you start driving traffic to your affiliate site? Do you need to get good at search engine optimization and positioning?

Getting good at search engine optimization (SEO) definitely helps. By coming up in the top search engine results pages (SERPs), it brings a lot of qualified leads. They are what we call in advertising, "motivated prospects."

Think about it for a second. Someone did a search at their favorite engine. They are actively looking for something (whatever it is). If they can find it, they'll probably buy it, if your web site was one of the first listings in the search engine.

First to get found means first chance to make the sale. It's the sheer volume of qualified traffic that makes search engine optimization so attractive and worth going after.

Like I mentioned earlier (these guides are also in the resource section at the end of the book) the TNT Guide is a great beginners SEO guide covering all the fundamentals. But if the readers are more advanced, the audio CD course called Stomping the Search Engines is the way to go.

But free search engine traffic is not the only game in town. It depends on how you want to go about it. Some people hate playing the search engine game. They find it too time consuming, unpredictable, or they're not patient enough to wait for results.

Some people use their weekly or daily newsletters. They've built up a following of loyal readers, usually through free opt-in subscribers. They join affiliate programs related to the newsletter content, then take out ads in their own newsletter. They also do product reviews and recommended "buy alerts" for their readers.

It might even be something like a quote of the day. People sign up, they get their daily quote and at the bottom there is a signature line like, "Today's famous quote is brought to you by..." and put in a link to an affiliate program.

Others prefer paid advertising where they purchase a pre-determined amount of clicks, also known as pay per click or PPC. Some people use only classified ads, paid search engines or take out ads in newsletters with large circulations. They gladly spend one dollar in advertising to make four dollars in sales.

Paying for advertising is an entirely different discipline, an area of study all of its own. Hundreds of books have been written on the topic. It boils down to one thing. Paid advertising is all about saying the right thing, over and over, on a consistent basis.

Try your hand at writing a couple of classified ads. See what kind of sales you are getting. One out of every 100 or so people should be buying something. If they don't buy, it means there's something wrong with the sales message and you need to tweak the wording on the page.

Once you do have one out of 100 people buying, you might want to purchase click through traffic from Google Adwords, Overture, or one of the other pay per click engines. Just be sure you make four times more than you spend, it's that simple. The best part is that it's fast, immediate, qualified traffic.

Here's the math; If you spend .50¢ per clickthrough, after 100 visitors, you spent \$50. If one out of every 100 people buys and you get a \$50.00 commission... you broke even. Not good enough to stay in business. In this case, you either pay less per click, or turn more prospects into actual sales by tweaking your sales message.

One of the best works on how to advertise are the training materials by Perry Marshall, called the [Definitive Guide to Google AdWords](#). If you study this course, you'll make a lot of money with paid advertising. Just send the PPC traffic to a landing page offering a product. It's really simple.

There's also the fantastic series by Roy H. Williams, who's also known as, "The Wizard of Ads". He gets inside the human mind. It's nice to have a clear understanding of what motivates us to do the things we do. Especially when it comes to our reaction to advertising. The Wizard will help you blow through the clutter of the day, right into the subconscious of your reader.

Personally, I use a combination of my free newsletter and free search engines. (Although I did get Traffic Secrets & Perry's Marshall's course and have added paid advertising into the mix since the first edition of this book.)

So other than reviewing and recommending products to my readers, I rely on tweaking, or optimizing my html code to score top positions in the free search engines. I like setting up rings of related sites and linking them together to create something I call a mininet.

To play the free search engine game these days, the first thing you need to do is your keyword research. Find niches with lots of traffic, but few competing pages. [NicheBOT](#) is perfect for that. I go into great detail in the Action Plan PDF on how I use this wonderful tool.

Next step - after your keyword research - is to use a domain name registrar like godaddy.com to register four or five domain names, preferably .com domain names with keywords in them. Not only is godaddy one of the best, it's also the least expensive at around \$8.00 per year per domain name.

Now you are ready to join a couple of affiliate programs that you are interested in. Get some cheap hosting from hostica.com, or godaddy.com and create several five page minisites. (I provide exact linking diagrams in [Revenge of the Mininet](#).) Drop in your affiliate links and be sure to test them.

Make each minisite laser like in focus. Feature just a few items from one brand, make, or model number of a product. Then cross link all your minisites together and start announcing your sites to the online directories. Pretty soon the search engines come, spider your pages and add them into their index. Your positioning will depend on how well you optimized your pages.

The more focused your site is on one item, the better it will generally do. For example, your entire web site could be focused around a particular model of hand held computer. You could have one page for each accessory. One page for batteries, one page for the leather case, one page for additional ram, and so on.

The other school of thought is to make a mini net of maxi pages. These are usually one page sites, each linking to the other. The difference here is the maxi page lists everything in the universe for an entire product category.

These are similar to the newsgroup ads I wrote about in Nothing but 'Net. Every single make, model number, part number, manufacturer, product, category, description gets listed. These pages are usually very long and are slow loading. But they often do well in the search engines because they cover so many possible sets of keywords and use Anchor text links to different sections on the same page.

But like I keep saying, the key is just to have fun, and do it as a hobby first. Don't quit the day job with 3 children to support, if you haven't proven to yourself you can get top search engine positioning on a consistent basis.

See if you can create your minisites and finish in the top 20 of the search engines. If you can, search engine optimization is worth pursuing. It might even be a new career choice. The more you do it, the better you'll get at it. Soon you'll be finishing in the top 5.

Professional search engine optimizers are in a position to fire their clients, if they want to. They're already good at what they do. Instead of giving away hard earned traffic for a one time fee, they could join some affiliate programs and start driving the traffic to whomever is paying the most commission. They own the traffic - for a brief moment - and can point where they want.

Seriously, if you think about all the time it takes to get clients. The meet and greet, the lunches, the contracts, doing the actual work, proofing and changes, the approval processes, billing, invoicing, still trying to collect the money you're owed after 60 days.... why on earth would you want clients?

I've never met or talked to the people behind 95% of what I promote. All they know is I keep sending them traffic. People keep buying things. And I keep getting affiliate checks in the mail.

So instead of running after clients and trying to please them, I can spend my time making pages. I can focus full time energy on creating money making web pages, instead meetings, lunches and trying to be a bill collector.

How do you actually make the sale? How do you capitalize on traffic and turn the prospect into a customer? How do we get more buyers?

Turning the prospect into a customer is the missing link for most people. They go through all the work of getting the traffic to their site but fail to convert visitors into buyers. I wrote a whole chapter on creating favorable shopping conditions in [Nothing but 'Net](#). (Which is now a free downloadable ebook when you subscribe to my [Internet Marketing Secrets](#) newsletter.)

But instead of making you go read it right now, how about I give you **my 10 top secrets to making a sale**. It's everything I learned in 10 years of advertising. I was saving it for a newsletter or special report, and it will push this coaching session from 45 minutes to well over an hour, but since we're on a roll, I've decided share it with everyone in the next section.

Michael Campbell's Top 10 secrets to making the sale

Make the price easy to find... or get to

In designing a multi page or catalog style web site, especially where you've provided product reviews, put the price front and center. If you look at Amazon.com, you'll see a catalog style site.

Every product review has a price, in bold, on the right hand side. This is exactly how they do it in printed catalogs and magazines. I do the same "review" process on several of my web sites.

Since I've already provided a product review, often all people want to know is "how much" and don't want to leave the site, only to find a 10 page sales letter. They're already convinced the product I've reviewed is good. They just want to know how much does it cost, compared to the perceived value they've already determined in their own mind.

If you've presold the reader in this fashion, they often don't even read the sales letter at the destination site. They just click your link and skim the destination page for the "buy now" link.

(Note to people selling ebooks, put a "buy now" link at the very top of the sales letter for customers that have been pre-sold.)

Making the price easy to find on a catalog site, can be the difference between making the sale, or a frustrated user that clicks away looking for an easier to use web site.

On the other hand, if you are using mini sites, or single page sites with only a couple of paragraphs, you don't need a price. All you want to do is sell them on clicking the link.

This time, make the link easy to get to. If the prospect has found your page in the paid search engines, or with PPC, don't waste their time with a long and wordy message, or you risk them hitting the back button.

When using mini sites, put a hypertext link to the destination site in headline text at the very top of your page. Make it very easy to find within three seconds. Put another link within the very last sentence, in case they do read your entire page.

I get more clickthroughs and up to 300% more sales when I follow this secret "show price" or "not to show price" formula. Minisites or single pages, do not show the price, catalog or review style sites selling ebooks, do show the price.

Ask for the order or call to action

Ask for the order or ask for a click. Every page or page section must have a call to action. Tell the reader exactly what to do. If you want them to click the link, tell them exactly that... click here now.

After all, this is the entire point of everything, to ask the prospect for their money or their click. You must ask for the desired course of action at some point. You must ask for their money!

Do this with phrases such as:

Buy now for only...

Order yours now for only...

Get yours today only...

Click here to order now...

Click here to find out more...

To get the full inside story, click here...

Few people realize the importance of asking for the order. This technique has been used successfully in the print industry and direct response marketing for 100 years. It is super effective in beckoning, enticing, luring the user to complete the next step, head to the order form, or click the affiliate link.

Presell, but only the right amount

The amount preselling you'll need to do depends on the price of the item and the sales message on the destination site. Be sure to look at the web site you are linking to and read the sales letter. Does it make you want to buy their product? Or, is there nothing there but an order form?

If it is an expensive item, usually there is more ad copy required to justify the price. Long ad copy sells, especially when you tell a story that appeals to the emotion of the reader. Many features and benefits can be listed, along with user testimonials spread throughout the copy.

If they do a good job of selling on the destination site, all that's required from you is a paragraph or two and a link. All you need to do is convince the reader to click on your link. The sales letter or catalog at the destination site will do all the rest, or in other words... close the sale.

If the sales letter is weak or non-existent, or the sell-through ratio appears low, you'll need to write the sales letter FOR the destination site. You may need to fully convince the prospect, so they're ready to buy, even before they arrive at the destination site.

The best way to write effective preselling copy is to appeal directly to the emotions of the reader. Don't try and convince them that they NEED what you are selling. Make them WANT what you are selling.. by teasing them.

Appeal to their human nature with imagination and emotions. Try to get them to the point where they've already envisioned themselves owning it. Just imagine how it will make their lives better or easier, the problems it will solve, the money it will make, or the time it will save.

Don't say, "If you're fat click here to lose weight." It won't work. Try. "Losing 10 pounds is easy. Yes, imagine how good you'll look and feel. I bet the boys will really take notice again. This no-diet method really works wonders. I lost 30 pounds. Click here to find out more."

Here is an example. It's sample ad copy from a one page web site of mine. I pay for ads based on [Perry Marshall's formula](#), and drive the traffic to this page. All I try to do, is get the reader clicking on my links as quickly as possible. Notice how I evoke the reader's imagination and emotion.

* * * * *

How to Play the Guitar

Learning how to play the guitar is easy. All you need is a guitar and a chord chart. It's a little book that shows how to play the most common chords.

Simply learn a few basic chords like E, A, D, and that's it. Most rock, pop and folk songs contain only three or four chords anyway. While the left hand gets busy creating the chord, the right hand gets busy doing the picking or strumming.

The rhythmic strumming is often the most difficult part to master. The other hard part is the speed at which your left hand can make the new chord. Don't worry, you'll memorize all the basic positions within days.

You might want to choose an electric guitar while you are learning. That way, you can practice quietly without the amplifier until you become a better player. If you get a beginners package, you often get a decent amplifier thrown into the deal.

How long it takes to get good at playing the guitar, depends on how much you practice. You should be able to pick up basic chords and strumming patterns within two to six weeks. Girls love it and you'll find yourself very popular, especially at parties.

Come visit our web site, you'll find everything you need to play the guitar.

* * * * *

If you were a beginner and thinking about taking up the guitar, would the ad copy above convince you to try? Would you buy from the destination site if it was easy to use? What if the link led directly to a guitar page, with beginner's package deals that included amps?

This page does thousands of dollars in sales every month. It caters directly to the emotion of the beginner. I presell by telling the reader that learning to play the guitar is easy. It will only take a couple of weeks. It will also make them more popular with girls and at parties.

The first and last sentences are where I put the hypertext links. In this example minisite, all I want the reader to do is click my affiliate links.

So how do we write these emotionally charged paragraphs? By leaving out the features and focusing solely on benefits.

Just win the reader's heart and their mind will follow. Agree with their pain, or problem, then offer a solution. If they are lonely, you'll make them more popular. If they are fat, you'll make them thin. If they are bald, you'll help them get hair back... you get the idea.

Lets take a look at another sample "direct response" web page:

* * * * *

Welcome to best-big-screen-tv.com

Getting a big screen tv is easy. We ship it right to your door and your satisfaction is guaranteed.

Turning it on will be one of the greatest thrills of your life. You've never enjoyed television like this before.

You'll suddenly be a lot more popular. The guys want to come over and watch the game. The girls want to come over and watch movies.... if you know what I mean. It's a win win situation.

And man o man, the close ups. When they zoom in on the action, you'll see things you never even noticed before. Nature and travel shows are just like being there. When watching the game you can feel the hits and thunderous crunching action. So what are you waiting for?

Click to shop for your very own big screen television. You'll get...

- Your choice of all major brand names.*
- Award winning customer service.*
- No tax outside our local delivery area.*
- A price matching guarantee.*
- A flexible return & exchange policy.*

Yes, it's true. If you're not completely satisfied with your TV, tell us within 60 days and return it for free. We'll arrange for refund or exchange. It's your choice. We'll even cover the cost of return shipping. There are no re-stocking fees. You have nothing to lose.

Click here to get your very own big screen tv, risk free, and be the talk of the town. But don't blame us if you need to buy a microwave too, for all that popcorn you'll be making. You're about to make a lot of new friends.

* * * * *

Emotional words like the ones above, make it easy to engage the imagination. The prospect goes on a little day dream while reading the ad copy. Once the mind has imagined owning the TV - how it will increase their social circle and popularity - the logical mind quickly finds ways to justify the emotional purchase decision.

But notice how little we talked about the actual TV. No mention of sizes or specifications. No brand names, or discussions of Plasma vs LCD or Projection. No features, just benefits. Playing on the emotion of the demographic, or target audience, in this case, a single male between the ages of 20 and 35.

We focused on telling him how he would be more popular. How the girls will want to come over. What a big thrill it will be, "turning it on." We used descriptive language like, "thunderous crunching action."

The other area we focus on, is how easy it is to get the TV, and return it if he doesn't like it. We've removed all the risk from the buying process. We've made it easy for him to imagine owning the TV or sending it back. We've greased the chute of emotions, and sent him down the slippery slope toward justifying ownership.

For a hair restoration system, I might lead off with, "Tired of looking 10 years older than you actually are? Tired of the other guy always getting the girl? Then brand X will fix it by..."

If I was selling prescription drugs I might play on things like: Discreet delivery. Plain packaging. No appointment. No embarrassment. No disapproving looks. No doctor's office. No waiting rooms. Confidential and secure. All from the comfort of your home!

Oh right, the TV site, I almost forgot. You're wondering how well it works.

Last I checked, it converted around half a percent, (one out of every 200 visitors made a purchase) with an average PPC (Pay Per Click) price of .12 cents. That's \$24 to get one buying customer. The average sale is \$3,100. My commission is 3%. So that's a \$93 commission, minus the \$24 cost of the PPC ads, which results in a healthy \$69 profit for me.

Average number of sales per month, five. In other words, \$345 per month. Not bad for a one page site that took less than an hour to create. See how easy it can be?

It's all based on math (return on your PPC) and your power to convince people in an emotional manner. It has nothing to do with organic search positioning involving SEO or optimizing pages. (But of course, you can always ad them to your marketing mix.)

The best part about a direct response web page like the one above, is that it goes on autopilot. It keeps converting PPC visitors into sales, day after day. But you don't have to stop there.

Next day, do same thing. Find another hot topic, put up another one page site, and dominate another set of keywords in the PPC engines. Pretty soon you'll have dozens of pages making over \$300 a month each. Aren't you anxious to get started?

If you're totally pumped at this point, open up the Action Plan PDF and get started with your keyword research. You can always come back and finish off the rest of this ebook later.

Give as much info as possible

When it comes to pay per click, the objective is to get people clicking your links as soon as possible. When it comes to SEO work where you are relying on search engine positioning, give as much information as possible.

Some people will be ready to buy after the first paragraph. Others want stats, specs, dimensions and more before they'll buy. These are usually comparison shoppers or technical people.

The trick is to get a spec sheet from the manufacturer of the item and put everything you can about it online. And I do mean everything. People looking for product information will buy from you - instead of the competition - if you can answer all of their technical questions.

If you can't get a spec sheet from the manufacturer, check their web site. They often post complete details on every product they make. Another source is print advertising like flyers and magazines.

Magazine ads usually focus on the key features and benefits of any product. Especially what differentiates one product from another in the marketplace. They were also written by professionals, so you'd do well to emulate them. I know it sounds kooky, but I often buy the magazine just for the ads and to get product information.

In the guitar example in the previous section, the destination site handled all the details and specifications. There just isn't room on the PPC minisite to include more details on the product. They also get in the way of triggering the buyer's emotions.

It's also not the nature of the keywords that were used in the search engine. Someone finding the guitar minisite would have used a generic search like "how to play the guitar" not a specific search like a make and model number.

When people use the organic (non paid) search engines for specific phrases like a make and model number, that's where a long page really shines.

When someone types in "Edirol SD90 Studio Canvas" they expect to find a long detailed list of everything the synthesizer does. How many voices, songs, drum patterns, size, dimensions... the works. Same deal goes for cell phones, pocket PCs, digital cameras, anything electronic, they often make good, long and wordy pages.

If you use a really long web page, its best to put plenty of clickable links, peppered throughout, in highly visible locations. You'll never know - unless you test and track - which point in the information, the desire to buy is getting triggered. I'd recommend putting your affiliate link after every couple of paragraphs, and once at the very bottom of the page.

Just remember, short emotional "ad pages" when you pay per click. Longer more wordy information style pages for organic SEO. Range from 450 to 550 words per page on SEO pages, but just a couple of paragraphs on PPC pages.

Give actual numbers in headlines

When selling information products, ebooks and how to courses, give measurable, quantifiable, headlines, testimonials and endorsements. In short, use numbers.

What I mean by that is, instead of saying, "This product will blow your sales through the roof," (Which by the way is one of the most tired and overused phrases in advertising. Please delete it from your web site.) Say something quantifiable like, "20 people have already increased sales by \$200 a day using the new Acme Widget, learn how you can too."

My favorite source are headlines are the ones that sell magazines. Especially women's magazines. Go to the magazine rack and check them out for yourself.

You'll find gems like:

10 Things Every Women Must Know About Men

25 Makeup Tips from Europe's Top 5 Models

7 Ways to Get Him to Kiss You on the First Date

12 Things That Even Your Best Friend Won't Tell You

Hard numbers, quantified results in headlines sell readers and drag them into the web page or article. If you were selling a marketing book that had plenty of testimonials to prove it, your headline might read. "How Over 12 People Increased Sales by 400% in One Afternoon."

Take a look at some of these real world examples from marketing books.

Nothing but 'Net

How I generated over \$750,000 in less than a year with virtually no advertising costs. Not even so much as a business card.

Right On The Money

Drop me off in the middle of the Net, with nothing but dial up access, and I can make money in 5 hours! Discover how you can too....

Planet Ocean Email Marketing Course

Email marketing will be dead 18 months from now. This is your LAST CALL to start Permission Email Marketing.... before it's too late.

All three of these examples use numbers in their subtitles, Why? Because they've been proven to work, just like the headlines that sell magazines.

Make sure the destination site doesn't suck

This is my personal favorite tip. Check the destination site. This is a critical step and its amazing how few affiliates actually do it. If anything bugs you about the destination site, do not join their affiliate program.

Do they have a good ordering process in place? Do they allow searches? Does the user interface make you feel frustrated? Can you easily find what you are looking for? Does the linking make sense? Was it professionally designed?

Decide to become an affiliate only after checking out the destination site in detail. There are usually plenty of sites to choose from in any given affiliate category. Simply joining the affiliate program paying the highest commissions won't help.... if their web site sucks.

It's the old adage, would you rather have 5% of 100 sales, or 15% of 0 sales. Yes, it can be that big of a difference. Many people set up internet businesses and don't have a clue about issues like customer service or how to design a user friendly web site. You should be able to find what you're looking for in three mouse clicks or less.

Try to join the affiliate site that's easiest to use, even if it pays less commission, sales will generally be much higher. If you can find things easily, you can bet that other people can too.

Also be sure to check that the destination site uses confidence building factors (discussed in the next section), which includes product logos, shipping and warranty info, guarantee and contact info. Would you shop at a site that didn't offer all of these? Then neither will your traffic.

Remember, you worked hard or paid to get your search engine traffic, don't blow it on a site that sucks. Don't link unless you would shop there personally.

Use confidence builders on every page

Confidence building factors put the buyer at ease. Of the all the factors out there, the biggest confidence builder are the credit card logos. These must be present on the order form and peppered throughout the site, preferably at the bottom of every single page.

Other things that put potential customers at ease are; the little icon in the bottom left corner of the browser, that indicates to the customer they in a secure area. Then there's the money back guarantee, length of the warranty, shipping info and a returns policy. There should be links to every one of these on the destination site.

Another confidence builder are brand name product logos. People feel good about getting genuine parts and accessories. Make sure the destination site uses official logos in visible locations throughout their site.

To get official logos for your own sites, poke around at the manufacturers site. You might email them asking if they have data sheets, spec sheets, catalogs or a CD of their products available.

For example, Nokia puts out a promo CD that you can buy for a couple of bucks. It is such a time saver. It has web-ready photos and spec sheets of every product they make. You don't even need a graphics program. You just drag the photos right off the Nokia CD onto your web page. It gives instant credibility to any phone related page.

They even let you use their official Nokia logo on your web site. Providing you follow certain conditions, like a certain amount of white space surrounding it and no changing the color.

If you have a mini site or one page web site, you might want to experiment with official logos. Add the major credit card logos to your page - change nothing else - and see if clickthroughs and sales go up. Chances are... they will. But be sure to change only one thing, or one element at a time, and track your results. Otherwise, you'll never know which change affected sales.

Grease the chute

If it's your product, grease the chute. Remove all friction from the buying process. Once the user decides to buy, remove any extra forms, fields, or text, that's not 100% absolutely required from the order form.

I'm surprised at how many people make this fundamental mistake. I'm all ready to buy your product, totally convinced, credit card in hand, but when I hit the order form, I get offers for Gold or Platinum versions of the same product, for higher prices... Hey, wait a minute. What's missing from the version I was going to buy?

Now I have to bail out of the order form, go back to the sales letter, try and find references to Platinum. Don't find it. Sheesh! Go back to the order form and wonder what other "surprises" await me. No thanks, I'm outta there.

If you have several versions of your product available, tell people in the sales letter. When they hit the order form, they select which version they want A, B, or C. That simple. Then just take the usual minimal ordering info.

Save yourself a \$200 consultation fee and take my advice. The order form is not the place to do upsells or upgrades. Do not tell the customer about any other product or service you may have available. Get their money first... grease the chute.

OK, now that you have the initial purchase. Send them a thank you for ordering page. It's on the thank you page that you offer other related products or services they might be interested in. Up to four links to choose from. Make sure each one of the four links runs through an affiliate program and you get commissions from any sales as a result of those clicks.

If you want, you can read an entire article I wrote on upselling:

<http://www.internetmarketingsecrets.com/articles/upselling.html>

Make it slick, make it seductive, make them want to give you their money by keeping your order form clean, very simple to understand and most importantly... no surprises at check out time.

Minimize clicks to the order form

Get them to the order page fast. Ideally there should only be three clicks from search to purchase. It's not always possible, but in an ideal situation,

- 1) From the search engine they find an internal page on your minisite.
- 2) The minisite page leads directly to the affiliate site. To the advertised product if possible.
- 3) They add to cart, check out at the order form and you get a commission.

Some sites almost hide the ordering process. Others make it very complicated and hard to understand. Look for an add to cart option right on the page that your traffic is being sent to. The best run affiliate programs allow you to link to internal pages on their web site, not just the home page.

The faster and easier it is, for people to find and buy what they're looking for, the bigger your commission checks will be. Get affiliate traffic off your site fast. Use easy to find links and minimize clicks to the order form.

Monetize everything on your page

Monetize everything. Every click, every link on your site, every banner, every link leaving your site, should make money. If a link on your site doesn't earn at least a \$100 a month in pure profit, take it down and replace it with one that does.

Don't wait for advertisers to come to you. Go and get them yourself from web sites like cj.com, clickbank.com or the google.com AdSense program. There are thousands of potential advertisers in hundreds of categories. Go sign up for your account.

Within minutes, you'll be able to join affiliate programs related to your web site content. They provide all the links and do all the sales tracking for you.

All you need to do is paste the code they give you into your web pages where you want the ads to appear. Now you can fill your web site with advertising and get a paid commission on every sale. Sure beats having dead white space on your site that's not making money.

Same thing with traffic leaving your site with a back button. Be sure to put in a pop up box. They are those annoying small web pages that pop up out of nowhere when you either enter or exit a web page. Exit pop up boxes work, that's why everyone is using them.

It brings "intrusive advertising" to the internet, something that radio and television have had for years with their commercials interrupting the flow of their regular programming. Use pop up boxes if for nothing else, to collect opt-in email addresses of visitors to your web site.

Offer people a free report, a free newsletter subscription, or even a series of free tips, that you can deliver by a sequential autoresponder. Every tip that you send the reader gives you another opportunity to sell them, or tell them something of value. They'll get used to receiving email from you and won't mind if you start recommending products, once they've come to trust you.

Even go so far as to put up and EXIT link on every page. Give them a clearly defined exit process from your web site. On the exit page put several links on related topics but have them all running through affiliate programs. Afterall, they're going to leave your site anyways, you may as well tell them how to leave your site and make some money from affiliate programs in the process.

Top 10 secrets to making the sale summary

So there you have it, my top ten tips for converting visitors into sales. These tips apply if you are selling your own products, or if you are driving traffic through affiliate links. So here they are again in point form.

- 1) Make the price easy to find.
- 2) Ask for the order or click.
- 3) Presell, especially if the destination site does not.
- 4) Give as much info as possible about technical products.
- 5) Give measurable results in headlines ie: Sales increased by 400% in 1 day!
- 6) Make sure the destination site doesn't suck. Afterall, it's where you drive your traffic and you don't want to waste it. Make sure their search function actually works and finds what you're looking for.
- 7) Use confidence building logos on all your web pages and order forms.
- 8) Grease the chute, remove all friction and extra data from the buying process... especially the order form.
- 9) Minimize clicks from search engine to order form. Get them from search to purchase, in as little as three clicks.
- 10) Monetize everything. Every banner, every ad, every graphic, every link on your web site must make money, especially the links leaving your site. If a link is not making money, take it down and replace it with one that does.

For more information on selling techniques, here is an article I wrote you can download and read for free. It's my top 10 techniques for squashing fear and transferring your confidence to create happy lifetime customers.

<http://www.internetmarketingsecrets.com/articles/selling.html>

Follow these top 10 techniques to squash your fear of selling, and you'll be well on your way to more confidence, which when transferred to your prospect, will make them a happy customer. A customer that rewards your desire to learn, inform and serve, with a long term relationship, returning time and again, as a customer for life.

Bonus Section

How to Become a Super Affiliate

How mini web sites work

In my first book *Nothing but 'Net* and throughout this book, you've heard me talk about mini web sites. These can vary in size from a single page to five pages. They focus on selling one product or a few closely related products.

Minisites are quick to set up and can be very effective selling tools. If you want to learn how to set up interlinked rings of these sites for maximum affiliate revenues, I suggest that you read and apply the strategies in my most advanced ebook, [Revenge of the Mininet](#).

If you try to be a catalog or repository for all things, not only is it very hard to set up and get off the ground, but its also easy for you to feel a sense of overwhelm and lose focus.

Although some people have been very successful with the catalog model, the changing nature of the internet and the search engines has forced many of us to abandon the "we are everything" portal model, in favor of the mini site or cluster of mini sites, known as a mininet.

With a mini site you can have just one or two pages. Like a sales letter with an affiliate link at the bottom, that simple. If you are selling your own product, set up a two page site consisting of a sales letter and an order form. The only option is to purchase the product or move on. This model is very effective and targeted, especially if you are selling an expensive item or information product like an ebook.

The one page site lets us test our sales letter instantly. If we purchase traffic from a newsletter, PPC, classified ad or paid search engine, a certain percentage of people will click through and we can get traffic to our one page site and start making sales right away.

We can use our web site stats and the tracking provided with the affiliate program, to learn what kind of buy through ratio we're getting. We can tweak the headline or ad copy, buy another round of advertising and see if the sell through ratio goes up or down.

Keep what works and trash what doesn't. I know it sounds too simple, but it's not. Keep your highest converting ad as a control piece and create a second ad to compete against it. Keep testing, tracking and tweaking for highest sales.

The second style of one page site is where several pages are linked together to create a mini ring. The site ring works because search engines like them and people like to shop in them, because all the pages have related content.

Each page in the mini ring has its own domain name. There may be anywhere from one to seven items for sale on the page. At the bottom of the page there's a list of links leading to all your other web sites.

Another mini site concept is the five page site featuring one item or product category on each page. For example, a weight loss site might contain a home page with a couple of paragraphs and four links. Each link would lead to a different internal page on the same site, featuring a different weight loss product. At the bottom of each page is your affiliate link.

To take this a step further, use several sites, each one having a related product category like herbal remedies, weight loss pills, exercise equipment, diet books. Each site could have anywhere from five to eight items for sale, each one a different affiliate revenue generator. Each site linking to the other.

To summarize, mini sites can work wonders. Using pay per click, they allow you to test a market, test a sales letter, fail fast... or cash in... and move on. You'll quickly discover what works and what sells. And you can start these mini sites in your spare time. Soon you'll have several sustainable business models.

Mininets on the other hand take longer to set up. But based on what you learn from the mini site model, you'll know what markets work for you. The mininet is a natural search engine beauty, creating its own link popularity and when set up correctly, it's easy to attain top listings in the free (organic) search engine listings.

So next Saturday what are you going to do? Watch cartoons or get [Revenge of the Mininet](#) and start setting up your own mini site network and work towards quitting your day job?

Doing what you love

What are you passionate about? What if you could be passionate about something? What if you wanted to be passionate about something? What can you talk about for hours? Is it baseball? Is it sewing? Is it shopping, cooking or fixing the car? All of these topics have affiliate programs associated with them.

Ideally, your topic should be something you can talk about off the top of your head. You'll be able to whiz through writing content for your web site. You'll be able to write a weekly or monthly newsletter and never run out of things to say. You'll get other people excited just by the love of your topic.

The experts will tell you that your success will be in direct proportion to the size of the market. The more people are interested in a product or topic, the more money you will make. But the world is full of people that started something only to let it fizzle out.

Chances are, the more interest you have in a topic, the more longevity it will have, especially if you are writing a newsletter for an opt-in email audience. Only genuine passion and enthusiasm will guarantee long term success.

One other thing that almost every expert agrees on, is to narrow your focus to a niche market and even further to a micro niche. As many internet marketers will tell you, the wide horizontal markets (best selling paperbacks, DVDs, etc.) are gone... ignore them. Go after the low hanging fruit... the internet is full of vertical markets, a half an inch wide by five miles deep.

This means instead of putting up a web site on fishing, be specific like fly fishing, then narrow the focus to just the fly tying, or the best selling flies. Now you can have a mini site selling just fly tying gear or the flies themselves. If you want to talk about rods, lines and other equipment, put them on a different web sites, and cross link them all together in a mininet.

The same goes for sewing. Narrow the focus to one particular area. You could have one site with sewing machines, one with needlepoint, and one with patterns. Or narrow the focus even further by only having patterns for shirts.

Find your niche. Think about a situation or activity specially suited to your interests, abilities and nature. What makes you happy? I'll bet you can make a mini site out of it. Find affiliate programs for it. And write a newsletter about it. If you genuinely have something say, there are people that need to hear it.

What's your passion? What do you love to do? What do you love to talk about? What beam are you going to send into the universe?

Choosing a market with existing traffic

If you don't have a particular passion, don't want to write a newsletter, and just want to make money, go where the traffic is.

Mark Twain used to say, "Find out where the people are going and get there first." Trends like Pokeman and MP3 exploded on the net. The people who got their sites up early really cashed in on the traffic.

The boom is not over. A friend of mine set up a "trendy" site on a hot topic, the small battery operated remote controlled (RC) cars. Within less than half a year, he was getting over two million visitors a month. The audience themselves didn't have much in the way of disposable income, but their parents did.

He got the kids to convince their parents to buy gift certificates on his site. That way, the kids could buy whatever they wanted, when they wanted. It was like total empowerment for the kids. They could finally make their own purchasing decisions.

Same deal with the MP3 sites. They are looking for free stuff and free downloads. Another friend of mine set up an MP3 site with links to free downloads, but monetized the traffic with pop up boxes, where he gets paid by the click. Plus he loaded the site with tons of affiliate ads and banners that pay by the sale. Everywhere on his site, every banner, every ad, every link makes money, even though the site itself is all about free downloads.

What if I told you there was a market of 150 million customers, that spends over two billion dollars a year on a consumable product. It's cell phone batteries. I'm not even counting leather cases, hands free and the other goodies. That's just what Americans spend on batteries alone, every single year. It's easy to set up replacement battery sites for various makes and model numbers.

Did you know that wireless internet devices and handheld computers are expected to grow by 1,400% over the next two years? There's a market you can take advantage of right now.

Other people I know have set up very profitable web sites in high traffic areas with little competition. One guy sells a product that helps prevent getting speeding tickets. He literally dominates the search engines in his category.

A woman I know has a site full of affiliate links that lead to popular brands of prescription drugs. She has no competition in the search engines, because she focuses on misspellings of the drug names.

Bottom line is to find a market with existing traffic, and position yourself in the middle of it. Use keyword reporting services like NicheBOT to find out the most popular words on the internet. Once you have decided on a topic, dig into the niche and find out the top hundred ways people search the internet for that particular product or service.

Keywords are paramount. How you "think" people will find your site does not matter. If you pay for advertising you can say whatever you want. If you rely

on search engine traffic, you must “know”, without a doubt, what exact words and phrases people are actually typing into the search engines, when they are looking for products and services like yours.

After your keyword research, you'll now know about a hot topic and an existing market. You also know there are millions of people using the search engines to find what you are about to offer.

The next step is to find which affiliate programs offer the biggest commissions, have the easiest to use web sites and sign up. Then start creating some minisites on the topic.

(If you follow the secret linking formulas in [Revenge of the Mininet](#), within a few months, your web pages could be in the top of the search engines. Over 2,000 people and SEO firms swear by them.)

While waiting for the search engines to come and spider your web pages, you could buy some clicks from the paid search engines. Just use [Perry Marshall's course](#) to get instant traffic to test your sales message and offers.

You could purchase some clicks from Overture or Google Adwords, some classified ads, a targeted opt-in list, or targeted newsletter ads on the same topic as your mini site. You'll be able to fine tune your offer and sales message, before all the “big league” search engine traffic arrives.

If you put a good effort into the creation of your site, give something of value and a reason for people to return, the rest of the internet will take over. They will vote you to the top of the search engines with clicks and visits. If you let them talk, give feedback, and let them submit articles, your audience will even provide the content for you.

Remember to keep the focus narrow and have a passion for what you do. Never create a product and look for a market. Always do it the other way round. Find out where the market is, then position yourself in the middle of an existing revenue stream.

Creating your own info product

Do your friends say you talk a lot? Can you talk about something for three hours? You might want to consider writing your own ebook. You could sell it from your web site or through affiliate programs. You could have hundreds or even thousands of instant sales people promoting you.

If it sounds like too much work, don't worry, you don't need to type the whole thing. If you tape record yourself talking or answering questions, each hour

can provide up to 25 pages of written material. All you need is to get the tape recording transcribed and your ebook would be finished.

The easiest way to tape yourself talking is to buy one of those voice recorders like students use to record lectures at university. I would recommend one that uses a standard cassette tape for the highest quality. Or if you prefer, you could buy a microphone and record direct to your computer's hard drive.

The next thing to do is write an outline of what you want to talk about. Start by listing the major topics - which become chapters - and topics, which become their own sections within the chapters.

When writing a book I list the chapters like this:

Chapter 3) Choosing and Joining Affiliate Programs

Chapter 4) Where to Find Good Affiliate Programs

Chapter 5) Writing Your Ads

Chapter 6) Advanced Affiliate Tricks

Then I start adding various sub sections under each chapter like this:

Chapter 5

Writing Your Ads

- * *where to get your artwork*
- * *the chatty writing style*
- * *effective preselling is everything*
- * *creating a sales process*
- * *styles of ads and copy to use*
- * *the classified ads*
- * *the store style ad*
- * *the endorsement style ad*
- * *the product review*
- * *the personal testimonial*
- * *samples of winning ads*

Just get out your tape recorder and start talking about each one of your sub sections. An hour later, up to one third of your ebook will be written.

After you have your audio, you're ready to rip it into MP3 format and get it transcribed. There are hundreds of services to choose from. Just do a search for "transcription service" and choose one you like. Most of them will send back a text file within 48 hours.

If you're still having trouble getting motivated, try asking a friend to help you. Maybe get them to ask you the questions, and you provide the answers like an interview. Then if your friend doesn't understand something, you can explain it further getting additional content in the process.

Try getting two friends to help you. One a complete beginner and the other a fellow expert. You'll hear two very different perspectives and get two different sets of questions. Not only that... you'll double your content.

Everyone has a book in them, and its easier to get it out than you may think. Creativity comes from a child like state. Creativity is like a white brilliance, a light filled place, where being creative for no reason except you wanted to be. What will you say in the spotlight? What do you want to be remembered for after you're gone? How would you like to be remembered? What is in you to give? Write in down now.

To learn more about creating your own ebook, be sure to read my free bonus report called, "Quick and Easy eBook Publishing."

How much money will you make

Some programs pay by the click, some by the sale, some pay by the click and by the sale. A normal commission for the first tier will generally be in the 25% - 50% range for an info product, 15% for cellular accessories, 15% to as low as 5% for book sales, 3% for the sale of computer hardware.

How much money you'll make - or not - depends on how much effort you put into promoting a product, but also these three essentials:

- 1) Does the site have a decent conversion ratio?*
- 2) Is the site usable - would you shop there?*
- 3) How generous is the commission?*

1) Does the site have a decent conversion ratio?

Some affiliate managers will post what their average conversion ratio is. Others you'll need to email and ask. If they won't tell you or don't have a clue what it is, find a different affiliate program with honest people.

Let's say for example it's 15% for a product. That means if you presell the visitor and get them to click on your affiliate link. The law of averages says that 15% of the people will buy. You can take that money to the bank. All you have to do is deliver the traffic.

If you send 150 visitors a day to the affiliate site, that means 22 or so people will buy. If the average sale is \$25 and you get a 15% commission, that's just over \$82 a day U.S. in commission from one affiliate program alone.

If they do not know what their conversion ratio is, and you still want to join, let your own eyes be the judge as you visit their site. Compare their site to one that does get a 15% buy through and you'll quickly get an idea of what works, and what they might be missing.

If you go to the site and find confidence builders like credit card logos, contact email addresses, a clean site with no broken links or images, secure site logos, and good clean photos, you can be fairly confident that the site is a good one.

If you find broken images or no credit card logos or contact info, forget it. You are better off driving your traffic to a site that pays slightly less commission if it means more conversions.

2) Is the site usable - would you shop there?

This one seems obvious but few people test the affiliate site. Would you shop there? Would you give them your credit card number? Take a look around the site. Do your research, how much money you make depends on it.

Does the affiliate site have a grey or ugly background? Does the copyright notice say something like 2001? Are there spinning icons and animated cartoons on a site that's trying to be serious and sell something?

Guess what? No one shops there. If there's anything you don't like about the affiliate site, trust your own gut instincts and click away to the next available affiliate program.

Another thing to be aware of is the empty room syndrome. They set up a huge database and do not populate it with anything. For example, one sports auction site I looked at had nothing in it. It looked like a ghost town with virtual tumble weeds blowing around. Their database was empty yielding no results to all searches. Sure the commission sounded good at 20% of the sale, but the sale of what?

Another database issue is dumb logic. I looked up my cell phone model at one site and it said, "No results found." I looked for the model number and again got the same result... nothing. I had to go look for the manufacturer and then I found my phoned lumped in with a hundred other listings that I had to sort through, just to find what I was looking for in the first place. Great, now the shopper is frustrated. What good is that?

The point being, actually use the search feature on the site to try and find things. If you cannot find what you are looking for within three mouse clicks, forget it. No one else will shop there either.

Another issue is dumb shopping carts. Many users bail out at check out time because they require the user to set up an account, or ask for way too much information. Always test the check out process to be sure it's as simple as possible. They shouldn't require anything more than the person's name, credit card number and shipping information.

So before you join up, ask yourself if you'd honestly shop there. If in doubt, leave it out and choose a different program to join.

The affiliate site must be clean, well designed, easy to use, easy to navigate, easy to find things and easy to place a secure order. If any of these processes are not slick as can be, focus your attention and traffic on a web site that is.

3) How generous is the commission?

Affiliate commissions range widely for the same products. If you are going to email your opt in list, friends or even use paid advertising, get out a calculator and do the math first.

If the info product sells for \$28 with a 25% commission, you'll make \$7 a sale. If you have a mailing list of 2,000 names and 5% buy, that's 100 sales or \$700. Not bad for a day's work.

If the product is a selling for \$196, at 25% commission you'll make \$49 a sale. Using the same mailing list assuming that only 2% buy, you'll get 40 sales or \$1960. You make over \$1200 more by selling the more expensive product.

The reason I illustrate this point is that you can't possibly do stand alone mailings or special announcements to your mailing list touting every new product that comes along. Pick and choose your announcements wisely.

Moral of the story: Even though less people will buy the more expensive product, the resulting commission can often be higher. So if you are using a mailing list or have limited resources, you may be better off featuring the higher priced item.

Even if you are using a web site, assuming that you have a good sales message or sales process in place, and you've narrowed the focus of your mini site to selling one item, the higher priced item will usually make more money.

So why do commissions vary so widely? Probably due to affiliate managers not researching the competition. Given two nearly identical affiliate sites in terms of quality, I'll choose the one offering higher commission every time. This is something affiliate managers should take to heart.

If I belong to a cellular affiliate program already paying 15% of the sale, why would I bother switching all my web pages and affiliate links to one that pays only 10% of the sale. I'll bet they have a hard time recruiting affiliates to their program and they'll go out of business.

It's easy to compare affiliate programs at cj.com. Type in a keyword and look at what the other affiliate programs are doing and how much they are paying. Trust your own instincts as you answer the three critical questions. They will determine how much money you'll make.

1) Does the site have a decent conversion ratio?

2) Is the site usable - would you shop there?

3) How generous is the commission?

It's very important to do the research. Be honest with yourself and put in the work. Actually examine each affiliate program site you are considering joining. Your profits will be ten times higher because of it.

Do you trust the affiliate site? Are you 100% confident about linking to them and promoting them? Do you want your honest name and reputation associated with them?

Good, then start the cycle by letting positive energy flow through your words, write your reviews with passion, and the money will flow to you too.

Summary

To become a Super Affiliate:

- Use one page mini sites for PPC, or mininets for free traffic (SEO).
- Do what you love. Pick a topic you never get tired of talking about.
- Choose a market with existing traffic, never develop the product first.
- Create your own info product and sell it to collect email addresses.
- Site usability + conversion ratios + your commission = Your Earnings

Six top super affiliate promotion strategies

As in any affiliate program, the experts will tell you, only the top 5% make any money, the rest just scrape in nickels and dimes. Many of you asked about the winning strategies of top money making affiliates. Here are some ideas that will catapult you into the top 5% of money earners... The Super Affiliate.

Just so you know, these strategies have nothing to do with the search engines. They are simple things anyone can do, to start making money right away. So without further delay, here the top cash generating tips.

Selling in context

You'll get far better sales if what you are selling is in context with the content of the page. If you have a mini five page site about cats and put up an ad for pimple cream, don't expect miraculous results, or any sales for that matter.

If your site is about cats, put up banners, ads and endorsements about cats and cat accessories. Put up affiliate links to cat food, litter boxes, posters, figurines, magazines... well you get the picture.

If you have a site selling voice recorders, sell rechargeable batteries, adapters, carry cases and other electronic goods. Not smoked salmon! If you belong to one of those free banner ad exchanges take it down. Join a related affiliate program and put up their banner instead. Only use advertising that your visitors are likely to click on.

One fellow invented a portable saw mill, a gizmo you attach to a chain saw and you could have a log cabin in a few hours. He set up a site but no one came. Great idea, but no one in the world was typing "portable saw mills" into the search engines. They didn't even know such a beast existed.

Solution? Set up a web site focused on popular search terms where people might be interested in the saw mill. I told him to put up camping, hiking and recreational sites. Or more specifically, laser focused sites on models of camping stoves and lanterns.

The outdoor lovers saw the saw mill advertised in context on the camping stove site. That way he got plenty of traffic and was able to monetize all the ad space with outdoor related advertising and sell his saw mills in the process.

Write a research paper or article

Pick a topic and write an entire paper on a subject. You don't need to be an expert, as it can be a fact finding mission. Post it online or make it into a PDF and give it away in exchange for the reader's email address. People will give you their email address for something of perceived value.

Ask about your topic in discussion forums, newsgroups and chatrooms. If you spend an entire week doing the research, compiling answers and doing the writing, you'll know way more than the average person. Post your findings online and announce it to several ezines with large circulations.

Join the affiliate program for the topic and give it your highest five star recommendation, as THE best source. This "reporting" technique works very well on any topic, whether it's washing machines, quit smoking methods, party favors, digital cameras... anything.

Announce to your opt-in list

Write a stand alone (not promoting any other product) news release or special announcement to your opt-in list of subscribers or customers. This news announcement is very effective if your readers are interested in related information. There is a natural fit here, announcing a new product related to the interests of your readership.

If it is a two tier affiliate program, not only will you make a first wave of cash, but many people will sign up to become resellers using your link. You'll continue to enjoy an ongoing commission from everyone that signed up under you. When used wisely, a stand alone "special announcement" to an opt-in list is a very powerful tool.

Leverage your own newsletter

Announce a new product to your regular newsletter readers. Write a short review of the product, consisting mostly of ad copy that is provided by the affiliate program site. They often have pre-written ad copy you can copy and paste. Make the new product "top story" of that particular issue.

Another way to use your own newsletter is to place what looks like classified ads. It looks as though someone's advertising in your ezine, but in reality, you put the ad in yourself, and use your affiliate code to generate revenue. This is a very effective way of making money, especially when you have unused ad space or inventory available in your ezine.

Even if your newsletter is on unrelated content, many of your readers may be interested in the "this issue sponsored by" type ads. Especially if it is a common or popular product.

Tell people that do have traffic

This may sound radical, but totally ignore the 25% commission for making the sale and go after the ongoing 10% commission by having people sign up under you. This is often referred to as a "two-tier" affiliate program.

One affiliate is doing just that. He started a letter and phone call campaign telling people about this new ebook. When people say, "Great a 25% commission, where can I sign up?" He gives them his affiliate url... very smart! He gets an ongoing 10% commission from everyone he recruits.

Pay per click like classified ads

An up and coming affiliate found some good ezines in which to place little classified ads. The approach is paying off big. Circulation of the two ezines 130,000. Total cost of the ads \$80, total sales \$227, total profit \$147.

Now a \$147 might not sound like a lot, but she does this with dozens of affiliate programs, and dozens of ezines. She's so good at it that most affiliate program owners pay her a larger than average commission to reward her efforts. It's her full time job now.

It's true... some people are making good money, by treating pay per click advertising like classified ads. First they find affiliate programs like my Revenge of the Mininet paying out 50% of the \$79 price tag to the affiliate. Then they make little classified ads for use on Google Adwords, and drive the traffic to a single page web site, a landing page where they pre-sell the customer with an emotionally charged message, or product review.

(Remember my examples starting on Page 25? The "how to play the guitar" and "big screen tv" pages? They are perfect one page landing sites, and can boost conversion ratios dramatically on most products.)

For example, my affiliates know my ebook "Revenge" has a conversion ratio around 7% (7 out of 100 visitors by my ebook) and their commission after Clickbank fees is around \$36. If they spend .15 cents per click and send me 100 visitors, it costs them \$15. But the law of averages says 7% of my visitors will buy... so that's \$252 for them.

Subtract the \$15 advertising cost from the \$252 in commissions and you'll see they made a healthy \$237 just by sending me 100 visitors. Now imagine if they sent 1,000 visitors a month but they promote several other products besides mine... the numbers can get very big, very fast. \$\$\$\$\$

[Use PPC search listings like classified ads...](#) it's a whole new revenue stream. A completely sustainable business model that never existed a couple of years ago. Laptop + internet access = you can work anywhere in the world.

Eight Top Things The Super Affiliate Must Do

In addition... if you want to become a super affiliate...

- 1) Put into practice everything that you have learned to this point. Reading about it is simply not enough. You must do. Start applying everything you've read. Make a list and start. You'll never feel overwhelmed if you're a doer.
- 2) Write about solving a problem that your readership may have, not too much about the product. You simply want your readers to click on a link. Let the affiliate site do the work and close the sale.
- 3) Tell them, don't sell them. Simply tell people in a very disarming way what you've discovered. If you write a newsletter, mention it every three to four weeks. Remember you are selling to friends. Try not to sell too much too fast.
- 4) Be honest and sincere in your words. Really believe in what you are talking about. Appeal to the emotion of the reader. Give clear benefits of owning the product, not just a list of features. Transfer your confidence to them.
- 5) Spend time writing your review, endorsement, or testimonial. Be sure to read it out loud. Make sure it flows smoothly and sounds like you are talking during a conversation. Use natural language, words that you use every day. Never use a complicated word when a simple one will do.
- 6) Don't waste anyone's time. Talk about them. On all your web pages, use words like you, and you'll, and you will. Try not to talk about yourself or your company too much using the words I and we.
- 7) When you email your readers, remember that they've given you permission to do so. Be kind, be gentle, try not to be too pushy or overly persuasive. Remind them at the beginning of the email that you have an established relationship. Also provide a clear and easy to use unsubscribe option.
- 8) Keep going, persevere! Don't let fear, what anyone says, or anything else thinks for that matter, stop you, or get in your way! It may take up to three months before the search engines list all your pages. It may take six months before you get good at writing headlines and ads. Just keep at it. The more you do it, the more you practice and learn, the better you'll get at it. Do it!

There you are my friend. You now have the same tools as the super affiliates. The longer your web sites are up, or the sooner you pay for advertising, people will start coming and buying through your links. So with billions of dollars in affiliate revenue waiting to be snapped up, what are you waiting for? Go clean your office, pick up the kids, do the dishes or whatever else needs to be done, then come back, sit down, and get to work on those web pages.

Conclusion

If you follow all the advice in this ebook, you'll have a very successful home business. One that opens wallets and captures cash, from people who thought they were simply searching the internet. You control that traffic and make money from it.

All you need to do, is go back to the beginning and read this ebook a few more times. Make some notes, highlight important sections, and start applying some of these techniques and strategies to your web sites.

If you don't have any web sites, or want to start creating new ones based on what you know now, get out the Action Plan PDF and start today! Don't just think about it. Make a sticky note and put it on your monitor. Promise yourself you'll do it and you won't stop. Let determination and perseverance determine your future.

Don't even let procrastination or apathy get a foothold. If you start to feel overwhelmed or uninspired, be sure to read my free motivational article, "How to stay Inspired" and get rid of procrastination, apathy and depression.

<http://www.internetmarketingsecrets.com/articles/depression.html>

Before you even know it, you'll be firing the boss, quitting the day job, and starting your new career. You'll be setting up your own home business, directing the flow of internet traffic, while making money off of every click, every sign up and every sale.

It's all just sitting there, just waiting for you, waiting for you to come and get it. All it takes is a little determination, a little know how, and the burning desire to succeed for yourself in business. So start now, start in your spare time. See if you can do it... I'm sure you can if you decide to right now.

Remember... if you really want to be successful on the internet, love what you do. If you want to be successful in life, really, really enjoy what you are doing, and get a real thrill out of doing it, the money will come, success will follow.

Don't worry if there are already a lot of people doing the same thing as you, no one else is YOU. You have your own gifts, your own God given talent and no one else sees the world quite the same way you do.

Start today with a single step. Write a list of things to do and prevent the feeling of overwhelm by taking small steps positive steps each day. Plan each day. Instead of running around taking care of the urgent, you can look after what's truly important.

Stay focused on your goal, let others laugh, let others ridicule, let them say it can't be done, let focus and perseverance be your guide. What are you passionate about? Well what if you wanted to be passionate about something. What can you truly focus yourself on. What will it take to achieve your goal, your dream?

Take six or eight weeks and do it! Believe in yourself and your own abilities! Take this new found wisdom and knowledge and put them to work. You can only profit from them!

When all is said and done, you'll be standing ahead of the rest, with a smile on your face, money in your pocket, and a real sense of pride, accomplishment, and achievement. Congratulations!

I wish you all the success in the world my friend.



Best regards,

Michael Campbell

End

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Vancouver BC Canada

Essential Internet Marketing Tools

These are the essential tools to do keyword research, find niches, examine competitors, enhance your search engine positioning and get the most out of your paid advertising.

Personally, they are like my secret weapons. They are the reasons why my landing pages, minisites and mininets are listed in the top of the search engines, ahead of millions of other sites. They are also the reason my paid advertising generates a consistent and predictable 400% profit.

Some of these tools will save hundreds of hours of your time by automating tasks. Others, especially the ebooks and courses, can save thousands of dollars when you learn from the mistakes of others. You can avoid the pitfalls and become profitable whole lot sooner than you could without them.

With this knowledge and wisdom, you can have a profitable web site within hours instead of weeks, or worst case scenario... throwing in the towel and giving up. Never ever give up. Let perseverance and determination drive you, not what anyone else says or thinks about you.

Remember, the fastest way to easy money online, is to find some affiliate programs that you're interested in, do your keyword research and find your niche. The bonus Action Plan PDF will help you do just that.

Then, analyze the competition. Build your web sites. Buy some clicks. Advertise related products on the top, left and right edges of your web pages. Weave affiliate links into the middle of the page, always putting them in context with your content. And don't forget to monetize each and every outgoing link.

In addition, I'd like to share some inspirational thoughts from my Internet Marketing Secrets Newsletter #89, published April 27 2006...

The Real Honest Truth About Making Money Online
(*What I tell my friends and family about today's market.*)

""Dear Michael,

I read *Revenge of the Mininet* and set a goal of \$2000 a month by July 15th or earlier. I understand that minisites and mininets can take a while to start making good money. And it depends on how many I put up as well, right?

I'm planning to work full time on this and want to make this happen. I also know that I need serious guidance. My questions are: How many coaching sessions do I need? And how often?

I'd like to have your help with selecting the right markets, analyzing the data and feasibility, writing the ad copy for the landing pages and setting up the PPC campaigns. I want to do the whole process starting from scratch, using both the "Revenge" mininet model and the PPC to landing page model."

My Dear Friend,

I'm writing this not only for you... but also for many friends like you, whom ask me these questions on a weekly basis. So not only do I hope to help you... but hundreds of other people, just like you.

It's great that you set goals for yourself and that you are planning on going full-time. I hope it works out well for you. And with your determination, I'm sure you'll succeed.

*The best advice I can give you at this time, is to be sure you've read all three of my books. Since you've already read *Revenge*, and are familiar with mininets and linking strategies, the next step would be to read *Nothing but 'Net and Clickin' it Rich*.*

[Revenge of the Mininet](http://www.cdzn.com/rev) ==> <http://www.cdzn.com/rev>

Nothing but 'Net will help you convert the prospect into a buyer. There's a whole chapter on getting the customer into a buying mood, by building confidence and removing all friction from the buying process. Best of all it's a free downloadable ebook that you can get here.

[Nothing but 'Net](http://www.cdzn.com/nbn) ==> <http://www.cdzn.com/nbn>

Clickin' it Rich (CIR) will help you master landing pages, persuasive copy writing, market selection, competition analysis and all the other marketing secrets. The only thing missing from CIR is in-depth PPC

training, which you can easily get from Perry's Marshall's "Definitive Guide to Google AdWords" audio course.

[Clickin' it Rich](http://www.cdzn.com/cir) ==> <http://www.cdzn.com/cir>

[Definitive PPC Guide](http://www.cdzn.com/pmg) ==> <http://www.cdzn.com/pmg>

Then, as I wrote in the CIR Action Plan, you have several choices, or career paths to choose from. The Quick Start method is to join an affiliate program. Advertise that product using Google's AdWords. Send the traffic to a persuasive landing page. Get the click and let the sales letter at the destination site close the deal.

The most important element in this revenue stream, is to test and track. Constantly improve the ads and landing pages, until you are getting the maximum possible click-through and sell-through ratios. CIR and Perry's course will help you do just that.

If you choose to go the "organic search" path, you don't pay for advertising. You rely on free search engine traffic instead.

To succeed in the search path, start by pumping out content rich sites. Once you get one site done, you move on to the next, until you have a mininet, or "network" of related sites.

Here - in a nutshell - is how you can create a mininet empire. If you join something like the Article Underground, you'll get 400 royalty free articles per month... that's an awesome lot of instant content, that you can use however you want.

[Article Underground](http://www.cdzn.com/au) ==> <http://www.cdzn.com/au>

Modify the articles slightly and drop them into a website builder like XSite Pro for Windows, or Rapidweaver on the Mac. Either one makes instant sites, with gorgeous templates, that are search engine friendly and easy to use.

[XSite Pro](http://www.cdzn.com/xsp) ==> <http://www.cdzn.com/xsp>

Now comes the most important step. Monetize every inch of ad space. Join a couple of affiliate programs and weave affiliate links in context with your content. Paste in your AdSense code, so the Google ads appear on your site.

To maximize the amount of revenue it's important that you use ads that are the right size, shape and color. In addition, depending on where you place the ads on your page, your clicks could double or triple the amount of money you make.

Thankfully all the work of testing and tracking has already been done for us. All you need to do is watch the AdSense Videos and follow exactly what they tell you to do.

[AdSense Videos](http://www.cdzn.com/av) ==> <http://www.cdzn.com/av>

Now it's time to get a domain name, hosting, and publish your site to the web. You're finally ready to announce your site and get incoming traffic.

The most important thing with organic search results, is to get incoming links to your site. Simply use the Article Underground's network of 15 blogs to get as many links as you want. In addition, you can submit your site to High Rank Directories as time permits... but don't dwell on it for too long.

[High Rank Directories](http://www.cdzn.com/hrd) ==> <http://www.cdzn.com/hrd>

Repeat the process by creating another content rich site - thematically related to the first one - using the Underground articles or your own content. Publish your second site and link it to your first site.

Continue the process until you have a mininet of five to eight related sites. Then leave it be. Let it mature in the search engines, while you move on to the next thematically related ring of sites.

Is it really that easy? Yes it is. But few people are willing to put in the work. They give up too soon. This is where determination and focus separates the whiners and winners. ;-).

Is it harder to do than it used to be? Well, yes and no. Yes, because it takes more sites and pages than it used to. Plus, the competition (thanks to Revenge and Clickin') is a lot more stiff.

But then again... in a way... no. Because never before, has there been such an abundance of keyword rich articles to choose from.

So while it is harder on the website production level, having intellectual content "provided for us" by the likes of [Article Underground](#), [Keyword Avalanche](#) and [Content Desk](#), has also made it a lot easier.

So the answer to your question is yes. Yes, it is possible. Yes, you'll probably get whatever you focus on. Let perseverance and determination drive you. Stay focused on your goals. And don't forget to celebrate each little milestone and accomplishment along the way.

That's really - from the heart - all the advice I can give you. As for the coaching thing, it was really only designed to give one or two sessions at most, to help people connect the dots.

So once you've read and applied all the materials, I don't mind doing a session with you. But then you'll have to set me free... so I can focus on my tasks as well.

Let me ask you... what are you staying focused on? What goals are you pursuing with all your heart, mind and soul, at the risk of letting all else pass by? What is your passion that burns inside like a white hot flash of lightning? You'll surely get it... whatever it may be... so long as you stay focused on your goals long enough. Are you ready to get focused?

Michael

OK? Now... Let's get focused!

The following pages contain a list of what I consider to be the best resources available at the time of this writing. I use almost all of them on a daily basis, as I do research, create web pages, buy clicks and optimize my web pages for the search engines. In addition, I also use them to manage my subscribers, generate content for my sites, and keep an eye on the competition.

They'll work for you to. Just remember to automate your online business as much as possible. And don't make the same mistakes as others, when you can simply read an ebook, listen to an MP3, or watch a video, and get the benefit of people who have blazed the trails before you.

Invest in yourself, for knowledge is certain, not mere speculation. If nothing else, gain wisdom. Everything else will fall into place naturally.

Keyword Research

[NicheBOT](#)

Free keyword research tool, helps avoid overly crowded search terms and identify niches. Also shows the top 15 sites for that keyword, how many backlinks each site has, the number of pages indexed in Google and the PR for each site. A thesaurus helps find similar keywords.

<http://www.cdzn.com/nbt>

[Keyword Avalanche](#)

Yes, these guys really do make over 20K per month. But this isn't an average private site with a forum... it's a success community. It's people like you making serious coin and sharing everything they know about making portals. They give you the power and the tools, so you can do it too. Features keyword research, articles, software and forum.

<http://www.cdzn.com/ka>

Website Creation and Analysis

[Mozilla SeaMonkey](#)

Free all-in-one HTML Suite. Features a state-of-the-art web browser and powerful email client, as well as a wysiwyg web page composer and a feature-rich IRC chat client. Complete, powerful, and secure.

<http://www.mozilla.org/projects/seamoney/>

[XSite Pro](#)

Windows software for building optimized web sites. Does the html and hypertext linking for you. Generates beautiful looking web sites that are search engine friendly and easy to use. Excellent for niche site building. Includes several training videos so it's easy to learn in just hours.

<http://www.cdzn.com/xsp>

[SEO Elite](#)

Windows software finds valuable, high Page Rank link partners. Tells where your website is ranked for any search term. Monitors link partners. Prevents linking to banned sites. Finds affiliates to sell your products.

<http://www.cdzn.com/set>

Pay Per Click (PPC) Advertising

[Definitive Guide to Google AdWords](#)

Perry Marshall's excellent PPC course will have you writing ads that get results. Only PPC ads will get you consistent and predictable traffic. Get the audio version of this course and listen to it several times. Discover how small changes like a simple word swap can mean 400% more clicks.
<http://www.cdzn.com/pmg>

Making Money with Affiliate Programs

[Affiliate Marketers Handbook](#)

PDF ebook on how to create giant mega sites of hundreds of pages. Allows you to compete in ultra competitive keyword categories. Offers good advice on how to find and join good affiliate programs. Plus how to link hundreds of article pages to increase site's link popularity.
<http://www.cdzn.com/amh>

[Revenge of the Mininet](#)

Michael Campbell's third best selling ebook. Advanced search engine linking diagrams and secret strategies for increased revenue from affiliate programs. Using these techniques you create your own link popularity and can boost the positioning of any pages that you choose.
<http://www.cdzn.com/rev>

Internet Marketing

[Nothing but 'Net](#)

Free ebook on how Michael Campbell generated \$750,000 in less than a year with no advertising costs. Not even so much as a business card. Learn how to set up an online store and service thousands of customers. Plus there's a whole chapter on getting the customer into a buying mood, building confidence and removing friction from the buying process.
<http://www.cdzn.com/nbn>

[Internet Marketing Secrets](#)

Free newsletter that will keep up on all the latest internet marketing products and strategies. Learn how to tap the money making power of multiple internet revenue streams like search engines, affiliate programs, paid advertising, opt-in email, newsletters, ebooks and a lot more.
<http://www.cdzn.com/yes>

AdSense Revenue

[AdSense Videos](#)

Imagine getting three times more clicks and ten times more revenue from AdSense, without an increase in traffic! You'll discover where to position the ads on your site for maximum clicks. What colors work best in the headlines, body, urls and backgrounds of the ads. Plus there's a secret way to use photos that can triple the amount of clicks you can get.

<http://www.cdzn.com/av>

Create and Manage a Mailing List

[AWeber Systems](#)

Broadcast emailing service that ensures your messages will get delivered. Acts as email address collection system, subscriber database, subscription manager, autoresponder and click tracker. Handles remove requests and personalized mailings to subscribers. Also creates "hover-in" pop ups, split testing, and allows code tracking of individual email campaigns.

<http://www.cdzn.com/aws>

Search Engine Traffic

[Visitor Enhanced Optimization](#)

Does Google trust you? Are you on the list of trusted sites? Do you ever wonder why some sites get the green light and rise to the top of the SERPs (search engine results pages) and why other sites never get anywhere? It's all about trust. Are you ready for the future of SEO?

<http://www.cdzn.com/veo>

Royalty Free Content

[Article Underground](#)

Private site providing content, how-to videos, traffic build and incoming links. Members receive 400 royalty free articles per month without copyright restrictions of any kind. In addition members get access to over 20 blogs, so they can instantly link to any new pages that they create.

<http://www.cdzn.com/au>