

The Beginner's Guide to Affiliate Marketing

Jay Boyer & John S. Rhodes

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Introduction

There are far too many affiliates spinning their wheels and wondering where the money lies and not enough people putting a simplistic plan into operation that will provide them with passive residual income for months (or even years) to come.

You see it every day – posts in Internet marketing forums from people who can't "get it" or someone who finally made their first sale (after months of trying with no luck).

They have no idea how to repeat that single sale, so eventually they'll quit – like 99% of the other affiliates who can't figure out what the Super Affiliates already know.

There are a million ideas you can tack onto this simple affiliate strategy. But what I'm going to divulge to you in the coming pages is all you need to succeed and generate profits for your online empire.

The one lesson you need to remember is to quit trying to reinvent the wheel!

Everyone always thinks you have to come up with some mind-blowing concept that no one else has done, but that's not true. Just learn the right way to work the system and it'll benefit you financially in both the short and long-term future.

This is true-life plug-n-play affiliate profit, where all you're doing is setting up machines that work for you on autopilot. Don't get possessive about your content, trying to perfect every little detail and become best friends with your readers.

Build it, and move on.

Perfectionists have a hard time succeeding with affiliate marketing because they get bogged down in unimportant details that sap their time and don't contribute much to the conversion and sales they're able to achieve.

And make sure you test various niche markets if you're new to this. If you don't have one area of expertise that your sights are set on, then testing different niches can help you see what you'll enjoy most in the long run and what will help you make more money, too.

Important Note: I'm going to tell you about the basic plan and then deliver a step-by-step screen shot implementation for you to see so you can follow along with your own site!

6 Reasons Why Affiliate Marketing Rocks

If you're new to online marketing, your head may be swimming with all of the potential business models you have at your fingertips. In fact, some people get overwhelmed trying to decide what the right path is for them to take.

You know you want to pursue something that you'll understand. And, you want to make money – with an option that has no ceiling for income potential. That's what online marketing is all about.

Affiliate marketing is one branch of the Internet profit tree you could tap into – and it's perfect for newbies, advanced marketers, and those who want to go at their own pace (slow or fast).

You can easily absorb all of the lessons to help your income soar, regardless of whether you've spent three minutes – or three years trying to learn the ropes of online marketing.

So let's go over a few decision-making criteria that could help you see if affiliate marketing is your preferred option.

Very low start up costs

Well that's always nice! Whether you have a shoestring budget set aside or you're working from nothing, affiliate marketing is a strategy that doesn't ask much of you from the start.

The investment you'll be making will be effort, not cash. Of course for those who want to jumpstart their return, you can always do a little investing in things that cost money – like a domain, hosting, and some advertising if you want to – but it's not a necessity to get the ball rolling.

When you're just getting started – and there are so many different business models to choose from – you may not be sure if you'll enjoy (or profit from) some of them.

When you find a strategy that's no or low cost like affiliate marketing, it lessens your financial risk. Some business models require a huge investment up front – and then, not only are you wasting time and effort if it fails, but you're out hundreds (or even thousands) of dollars.

Another great thing about the nonexistent upfront costs associated with affiliate marketing is that you can be just as successful using 100% free promotional efforts as you can using a paid platform.

No website needed

There are many ways to begin affiliate marketing right this second without spending a dime. For example, you can use a free blogging platform to start blogging about your niche topic – and refer your readers to items they may want to buy so that you get a commission.

There are many different places that allow this – aside from blog platforms, such as Squidoo, HubPages, and Zujava. All of them are free to use, and they welcome marketers who can create some good content.

You can also begin posting on a free blog if you want to – but you have to be careful because if you're too promotional, sites like Blogger or WordPress might shut you down.

It's always best if you can go with a domain. You can find great deals on domains. For example, you can do a Google search for a coupon code for your favorite domain registrar like GoDaddy.

Just enter something like "Godaddy coupon" and then the month and year that you're searching. Sometimes this can knock a domain's price down from over \$10 to just a dollar or two!

And hosting isn't much at all. Hostgator has great deals too – and you can get a plan that costs under \$10 a month.

If you're worried about building a website, don't be. There are people who offer free blog installations so that all you have to do is log in with a username and password and start publishing content as an affiliate marketer. Or, find the instructions on how to install WordPress free online and do it yourself.

But again, it's not necessary. You can get started without a website and begin putting some of your earnings back into your business later if you want to take that approach.

You don't even need sales experience to become a great affiliate. Your job isn't to sell the customer, but to connect them through whatever platform you're using, so you won't have to worry about websites *or* copywriting to make a profit.

No product needed

Creating a product can be daunting to newer marketers. You have to learn all sorts of things – niche research, product creation through multi media platforms, how to launch a website and create high-converting sales copy, and more.

Plus, there's no production costs involved – like paying for graphics, launching on a paid platform, and paying for a tool that delivers your product to the target audience.

With affiliate marketing, you're not burdened by all of these inconveniences. All you're doing is being the middleman.

That means you go into a niche hoping to bring together buyers and sellers. You're the liaison between the two. This can be just as rewarding as being the one who created the product.

So for instance, let's look at how an affiliate marketer would be the primary go-between:

Let's say you pick the acne niche.

Your job as a product creator would be to provide a solution that helps people cure or treat their acne.

But if you're an affiliate, your job is to find the people suffering from acne problems and point them in the right direction to where they can find good help – to the sellers.

The key to becoming a super affiliate is to build a list of subscribers (they have free list building tools until you can afford a paid one) and become their go-to person whenever they need advice.

Someone they can trust.

You're not actually providing the advice – you can if you want – but you're just saying, "Oh you need help with acne scars? I know of the perfect product for that – here's the link."

Of course, building a stronger rapport with your readers will increase conversions. If you take the time to review and maybe even implement products and share your results, that will help you convert even better.

When it comes to product creation, you're limited on time and the creation process. It might take you months to take a product from conception to completion.

But as an affiliate marketer, you can instantly begin promoting from a catalog of hundreds of products with a wide range of opportunities for your readers. You'll be profiting on all of them, not just one income stream.

You can test niches for profitability

Here's one of the BEST perks of pursuing affiliate marketing: Diversity.

You get to dip into dozens, possibly even hundreds of niche markets to see what works best for you.

You're going to get to determine:

- Whether it's easy to compete in that niche.
- How much you can potentially earn.
- Whether or not you find it satisfying.

All three of those are very important factors for your online success as an affiliate. Some niches will be harder to break into than others, so as an affiliate, you can test the waters to see how easy it is to dominate *before* you buy a domain and pour your heart and soul into it.

Potential earnings will be of concern to you. If the traffic's coming, but it's hard to convert the visitors into buyers, then you might prefer to go with another target audience.

Personal satisfaction is what this career path is all about! Online marketing in general is about being your own boss – not having to pursue tasks and topics that don't fulfill you.

As an affiliate marketer, you can dabble in many niches all at once – getting a feel for what satisfies you. You're going to probably hear a lot of advice about keyword volume and competition – but it's important to pay attention to which niches make you feel like getting up out of bed early just so you can get engaged with your audience!

One of the best ways to do this is to use a site like Squidoo, where you're allowed unlimited accounts and unlimited pages. You can literally test everything (within their TOS) – like the pet niche, health, careers and more.

Perfect for beginners

A great perk of affiliate marketing is ease of use. So many people find it intimidating to go into product creation because there are so many behind-the-scenes elements involved – including many technical skills you need to know.

But as an affiliate, you'll need to learn some basics that are easy for any level of marketer, including things like:

- **Blogging**

Blogging is simple when you're on a free platform. You're basically going to pick a name and URL for your blog and start publishing posts. It's good to learn what people want in terms of blogging.

One of the biggest factors is personality. They want you to share insight, opinions and advice with them. Blogs are a great place to review products and share your results and they rank well in search engines.

- **Video Reviews**

If you're comfortable with video, then you will want to start using YouTube and maybe embedding those onto your blog. In your videos, you can talk about the niche problems and solutions that you advise them to purchase through your links.

- **Web 2.0 Platforms**

Web 2.0 platforms are sites like Squidoo, Zujava and Hub Pages. Those sites, plus article directories, let you publish free content using your affiliate links. The sites are easy to master if you just take your time and read the instructions on how to set up your pages.

- **Social Marketing**

Social marketing is all about sharing. You'll be using sites like Twitter, Google Plus, Facebook and Pinterest to share your blog posts and links to good products that you think will help your niche audience.

No Customer Service

One of the most time consuming tasks when selling online is handling emails and requests from customers. They may have download issues, need clarification about the product, or want other help.

As an affiliate, none of that is your problem. It all rests on the shoulders of the product creator. It's their job to handle the customer once you send them there, so you can continue working on what matters most – converting new customers.

Affiliate marketing is right for just about everybody. Even product creators adopt an affiliate strategy to complement the product development branch of their business.

The 4 Cornerstones of Affiliate Marketing

You don't need a ton of expensive memberships or fancy tools with a lengthy learning curve to make money as an affiliate online. All you need are four basic concepts and systems to pull together.

Ample Affiliate Opportunities

Don't assume there's an affiliate program for every niche topic out there. You want abundant opportunities to choose from, not a single half-baked product to promote that doesn't convert well or barely pays you what your time is worth.

If you go to ClickBank or PayDotCom or a CPA network and find only 1 or 2 things to promote, then it might be wise to pick a different niche OR choose a different path – one that has you creating your own info product since competition is minimal.

Conduct this research prior to buying a domain or investing in content (with either time *or* money).

Your “Home Base”

Every good affiliate needs a hot spot to post their content and links. Everyone will tell you to stick with free web 2.0 sites like Squidoo or Hub Pages, but I'm telling your right now – you want your own domain.

Web 2.0 sites are great for backlinks and traffic but when you want to set the rules for yourself and ensure that one day you don't wake up to find your whole site deleted without warning, then owning a domain is a necessity – not a luxury.

Some people will tell you to only buy dot com domains. I have a different opinion. I own dot info domains that do just fine in the SERPs. I've read other people's posts on forums who have had the same experience as me.

Authority Content

Your goal as an affiliate who prospers is to get them into your system for repeat sales, not one-time commissions. To hook your audience for the long-haul, you need to learn

how to provide a bit of authority and expertise that keeps them tuned in to what you have to say – even if someone else wrote it and you’re simply the middle man.

You get positioned as the expert without having to create a product and *possibly* without having to write a single word of content or conduct any research on the topic other than basic keyword volume and competition.

A Communication System

Your communication with online customers comes in the form of an automated system that leaves you with a primarily hands-off business to run.

Autoresponders are the method of choice for most marketers because you can queue up over a years’ worth of emails to go out on autopilot and do the dirty work for you.

Those 4 elements above are all it’s going to take to build a financially secure affiliate empire. Now *how* you use these four components is where the difference between success and failure lies.

Setting Up Your Affiliate Marketing System

I think the best way to learn a system is to see it in action, so in the next chapter, I'm going to walk you through it with a live case study that you can see as you implement each step on your own.

But let's first go over the basics of how you're going to pull this system together.

First, you're going to want to choose your niche carefully. Like I said before – go with something that delivers ample opportunity, like the dog niche, health niche, dating, or golf to name a few examples.

What makes a good niche? When I search for a niche I ask myself these questions:

- Does it have a lot of affiliate programs whose pay is worth my time? Don't necessarily go off percentages because you'd rather have 10% of a \$500 product (\$50 in commission) than 50% of a \$14 product (\$7).
- Can I find or write a report about it to give away in exchange for their contact information? List building is where the long-term money happens for you.
- Is there enough information on this topic for me to be able to pull together a year's worth (or more) of continual weekly emails? (It's been said it takes a consumer 7 different times of being exposed to a product before they buy).
- Is the public buying in this niche? If so, what are they buying? Consumers like to be entertained, informed, and they want everything you give them to be easy. The last thing you want is to see a lot of sales only to realize they turned into fast refunds.

Next, you want to scout around and seek out the crème de la crème of affiliate opportunities for that particular niche. As a soon-to-be super affiliate, your name is on the line here – don't dirty up your reputation by promoting less than stellar products to the subscribers who will be signing up to your list.

Ideally, you'll get together a long list of hot products that convert well, that pay quite a bit, and that are evergreen in nature – providing commission to you for years, not a few months.

Once you have your niche and your affiliate research gathered, you're going to work on creating plenty of content for two main areas – your blog and your email autoresponder system.

A good rule of thumb is to create at least one autoresponder email per week and one blog post per day. “But what about article marketing?”

You can feel free to do some article marketing too if you want but here’s my way of thinking about that now – why not put those articles on my *own* domain (my blog) and boost *it* up as an authority site rather than hand it over for free to an article directory?

I think too much emphasis has been put on article marketing when blogging should be at the top of the totem pole.

Aside from blogging, you’re going to queue up your autoresponder system with messages that will quench their thirst for information and also give you ample opportunity to cash in with your affiliate links.

You don’t need to be overwhelmed by the thought of writing a year’s worth of emails to your customers. You can find time to send out one a week or buy a pack of 52 articles on your niche topic that are made from PLR (Private Label Rights) and you’ll have a ready to use communication system.

Private Label Rights, in case you’re not familiar with them, are articles someone else writes, sold dirt cheap to multiple buyers. You can put your name on them as the author and use them as is or alter them so that they’re unique to your subscribers.

There are many high-quality PLR creators online, including Ronnie Nijmeh at plr.me, Tiffany Dow at the PLR mini-mart, and Paul Counts. You can also search for PLR by topic by typing the following into the Google search window:

“YOUR TOPIC” plr (NOTE: be sure to put your topic or keyword in quotes for this search).

In order to get those visitors to your site to actually sign up for your emails, you’re going to have to give them something in return. You can make it a report they instantly download or the promise to receive periodic lessons from you via email (ie: “Sign Up for a FREE 7-Week Course on How to Eliminate Stress for Good!”)

Note: The title of your report is more important than the content itself. Now this doesn’t mean the inner pages can be pure garbage. You want to show value after all.

But the title is what will pull them in. Use something such as, “The 3 Word Phrase That Will Get Your Dog to Change ANY Behavior You Don’t Like!” It sounds better than just, “Free Dog Training Tips.”

Plug your affiliate links into it and turn it into a PDF file using Adobe. You can get five free conversions here: <https://createpdf.adobe.com/>. When someone signs up for the

free report, they'll get a download link for it in their first email – and every week after that, they'll get an informative, valuable email from you with another affiliate link in it.

Remember the second element of success with this system – the website? Well it doesn't matter if you put articles on a static web page or lots of small posts on a blog – but whatever type of page it is, it'll have your autoresponder email capture form on it.

Some people use a separate, specially designed squeeze page that has nothing but a headline, bullet points, and the name capture form. I don't care if you integrate it into a portion of your blog, but make sure it makes its way onto the page above the fold (meaning they don't have to scroll down) so that you can start building your list.

Important: If you spend any extra time at all on anything in this system, spend it on your opt-in area. You want your visitors to convert into subscribers. And make sure you find or write valuable email messages and not trash.

With good content for your autoresponders, your subscribers will stay subscribed regardless of how often you market to them, providing you with more selling opportunities.

Don't make the mistake of sticking AdSense all over the place – if you're a serious affiliate marketer, you want any clickouts to be on high affiliate moneymakers, not piddly pennies per click!

Here's a major mistake many marketers make. They think that since they're building a website anyway, why not have as many moneymaking opportunities as possible so they at least earn something?

If you take this approach, you're going to see a trickle of AdSense income build up over a long time rather than waves of affiliate commission flood in on a regular basis.

Not only that, but let's say you build up steam and start seeing 2,000 hits a month – then 5,000, and so on. What if every single visitor clicked on an AdSense ad?

Sounds great, right?

Not really. Once those 5k visitors are gone, so is your moneymaking opportunity. Imagine adding 5,000 people to your niche list each month. Imagine those people investing in the \$47 product you're promoting for a 50% commission rather than a one-time \$0.10 AdSense ad.

Sounds a lot better, doesn't it?

After all is said and done you have one domain up with content, a free report to offer, and an autoresponder system in place, and you repeat it again and again. Affiliate marketers raking in the most money are planting seeds all over the place.

They don't wait for one site to become mega popular - they have dozens of sites operating in sync with one another to churn out big commissions based on a growing subscriber base and a healthy myriad of affiliate programs to promote.

And don't let it freak you out at the thought of building dozens of niche sites like this. It's very simple to set up a blog on a domain and plug in PLR content to an autoresponder.

You might do the first few yourself and once the money gets rolling, outsource it to a freelance virtual administrative assistant as grunt work that you don't want to mess with.

So now that you know the system in its basic form, let's see it all unfold with a real niche. You follow along as I do my sample so that by the time you finish reading this course, you have one site completed and then you can repeat it and be on your way to increased (or first time) affiliate sales.

Putting Your Affiliate Marketing System into Action

So you want to see how it would all work in a real niche? Let's use dogs as our example. Dog owners are almost fanatical about investing in knowledge for their four-legged friends – they buy everything from what breed to choose to grooming and training materials.

As an affiliate for the dog niche, here's how you're going to make this system work for you:

Drilling Down Into Your Niche

Let's not start out with "dogs" in general. Let's drill down a bit and go with "dog training."

You'll need to drill down yourself. And yeah, gurus will promote all sorts of complex and expensive tools to help you find a narrow niche but let's keep things cheap, shall we?

Go to the free [Google keyword tool](#) and type in the broadest keyword for the niche that you can think of. In our case, it'll be "dog."



Find keywords
Based on one or both of the following:

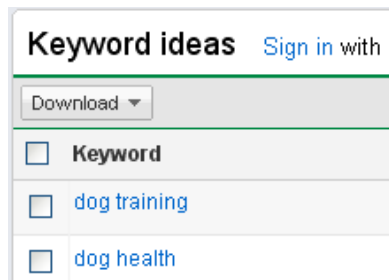
Word or phrase (one per line) **Website**

dog

[Advanced options](#) Locations: United States Languages: English

Search

When I type that word in, the very first result that comes up is dog training. There are also a lot of dog health topics, which would be another good drilled down niche.



Keyword ideas Sign in with	
Download ▾	
<input type="checkbox"/>	Keyword
<input type="checkbox"/>	dog training
<input type="checkbox"/>	dog health

I also like to then do a search for that narrow keyword phrase – dog training – and see what comes up. I’m looking for a couple of things. I want to know there will be info products I can promote and possible tangible products I can promote via Amazon.

On the tangible front, I see lots of searches for dog training collars, books, and DVDs. And aside from the dog training books also working for info products, I see lots of searches for dog training classes, dog training advice, etc.

I could take it even narrower, focusing on puppies or an aspect of training like potty training or obedience training. But for right now, I’m not. I’m going to stick with dog training and branch out from there.

I clicked the download link to save this data in an excel spreadsheet – all 800 keyword phrases of it. I put it in a folder on my desktop.

Find Affiliate Products to Promote

Head to my two favorite places – ClickBank and PayDotCom. Those aren’t the only two affiliate communities available – you also have the chance to market tangible items through sites like Amazon, for example.

In ClickBank, I can instantly see a whole list of affiliate options when

I type in (in quotes) “dog training.” The ClickBank products you see almost all pay out at over \$20.00 per sale.

1) [Kingdom Of Pets : SitStayFetch](#) *Updated. For Over 3 Years. *Update* You Can Now Earn Marketing@kingdomofpets.com For More Info!
\$/sale: \$31.05 | Future \$: - | Total \$/sale: \$31.05
[view pitch page](#) | [create hoplink](#)

2) [Dove Crosswells Dog Training Online](#). High Commission. 8 Great Bonuses.
\$/sale: \$26.24 | Future \$: - | Total \$/sale: \$26.24
[view pitch page](#) | [create hoplink](#)

You want to go through and review each sales letter to see if you feel it will convert well. Then use the Create Hoplink to create a file of your affiliate links. You’ll want to cloak them, of course – but have the raw link on file for your own records. There are 30 products listed on ClickBank at the time of this writing specifically for dog training.

Next head to PayDotCom and check out what’s there.

Now you can go with smaller, more niche specific products to promote, or go with a more broad dog training product that has a higher price tag (and ultimately more commission for you).

Pekingese Dog Care and Training \$9.95

Pays 40.00% on Level1
Seller Accepts PAYPAL

[See More Info](#) | [Promote](#) | [Visit Salespage](#) | [View Vendor's Profile](#) | [Contact Vendor](#) | [APS: 0.16*]

Shetland Sheepdog Care and Training \$9.95

Pays 40.00% on Level1
Seller Accepts PAYPAL

[See More Info](#) | [Promote](#) | [Visit Salespage](#) | [View Vendor's Profile](#) | [Contact Vendor](#) | [APS: 0.14*]

French Bulldog Care and Training \$9.95

Pays 40.00% on Level1
Seller Accepts PAYPAL

[See More Info](#) | [Promote](#) | [Visit Salespage](#) | [View Vendor's Profile](#) | [Contact Vendor](#) | [APS: 0.13*]

Dog Training Blueprint To Success - Standard Edition \$97.00

Pays 50.00% on Level1
Seller Accepts PAYPAL

[See More Info](#) | [Promote](#) | [Visit Salespage](#) | [View Vendor's Profile](#) | [Contact Vendor](#) | [APS: 0.11*]

In the PayDotCom system, you see products specific to each breed, but you also see a \$97 product with a 50% payout that covers dog training in general.

You'll want to pick and choose among the pages of product possibilities based on how you set up your email capture system to promote your free report.

If you have a site specifically for Pekingese dog owners, then go with that eBook. But mix it up and see if the higher priced product converts better with the same crowd. You want to give them many choices on what they buy.

If you decide you *do* want to promote tangibles, go to Amazon and see what types of things are available in your niche. Conducting a quick scan for dog training, I find print books, dog training collars, DVDs, whistles, clickers and more.

Set Up Your "Home Base"

It can be a WordPress blog on your own domain or a minisite with a squeeze page on it or a full-on content site with hundreds of articles – it doesn't matter which one.

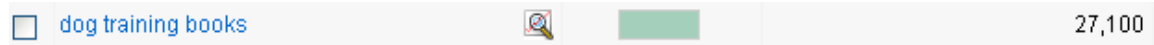
I'm going to buy a dot info domain – because I believe in them. Also, this is random and funny to see through a non marketer's eye, but I asked several of my non-marketing friends about domain extensions.

I said, "You know how there are dot coms and dot nets and dot gov's? What do you think of when you hear about a dot info domain? What initial thing would you consider that site to be?"

All of them said they'd consider it an information website - an authority site. They wouldn't expect to see a sales letter there (consumers avoid sites they think will do nothing but sell to them if they're just searching for information). They would expect to find valuable information there that's not biased.

So let's think about that, then. If you, as an affiliate, have a dot info domain and you construct it PROPERLY with good information so that when they land, they see value and get freebies (via an opt in), they're going to have a good first impression of your site.

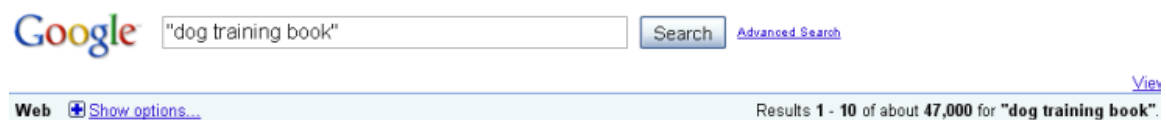
I go to GoDaddy, where I like to buy my dot info domains for \$0.89 a pop, and I open up my previously downloaded keyword list for dog training and I try to see what domain I can buy with the largest volume of keyword searches and the smallest number of competitors. But a lot of it has to do with common sense and gut instinct.



dog training books 27,100

I decide, after looking at a bunch of keyword results, that I'd like to go with dog-training-book.info because after I discovered that the plural version was taken already, I did another keyword search for "dog training books" and found that the singular version was also good in search volume.

I also went to Google to type the keyword phrase in with quotes and see how many competing pages there were.



Google "dog training book" Search Advanced Search

Web Show options... Results 1 - 10 of about 47,000 for "dog training book".

I found 47,000 competing pages and according to Google, there are 14,800 searches per month for that specific keyword phrase. More if you count other similar phrases, such as "dog training book reviews" or "best dog training book."

So for \$1.07 (including taxes), I bought the domain www.dog-training-book.info.

Now I want to put a blog on that domain. You can do your site however you like – but I know that Google likes blogs that have regular content posted to them, and I think it's personally easier than managing static web pages.

To show you how to upload the blog, we're going to use Hostgator. On your dashboard, you'll see your Nameservers listed on the left sidebar of the dash. You'll need to go back

into GoDaddy (or wherever you purchased your domain), and switch the Nameservers so that they reflect your hosting account.

Within Hostgator, first we want to add the domain to the hosting account. Click the Addon Domains button first.



Type in your domain info and the other data will auto-fill for you. Create a password for the domain and click Add Domain at the bottom.

A screenshot of the 'Add Domain' form in Hostgator. The form contains several input fields with green checkmarks indicating they are filled or valid: 'New Domain Name' (dog-training-book.info), 'Subdomain/Ftp Username' (dog-training-book), 'Document Root' (public_html/dog-training-book.info), 'Password' (masked with black dots), and 'Password (Again)' (masked with blue dots). A 'Strength (why?)' indicator shows 'OK (58/100)' in a yellow box. There is a 'Password Generator' button and an 'Add Domain' button at the bottom.

Then after you've added the domain, you'll want to launch the blog. On your dashboard, click the Fantastico button:



On the left sidebar, you'll want to click the WordPress link under the Blogs section.



It will take you to a screen where you can then click new Installation.

[New Installation](#) (2.9.2)
Disk space required: 9.56 MB
Disk space available: 194871.5 MB

The next screen is where you'll fill in all of your site admin details. Now if you want the main site to be where the blog is hosted, as I do, then you leave the spot blank where it says, "Install in directory." However, maybe you want to put an opt in squeeze page on the home page – if that's the case, then you might want to put the word blog in that space, so that the blog's URL will be located at dog-training-book.info/blog which is how many people do it.

WordPress

Install WordPress (1/3)

Installation location

Install on domain

Install in directory

Leave empty to install in the root directory of the domain (access example: <http://domain/>).
Enter only the directory name to install in a directory (for **http://domain/name/** enter **name** only). This directory SHOULD NOT exist, it will be automatically created!

Admin access data

Administrator-username (you need this to enter the protected admin area)

Password (you need this to enter the protected admin area)

Base configuration

Admin nickname

Admin e-mail (your email address)

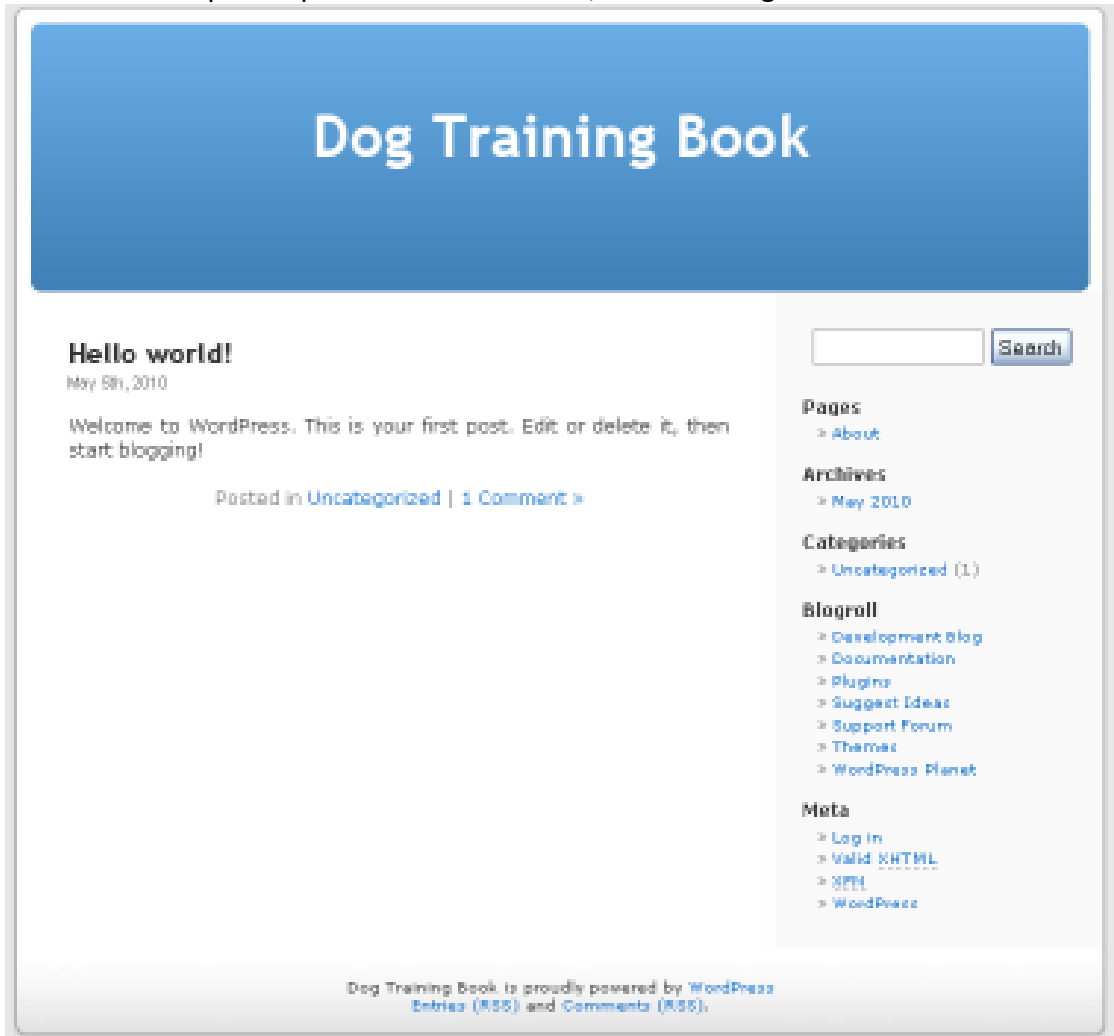
Site name

Description

Then click Finish Installation when you're through. On the last page, it will give you a URL for where you're supposed to log into your blog. It will look something like this:

<http://dog-training-book.info/wp-admin/>

Pat yourself on the back because you're the proud new owner of a piece of virtual real estate with a LOT of profit potential! Let's take a look at our simple creation – it's time to learn how to spiff it up a bit. In its raw state, our new blog looks like this:



You see the blog title, the first post (Hello world!), a comment waiting in that post, an About Us page, and a blogroll of links. We're going to make this look better for our niche marketing pursuits.

Now if you buy PLR that includes graphics, then you may be able to upload the theme here and go with that. Since I like to keep things cost effective, I'm going to hunt down a free dog theme.

I conduct a search on Google and discover this site that has many free WordPress themes: <http://www.freewpthemes.net> - and I find a great dog theme to download.

Download the zip file by right clicking on it and save it to your desktop. Then unzip the file – you’re going to be uploading the theme to your hosting account so that you can activate it on your new blog.

You want to upload the entire contents of that folder in your directory. I like to use CuteFTP to just drag the entire folder over, but you may use another FTP tool or even do it manually.

You want to put your theme folder in the wp-content file, inside the themes folder. Now when I go into my Hostgator account and click on dog-training-book.info inside the wp-content file and themes folder, I will see the folder I just uploaded, which in this case is called bestfriends.

TYPE	
	bestfriends
	classic
	default
	index.php


To activate it, you need to log into the dashboard of your blog. Remember that URL the system told you to bookmark whenever you inserted a blog on the domain? Go to that and sign in.

Click on Appearances and it will take you to the Themes section. Under available themes, you should see your new theme. Click on it and when it pops up, choose “Activate (theme name)” in the upper right corner:

- [Posts](#)
- [Media](#)
- [Links](#)
- [Pages](#)
- [Comments](#)

- Appearance**
- Themes**
- Widgets
- Editor
- Add New Themes
- Custom Header
- Plugins
- Users
- Authors & Users
- Add New
- Your Profile
- Tools
- Settings

Current Theme



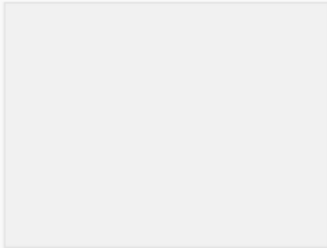
WordPress Default 1.6 by [Michael Heilemann](#)

The default WordPress theme based on the famous [Kubrick](#).


All of this theme's files are located in `/themes/default`.

Tags: blue, custom header, fixed width, two columns, widgets

Available Themes



Best Friends 2.0 by [Free WordPress Themes](#)



WordPress Classic 1.5 by [Dave Shea](#)

The original WordPress theme that graced versions

Open a new window or tab and make sure that your new blog theme is now working. Here's what our new theme looks like:

[🐾 homepage](#)
[🐾 about](#)


dog training book

hello world!

Welcome to WordPress. This is your first post. Edit or delete it, then start blogging!

Posted on May 5th, 2010 by adran

[Read this article](#)
[1 Comment](#)

search

search

archives

Mar 2010

categories

Uncategorized (1)

That looks a lot more professional, doesn't it? Normally, I might take a lot more time to find the right color scheme I preferred, etc. But for our sample I won't. And you can always buy a theme or find another one that you like better and change it easily.

Let's set up our blog now, working our way up from the bottom of the dashboard. Click on Settings → Permalinks. Choose Custom Structure and type this into the blank space: `/%postname%.html` – what this does is allow the URLs to include your keyword phrases, and this helps you get found in the search engines. Click Save Changes.

Next, click the Privacy link and make sure that for blog visibility, it's set to allow your blog to be visible to everyone, including search engines. Under General Settings, fill in the tagline spot – and try to use a relevant keyword. So going back to Google keyword tool, I decide to use this motto for my site:

“Best Dog Training Book Reviews”

After saving, it automatically updates in the header image:



Go to Plugins and you'll see Akismet. Click Activate. You have to know what your WordPress AKI key is for that. This plugin helps keep spam at bay.

Now I want you to skip up to where it says Comments and click that – delete the comment that's in there. Then click the Links button and delete all of those links. Go to the Posts section and delete the first post.

Now you're working with a clean slate, so I want you to work with your widgets. This is where you'll need to grab some affiliate product items and links, so open a new window or tab to work with those.

Click Appearance → Widgets

On the right of your blog is an empty sidebar. You're going to fill that. Now remember we're not going to add AdSense to this blog because we want each clickout to be to a higher paying affiliate product.

I go to ClickBank and in the marketplace, type in "dog training" and order by Gravity. I find a great sales page for a product that pays out \$30.71. I grab a hyperlink for that and now I'm going to put a picture of the ecover in the sidebar so that it's hyperlinked with my ClickBank URL. I normally don't bother cloaking links unless it's within the Internet marketing niche, because the average consumer knows nothing about stealing commissions.

So my ClickBank link is:

<http://57bfahuqtc7q6t0fkjuno9z0m.hop.clickbank.net/>

I want to use this code to put in my sidebar, so first I drag a Text widget into my sidebar. It automatically opens up, where I can put a title and some code before saving and closing the widget tool. The code will look like this:

```
<a href="http://www.hyperlinkcode.com"></a>
```

The image of the eBook will now be in the sidebar and it will be hyperlinked to the product. Make sure you always click through and go to the order button so that you can see if your ClickBank ID is at the very bottom of the order form. It should say, [affiliate=YourID]. If it doesn't, you won't get credit!

Under that widget, add a Links widget. Here, you can showcase all of the links you're about to put in your blogroll. We can use text hyperlinks instead of hyperlinked images and list many products found on ClickBank and PayDotCom.

You can go ahead and add a few other widgets if you want to – I've added a search box, recent comments (for social proof), archives, pages and posts.

Now it's time to go to the Links section on your blog. You can go through ClickBank and PayDotCom and even use search results pages on Amazon to create links to pages your visitors may find useful.

Click Add New on this page. Then fill out the form – it will ask for a title, the web URL, and a hover description if you want to give it. Make sure you choose to have the page open in a new window, so that they don't have to leave your site.

So now my sidebar also has a whole list of ClickBank links and I haven't even made a dent in how many are on there.

best dog training books

[All Dog Training](#)

[American Bulldog Training](#)

[Australian Cattle Dog Training](#)

[Australian Shepherd Training](#)

[Border Collie Training](#)

[Chihuahua Training](#)

[Do It Yourself Dog Training](#)

[Dog Training Home Study Course](#)

Alright we are ready to begin populating this blog with some content! Are you the do it yourself type or do you prefer to load a blog up with content written by others?

Find (or Create) Your Content

You're going to need two types of content – first for your autoresponders, which is either the promise of an email course that spans over a few weeks or days or a PDF report that gets your visitors to fork over their name and email address, and your email communications that will get plugged into your autoresponder systems.

You can find PLR content easy by going to Google and typing in your niche keyword and then the acronym PLR. So in this case you'd type in "dog training PLR" without the quotes. So here's what Google unveils to me for the first five results.

From first glance, it looks awesome – I see articles, eBooks, interviews with experts – even audio and graphics in some packages! Lots of good stuff to offer free and use as on-going content mixed with affiliate links.

The list goes on for a long time, so you'll want to sift through the sites and determine who offers what and for the best price. Once you find someone whose writing is of top quality, bookmark the site for your future autoresponder emails:

[Pet **PLR** To Hot Pet Products - Profit From Your Own Pet Business!](#)

You get the salesletter, squeeze page and thank you page (including graphics); You get 25 **PLR** articles related to **dog training**! You get a huge list of **dog ...**

www.petniches.com/ - 46k - [Cached](#) - [Similar pages](#)

[PLR Audio: Resell Ebooks with Resale Rights and Private Label Rights](#)

Dog Training Uncovered (**PLR**). Product ID : PLR363. **Dog Training** Uncovered is an in depth interview with **dog training** expert... \$1.99 Sale Price: \$1.00 ...

www.bestchoiceforebooks.com/catalog/PLR_Audio-130-1.html - 61k - [Cached](#) - [Similar pages](#)

[Resale Rights For Ebooks - Creating High Resale Prices](#)

May 19, 2007 ... Great, you have private label rights for the **dog training** ebook as ... too can create high resale price ebooks: <http://www.plr-content.com/> ...

ezinearticles.com/?Resale-Rights-For-Ebooks---Creating-High-Resale-Prices&id=570853 - 51k - [Cached](#) - [Similar pages](#)

[Dog Training Uncovered - Ebook & Audio - **PLR** | Your Wealth Course](#)

Dog Training Uncovered - Ebook & Audio - **PLR** - includes website, sales letter, keywords, articles, ebook & Audio Is Your Beloved **Dog** Driving.

yourmembersite.net/ywc/plr/dog-training-uncovered-ebook-audio-plr/ - 21k -

[Cached](#) - [Similar pages](#)

[Custom **PLR** Articles on Any Niche](#)

The Cost of Becoming a Loving **Dog** Owner - 572 Words 12.) Can You Offer Your **Dog** an Active Lifestyle? - 525 Words. **Dog** Potty **Training** **PLR** ...

www.squidoo.com/plrminimart - 130k - [Cached](#) - [Similar pages](#)

There are two other options for you in creating content. You can write it yourself or outsource the writing task to a freelance service provider on a site like Elance.com. If you outsource it, expect to pay approximately \$10 per page for decent writing – more if you want perfectly polished content. Make sure you question what a “page” is for the writer.

Some will use large font and you only get 250 words to a page where others will use smaller font and spacing, so you get 400+ words to a page for the same amount.

And always check the content through a site like CopyScape to see if the writer has plagiarized the deliverables. Even at \$10 per page, you’re supposed to be getting 100% unique and original content.

If you feel confident writing content yourself, then here’s what you’re going to do:

Create either a 5 page report or a weekly or daily email lesson for your autoresponder series. These can be 250 words a piece and you can hyperlink to one of the products that you’re promoting OR, send them to one of your blog posts.

Create one 250-word blog post daily using a keyword phrase from the list that you initially downloaded. You want to use it in the title of the post, in the first sentence, and again somewhere in the end of the post. Tag the blog post with your keyword.

If you get antsy, feel free to write more than one and just queue them up in your blog for a later date. To do this, on the Add New Blog Post page, just click the Edit button next to Publish Immediately. This will open up the following screen where you can set the exact date and time you want the blog post to go live!

Publish

Save Draft Preview

Status: **Draft** [Edit](#)

Visibility: **Public** [Edit](#)

Publish **immediately**

May 06 , 2010 @ 05 : 56

OK [Cancel](#)

Publish

Loading up Your Autoresponder

Let's say you buy a pack of 52 dog training articles. Gather 52 (if possible) affiliate product links from your niche and in each email you plug into your system, add a link to one of the ones you choose to promote.

One of the most popular autoresponder systems you can use is [Aweber](#). When you log into Aweber, click the top where it says Create and Manage Lists. Then click Create a New List.

You'll be asked to pick a unique list name, give it a description, and include some contact information.

List Name: required
dogtrainbook

✔ List name available!

List Description:
Dog Training Book

"From" Name: Address: required
Admin| admin@dog-training-book.info

Go to Step 2, where you can customize the initial confirmation to the subscription email. Save the list settings.

Next click Messages and then choose Follow Up. This is where you'll queue up all of your coming emails. Space them daily, every 3-4 days or weekly – whatever you want to do.

Paste the title and message into the follow up and save it. You have the option of tracking clicks or leaving them as is. If you choose tracking, Aweber will make it look different, so if you want to brand your site name, don't track clicks. Make sure you test a message or two to see if you're doing it correctly.

Now you want to create a web form to put on your blog or website so that you can start building a list!

Click the Web Forms link at the top of Aweber. Then click Create Web Form. It gives you many options, but make sure you choose something that will fit in the sidebar of your blog or whatever space you have for your form.

Choose from one of the new Aweber templates or design it any way you like. Then click Save Web Form and Go To Step 2. Click Go to Step 3 (unless you want to name this form) and choose "I Will Install My Form" and the Raw HTML version. Copy the code it gives you because we're going to plug it into our blog sidebar in a widget.

Open up the widgets area as you did before and add a Text widget at the very top of the sidebar. Paste the code into the box, save and close the widget. Now go to your domain and make sure the opt in box works by signing up for the list yourself.

Free Dog Training Tips

Name:

Email:

Submit

[We respect your email privacy](#)

Putting Your System on Autopilot

Once your emails are set up and each one has an affiliate link in it, you're free to move on to another niche – or another portion of the niche. In this example, we've used dog training, so now you might head into the dog grooming sub-niche.

Or, choose a different evergreen niche like health, golf, or dating and use the same method to set up another autopilot sales system.

Over the coming days, weeks, and months, you'll see your subscription list grow. You'll see new sales popping up on your radar, and it will increase as new people join your list and word spreads of the great free, valuable information you give away.

In the meantime, after it's set up (or after you outsource it to someone else), you're free to go about your business managing other online business ventures or even just enjoying the money you're earning on a regular basis.

Don't get bogged down in one on one relationships with your list subscribers or worrying about what your subscribers will think when you blast a message out to promote another product.

If you want to work on your own newsletter and personal branding system, go for it – but that's not what *this* system is intended to do. This affiliate money machine serves one sole purpose – to generate autopilot income and nothing else.

Let's look at someone who's already using the weekly promotional system. This site is located at www.DogProblems.com and as you'll notice, the right side of the screen gives visitors the option of signing up for a *weekly* tip email.



The screenshot shows the homepage of DogProblems.com. At the top left, there is a photo of a brown dog and two women. To the right of the photo is the text: "Learn The Fast, Easy & Simple Way To Fix Your Dog's Behavior Problems." Below this is the logo "DogProblems.com" in a green, rounded font. Underneath the logo is a navigation bar with links: "Home | Dog Training Forum | Dog Training Tips | Search | Member Area".

On the left side, there are two green-bordered boxes. The top one is titled "START HERE" and contains the text: "Click Here To Stop Your Dog's Behavior Problems... Virtually Overnight!". The bottom one is titled "DEPARTMENTS" and lists "Adopting A Dog" and "Adopting A Puppy".

In the center, there is a section titled "Get Your Dog To Listen To You, Anywhere You Go!" with a sub-headline: "An all-in-one dog training resource for owning, training and fixing your dog's behavior problems." To the right of this text is a photo of a woman smiling next to a dog.

On the right side, there is a green-bordered box titled "TIP OF THE WEEK" containing the text: "Sign up for our free Weekly Dog Training Tips E-mail Newsletter". Below this text is an email input field and a "Submit" button.

That's all *you* need to do – set up a simple site, stick an autoresponder opt in box up, and begin building a list that will receive weekly tips (with an affiliate link) in the email communications.

This site does a great job of giving away a lot of free information up front in the form of categorical articles – from dog biting to potty training. Some marketers mistakenly think they can save their good stuff for paid content, but you first have to build trust with your visitor and impress them enough to sign up to your list.

With a similar site in your niche, you'll be able to command the respect of other sites that will link to you as a great resource, helping you build your list even more.

The more your list grows, and the more sites you set up in this fashion, the more money you'll make, period.

Notice how this compares to the hunt and peck method of article marketing where many affiliates are sticking a single article with a bio box up and hoping to cash in every day of the week?

It's just not going to work without massive content creation, but with an autoresponder system, you can use plug-in PLR and not have to worry about:

- 1.) Unique content
- 2.) Acceptance by article directory reviewers
- 3.) Link rules (like no affiliate links, number of links, etc.)

Instead, your content will be housed in private – delivered directly to their inbox and you can position whatever links you want wherever you want them in the body of the email.

“But what about people who get offended when you try to sell to them in every email you send out?”

Look – this system is meant to run on autopilot. Let it weed out those who are offended. You'll keep plenty of subscribers who are content with the promotions as long as they keep getting decent tips in their emails, which you'll do, of course.

Don't sweat the unsubscribed list. Just accept it as part of the system and keep doing what you're doing. Your earnings will reflect that you're doing something right.

Taking Your Affiliate Marketing to the Next Level

Now that it's set up, you want to make it work wonders for your bank account. Know how to do it? Build an even bigger list.

First of all, you want to learn how to clone your customers' subscriptions. This isn't some high-tech science experiment. All you're doing is finding a new niche the same people on list A will like and have them sign up to list B.

Now you've doubled your selling potential and you didn't have to go out and try to find and secure a single new customers. This is known as cross-promotional sign-ups.

So for our dog training list, you might occasionally mention that they may want to take a look at a great dog grooming site. Even though list A (dog training) is only signed up to get information for training, chances are they're also interested in the grooming aspect of being a dog owner – but not everyone will bite.

Some dog owners want to learn how to make Fido stop barking, but for grooming, they'll just head down to the local pet groomers instead. However, a portion of your list *will* be interested, and they'll be buying both dog training and dog grooming information from your affiliate links.

Other cross-promotional sign up examples:

- Promote an exercise list to a golf list
- Promote a diet list to an exercise list
- Promote an anti-aging list to a Baby Boomer dating list

...and so on.

If you have to, sit down and brainstorm a demographic for your lists and then see what characteristics they share. For instance, singles are interested in dating – but they also want to learn how to make more money, how to stave off the aging process, and get free beauty tips.

It doesn't have to be a hard push to get your subscribers from one list to another – just mention it in passing as something they may want to check out. After all, your second list will have another valuable freebie for them, so there's nothing they have to pay out of pocket to get information that might interest them up front.

Another thing you can do to increase your list building effectiveness is to add on the other marketing methods you already know. Anything to drive traffic to your subscription pages such as social bookmarking, article marketing, and forum marketing with a signature file will help build your list and ultimately – your affiliate paychecks.

They're not a necessity if you're blogging regularly and attracting search engine spiders, but every little bit helps, so whatever you can accomplish with your time or budget, do the tasks that help you get more traffic.

Three Critical Mistakes to Avoid

There are three big mistakes low level affiliates are making on a routine basis that keep them from succeeding at the level they want to operate on.

Mistake #1: Don't Invest in a Good Autoresponder Tool

Your autoresponder tool is the crux of your whole operation. The entire thing is set up on autopilot, and if it crashes, you're going to lose your entire affiliate operation.

Skimp on your autoresponder and it might cause you to return to square one with your earnings. I recommend Aweber – it's the tool of choice for most marketers and has a high level of support that helps your emails get through to various ISPs.

Mistake #2: Go After the Make Money Niche (when you haven't made any)

Look, I know right now you're absorbing all you can about making money online. You see products everywhere teaching you how to make money overnight, and it makes you drool.

So your first instinct is to go after the make money niche – after all, it has *you* hooked, doesn't it? Here's why you don't want to go after the make money niche – all of your subscribers will know what you're up to!

Try promoting to people who are also learning the tools of the trade is more difficult. Some of them opt out the minute they see two promotions in a row (so you get a much higher opt out rate).

Others will know that you're using affiliate links and they'll go buy the same product through their own link, effectively stealing your commission out from under you.

Dog owners, singles, and golfers (for example) don't pick your emails apart as a marketing strategy. To them, you're just a great guy (or girl) delivering fantastic free information to them on a regular basis.

Mistake #3: Starting Off Soft and Leading to a Hard Sell

When someone signs up to your list, they get a feel for who you are right off the bat. Do you email daily, weekly, monthly? Do you have a promotional link in every email, or every once in a blue moon?

Get them primed to receive affiliate links in every single email by starting out with a system that does it early on. Don't send out four emails with no links and suddenly begin bombarding them with sales pitches. They won't react well.

Taking Action

Don't delay your affiliate success by trying to make this harder than it is. Start by finding your niche, gathering great PLR, and plugging in your affiliate links. Set up your domain and your system runs itself!

Wash, rinse, repeat.

If you want to use site building software to make your domain look a little more professional, go for it. You don't have to hire an expensive graphic designer to do this.

You can also outsource unique product creation if you prefer not to use Private Label Rights or spend time writing your own reports and emails. If you do outsource, you can try a site like Elance or Rentacoder.

Your autoresponders don't have to be long newsletter length. Some just provide a catchy headline based on something in the news. For instance, when I type into Google the phrase, "dog training news," I get the San Francisco SPCA site as one of my results.

On it, it talks about how they're launching classes dubbed the "Harvard for Dog Trainers" based on positive reinforcement techniques. So you could use that as your hook and just give them a tiny bit of information about it followed by a short ending that says, "To learn more about positive reinforcement, visit _____." Coincidentally, your link will be to an affiliate program you promote that teaches this exact same method.

Many people prefer short tidbits of information they can choose to read more about (or not). You can do a mix and see which type converts into more sales – a longer email from you or a short teaser with a link to more information.

Remember – while everyone's busy branding their name on the 'net for their niche, you'll be worry-free about who's thinking what of you. Your business will be void of the burden of personal branding.

Not only that, but you won't worry about if you're marketing the "right" way. You'll just do it and see what kind of affiliate commissions you generate. If you're always worried about unsubscribes, you might prevent yourself from making as much money as you want to.

You'll start limiting the number of affiliate links you put in, or you'll spend more than enough logical time scouting out the "perfect" product to promote. With your name

absent from the equation, you'll only be worrying about where to plan your next vacation with all of your affiliate earnings that you raked in last month.

“But what about JVs and web 2.0 – you haven't touched on that yet?”

What about them? Forget about leveraging other people's traffic and building content on other people's networks. Focus your efforts solely on your own networks and you'll reap the rewards in a bigger way.

“Shouldn't I be making my OWN product to promote to my list?”

Sure, if you want more work to do! There's no need to build your own product and launch affiliate programs of your own and network for joint venture deals. If you want to stay *really* busy, then go for it.

But the system as I've described it is all you need to be financially secure with affiliate marketing. You can feed off of affiliate programs for a long time, moving one visitor from one offer to another and keeping them within your own network to buy for as long as they're hungry for more information.

This system is basically similar to what AdSense income is all about – only the return on your investment is more lucrative than AdSense. You still abide by the same tactics – mass valuable content and strategic links.

The only difference is you're capturing names and promoting higher priced products. More is better – and don't pay attention as much to conversions per site as you do to your entire affiliate earning increase from month to month.

You may actually see a small trickle of traffic to your site, but you have a hundred sites, so that small number of sign-ups is actually growing your list pretty healthily. Or, you might have only five sites, but a ton of traffic. As long as your list grows, you're good to go.

I'm going back to what I said earlier in this report:

Quit trying to reinvent the wheel!

Don't make this hard on yourself. Don't spend months trying to learn SEO (Search Engine Optimization) or thousands of dollars on professional web designs and unique content from the top ghostwriters on the web.

Clone your success - don't try to build on it with one site. Do this, and keep your perfectionist mindset out of the loop, and you'll learn just how potent the Affiliate Marketing Simple System can be for your financial health.