

**Learn How You Can Become
A Super Affiliate
In Any Niche
You Want!**

By Liz Tomey

**SUPER AFFILIATE
SUCCESS
SECRETS**

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About the author...



Liz Tomey

Liz Tomey got her start in the marketing world at the age of 19 by starting her own direct mail/mail order business. Liz created several product and services to help others in the direct mail/mail order business build their businesses quickly and easily. She's successfully run this business since 1998.

In late 2004 Liz took the Internet marketing arena by storm by creating products and services especially for Internet marketers. These proven to work products are what have allowed Liz to become the well-known and liked Internet marketer that she is today.

The Marketing For REAL People newsletter is also published by Liz, where she focuses more on teaching no BS marketing techniques rather than pushing the "product of the day". This newsletter allows her to help Internet marketers push their business to new levels.

Liz is also the owner and sole creator of some of the hottest sites in Internet marketing.

- <http://www.TomeyMarketing.com> - This is Liz's main site. You can see exactly what she's about and any and all products and services she has created along with incredible free learning tools including video tutorials and many helpful articles.
- <http://www.MyOriginalEProducts.com> - Limited resale rights offered each and every month. Don't compete with Tom, Dick, Harry, and the 10,000 other people who own the same old resale rights products. Make money by being one of the few to promote high quality resale rights products!
- <http://www.JointVentureSeeker.com> - Last year JV partners brought in over 80% of my sales. Now you can learn exactly how to get JV partners to put money in YOUR pocket!
- [AdSense Article System](#) – No SEO, No keyword research, No competition, No tricks or schemes, just a simple system that will allow you to make money with Google AdSense immediately!
- <http://www.UndergroundMarketingStrategy.com> - Now you can get several marketing strategies that will show you how to make money online. This site is devoted to teaching you proven ways to make money online, so that you can create multiple streams of income.

Liz lives in Gates, TN with her husband and 5 (yes, F-I-V-E) kids. She runs her business along with her husband full time from her home. She enjoys any sports her kids are in, playing outside with her kids, dates with her husband, traveling anywhere warm, and "playing" in her many flower gardens.

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An Introduction To Becoming A Super Affiliate

What exactly is affiliate marketing? Affiliate marketing is the single fastest growth industry on the Internet. It's also true that affiliate marketing is one of the fastest and most creative ways to make money and have a career on the Internet.

Simply put, affiliate marketing is selling products on a commission basis. You own a business that advertises and sells products for other companies. You may have a product of your own to begin with or not. The things that a successful affiliate marketer must have are:

- 1.** Your website is the jumping off point of all your marketing efforts. So the first step in any successful affiliate marketing business is building a good, credible and professional looking website. You must build a user-friendly website, which will attract your prospects and motivate them to click on the links to the products and services you are promoting and make a purchase. There are companies whose business is building websites that you can hire to build one for you.
- 2.** You must find products to sell. You must be able to determine whether there is a demand for those products and if people will actually buy them. You may either have your own original product or products that are made by others. Whichever way you go, you must believe in the products.
- 3.** It will be necessary for you to become an adept advertiser and be able to tell whether the advertising you are paying for is producing more income for you than the advertising is costing you.
- 4.** It is necessary that you have good mathematical skills. You will need to be able to track your sales and determine profit, as well as, see to it that your suppliers are paid in full and on time.

You need the full and unwavering support of your family so that you can devote the time and energy necessary to launch your affiliate marketing business.

Affiliate Marketing Today

A popular method of promoting web businesses is affiliate marketing. An affiliate marketer is rewarded for every visitor, subscriber and/or customer provided through his efforts. It is a modern variation of the practice of paying finder's-fees for the introduction of new clients to a business. Compensation may be made based on a certain value for each visit (Pay per click), registrant (Pay per lead), or a commission for each customer or sale (Pay per Sale), or any combination.

From the merchant's viewpoint, the best thing about affiliate marketing is that no payment is due to an affiliate until he or she gets results. Some e-commerce vendors use third party services provided by intermediaries to track traffic or sales that are referred from affiliates and some e-commerce sites run their own affiliate programs. Many businesses owe much of their growth and success to this marketing technique.

In its early days many Internet users held negative opinions of affiliate marketing due to the tendency of affiliates to use SPAM to promote the programs in which they were enrolled. As affiliate marketing has matured many affiliate merchants have refined their terms and conditions to prohibit affiliates from SPAMming.

Today, affiliate marketing is the single fastest growth industry on the Internet. It's also true that affiliate marketing is one of the fastest and most creative ways to make money and have a career on the Internet.

It is always subject to change but currently the most active sectors for affiliate marketing are the adult, gambling and retail sectors. Expected to experience the greatest growth in affiliate marketing are the mobile phone, finance and travel sectors. Not far behind and gaining fast are the entertainment (particularly gaming) and Internet-related services (particularly broadband) sectors. Several of the affiliate solution providers expect to see increased interest from B2B marketers and advertisers in using affiliate marketing as part of their mix.

According to **The World's Glossary of Internet Terms**, "Affiliate Marketing is defined as: "A business relationship with a merchant or

other service provider who allows you to link to that business. When a visitor clicks on the link at your site and subsequently makes a purchase from the merchant, you receive a commission based on the amount of the sale, a referral fee or a pay-for-click fee.”

This is a simple, straight-forward agreement between a merchant and an affiliate. Budding affiliate marketers run into a problem when they try to reverse the success process. Instead of starting at the beginning, they try to start at the end.

Making money is the end of the process. The beginning of the process is education and there are several steps in between. Too many people, who are just getting started in affiliate marketing, fail to take the steps necessary to get to the end of the process and actually make money.

Step #1: Educate yourself. This is the key, opening the door of opportunity. It's also the common thread connecting successful affiliate marketers. Education lays the foundation - the building blocks to success. Start by gathering the best information you can find about affiliate marketing and absorbing it.

Here are a few things you can start with right now...

- [Super Affiliate Handbook - I Raked In \\$436,797 Online In One Year](#)
- [The Affiliate Marketing Formula](#)

Step #2: Turn that information into usable knowledge. Even the best information remains kind of worthless, however, until after you discover how to use it - how to make it serve your purpose.

Step #3: Start applying the knowledge ... take action ...start building your affiliate business. Will you make mistakes, even though you've invested all that time educating yourself? Yes, you most likely will make mistakes.

Step #4: Test and tweak, test and tweak. This one never ends. And it's often the dividing line between succeeding and failing. Attention to small details often returns big rewards.

Following these steps will define you as a successful affiliate marketer.

Is there a demand for affiliate marketers today? Yes, there is a huge demand. One of the challenges faced in the affiliate marketing industry is that it sometimes sounds too good to be true: advertising that's guaranteed to work or it's free! Newcomers wonder if it's possible, and skeptics claim that the cost effective prices of affiliate marketing lower the bar for online advertising. But there is a good reason that affiliate marketing has experienced steady growth throughout the ups and downs of online advertising—it works. And affiliate marketing has evolved to become a reliable source of sales for a wide range of marketers.

Affiliate marketing has evolved from the early years when some touted it as the future of online advertising, and others claimed it was the downfall of the medium. It's now a sophisticated channel that generates anywhere from 5% to 25% of online sales for many of the world's biggest brands.

Almost all major multi-channel marketers have an affiliate program of some kind. The important thing to remember is that affiliate programs now come in all shapes and sizes. The concept of a wide-open affiliate program with an unlimited and uncontrolled number of affiliates is a thing of the past. Nearly all marketers agree that affiliates add value to an online marketing effort, but the program must be tailored to meet the marketer's objectives.

Affiliate marketing did not bring an end to other, higher priced forms of online media advertising. The success of the affiliate marketing in delivering sales cost effectively by way of a pay-for-performance model paved the way for other forms of performance-based advertising, such as CPA-based search and portal advertising, to create acceptance among direct marketers. Affiliate marketing has evolved, with affiliates and marketers becoming more sophisticated and programs more integrated with other forms of online marketing.

What are the advantages to merchants, customers and to marketers of affiliate marketing? There are a great many advantages to all of the above.

Merchant advantage: Affiliate marketing offers the merchant a larger market to sell their products and services. More websites will naturally provide a merchant with more customers and will create more sales. This is particularly true if the sites are in niche marketing.

Merchants look for affiliate sites where their merchandise is a good fit and where their target customers usually visit.

Another advantage that a merchant can get from affiliate marketing is that they can gain more and more customers without spending valuable time in searching out for them. The banner ads on an affiliate website might draw interest and drive the visitor to click on their website. Also, different consumers coming from various websites can provide the merchant a good idea regarding consumer trends and demands.

Customer Advantage: The benefit that a customer could get out of affiliate marketing is obvious – they get an answer to their problem that they may not have found without the help of the affiliate’s website. That’s if, and only if the merchandise or service gives what it says it will.

Affiliate Marketer Advantage: This kind of business has proved to be an easy way to create additional income for their website. The marketing banners that they stuffed under content help in making their site look good. And these banners may create instant sales from which they can get a commission.

Above all, the affiliate can have extra income from his or her website without investing something in making his own product and without worrying about customer support, book keeping, and E-commerce. In affiliate marketing, the merchant handles it all. The affiliate just needs to promote and resell the product.

If there is an upside, there is always a downside no matter what is being discussed. In this case, we are discussing affiliate marketing. Even though there are advantages to merchants, customers and affiliate marketers, there also disadvantages to all of them as well.

Merchant and Customer Disadvantages: The merchant may suffer from high commission costs as well as costly set up and maintenance fees that are usually caused by a lot of affiliate facilitators. Sometimes the affiliates engage in false advertising and misleading the customer in order to get commission. This means that some affiliates sometimes make claims and promises regarding the product and services which are completely wrong or that are extremely exaggerated. When this happens, the merchant usually suffers complaints and they definitely lose potential consumer. The customer

is disappointed and sometimes disillusioned about making purchases online at all.

Affiliate Marketer Disadvantages: Unscrupulous and dishonest merchants sometimes just close down programs without informing the affiliates. They leave without paying commissions which is even worse. There are some unscrupulous merchants who attract new affiliates by promising high commissions then after a week or two, they dramatically drop those commission rates. Aside from that, when hijackers interfere, affiliates typically don't get just commission, it goes to the hijacker instead. The shady and illegal practices involved in this kind of business include false advertising, unlawful use of trade names, logos, or other branding, SPAMming and hijacking. All are illegal practices.

Even though there are disadvantages to affiliate marketing for all concerned parties, affiliate marketing is still considered as one of the best ways to make money online. We just have to understand that in any thing that humans do, especially if money is involved, there will always be cheaters and people who will be engaged in illegal methods.

You shouldn't be one of them. Keep in mind that it is always right and advisable to act ethically and legally work hard to make your customers and business partners trust you and always see to it that you go beyond your customer's expectations.

It is very possible getting wealthy doing affiliate marketing in spite of the immense competition. Even though Affiliate marketing isn't an easy money tree that is going to just drop bundles of cash into your lap with no effort on your part required, you can still make a fortune selling other people's products – if you know how to do it right. You will find the affiliate opportunities that work the best only by finding them yourself, either through testing and research or networking and business development.

Free traffic is not completely over but it is fading fast. You can work hard to create pages that score high in the search engines and build sweat equity into a site but by paying for clicks and focusing on Google and Overture you will have the top three positions on all search engines that really count on the Internet.

You need to be on top of if you want to generate traffic from Yahoo. Overture and especially Google are the best key drivers of qualified traffic on the Internet. Pay-per-click search engines let you quickly test different affiliate offers and new landing pages on your site. You can stay away from top competitive keywords for \$1 to \$2 per click. Niche marketing on Overture and Google works.

Instead of just sending traffic away and hoping for the best, you should have your own email list to which you can send multiple offers. Sending offers to your own email list is the true way to build freedom and residual income. You can do this by:

- Using subscription forms on your web site.
- Using co-registrations or co-op marketing campaigns.
- Buying email lists.

Effective affiliate marketing involves paying for traffic in one shape or another. To accelerate your income, you need to invest wisely in advertising and get the most mileage out of every one of them.

The Super Affiliate's Getting Started Guide

Affiliate marketing is publicized as one of the easiest and most effective ways to generate money online but it is not quite as easy as it appears to be. The smart affiliate marketer plans every action and implements every action the best way he can. He should also increase the potential to earn by utilizing the right tools necessary for a thriving affiliate marketing business.

The first and most important tool an affiliate marketer must have is his or her own website. The first step in any successful affiliate marketing business is building a good, credible and professional looking website. Your website is the jumping off point of all your marketing efforts. Build a user-friendly website, which will attract your prospects and motivate them to click on the links to the products and services you are promoting and make a purchase.

The second tool in your arsenal should be offers and incentives. Competition is a major problem in the Internet world. You must always be one-step ahead of your rivals to ensure that you capture a large portion of your target market so you must use every possible means to motivate individuals not only to visit your site but also to click and proceed to the websites of the products and services you are promoting. Building an opt-in email list is one of the best ways to gather prospects. Offer a newsletter or an e-zine. Better yet, offer incentives to your prospects to encourage them to subscribe to your newsletters. You can present free software, free online videos, access to exclusive services and other freebies that will be helpful to your prospects.

Your talent and knowledge is another important tool to use to make your website a popular Internet link to visit. One of the best ways to do this - at no cost at all - is by submitting articles, with your website's link at the resource box, to e-zines and free article sites. You will not only gain exposure, you will also have the opportunity to advertise for free, just include a link back to your site. The more sites you submit your articles to, the better your link popularity becomes.

The most important and indispensable thing to assure your success in affiliate marketing is your own website. The first step in any successful affiliate marketing business is building a good, credible

and professional looking website. Your website is the jump off point of all your marketing efforts. Therefore, you must first build a user-friendly website, which will attract your prospects and motivate them to click on the links to the products and services you are promoting and make a purchase. You must first focus your efforts in building a website that will cater to what your prospects need.

Above all else, make your website full of original, relevant and useful content. The most important thing you should consider is that almost all web users go online to look for information, not necessarily to go and buy something. People will love articles that are appealing and helpful. Keep in mind that, in the Internet, content is still king and good quality content will not only build your credibility, it can also help you achieve a higher search engine ranking. By posting relevant and useful articles, you establish yourself as a credible expert in the field, making you a more dependable endorser of the product or service you promote. Establishing a good name is a good step in building up a dedicated consumer base. Dedicated customer bases are the lifeblood of affiliate marketers.

You must use every possible means on your website to motivate prospects not only to visit your site but also to click and proceed to the websites of the products and services you are promoting.

When you are creating your website, the possibilities are endless and are limited only by your imagination, originality, resourcefulness and resolve. You can always explore other ideas and adapt other strategies, which you think might help you become a high rolling affiliate marketer but not until you have a great website.

Auto responders automate the process of following up e-mail marketing leads. Email Auto responders are special email addresses that return a message or set of messages in response to any email that is sent to the auto responder's address. When your business is slow or just beginning you may be hesitate to use this tool because the good ones aren't free. But be assured as your business grows, you'll find a use and be glad that you have one.

Most web hosts have auto responders – it is only limited by the number of email addresses your host provides you. However, there is one small drawback to web host auto responders –you are limited only to one message per auto responder, without the possibility of a follow-up email to your prospects.

You can purchase auto responder software. This software can be placed on your computer or you can purchase an online service, and all your information will be stored on the server where you purchased the service.

Auto responder software can do a lot of different things to help your affiliate marketing business. Auto responders can:

- Give prospective clients business information, pricing lists and resumes
- Collect names and email addresses
- Be used for training
- Give away free reports
- FAQ (if appropriate)
- Auto-send your article submissions

It is plain to see there are many uses, all of which will keep you in contact with your visitors and/or prospective leads, and the promotion of your products, services and business. Whether you use a free or paid auto responder will be directly determined by the growth of your business – and of course, your budget.

The use of auto responders is only limited by your imagination and your ethics. Do not go crazy with this tool – it is to be used to help your business – so be aware of SPAM – and its dos' and don'ts – and this tool will work for you.

The main focus of all business owners and their respective Web sites is website promotion. It is not something that happens overnight, however. This is because once you have a new Web site it takes some time before search engines upload your URL and it becomes part of search results. While your Web page might be returned in the results of free search engines, it will still not result in the amount of traffic you want but there is one particular way to increase traffic to your Web site that is inexpensive, and that is web site promotion through newsletters.

Online newsletter editors are looking for new information from new businesses all the time but they usually don't want to pay for the article you write. They prefer to trade a byline or a small advertisement for your business or web page. As a result, all you

need to do is spend a few hours writing a newsletter that discusses a relevant topic and that also has a plug for your web page. This is a way for you to quickly get the word out about your web page as well as increase traffic and business while you are waiting for the search engines to get your information in the system and part of the search results. Newsletters provide easy and free website promotion, so don't overlook the opportunity.

Don't transfer the copyright of your article to anyone. Only grant the right to print your newsletter. By doing this, you can submit this one newsletter to multiple e-zines and reach many more potential subscribers than you would with only one. Also, it saves you time because you do not have to write new newsletters for every e-zine. When you write the resource box for your advertisement, make sure you include your entire web site address so individuals can simply click on the address and be taken directly to your page rather than having to cut and paste. The easier you make it, the more individuals will take a look at what you have to offer.

The main problem merchants have with affiliate marketer payments is that they have to initiate payments manually based on a commission report that would typically be generated by their own e-store software. If affiliate payments run into hundreds or thousands, this process can get very tedious.

Fortunately, Paypal (<http://www.paypal.com>) has come up with a solution to the merchant's problem. It is called Mass Pay. Simply put, Mass Pay is a solution from PayPal that helps automate affiliate payments. Instead of having to manually enter the affiliate amounts into the payment system; their e-store software generates a Mass Pay file that contains the details of the payments to be made.

This is great for affiliate marketers and greatly reduces the problems associated with accepting payments from merchants. Paypal is the generally accepted way to receive payments from merchants that you have an affiliate marketing agreements with.

Paypal makes receiving payments from individuals easier, as well. Having a Paypal button on your website is a real boon to you. It makes it simple and easy for customers to pay for their purchases and is so well known that people feel very secure using it.

Paypal allows you to set up a business account. It is a very simple process. The only thing you are required to do is provide information that allows Paypal to verify who you are and that your bank accounts are valid. Proof of a valid credit card is also a requirement. When you have a Paypal business account you can accept credit card payments, as well.

You can purchase software that will integrate with Paypal to help track your affiliate marketing sales and know what your commission is easily and quickly. There are several such software products on the market. You can easily find them by using your favorite search engine.

Super Affiliate Success Secrets

Every small business owner knows that competition is tough, but he or she may not be able to pinpoint exactly what changes are needed in order to get to the top. Conducting business as usual may no longer be sufficient. Investing in the technology that is now available can be a great help or a bank breaker. It seems that most small business and home based business are either starving (they don't have enough technology) or they are obese (they have everything piece of new technology that comes down the pike).

There is, however, some fairly new technology that every small or home business owner needs. It can answer questions like; how can small businesses identify noteworthy trends, Identify an existing hot demand and make better decisions faster? **Answer:** business intelligence software. Business intelligence is the crystal ball of the 21st century.

Purchasing business intelligence (BI) software is one of the most strategic investments that a business can make. Using data mining, reporting and querying, BI helps businesses understand, monitor, manage and respond to specified situations. This software empowers decision-makers — and staff — to connect the dots around key business numbers in a way previously unimaginable. BI helps you figure out:

- Which customers are profitable?
- Which customers appear profitable but aren't?
- Are you close to — or far from — reaching critical milestones?
- When is the best time to launch a marketing campaign?
- What was the best performing product or service last quarter?

Business Intelligence software may be more of an investment than small businesses can bear. It can certainly be pricy. Small business or home business owners, however, can subscribe to BI services on the Internet at a fairly reasonable cost. There are several to choose from.

As has been said, there are several types of BI software out there. As an affiliate marketer, here are some of the ones that I personally use:

- [Keyword Elite](#)
- [Search Automator](#)

eBay also published a “Hot Items” list the first week of each month. It gives valuable information to eBay sellers who use drop shippers.

When you first start your online business, the first and most obvious question you will ask yourself is...what am I going to sell? Points to consider when deciding the answer to that question are:

- Is it light and easy to ship?
- Is it a digital good that is downloaded (e-book or software)?
- Is it perishable or fragile?
- Does it have to be seen and held (designer fabrics, perhaps)
- Is there enough demand to make your venture profitable?
- Does it have little competition from large online companies (niche products)?

The last two characteristics are the ones that can be hard to pin down. Here is a generally accepted method of arriving at an idea of how heavy the demand and competition is for a product.

If you have a special interest in some products that meet the above criteria, great, but don't limit your investigation just to items you like. You are looking for a niche product with relatively good demand (enough to make it profitable), but without heavy competition.

One way to see what the demand is for products you are interested in is to look at search engines to see how frequently people search for the product you are considering.

The result of all this research should be that one or more products will fit into a niche market - products with some demand, and relatively little supply. For the best results, focus on one niche product category, and offer a wide selection. That way, you can become the best online source for that particular category. For example, instead of offering general craft supplies, offer the widest possible selection of needlepoint kits. This strategy will also allow you to rank higher in search engines because you can optimize your pages for fewer, more specific, keywords.

When you are just starting your online business finding the right products to sell online is the number one problem. Knowing where to look can help.

- 1. Drop Shipper Directories** Drop shippers are wholesalers that will ship direct to your customers so that you don't have to invest in or store inventory. Directories of drop shippers are for sale online, but make sure you're buying a reputable one.
- 2. Local Businesses:** You may find businesses in your backyard that offer just the right products, but are not yet into e-commerce. Offer to sell their product online in exchange for a percentage of any profits you make.
- 3. Crafters:** Local crafters are a good source of unique products, and may be willing to reduce their prices for you if you purchase in quantity. Either buy the item outright, or set up a consignment arrangement with them.
- 4. Garage sales and flea markets:** Garage sales are a good place to look for items to sell online. Do some research into categories that interest you, and then start scouring sales for good prices.
- 5. eBay:** eBay itself can be a source for products. Look for wholesale lots that can be broken down for individual sale.
- 6. Wholesaler Directories:** Your local library will probably have directories of manufacturers, wholesalers, and/or distributors. Most directories are organized by SIC code so that you can zero in on the product categories that interested you.
- 7. Trade Shows:** Trade shows are a great way to source products. Lots of merchants gather in one place to look for resellers. To find trade shows in a particular industry, contact trade associations and industry publications.
- 8. Importers/Exporters:** You might want to consider contacting companies that import goods from overseas. It's possible to source directly from overseas. This requires a lot of expertise, but many companies do it successfully.

With the goal of profitability in mind, the most important question a web site owner must address is how to maximize the value of visitors

once you get them to visit the site. One important element of the strategy is to make use of an auto-responder.

One of the best marketing tools on the Internet is the auto-responder. This widely used marketing tool responds automatically to any email message sent to it. They are triggered by a blank email sent to the auto-responder email address.

For example, when someone sends an email to an auto-responder, the person receives an already prepared email message with the requested information. This happens automatically and almost instantaneously, depending on the Internet and email servers.

If you have properly set up opt-in plus an auto-responder series, you aren't personally involved in follow up. The auto-responder contacts the prospect with the initial reply and beyond, becoming in effect you're constantly at work, automated sales force. All you have to do is set it up one time. Write the follow up messages, program the intervals at which you want your messages sent, then the auto-responder set-up works for you again and again on autopilot.

Always keep in mind that the visitor isn't interested in your objectives. They only want to know what is in it for them. They've given their email address mainly because they want to get information, not so they can read your advertisements.

So give them what they want: accurate and useful information on a particular subject. Earn their trust. Then, you can tell about how your products and services could benefit them. If you don't give good content, prospects won't keep opening the emails in your series. Make it a win-win. They get good information and you get a well-qualified prospect thanks to your auto-responder messages.

No matter what type of email you send out, you'll need a mailing list. The basic way to build a mailing list is by capturing name and email address information for everyone who buys or shows interest in your product.

An email list that YOU COLLECT YOURSELF is worth its weight in gold. This can be accomplished by using a list manager on your site. List managers also provide the HTML coding for the form on the Gateway pages. A list manager collects the email addresses that are gathered with the form. Thus, your email list is collected. This might

take some time so there are methods to use until you get your own email list built.

One way to build a mailing list is to do ad swaps with other list owners. The way this works is, you (as company A) have an email list that you send newsletters to and another list owner (company B) has a list they send newsletters to. Company A and Company B place ads on one another's mailing lists. Each of you is promoting the other's list.

You can rent or buy targeted email lists. The list you develop using your own customers' names is called your "house list." Of course, when you're first starting out, your house list is likely to be skimpy. To augment it, one way to go is rent or buy a mailing list. There are two ways to buy or rent a mailing list—approaching the company you want to rent from directly or using a list broker. Any company that emails information to its customers usually has a list manager, who handles inquiries and orders for the mailing list.

Another way to build an email list is to list your newsletter in all of the e-zine directories.

You're probably searching for additional revenue streams to keep your business solid and secure in this contracting economy and uncertain world. Producing specialized content for sale is one of the fastest, most reliable methods of making extra income fast. Writing a "white paper" or a special report, is a great way to set yourself up as an expert in your field, and share valuable information with your prospects.

You may already have most of the ingredients for an e-book or special report in your files or archives. Find out which ingredients make customers willing to pay you for material available from other sources, and what elements you should include in your marketing copy to spark their interest in buying now.

Here are the steps to take when writing your special report:

- Have your end goal in mind before you start.
- Do you want to find a way to increase sales, while reducing your cost to acquire those sales?

- Who are you trying to impress and what is important to them?
- What distribution method will be best?
- How many people do you want to impact with this report?
- Make sure the layout of your special report looks pleasing, and is very easy to read.
- Keep in mind that it's basically salesmanship in print.
- Keep your facts accurate, very brief and to the point. The denser your information, the more valuable and more likely to keep the interest of your reader.
- Write an attention getting headline. 95% of your readers will decide if they will read your special report based totally on your headline, so make it great and make it benefit driven.
- Get it on the web. When emailing others, include your white paper URL in your SIG line of your Email or include the URL when promoting your special report on Email discussion lists.

Proven Super Affiliate Strategies

There is much speculation about how much money you can earn online without your own product. Marketing your own digital product on the Internet can be very lucrative but there is no reason why you can't profit a great deal by using creative methods that offer real value to Internet surfers and have your own product as well.

An affiliate program is really not as difficult to set up as you may think. Thanks to the high demand for affiliate systems recently, there are now lots of ways to set up your own program.

Here's what you need to set one up:

1. A web site with your own domain name.
2. At least one product or service that you own completely.
3. A system to handle commission tracking and payment.
That sounds pretty easy, doesn't it? Well, actually it is! And it's getting easier all the time.

The first two items listed above are self-explanatory. Of course, you need your own website and your own product or service. You can't very well set up an associate program if you don't own the site or the product(s) you will be promoting. If you have not taken these two steps, you'll need to do them first. Once you've managed to get by these two steps, you can move right to step three, setting up your program.

You will need to search the Internet for a system that will handle commission tracking and payment. You can try to do this yourself but you will most likely miss some and missed ones are missed income. There are free ones, as well as, paid ones.

The positive aspects of an associate management system are many:

1. You can sign on associates more rapidly and grow a larger force of resellers.
2. You'll enjoy the automation and online management of affiliates.

3. These systems provide full sales statistics for both you and your associates.

You have built a great website and have a lot of affiliates but you just don't have enough traffic...not NEAR enough traffic...on your site. What can you do to increase the traffic...the TARGETED traffic? Actually, there are several things that you can do that will help.

1. SEO (Search Engine Optimization) should be your goal! The main source of traffic to any website is the search engines. The most used search engines are Google, followed by MSN and Yahoo. You must optimize your site for the search engines. This includes off/site links and on/site tactics.

2. Article marketing is one of the most effective ways to get targeted visitors to your site. Getting your articles published in e-zines and on selected and related sites will generate an enormous amount of traffic to your site. The trick is to write helpful how-to articles on current topics that other webmasters want on their sites. This will boost your link popularity with the search engines and increase your rankings. You must also very carefully choose the right keywords to target in your articles, matching the content on your site. You must target keywords that have high traffic, yet little competition from competing web sites.

3. Viral marketing techniques work. One viral technique to attract targeted visitors is to offer a free product or service. Choose products that can be branded with your links and passed around. Helpful software programs that match the theme of your site are good choices to make.

4. Blogs and RSS (Real Simple Syndication) feeds are another way to effectively increase targeted traffic to your website. Create simple blogs and feeds for the major topics of your site: on rss resources, web hosting solutions, notebook computers, etc. These blogs and feeds bring in a great number of targeted visitors.

The two top pay-per-click search engines are Google and Yahoo, there are, however, others. Pay-per-click search engines allow companies to bid on keywords that relate to their sites. Companies submit their site's descriptions and titles, along with a list of keywords

to the engine. They also specify the amount of money that they're willing to spend on each keyword.

After a pay-per-click search engine processes the company's request, their results start showing up when someone searches for a keyword that the company paid for. Depending upon how much money others paid, rankings for a particular keyword maybe very high or low.

Pay-per-click advertisers pay only when their ad is clicked on from search results (clickthrough). Most engines specify a minimum amount of money needed for a company to open an account.

Many people think that paid rankings decrease the relevance of search results by allowing any site with money to rank high for any keyword. Pay-per-click engines understand that they will lose searchers, and eventually advertisers, with irrelevant results, and therefore, make relevance a priority. However, pay-per-click engines will provide results with commercial, not informational information. Relevance doesn't guarantee the quality of the site. That is why pay-per-click engines utilize editors to review incoming requests for bidding. These editors are responsible for making sure that the submitted keywords relate to the site's content.

People get obsessive about their keywords. This is wrong. It is difficult if not impossible to get high rankings based on key words. Instead, you need to think about key phrases.

The easiest way to do this is ask yourself "what would someone trying to find me type in when they search?" Make a list of these. Try them out on the search engines -- pretend to be someone looking for your product or service.

All new website ventures online include a domain name. Sometimes the domain is purchased from a domain broker - someone who specializes in reselling domain names. Most of the time, however, it will be registered through a domain registrar such as GoDaddy or venuecom. No matter how it is purchased, in all cases, the domain name (or names) for a website should be carefully considered. The basis of the marketing for the website will be the domain name chosen.

There are four basic steps to follow to ensure a marketable name for your site. When choosing and registering a domain name for a new website, follow them every time and you'll have successful domains every time.

Step #1: Choose a name. Choosing a name may be as easy as "your business name dot com" or it may be more difficult (especially if you have a common name for your business). In all cases, your business' name should be your number one pick for your domain name. If your business name is difficult to spell easily, try to register misspellings of it as well.

Step #2: Make a list of words or short phrases that have something to do with your business. Six to ten of these are good to start. Once you have the list, remove all of the ones that have more than twenty characters in them (this keeps them short). Then create new additions to your list by replacing empty spaces with "-" and "_" characters. Finally, compress the spaced words into one word. Now that you have this list, prioritize it by numbering the entries from 1 to 10.

Step #3: Check for domain availability. Go to any domain registrar and enter the domains in the order they are numbered on your list. Cross out any names on your list that aren't available. Once you're finished, you should have a short list of available, good domains for your business.

Step #4: Register your domain. Domain registrars are all over the Web with varying prices and services. A good registrar is worth any extra money that may be spent since a registrar going out of business could easily cause headaches and nightmares for you.

Most people who perform searches using search engines are actually looking for information and/or for solutions. The more helpful and relevant the content you have on your website blog, the easier it is for you to attract visitors and also to turn them into loyal readers and subscribers. If your blog has valuable content, this will attract readers to your blog who will visit again.

With a Blog, you can submit to the many Blog directories that exist online. By submitting to blog directories in the proper category, you can expand your reach to targeted subscribers or readers who want to read what you're posting on your area of specialization.

Blogs promote relationship building and trust with your readers because it allows you to interact with them. Your readers can refer a friend and imagine the traffic power that can be generated if each one of your readers makes a referral. For example, if you have 1000 readers and each one makes a referral, that will be an additional 1000 new subscribers, giving you a total of 2,000 subscribers/readers.

Blogs will help you build traffic by attracting search engine 'bot's to visit the site more often. All search engines have a program known as a 'search engine bot' which basically 'spiders' or searches web sites and take back the results they have to the search engines. And 'search engine bots' love content, especially pages with related keywords. The more frequently you update your pages, the more frequently that search engines will spider your site.

A Blog is actually a content management system. If that sounds too technical, a Blog is a push-button publishing system. Unlike web pages there is no uploading of pages to web host accounts. Blog postings are instantly published and are automatically hosted for you. The hosting is also free by the way.

To make bushels of money all that really matters is marketing. It's a proven fact that you don't need a better product or a lower price to make more money than your competition. The truth is that you can literally make millions selling mediocre products - if you know how to market them effectively. Of course, you should always strive to deliver quality products and great value to your customers - but the point is that marketing is all that really matters.

It's what you need to be spending 90% or more of your time doing if you have any hopes of developing a profitable online business. Doing paperwork, building web sites, answering email, and processing orders doesn't help grow your business - only advertising does.

There are really just two kinds of advertising - that which you pay for and that which you get for free. And both should have their place in your overall marketing strategy.

Effective "free advertising" strategies do exist, however, the bottom line is that there are only 24 hours in a day and there's only so much

you can do during that time. Free advertising strategies can be effective, but normally, anything that's free is going to cost you time.

Getting the most out of paid for advertising and getting it without a lot of investment of time is the object. If you could spend \$1,000 a day on advertising to make \$1,500 a day in profits -- without spending hours doing it -- why wouldn't you just do that? It's not hard at all. Consider Google Adwords for example, where you can buy click-through ads for as little as 1-25 cents. That fits the formula quite nicely. Google alone won't send you enough traffic to make you rich, but it's a good example of effectively promoting your site without spending much time doing it. There are lots of others.

There is an email marketing strategy, which very few Internet businesses use and use properly. It's called "opt-in series email marketing." This is a secret weapon many of the big name marketers prefer not to talk about much. It works like this... You offer an attractive and irresistible freebie at your site, (in most cases this works best via a pop up or pop-under) and when your visitors claim their freebie, they are required to enter their name and email address. They then are subscribed to your series of personalized, scheduled email messages that you have pre-written. The best type of series is one that offers free valuable help and information about the subject they were looking for help on in the first place.

A well-written email series will form relationships with your best prospects, something that holds more value than most online businesses realize. The best part of this strategy is that once you do the setup work, everything is completely automated and personalized. There are a number of sites that offer follow-up email auto-responder services.

You can use your opt-in email list to send out newsletters. Newsletters should always be filled with helpful and current information and should also include freebies to insure they will be read. It goes without saying that links to your site should be prominently displayed.

Until you get your own opt-in email list built there is always email newsletter network advertising you can consider. In a nutshell, you pay email newsletter management sites to run top sponsorship ads across their network of newsletters. The traffic can be targeted to just about any niche and it's faster than finding e-zines yourself. Although

this requires a larger initial investment than running ads in individual e-zines, in the long run it is usually cheaper and it requires much less effort.

Most affiliate marketers, even new ones, are very well aware of and use the obvious tools to market their products like Google Adwords, emails, blogs, and writing articles for e-zines. There are at least three other effective methods of affiliate marketing that are not quite so obvious.

Offering coupons as incentives has long been a brick and mortar business tool used for getting shoppers into stores. It can also be used on the Internet. With close to 80% of shoppers using coupons, covering all the major age groups, it can add up to one powerful marketing tool. Coupons can be a very effective tool in reaching your targeted market segment and selling your products. One every business should take a serious look at and see if it's appropriate for their products. Coupons can be used as a low-cost way of introducing your product into the marketplace. Giving out free samples or discount coupons can gather loyal customers who first try your product for free or at a discounted rate. Building brand loyalty is the one of the hallmarks of a developing a successful product or service. Using coupons is one method of bringing your customers back for more, again and again. Over time, your products will gain the trust of the consumer.

Regular posting on major online forums isn't an obvious way to drive traffic to your website but it does work. You must follow all the rules of any forum and most disallow blatant advertising but by posting regularly you can work your advertisements in and since it is a well known fact that people buy from those they trust, your sales will be increased by a larger percent than your traffic.

Use free brandable reports that visitors can download and use. These reports and e-books should have links back to your site (or sites).

How Good Affiliates Go Bad!

The dictionary defines SPAM as the sending of unsolicited bulk e-mail - that is, email that was not asked for (unsolicited) and received by multiple recipients (bulk). A further common definition of SPAM restricts it to unsolicited commercial e-mail, a definition that does not consider non-commercial solicitations such as political or religious pitches, even if unsolicited, as SPAM.

SPAMmers have developed a variety of SPAMming techniques, which vary by media: e-mail SPAM, instant messaging SPAM, Usenet newsgroup SPAM, Web search engine SPAM, SPAM in blogs, and mobile phone messaging SPAM.

The CAN-SPAM Act (enacted in 2003) applies to essentially all businesses in the US that use e-mail. It defines a "commercial electronic mail message" -- which is regulated by this law -- as any e-mail message "the primary purpose of which is the commercial advertisement or promotion of a commercial product or service (including content on an Internet website operated for a commercial purpose)" The penalties for blatant SPAMming can be severe.

To comply with the anti-SPAMming law make sure your unsubscribe system works. Better yet, allow people to select what kinds of messages they wish to receive from you. That way you may keep some people that would opt-out entirely if they didn't have a choice.

Use a confirmed or double opt-in system. It is the only way you'll be able to prove that people gave express consent to receive your e-mail. Yes, you may lose 30% of your new subscribers who never confirm. But they weren't likely to be good customers anyway. Bite the bullet and institute a confirmed opt-in system so you'll be ahead of the curve. Be honest in the way you obtain e-mail addresses and in your e-mail promotions.

Honesty is just good business, of course, since it shows respect for the customer. Business is all about meeting customer needs -- not tricking them!

Everyday that goes by you can bet that any serious website owner is wondering how to get more traffic to their site. This intense desire to

generate more clicks makes virtually any online entrepreneur easy prey to many of the traffic schemes and scams that pervade the Internet.

Wild promises of high volume traffic and big bucks often separate even the most savvy businessperson from their money because they want to believe the promises made by these traffic hucksters. The problem is that high volume doesn't necessarily translate into a high sales rate.

The visitors who come to your website as a result of a desire to find out more on a specific, niche topic, not as a result of exit traffic or membership in a safe list where members simply pitch each other. Good traffic comes from people clicking links on topics targeted to their interests and getting directed to a website containing information they want and expect as a result of clicking the link. The bottom line is that when you get right down to it the best and most dependable sources of targeted traffic come from links that people click.

Being able to determine which clicks actually result in sales is vital. To track conversions from click to sales, depending on the type of shopping cart software you are using, you can then create a custom order confirmation page - i.e. the page that is displayed once the transaction is complete. This is very easy to do if you're using a payment processing service such as PayPal.

It's well known that each search engine and each web site has a particular type of user (age, interests etc.), and they'll all have different triggers leading them to purchase. All of these things are important for you to know so that your advertising dollars will be spent in the most advantageous places.

Choosing what you think is a hot item instead of choosing what interests you is, in effect, choosing the wrong product for affiliate marketing. Take a look at any super affiliate and I guarantee you will see one common thread. They are actually interested in what they are selling. Pick products and services that appeal to you. Then, do some research and find out if they are in demand. If they are, find a suitable affiliate program and join it.

Affiliate marketing is all about trust. You need to really believe in the product or service that you are selling and you, also, need to check it out before you market it. If you are going to put your recommendation

on something it better be worth every single penny the owner of the product/service is asking. If not, then you have let down the people you have referred to the site. Buy the product or service before you sign up as an affiliate and see if in fact it delivers what is promised. Investigate the owner of the site, ask questions, and be nosy. After all you are going to be bringing them business. They should be able to answer all your questions.

Don't choose products that pay ridiculously low commissions. Many affiliate programs offer peanuts when it comes to commissions. 1-2% is nothing more than an insult. You will work the same amount of time and put in the same amount of effort to sell 100 products at 2% commission as you would to sell 100 products at 30% commission. Why short change yourself?

Without a doubt affiliate marketing is becoming one of the most powerful and affordable ways to earn a very healthy living online but you won't earn that good living unless you have a product that you believe in, one that you know a lot about and one that pays a decent commission on sales.

There is always a demand for goods and services of every kind. You may not be able to identify how large or small the demand is but there is always SOME demand. Demand is the quantity demanded of a good or service that consumers plan to buy in a given period of time. Demands are different from wants. Wants are the unlimited desires or wishes that people have from goods or services. How many times have you thought that you would like something if only you could afford it or if it weren't so expensive? Scarcity guarantees that many - perhaps most - of our wants will never be satisfied.

Demand reflects a decision about which wants to satisfy. If you demand something, then you've made a plan to buy it. The quantity demanded is measured as an amount per unit of time. For example, suppose a person consumes one cup of coffee a day. The quantity of coffee demanded by that person can be expressed as one cup per day or seven cups per week or 365 cups per year. Without a time dimension we cannot tell whether a particular quantity demanded is large or small.

A smaller but prolonged demand for a good or service may be preferable to a large and immediate demand because it will be sustained rather than here today and gone tomorrow.

When you are searching for goods and services for your affiliate marketing business, it is better to look for prolonged demand rather than immediate demand. Looking at raw demand numbers can be deceiving. Profit is based on more than just demand. Profit is determined by how much commission you are making on each sale. A \$50 commission on 100 items is as much as a \$1 commission on 5000 items. So, you see, demand isn't everything.

It isn't hard to set up a good website and start an affiliate marketing career. It isn't hard at all to find affiliate marketing opportunities on the internet. However, it is a very simple thing to make deadly mistakes that will insure your failure to thrive at affiliate marketing.

One of the most notable affiliate marketing mistakes is to think that all you have to do is find the ones that pay the most, sign up, drive traffic to that site through your affiliate link and you're all set right? Not exactly.

It's great to choose an affiliate program that pays a high percentage, but that's not the most important thing to consider. It's much more important to find a quality affiliate program that meets certain criteria. Here are three mistakes you don't have to make:

- 1.** You want to make sure the product is a proven seller. You don't want to waste your time and money driving traffic to a site that doesn't convert. Find one with a good conversion rate.
- 2.** Make sure the site you become an affiliate for protects its affiliates, and has your best interest at heart. Look for one that provides banners, e-mails, and other tools you can use to promote the site. Also, make sure that there is only one payment option. As an affiliate marketer, you need to be sure that you will get credit for your referral. If there is more than one payment method, you can get shortchanged.

Do not choose an affiliate program that promotes an e-mail course. Nothing is worse than becoming an affiliate to a site that's first goal is to capture e-mail addresses, and then tries to make the sale second. As an affiliate marketer, you need to capture e-mail addresses, then to convert that prospect into a sale. Stick with affiliate programs that aren't focused on capturing leads because it's simply not in your best interest. Build your own list, not someone else's.

Making the Most of Affiliate Marketing

Residual income puts money in an affiliate marketer's pocket without any work or effort on their part. It doesn't get any better than that. Sales of back-end products allow you to get paid for work that you do more than once. The idea here is to work smarter...not harder.

So what are back-end products? They are products/services you offer to existing customers, i.e. to people who have already bought a first product (front-end product. lead product) from you.

Most online marketers make much more money selling customers the second, third, fourth etc. product than selling their first product. The reason is that people who've already bought from you once are much more likely to buy again.

Strategies like back-end offers shifts the focus from the short sighted "take the money and run" strategy that is so much in use on the Internet today. You've seen these sites all over. The focus is on getting a massive amount of traffic and then selling visitors an over-priced product that doesn't deliver what was promised. They might make money in the short run but they will only sell to each customer once and will have to continue spending a lot of money on advertising to get new suckers to visit their site.

More successful sites focus on building a strong relationship with their customers. Your main goal shouldn't be to just make sure your customers are somewhat satisfied...you want them to be extremely satisfied. If you deliver the goods, your customers will trust you more. If you have their trust, you can sell them anything. When you send your very satisfied customers an email offering another product that they would be interested in, they will flock to your site to buy it because they trust you. Trust is everything.

Whether or not you need to have your own product to become a successful affiliate marketer is a question that has been asked and answered every few minutes since affiliate marketing came on the scene. The reason it is asked so often is because everybody has a different answer. There are those who say you absolutely **MUST** have your own product to get started and to succeed in affiliate

marketing and then there are those who say you don't need a product when you start or ever to be successful. So, which is it? Yes? No?

The fact of the matter is that everybody is right. Having your own product is great but it isn't absolutely necessary. Those who have their own product can build a website around that product and add affiliate links to it. Those who don't have their own products can still create a great website and be an affiliate marketer. Producers of products love affiliate marketers and products are not the least bit hard to find.

The thing that both those who do and those who don't have their own product have in common is that they both must be passionate about the products they sell. You will never be successful in selling something that you aren't interested in yourself. It takes drive and ambition to succeed at any endeavor and affiliate marketing isn't any different. You must be passionate about a product or an idea in order to keep your drive and ambition alive and well for the long haul.

Whether you are marketing your own product or a product produced by others your success is directly related to how effective your marketing techniques are, how focused you are, how well you manage your time, and how much you believe in the product.

Thieves are a problem out in the brick and mortar world is for business owners and thieves are a concern for cyber space business owners. Out in the brick and mortar world, thieves will take money and merchandise and it isn't any different online. The real world merchants use locks and alarms to deter thieves. Internet business owners need to use anti-theft software to protect their commissions. Here are some things you can do to protect yourself and your commissions:

- 1. Use Meta Refresh:** A meta refresh is a simple bit of HTML code which automatically redirects your visitor to another page (your affiliate URL). It provides a neat way of presenting affiliate links in newsletters. It probably helps reduce commission bypassing and commission hijacking. A big advantage of using meta refreshes is that if merchants change their affiliate links, you can change links on dozens of pages quickly and easily by altering only one file.

One problem is that some search engines don't like meta refreshes because they're frequently used for unsavory purposes. So if you use this technique, use it with caution.

- 2.** Use a URL redirection service. You can use free services or buy a unique domain name for each affiliate program you join. URL redirection makes affiliate links less obvious, so this will reduce some commission thefts.
- 3.** Use a web-based ad tracking service. The ad tracking link initially hides the affiliate link, reducing thefts.
- 4.** Use an ad tracking script. Good ad tracking scripts hide the affiliate link as well as being useful for tracking. It has the advantage that it doesn't promote someone else's domain.
- 5.** Use JavaScript redirect. Because this initially hides the affiliate link, it should reduce commission thefts.

Be aware that thievery is a problem for online businesses and take the necessary steps to protect your commissions.

Your Super Affiliate Journey Starts Now!

Affiliate marketing offers many opportunities to make money working on the Internet. Becoming an affiliate marketer is a great way of having your own online business. Whether you will be successful at it depends on many things but it mostly depends on you. If you are considering doing affiliate marketing, you have already thought of all the ways that it could improve your life like; being your own boss, high income potential and low operation costs...among many other things. Like everything else in life, however, the devil is always in the details.

Being your own boss sounds so wonderful but what kind of boss will you be. Will you be a slave driver who insists that work be done every waking hour including weekends and holidays or will you be so laid back that you won't start work until late afternoon and be so disorganized that nothing is accomplished? Either extreme will make you a very bad boss.

The high income potential sounds great, as well, but the key word here is POTENTIAL. Potential only means that the high income is a possibility and not a certainty. How high your income will be is directly proportionate to how much you are willing to learn and how hard you are willing to work. Becoming an affiliate marketer doesn't mean that bags of money will drop from the sky without any time and effort on your part.

The low operation cost of affiliate marketing is a very attractive point for becoming an affiliate marketer. It's true that it is low cost...but that doesn't mean there isn't any cost. You will still have all of the usual living expenses that must be met while you get your affiliate marketing business turning a profit. You will have advertising costs, as well. You must be sure that you can meet your financial obligations before you launch your business.

While affiliate marketing offers a good start for many first online money makers, it can still prove to be a powerful source of income but your ultimate goal should be that of having your own product, membership site or at the very, your very own program in your rights.

That said, I wish you all the best with your new-found knowledge!

To your success!

Liz Tomey

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Recommended Resources:

- [Affiliate Business Blueprint](#)
- [Affiliate Manager Pro](#)
- [Instant Joint Venture Success System](#)