
SOCIAL
BLAST!
by Erica Stone

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Introduction



Welcome! My name is Erica Stone and I'm a full time internet marketer. My main focus is affiliate marketing – promoting the products of others in exchange for a commission on any sales I generate.

I'm a married mom with three boys and the sole income provider for my family of five. The money I make online pays for our house, keeps my (hungry) boys fed, and covers our expenses plus allows for extras like golf, video games, vacations and savings.

It's not easy generating that kind of income and it's more than full time work (I work more now than I did as a vice president at one of the largest banks in the country) but I get to work on MY terms in my home (or Starbucks, the beach, my parents' house…) and that's what keeps me motivated. It certainly helps that I absolutely love the work itself!

Someone once referred to me as "working in my lab" when they knew I was developing a new strategy and that's how it feels at times. Testing new affiliate marketing methods is both a passion and a hobby.

Helping others replicate the strategies that work for me is another passion.

It's important to me that <u>YOU</u> be able to make these methods work, too, so there's lots of step by step detail included!

My email address is Erica@extremereviewer.com and can also be found in the closing section of this book. If you have any questions about what you're doing as you follow the instructions below don't hesitate to contact me.

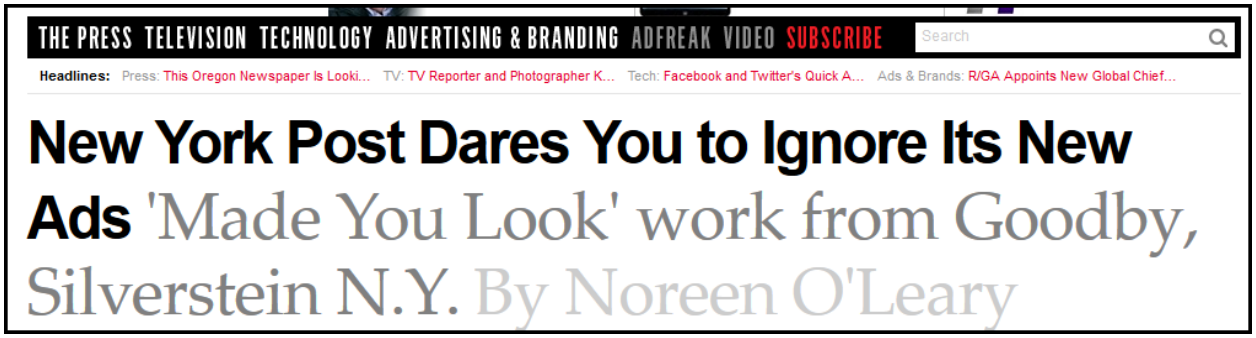
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The All Important Headline

Affiliate marketers are often one-person shops who have to learn a multitude of tasks in order to be successful. We don't have large teams of experts to help us plan our strategies, our marketing, our content, and build our websites or email lists.

That doesn't mean, though, that we can't make use of the tactics that large companies use to draw attention to their content online and that's how this method was developed – by identifying a tactic used by big websites and making it work for affiliate marketing.

It's all about the headlines you use and who you get to see them.



Have you ever been reading through a website and saw a link to a partner site with such an enticing headline that – even though you knew it was an advertising ploy – you just couldn't resist clicking on that headline?

I have! I'll be reading CNN on my mobile phone, see a headline that completely catches me off guard that links to Bleacher Report (or similar) and click on it even though I have no interest in sports. The headline is just so intriguing that I HAVE to click to see what they are talking about in their headline.

Imagine having that kind of draw with your own headlines and getting those headlines in front of people who ARE interested in your niche. It is absolutely powerful marketing that you can do with your affiliate sites – and all for free.

You've heard people say you shouldn't rely on Google organic searches for your traffic and you know you should be using sites like Pinterest and Facebook for traffic but then you're competing against literally thousands of other messages those sites are delivering to the same audience.

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If you want to stand out and grab a lot of attention to your content you need to do something different. You need to use a headline that's so attention-getting that when your target audience sees it they're willing to leave Facebook in order to see your post.

We're going to combine the power of an attention-getting headline with a very simple **list post** that features a number of Amazon products (or products from other affiliate programs) and get people to leave their social site and read our posts instead.

This doesn't just work on social sites, either – if you have a Recent Posts list in the sidebar of your site these kinds of headlines will get a visitor to stay on your site to read your list posts.

Suppose you are an affiliate marketer and you have a site about Halloween costumes. When you share your post on Facebook which of the following images do you think would get the most clicks?

A single product image where someone can already see what you're trying to promote:



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Or an eye-catching photo with a snappy headline:



Amazon lets associates use the site stripe to share a product on a Facebook Page (not your personal profile) but all they provide is a thumbnail image and some preformatted text. It doesn't exactly reach out and grab someone's attention.

The solution, of course, is to use your own image and send the visitors to your own site to see a list of matching products. This gives you more control and also gets us around the issue of not being able to edit or modify Amazon's product images.

This also gives us the opportunity to force a visitor to leave Facebook and visit our site. If you can come up with a compelling headline that implies someone will see something exciting, new, unusual, unexpected, or helpful if they visit your post, they're going to want to visit your post.

Another benefit to this approach is that you can run Facebook ads to these kinds of posts on Facebook (not that you have to – but you can). If you only use the site stripe to share an affiliate link on Facebook or if you share your affiliate link inside of a Facebook status update you can't run an ad for that post. The Amazon Associates terms of service does not allow an affiliate to direct link to Amazon with a paid ad. By creating our own images that link to our site, we can run the paid ad, and drive the traffic to our Facebook post where they'll see the enticing image and headline that will be so irresistible they'll end up on your site.

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Your Niche, Your Way

I've checked with Amazon Associates representatives before and I checked with them again recently – they don't care if posts on your site are short as long as they are UNIQUE. That means you don't have to write a lot at all but the content you do write has to be unique.

You can do a whole site of these list posts designed around a single niche or use this strategy as a new post type for any of your existing sites.

If you're going to build a new site for this strategy, you should first pick a niche. Because you're going to build a Facebook Page to use to draw in your target audience, you'll want to focus on an audience that has something in common – your niche.

You also want that niche to be something where people commonly buy things. Here are some niche ideas around which you could build this site and your Facebook Page:

- Knitting
- Halloween Costumes
- Baseball
- Yoga
- Kids Party Decorations
- Valentine's Presents
- Scrapbooking
- Photography
- Cat Lovers
- Teachers

You could target a hobby, a sport, a profession, or pets - any of these would work for this strategy.

ASSIGNMENT:

1. Come up with 10 niche ideas – try to focus on niches in which you have a personal interest (it's always easier to work on something that you know, like, or enjoy, right?)
2. Rank order your ideas by which you think would be the most interesting for you to work with and would have the most products to write about on Amazon
3. Choose the niche you like best

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Skip the Boring Domain Names

If you're going to build a new site for this strategy, you'll need a domain name. Unless you're already sitting on an exact match domain name for your niche I'd suggest you come up with a non-exact-match domain name for your site.

An exact match domain is something like "halloweencostumesforcats". Instead, choose a domain name that is relevant to your niche but catchy – something that you'd be proud to tell people you own. Something like "thespookycat.com" has more pizzazz than a plain, old, boring keyword domain.

Your non-exact-match domain name should be something easy to remember. The benefit to using a non-exact-match domain name is that you can build a brand around the name and you can always expand the site categories in the future to add other, related niches.

You can rank any domain for any keyword as long as you have good on-page SEO for that keyword and enough content about that keyword so your choice of domain is not going to negatively impact your ability to rank. Think more about what domain name would sound sincere and professional for your site visitors, what domain name would sound less like a thin affiliate site and more like a site built by a real person for real people, and think about the kind of name that you'd be proud to tell people you owned.

Have fun with this step and see what kinds of neat domain names you can come up with. Just try to keep them short – three words is good. Too long and the name no longer becomes something easy to remember.

There are a couple of things I think it's important to check about a domain before registering:

- Make sure there's no trademark for the name already: http://tmsearch.uspto.gov/bin/gate.exe?f=searchss&state=4808:w4anjx.1.1. If there's an existing trademark you could lose the domain.
- Check whois information to find out if the domain has ever been registered before: http://whois.domaintools.com/. If it's been used before you might get saddled with someone else's bad backlinks.
- If the .com isn't available and you're considering a .net always look up the .com version of the domain name to see if it's a developed site. If it is then you may look like a copycat of that other site and will

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struggle with branding in order to look different or outrank them for the name of your site.

- You also want to look up the domain as a phrase – for example, if the domain choice is funwithfrogs.com then you'd look up "fun with frogs" (without quotes) to see if there's anything that comes up that might cause you issues with that domain name. If there's a product that goes by that name or a site that has a different domain but uses that phrase in their branding then you might be better off with a different domain choice.

ASSIGNMENT:

1. Come up with 10 domain name ideas. You can either check with your domain registrar provider to see if the name is available or type it into Google to see if you get a message saying the domain is already taken.
2. Rank order your domain name ideas with your highest preferred option being #1
3. Do a trademark search to make sure there's no LIVE trademark for the phrase you want to use as your domain
4. Check whois tools and make sure the domain has no history
5. If you're looking at a .net domain look up the .com version of the domain, too. If the site has content on it then skip the .net domain choice. If the .com domain is simply parked or up for auction then you're okay to leave that .net on your list.
6. Look up the phrase you're using as your domain to see if there's any product by that name or some other sort of popular reference to that name that could cause some confusion with your branding efforts
7. Choose the domain that you like best, that has no domain whois history, has no live trademark, doesn't reference a product name, and doesn't have a competing .com if you're looking at a .net
8. Go ahead and register the domain

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Site Set Up

I didn't want to cloud this document with a lot of site set up detail but I want you to have everything you need to create this kind of site so ALL the step by step instructions for installing WordPress, choosing a theme, WordPress settings, plugins, and theme settings are included in a separate folder that came with this product. See the **PDF** in the folder called **Site Set Up**.

ASSIGNMENT:

1. If you're building a new site for this project, use the steps in the **Site Set Up** folder if you need help with WordPress, want to know what plugins I use, and want to know how to prepare the site for traffic and Google rankings

Get Your Categories Here

If you're building a new site for this project, you'll need to come up with the Categories in which to file your posts. A bit of product research for your niche will help you identify the categories to use.

ASSIGNMENT:

1. Open a clean email or a new Notepad file
2. Go to Amazon and search for phrases related to your niche in each of the departments on Amazon
3. When you find a product, note the type of product you found in your email or text file – is it a t-shirt? A book? This information is going to be used to come up with the categories for your site.
4. You want to get a feel for how many products are available for each product type. If you see lots of t-shirts then t-shirts would be a great category to have in your navigation menu. You'd put the word "lots" next to that product type on your list. If you find lots of statues or figurines for your niche, then that would make a great category. Products where there are only a few choices for that type can be lumped into an "Other" or "Miscellaneous" category. For example, if you had a site for frog lovers and there were only one or two books you'd consider putting on your site then you'd make a note that there are books but that there aren't enough to be a separate category in your site navigation menu. Put the word "few" next to product types

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where there aren't lots of choices. **REALLY DIG DEEP HERE!** The more product types you can find, the more topics you'll have to use for your list posts.
    - Repeat steps 2-3 for any other affiliate programs to which you already belong and know have products for your niche
5. Go to Google and do a search for your keyword phrase
    - Bring up related sites and see if you find new product types to add to your list
6. Group like products into buckets:
    - Next to each product type, make a note if that type (ie, books, posters, gift baskets, accessories) has enough products to choose from that it should be its own category or not
    - For product types that don't have enough product selection, group those into more generic types like "Other" or "Miscellaneous" or "Clothing".
    - Finalize the list of categories you want to have for your site
7. Create the categories:
    - In WordPress, click on Posts and then Categories
    - Put the name of a category into the Name box under Add New Category – keep category names SHORT. Don't add your niche words to your category titles unless you absolutely must in order to make the category name explanatory enough. People will already know from your site header image what kind of site you have so adding the word to every category over-optimizes your site and will waste space on your navigation menu. If you have a category for T-Shirts then just call it T-Shirts and nothing else.
    - Enter the category title again in the Slug field but use lower case letters and add hyphens in between words. The slug is the last part of the URL that will be assigned to that Category.
    - Leave Parent as None unless you want to organize some categories as drop down items under broader categories. You can always change this later if you'd like to reorganize how the navigation menu looks
    - Click the Add New Category button to save
    - Repeat this process for each Category you want to add to your site
8. Create the Navigation Menu:
    - Click on Appearance/Menus in WordPress
    - Enter a name for your custom menu in the Menu Name field (I usually use something like "Main") and click Create Menu
    - On the left side of the middle pane of the menu screen is a box that says Pages at the top. Click the View All tab for the Pages box.
    - Check the box to show your Home page on your navigation menu and click the Add to Menu button at the bottom of the box

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- Underneath it, but perhaps collapsed, are boxes called Custom Links and Categories. Click on the Categories box to expand the contents.
- Click the View All tab in the Categories box
- Check the boxes for every Category you want to show up in your navigation menu and click the Add to Menu button at the bottom of the box
- As you add items to the menu, they'll show up in the middle pane of the screen. You can drag and drop those items in the middle pane to organize your categories by which you think are most popular or alphabetically – whichever you prefer
- Click the Save Menu button when everything is in the order you like

9. Assign the Navigation Menu
    - Click the tab at the top of the menu edit pane that says Manage Locations
    - For Primary Menu, use the drop down to select the name of the menu you just created
    - Click Save Changes
    - Bring up the home page of your site and check the look of your navigation menu. If you have too many categories in your menu and it's causing the menu to look bulky or overlapped, go back to the Edit Menus tab. You can drag and drop items and indent them under other categories to create a drop down menu for that category. For example, if there were lots of Halloween and Christmas related items for your niche and you had a Category for each, you might create a new Category called "Holidays", add that to your custom menu, and then indent the Christmas and Halloween categories under the Holidays category. It would make sense to have those as a drop down inside of Holidays. Just think through what makes the most sense to help your visitor find each important category.
    - Save any final changes to the menu and check how it looks on the home page. Hover over all the navigation menu tabs to make sure they show what you expect. Click on each tab to make sure it responds as you expect.

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Headline Magic

Before you start working on your Facebook traffic you need to get some posts on your site. Publishing 10 list posts is a good start.

1. Find a product that is perfect for your niche and has at least 5 possible options on Amazon. Get VERY specific with your topic idea. Don't just do a list post on "t-shirts" for example – go with "t-shirts featuring the cutest puppies", or "t-shirts with the coolest skateboard graphics". If you're doing Halloween costumes don't just choose to write about "witch costumes" but go for "scariest witch costumes for women". If you're doing a hobby site, like scrapbooking, don't just decide to write about "scrapbook covers" but go with "blue scrapbook covers for baby books".
2. Work on your title for the post. What is it you're featuring in the post? What words can you use to make the post irresistible to your target audience? You want a title that is 7-10 words long, includes how many products are featured in your list (5, 7, and 10 are good numbers to go with), and includes a word that is shocking, or emotional, or implies something unexpected. You want to use words that make people pay attention. If you can't think of any, write your post title a couple of different ways and then use an online thesaurus to look up alternative words for your title.
3. Rewrite your title. Rewrite it again. Rewrite it 10 different ways until you find one version that you know is really powerful. Don't race to get this done – the title here is a CRITICAL component of the success of your post.

Here are some words to consider using in the title in some fashion:

- New
- 2015
- Shocking
- Surprising
- Irresistible
- Scary
- Must-Have
- Ultimate
- List
- Never Before

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- Time Saving
- Ideal
- Must-See
- Unbelievable

Your title can't be a lie – it must match what you're actually going to be able to put into the post so make sure you check Amazon (or other affiliate programs) and can find products that match your title.

Following are some example post titles to get your juices flowing:

- 5 Products That Will Nearly Eliminate Dust in Your Home
- The 10 Most Adorable Baby Costumes for Halloween 2015
- 5 Baby Blanket Crochet Kits You Need to See to Believe
- 7 Must-Have Tools for Designing the Ultimate Scrapbooks
- 5 Ultimate Lens Kits for Your Cell Phone Camera
- 5 Home Cleaning Products That Will Blow Your Mind
- 10 Books That Will Rock Your World More than 50 Shades of Grey
- 5 Frankenstein Masks that Look Shockingly Lifelike
- The 5 Skateboards Kids Will Be Fighting Over This Christmas

ASSIGNMENT:

1. Walk through the above steps to come up with 10 different post title ideas (each post title should feature a different kind of product – these will become the first 10 posts on your site and you don't want any duplication – meaning don't two 2 posts that are basically showing the same products)
2. Try to come up with at least one post for each category on your site so you aren't left with any empty categories once you complete your first round of posts
3. Find the 5-10 products on Amazon (or other affiliate networks) you're going to use for each post – bookmark them or save the URLs somewhere so you can get back to those products when you're ready to create your posts

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Easy List Post Creation

Create a new post on your site and use one of the 10 titles you came up with in the last assignment. .

Introduction Paragraph

Put your cursor in the content box for the post and follow these instructions:

1. Write a sentence or two explaining the content of your post – you can use your post title in one of the sentences.
2. Write a sentence or two describing how you chose the products you did. Did you look for certain colors, a certain level of humor, products made from a certain material or, products that were certain sizes? If you used a word like "best" in the post title, how did you decide these products were "the best"?
3. Write a sentence or two about why your selection of products fit your post title.

Post Content Template & Writing

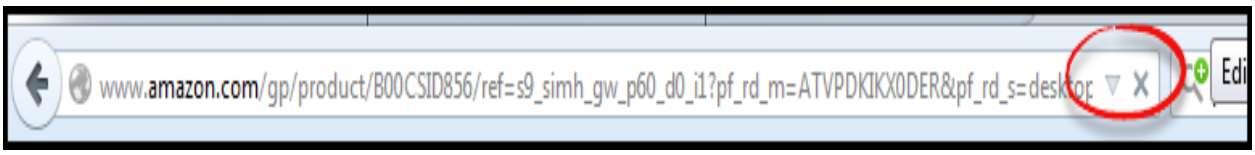
I'm going to have you hotlink to the product images on Amazon rather than download the product images and upload them all to your site. This will insure your page loads more quickly in browsers and is not slowed down by so many images loading at once. It also speeds up creation of these kinds of posts.

Here are the steps to put ONE product into the post:

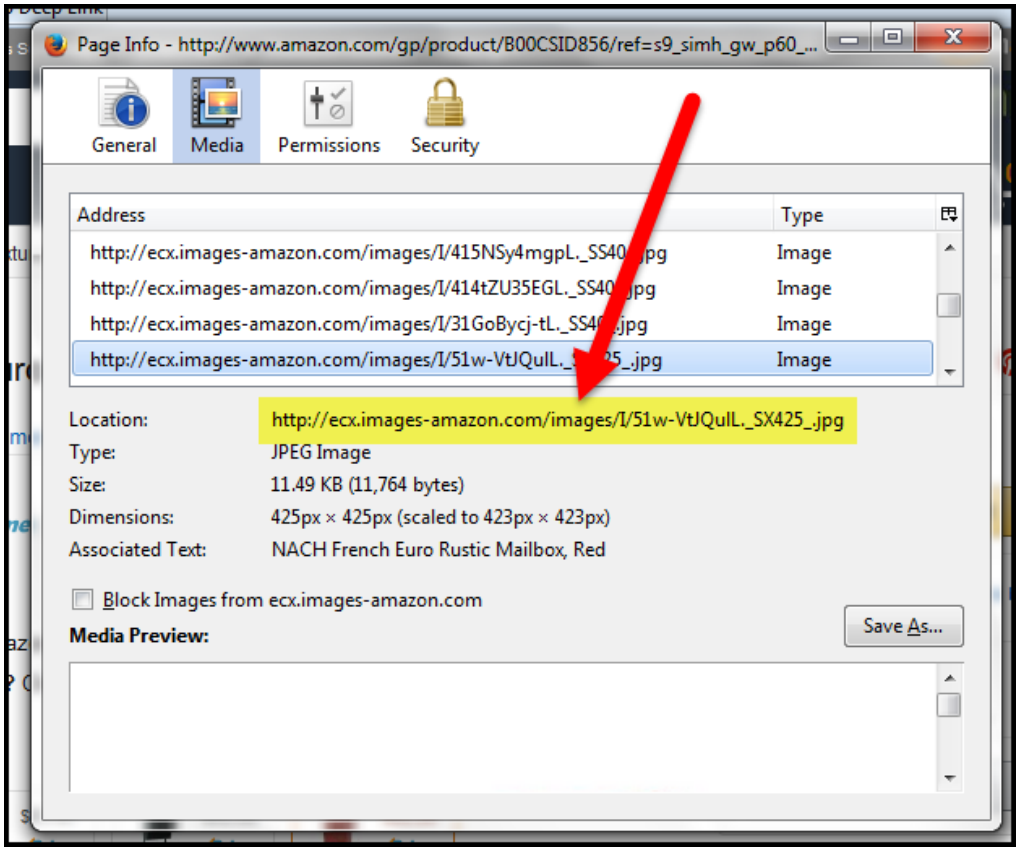
1. Copy this code and paste it into your post two rows under the last sentence: **<p style="clear: both; text-align: center">** *(you may have to manually replace the quotation marks in WordPress as these don't copy well from other documents into WordPress. They look fine and yet they may point the wrong direction and will actually break the code)*
2. In Amazon, bring up the first product you want to include in your post, right click on the product image and choose the option to View Image Info. If you do not see that option after right clicking, refresh your browser page and then click the X in the browser address bar right as the image starts to display. This will stop the browser from loading the script that enables the image enlarging viewer which is stopping you from seeing the image URL. You

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should then be able to right click on the image and see the View Image Info option. Click on View Image Info.



3. Highlight the image URL and copy it



4. Go back to your post and put the cursor at the end of the code you pasted into the post

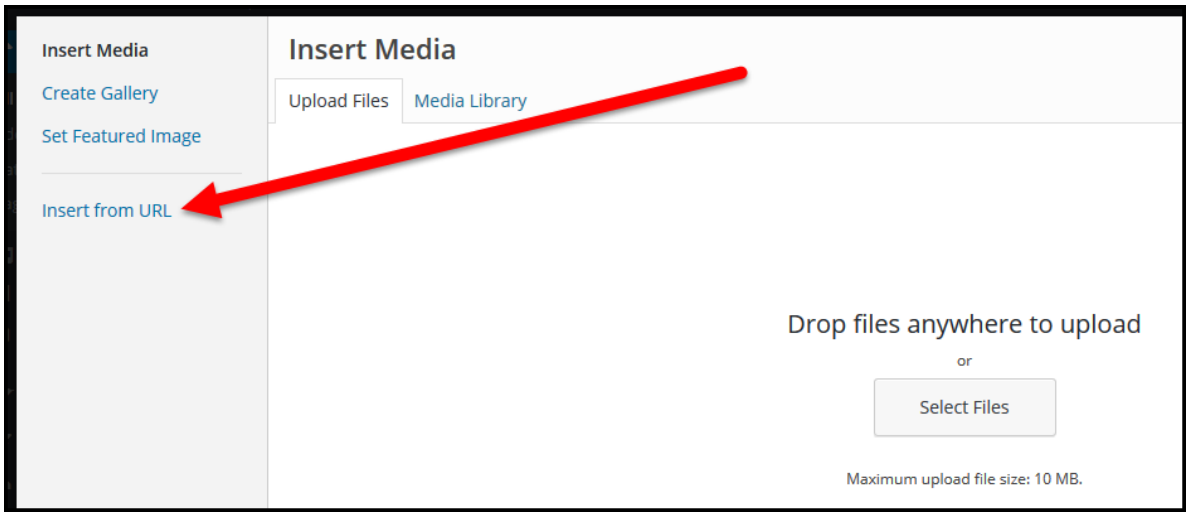


5. Click the Add Media button

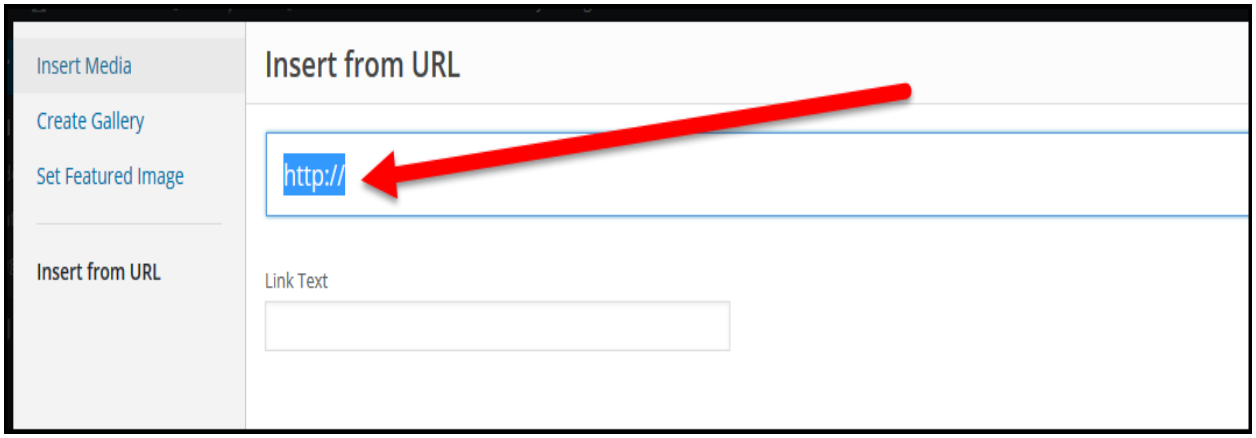
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6. Select the option to insert an image from a URL

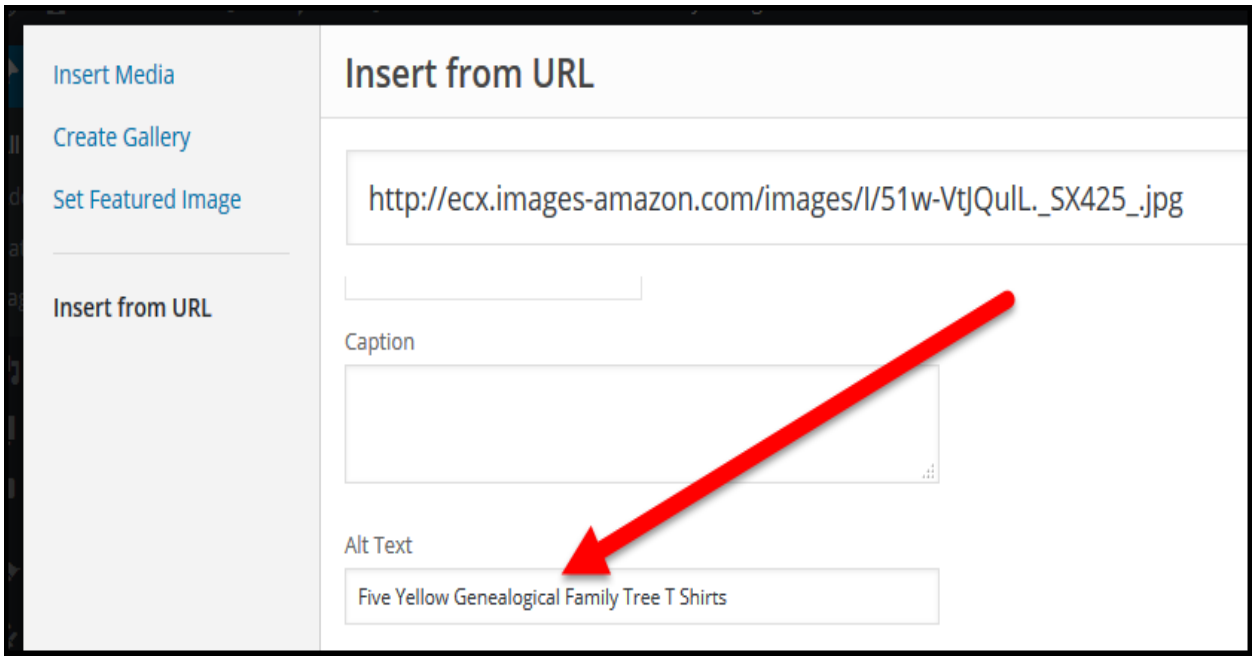


7. Paste the URL for the Amazon product image that you copied from Amazon into the "set featured image" field

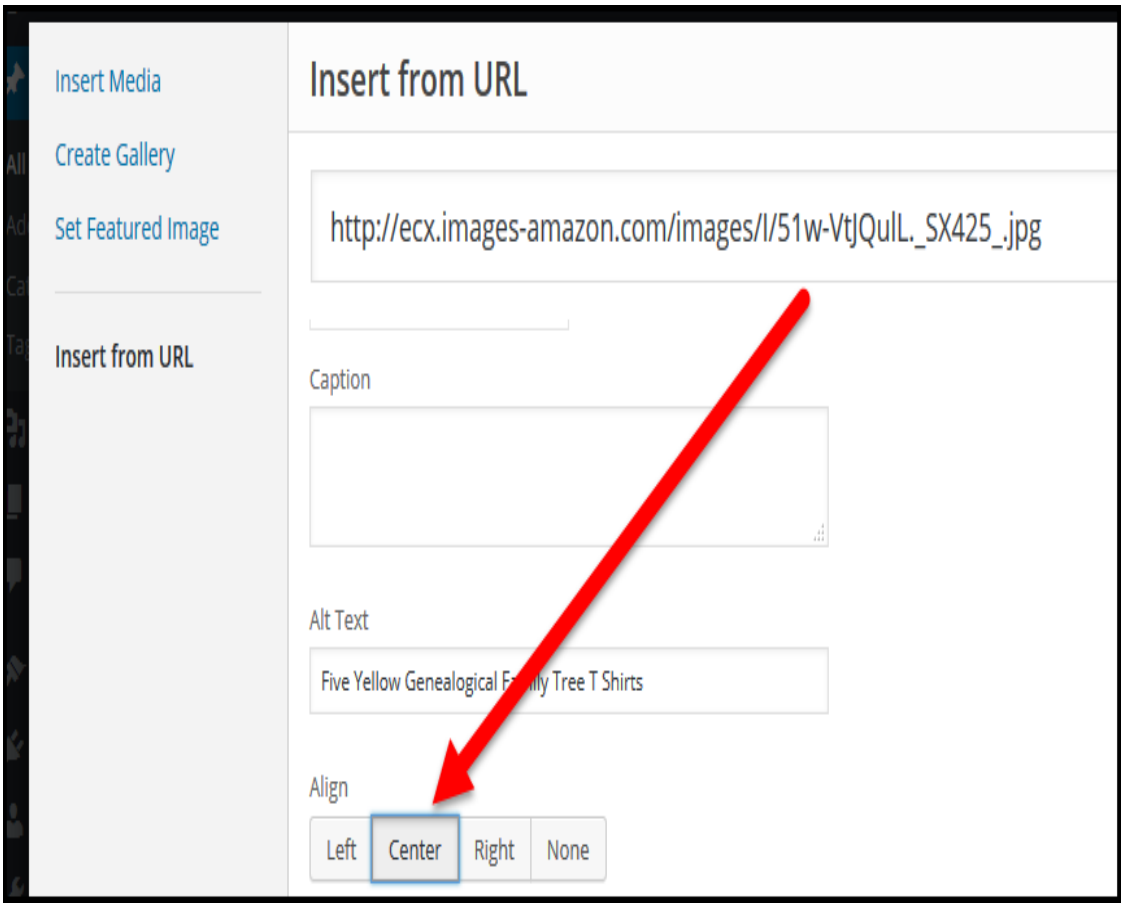


8. Scroll down to the Alt Text box and enter a short description of the product as the image alt text (every product image should have a unique alt tag)

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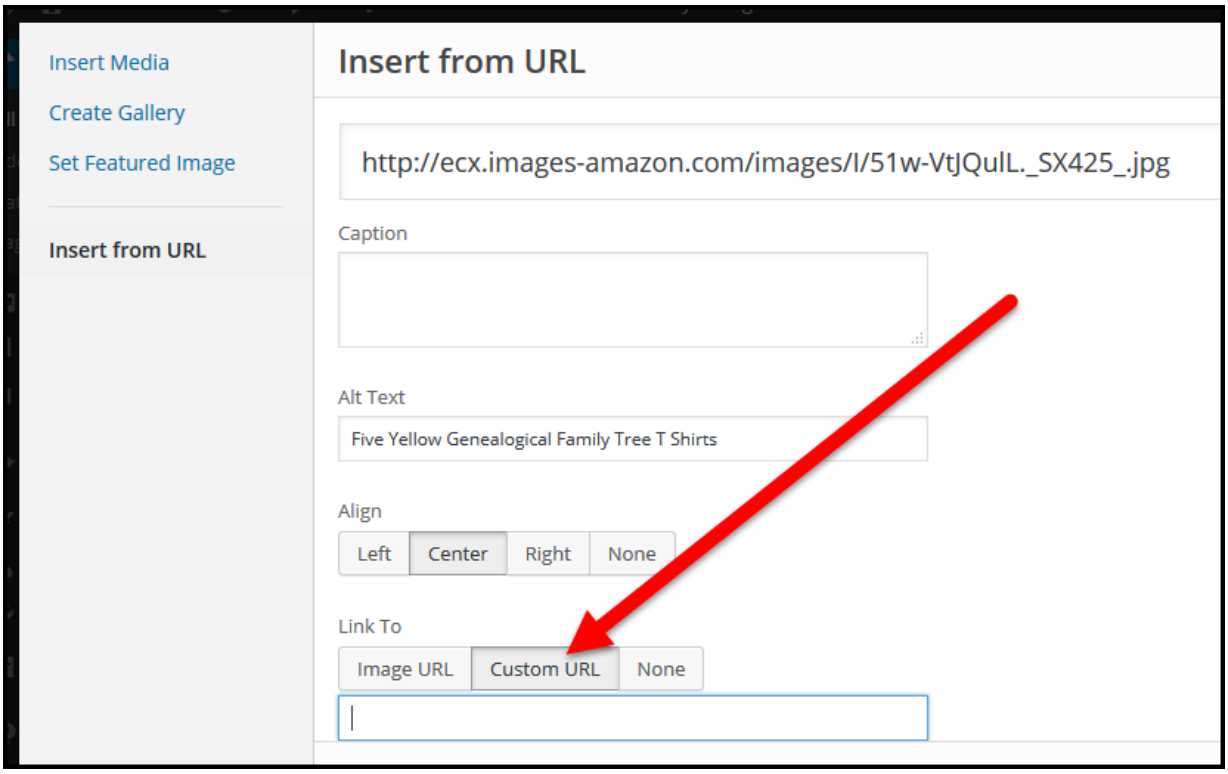


9. Scroll down to the Align section and choose CENTER

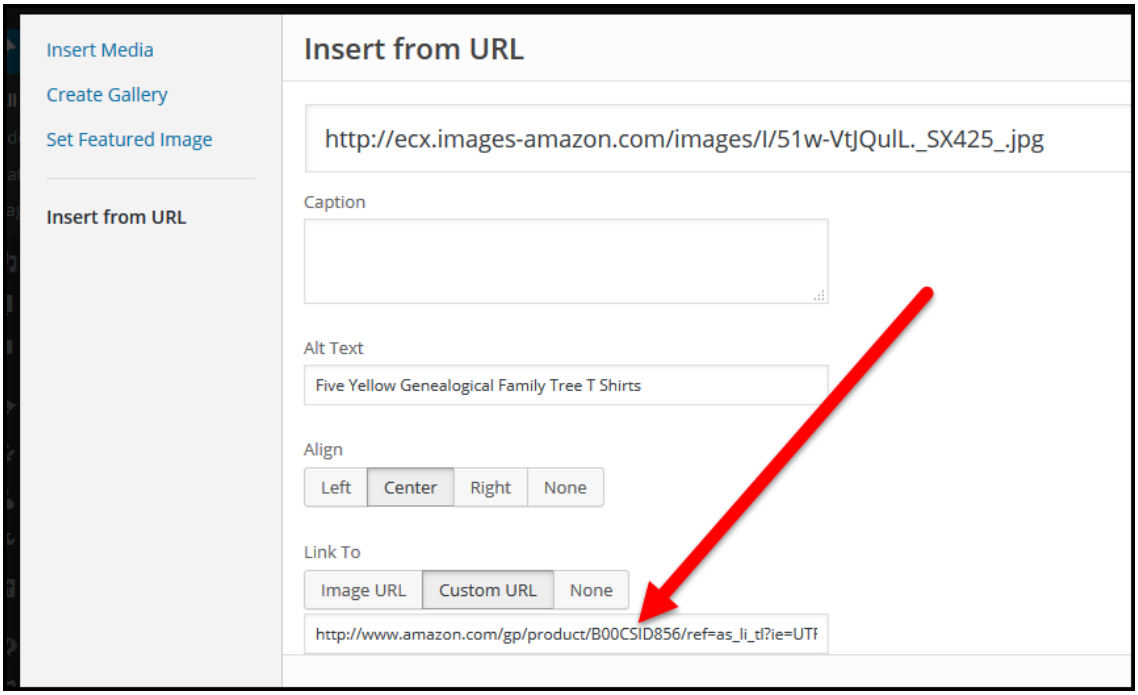


10. Scroll down to the Link To section and select CUSTOM URL

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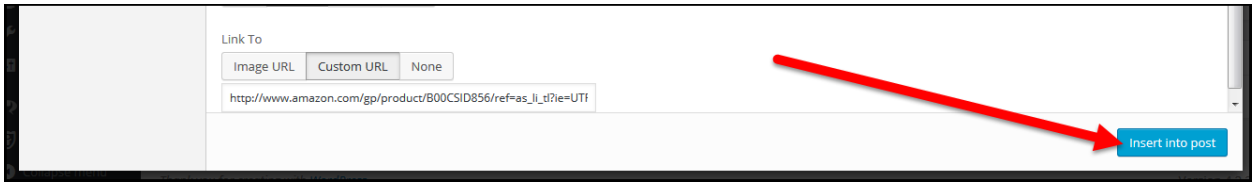


11. Go back to Amazon and get your affiliate link for the product – you want JUST the URL for the affiliate link – NO additional HTML.
12. Paste your affiliate link into the box under the Custom URL tab



13. Click the Insert Into Post button

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14. Put your cursor RIGHT BEFORE the that ends the hyperlinked image code

```
<p style="clear: both; text-align: center"><a href="http://www.amazon.com/gp/product/B00CSID856/ref=as_li_tl?ie=UTF8&
camp=1789&creative=390957&creativeASIN=B00CSID856&linkCode=as2&tag=genealogy0ee-20&linkId=RP6VFIHYC263DGAD"><img
src="http://ecx.images-amazon.com/images/I/51w-VtJQulL._SX425_.jpg" width="425" height="425" alt="Five Yellow
Genealogical Family Tree T Shirts" class="aligncenter" /></a>
```

15. Paste this line of code into that spot where your cursor is located (we made your image hyperlink to Amazon with your affiliate link and this line of code will add the text "More Info" under the image and also make it clickable without having to add a second affiliate link): **
More Info
**

```
<p style="clear: both; text-align: center"><a href="http://www.amazon.com/gp/product/B00CSID856/ref=as_li_tl?ie=UTF8&
camp=1789&creative=390957&creativeASIN=B00CSID856&linkCode=as2&tag=genealogy0ee-20&linkId=RP6VFIHYC263DGAD"><img
src="http://ecx.images-amazon.com/images/I/51w-VtJQulL._SX425_.jpg" width="425" height="425" alt="Five Yellow
Genealogical Family Tree T Shirts" class="aligncenter" /><br/>More Info<br/></a>
```

16. Copy this line of code and paste it into your post two lines under the end of the inserted image code: **<p style="clear: both; text-align: center">** *(again, you may have to manually replace the quotation marks in that code to make it work)*

17. Put your cursor at the end of that line of code and type a 2-3 sentence description of the product. Make it unique!
18. Repeat steps 1-17 for each product you want to include in the post
19. Choose a category for the post
20. Publish the post
21. Check the live post URL to make sure everything looks good

ASSIGNMENT:

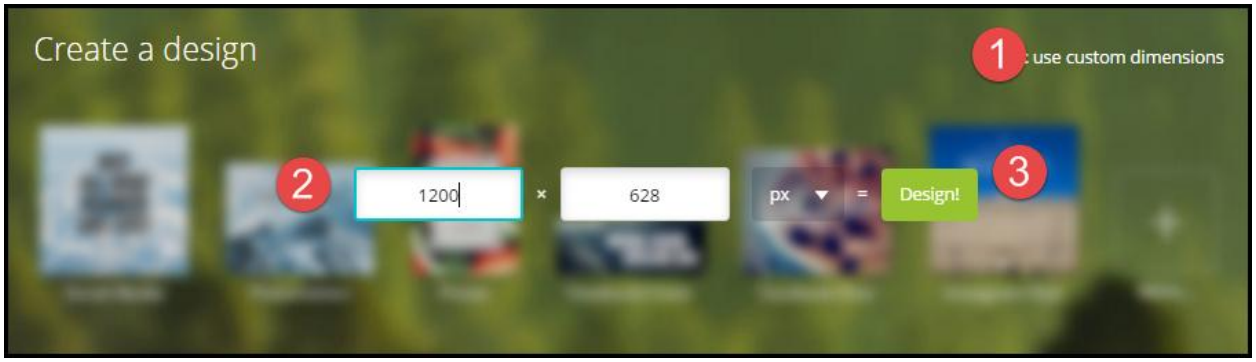
1. Follow the steps above to create ten, unique list posts for your site

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Creating the Can't-Miss Image

You need an image in each post that you can use for Facebook. In case you want to run any ads to the post on Facebook, we're going to use an image size that will be acceptable for an ad and also follows Facebook's rules for text in an ad image (Facebook won't allow more than 20% text in an ad image).

1. Go to http://morguefile.com and search their free images for one that is relevant to your topic and will work as a background for your image (I avoid images with people in them because I don't know if there's a model release and I don't want to have to deal with them). Look for something that really stands out (bright colors, unusual, vibrant, fascinating, catches your attention).
2. Download the image to your computer – Morguefile doesn't require attribution for the image but you must alter the image in some way – either by adding text, adding other images, cropping the image, or modifying it in some fashion
3. Log into http://canva.com
4. Choose the option to use custom dimensions, enter 1200px wide by 628px tall and click the Design button

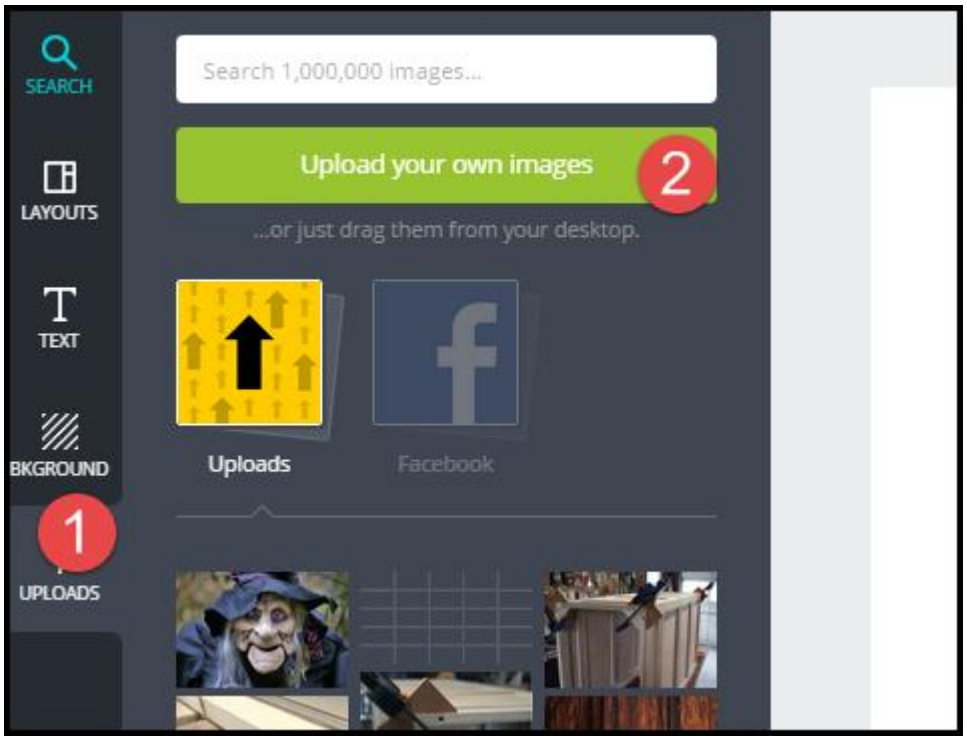


5. You will be presented with a blank canvas and a set of design tabs on the left side

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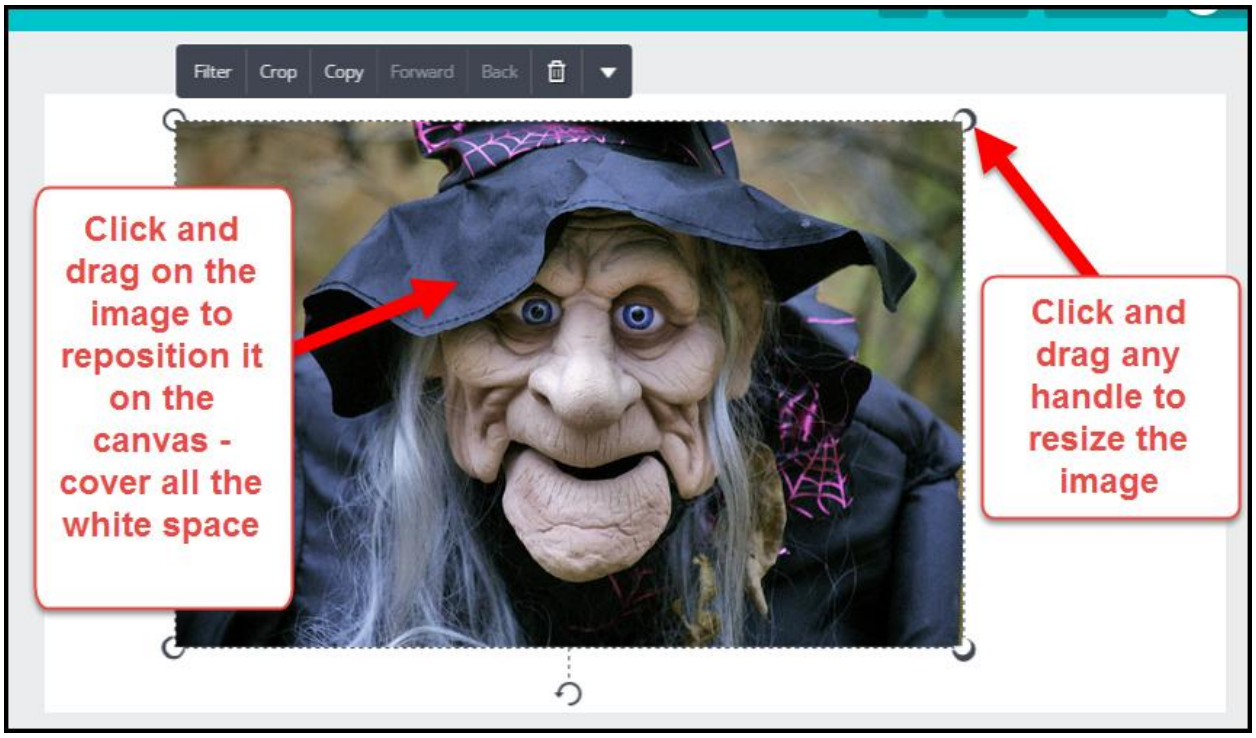


6. Click on the Uploads design tab on the left and then click the green Upload Your Own Images button



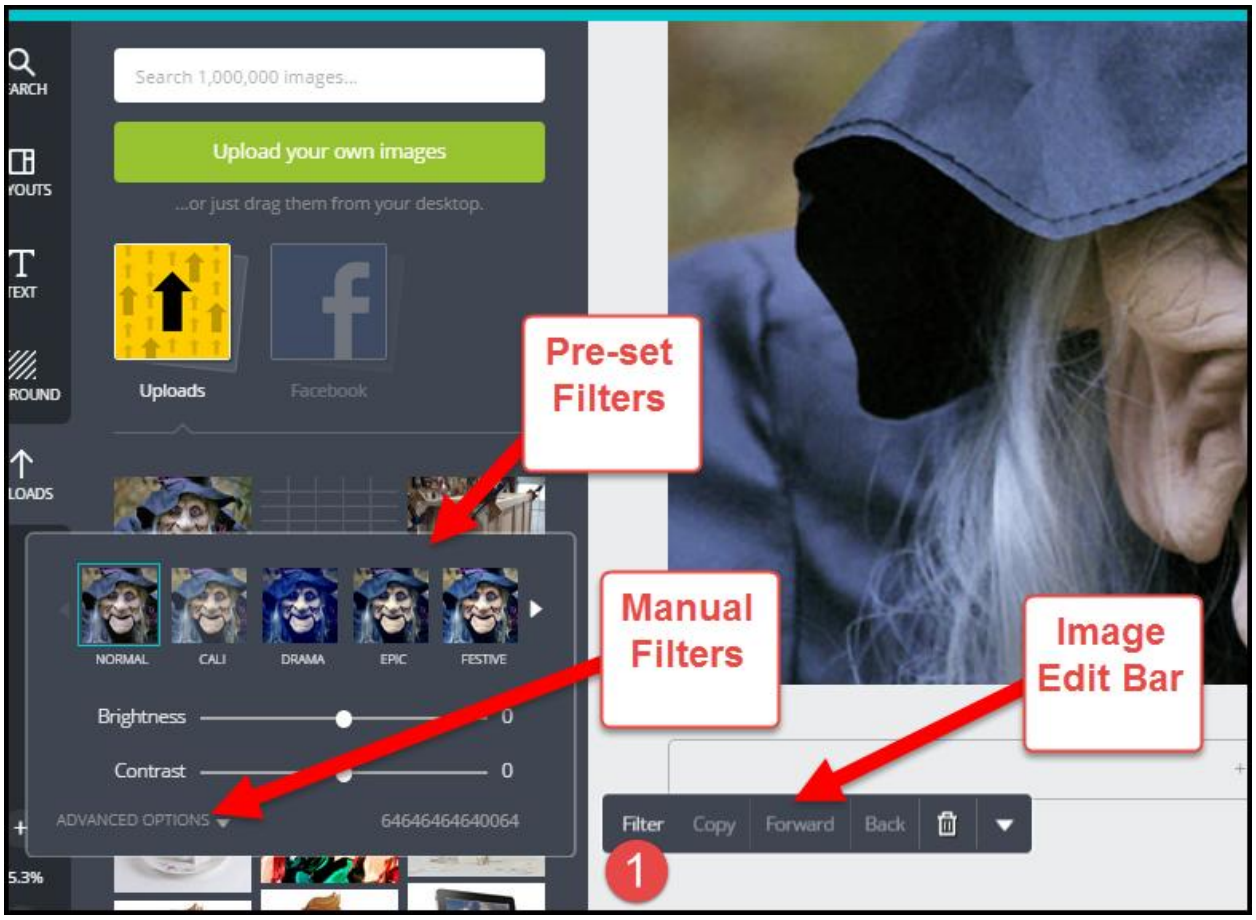
7. Navigate to the Morguefile image you saved to your computer and upload it to Canva
8. While you're there, also upload the FB Ad Grid Template 1200 x 628px .png file that came with this product
9. Click on the Morguefile background image you uploaded to Canva and drag it onto your canvas. Then use the handles to enlarge the image so it covers all the white space on the canvas. Click and drag the image to reposition it on the canvas, if necessary.

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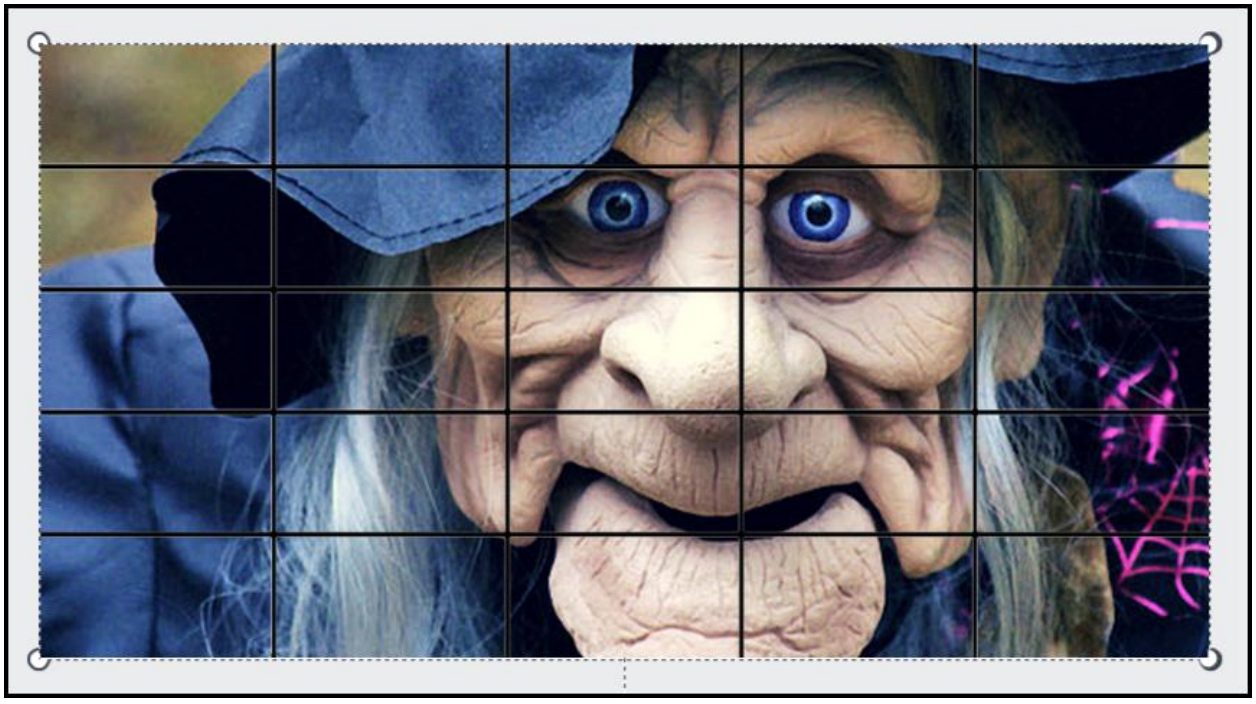


10. Click the Filter button in the black item edit bar and use a pre-set filter (I like Festive and Summer best) or the manual filter sliders in the Advanced tab to make the image really pop as your background

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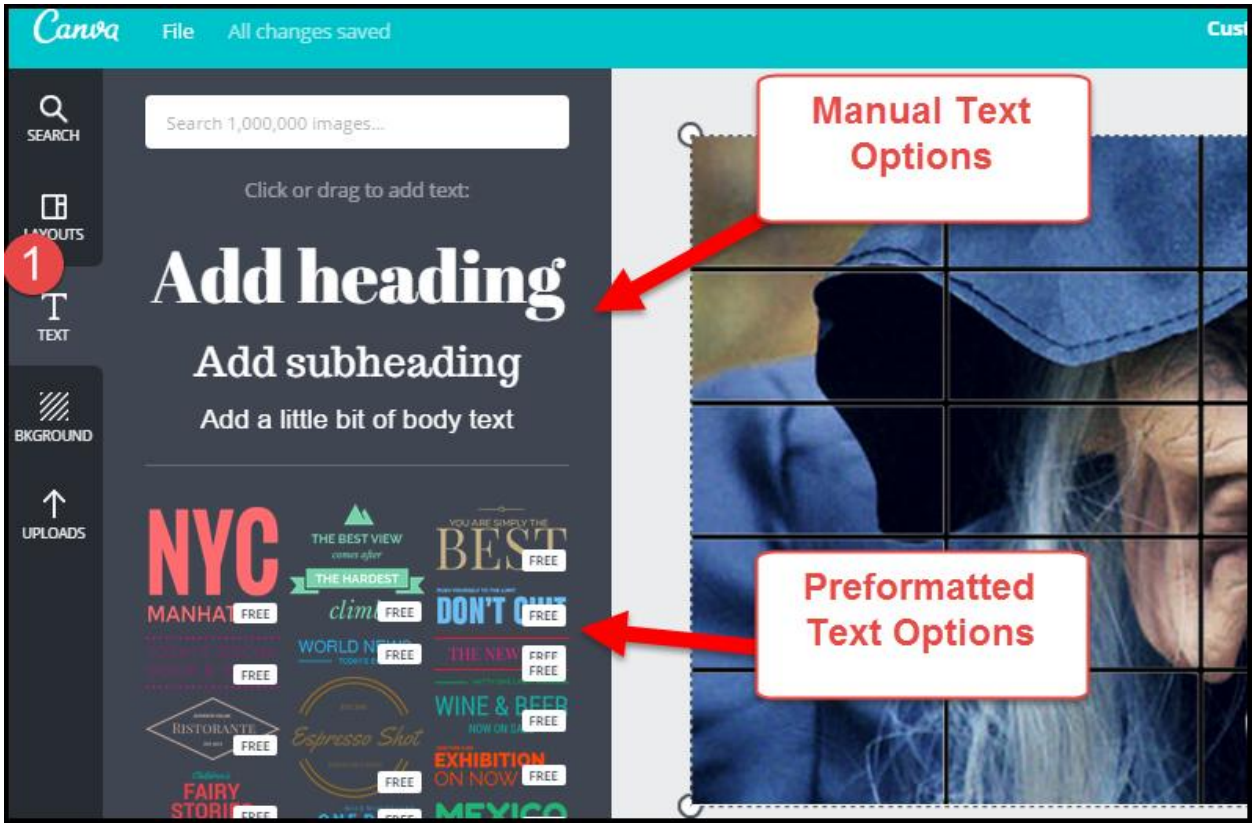


11. Click and drag the FB Ad Grid Template image onto the Canvas and use the handles to resize the grid so it exactly lines up with your canvas – click and drag on the grid to reposition it if necessary



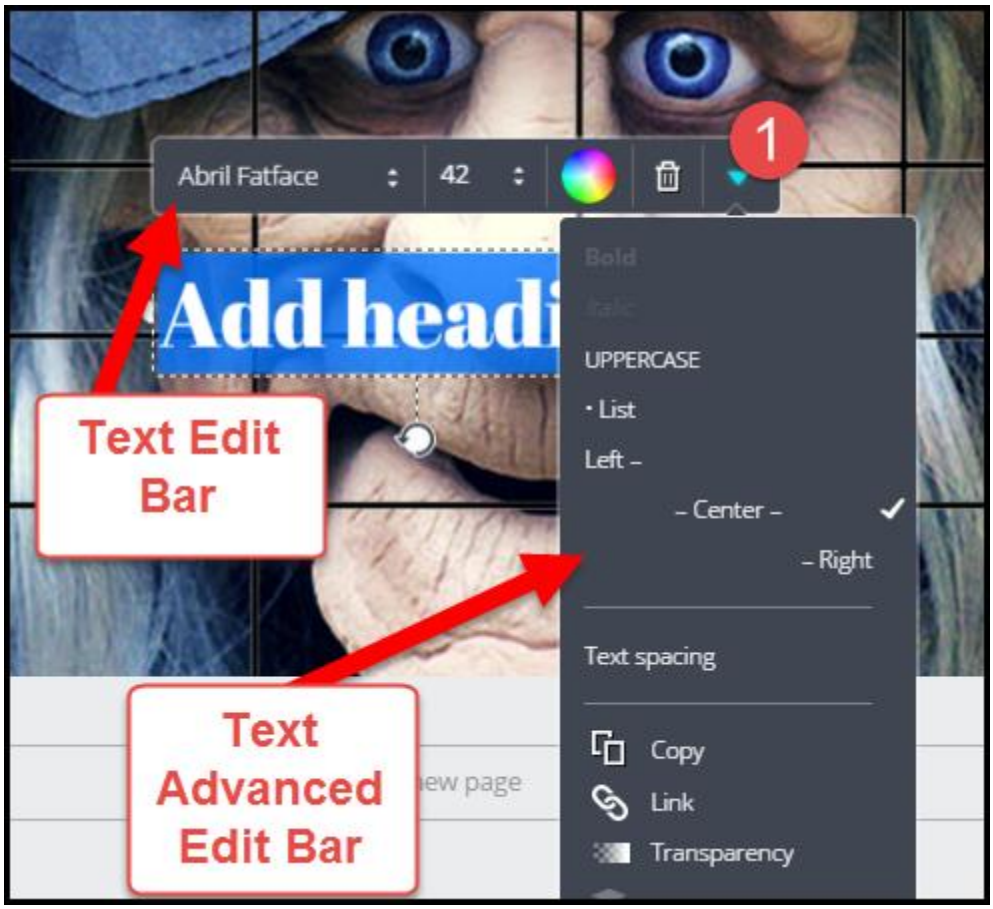
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12. Facebook has a rule that no more than 20% of your ad image can contain text. This grid lets you know when you're going over that limit. You can only have text showing in a total of 5 boxes – and Facebook counts EVERY piece of text so if you have a letter that just barely crosses the line into another box that box is going to count.
13. Click on the Text tab and then click on a preformatted text option or one of the three manual options at the top of the tab to add text to your image (I usually use the manual text options for this project so I can better control the size and position of the text)



14. You can click on the text box that's been added to your canvas and reposition it by dragging. Decide which five boxes on the grid you'll use for text making sure not to block important parts of your background image
15. Enter your text and then use the tools in the black item edit bar to change the font family, font size, or alignment

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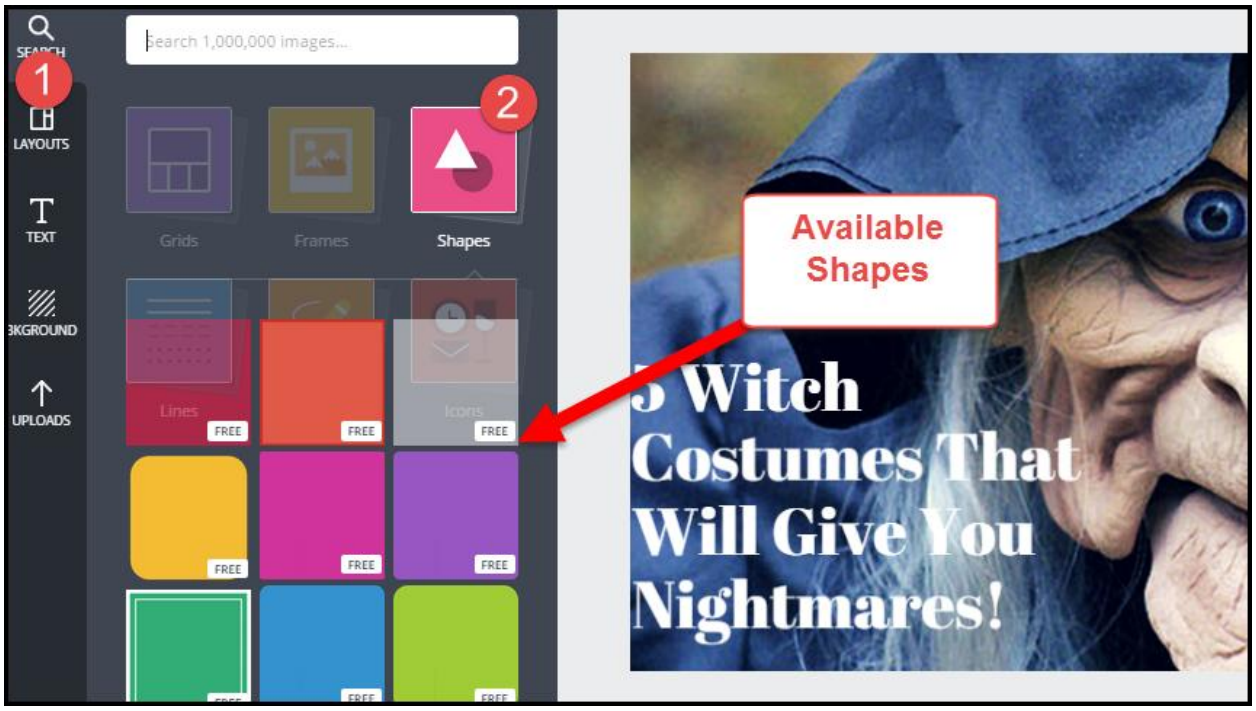


16. If your text won't wrap correctly to stay within the grid box you want to use, then use multiple text boxes to get the text to behave
17. When you've finished with your text, count the grid boxes you're using again just to be sure you're not using more than 5
18. Once you're confident your text is done, click on the grid template image (make sure the handles are at the corners of the canvas so you know you're highlighting the grid and not your text boxes) and then click the garbage can in the edit bar for that image to remove it from the canvas

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19. If your text doesn't stand out enough, click on the Search design tab and then click the Shapes icon



20. Click on a shape to add to the canvas that you can use behind your text – click and drag on the shape to position it over the text and

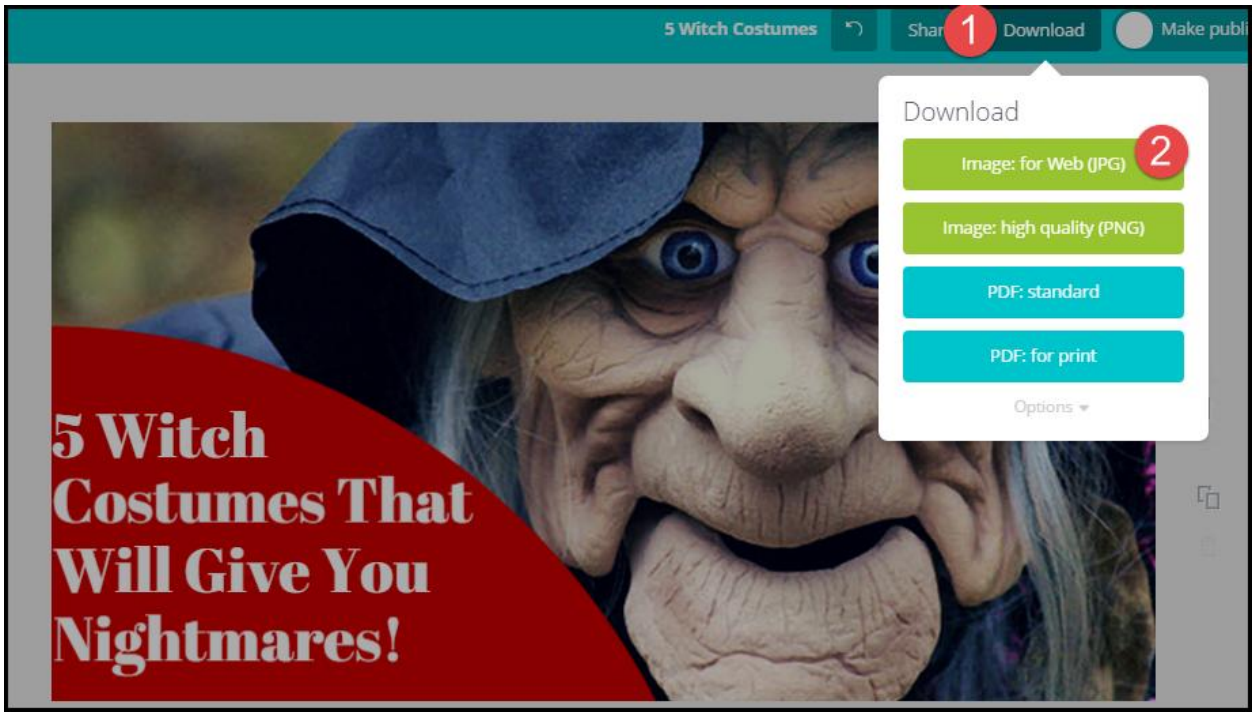
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then click the Back option in the shape's edit tool bar to move it behind your text (if you used multiple text boxes you will need to click the back button once for each text box to get all text boxes to show)

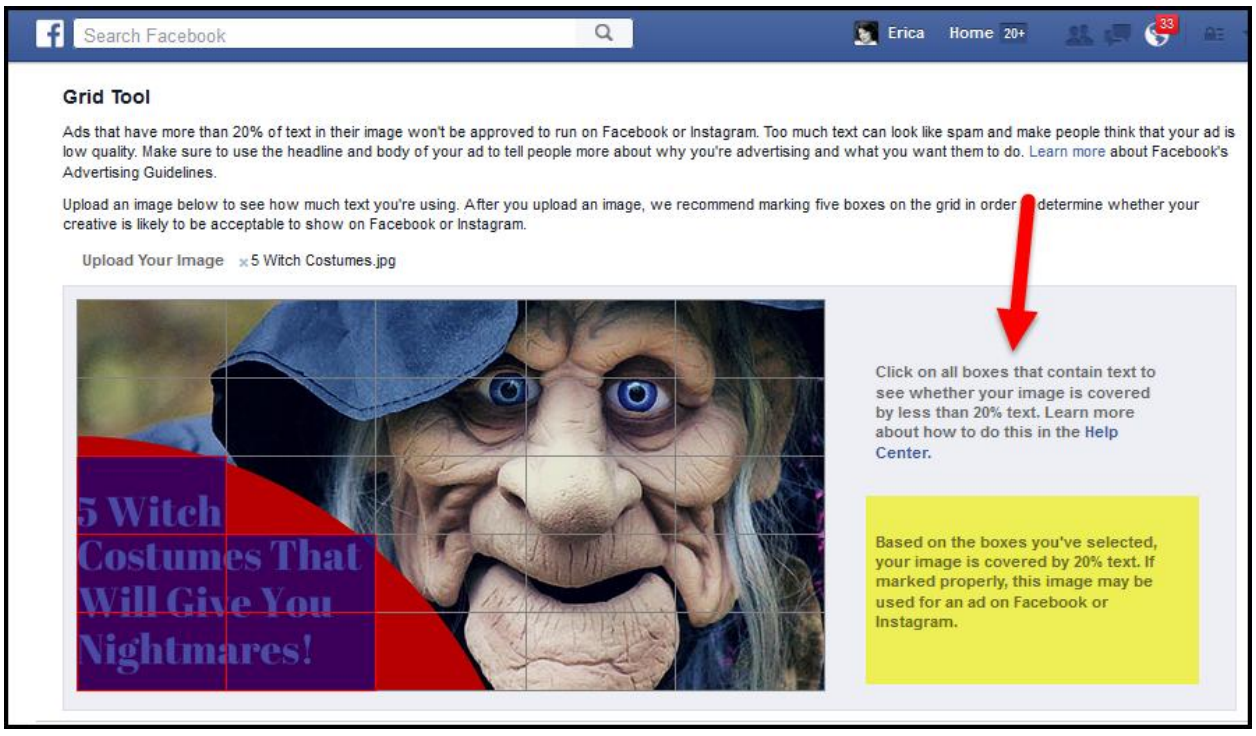


21. When you've finished your image, click the Download button in the upper right corner and choose the Image for Web file type

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22. Save the image to your computer
23. Find the image in your computer and rename it using your post title as the file name
24. Log into Facebook and go to this URL: https://www.facebook.com/ads/tools/text_overlay
25. Upload your newly created image and double check that the text is not covering more than 5 boxes



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ASSIGNMENT:

1. Follow the steps above to create ten post images – one for each of your ten list posts

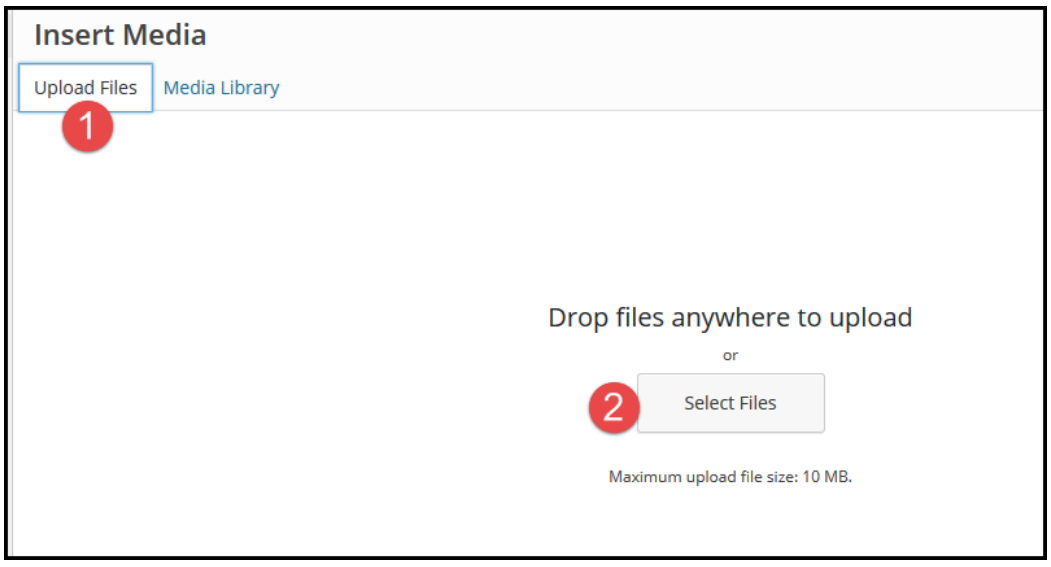
Adding the Image to Your Post

Bring up one of your list posts, put your cursor at the VERY BEGINNING of the post and follow these instructions to insert the image you created for that post:

1. Click on the Add Media button

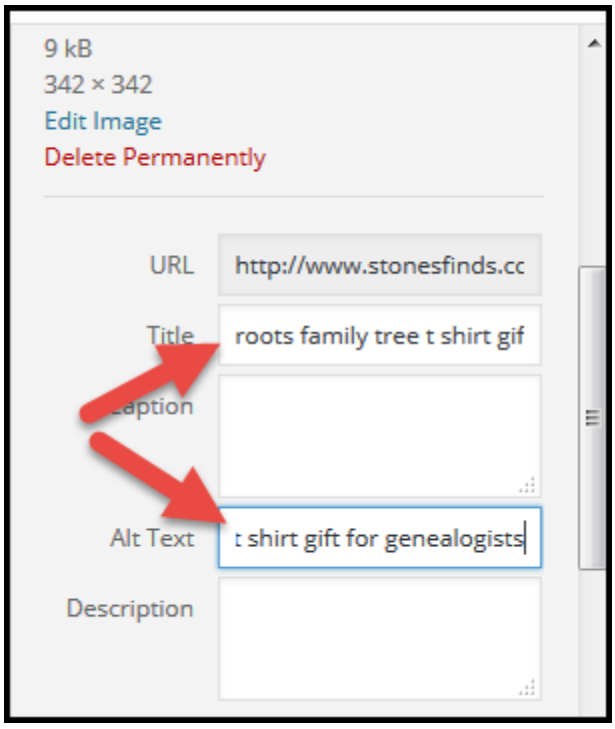


2. Click on the Upload Files tab, if necessary, and then choose Select Files



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3. Navigate to the file in which you saved your Facebook image and select it
4. This should open a pane that shows the image in your library and has an edit box to the right like this:



5. The Title box will automatically show your image file name which should be your post title – copy that field and paste it into the Alt Text box
6. Scroll further down the edit box and choose:
    1. Alignment: Left
    2. Link to: **None**
    3. Size: Large
    4. Insert into post
7. Update the post and check the live view to make sure your image looks good

ASSIGNMENT:

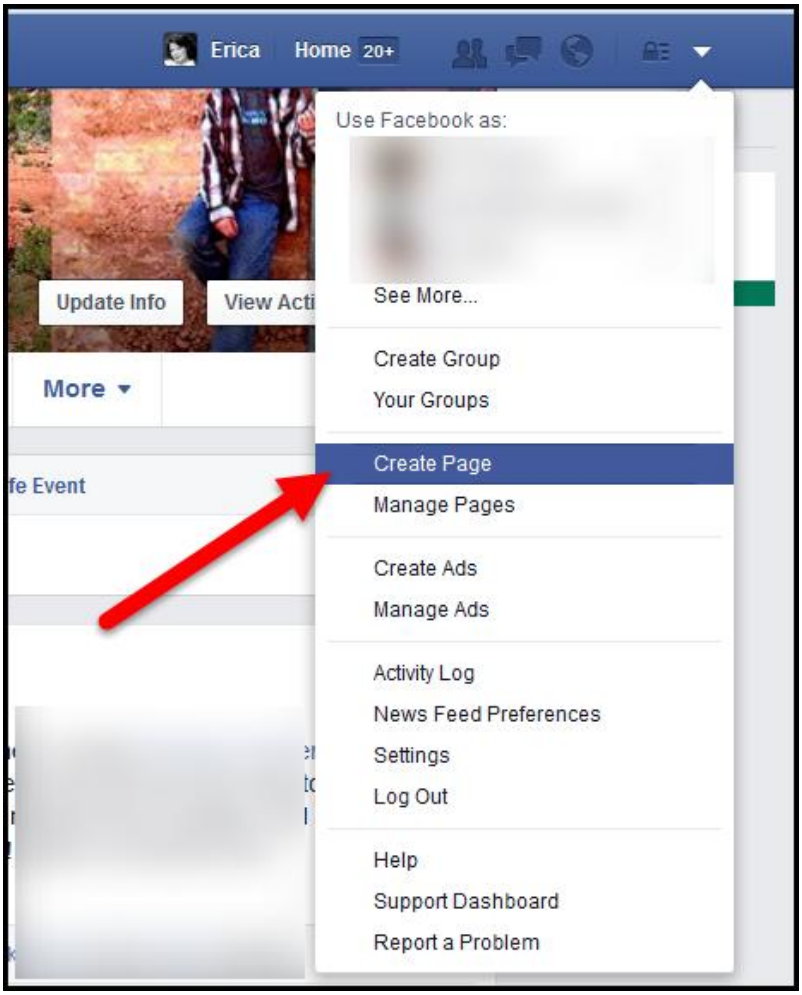
1. Insert each of your ten images into their respective posts

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Create Your Facebook Page

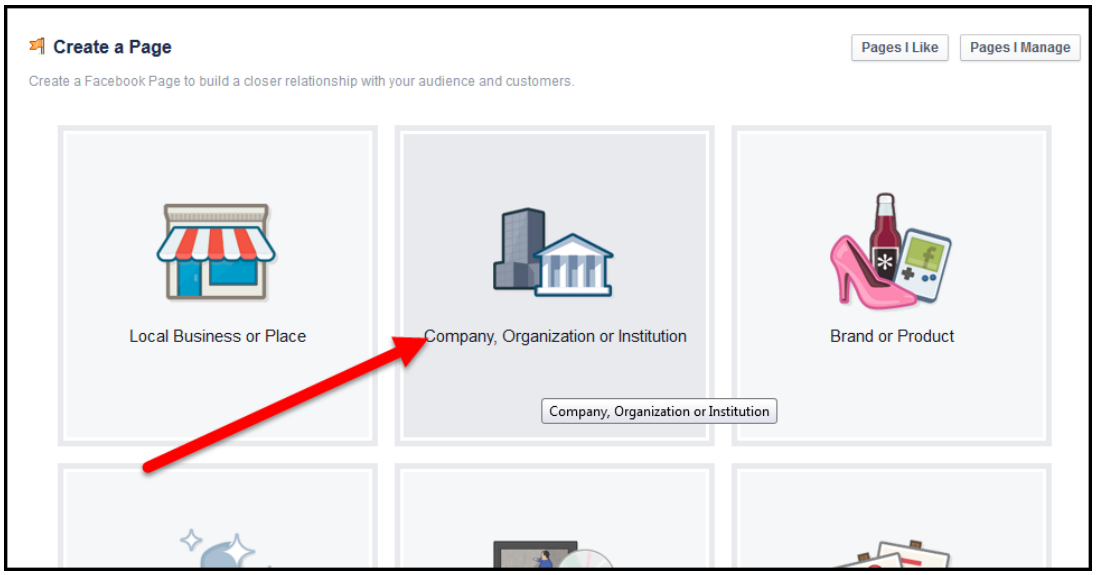
If you've built a new site for this project or don't already have a Facebook Page for your niche, you'll need to create one.

1. Log into Facebook using your personal account – the page you create will not be visible to your friends and family unless you give the page a Like or tell your friends and family. Since Facebook allows only one account per person creating the page through your personal account keeps the page within Facebook's Terms of Service.
2. Click the little down arrow to the right of the Facebook navigation menu to reveal a drop down box of options and then choose Create Page

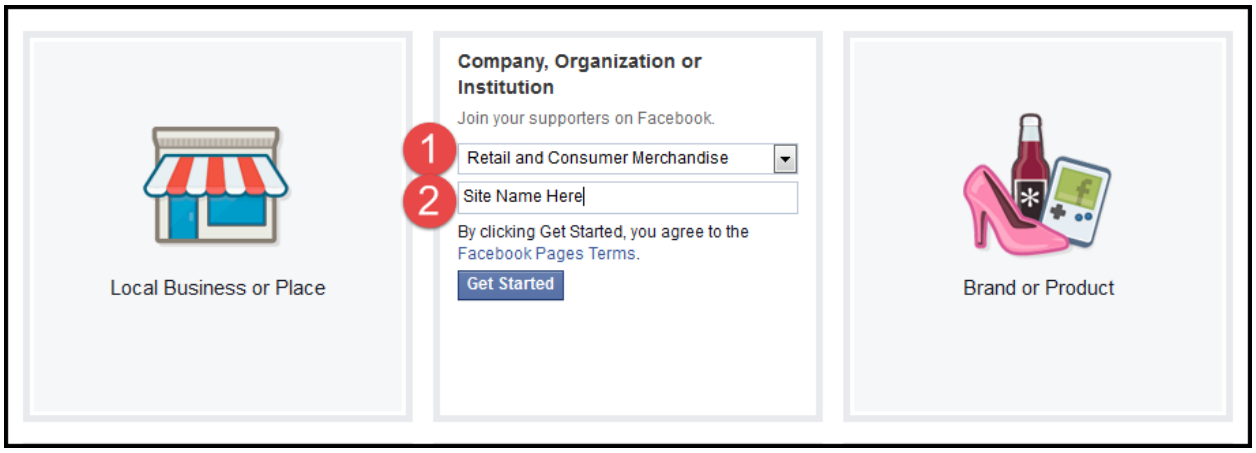


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3. Choose the option to build a page for a Company, Organization or Institution. Your website is a business and this is the best option that fits our needs.



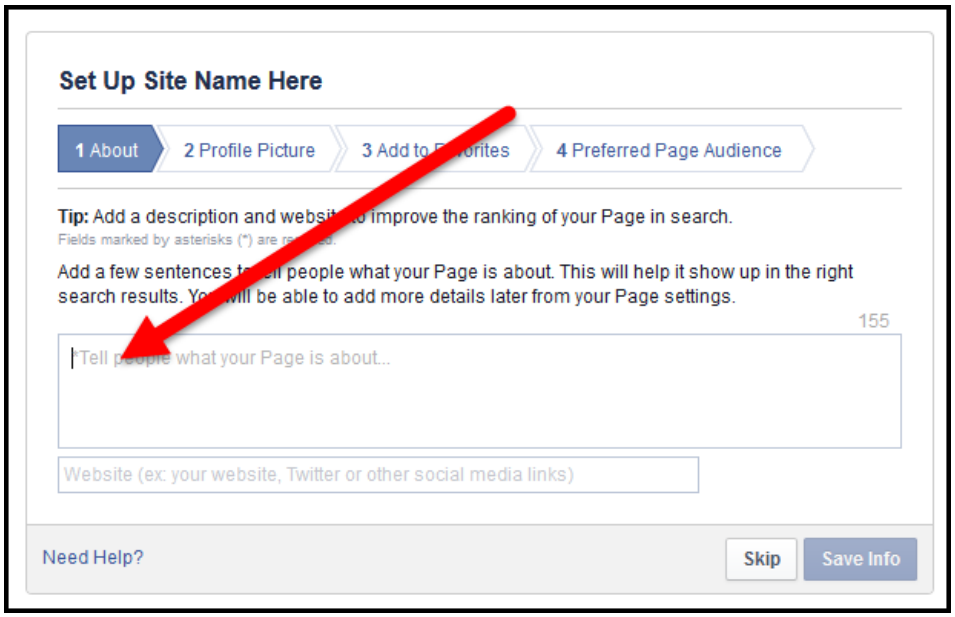
4. Make sure to read the Facebook Page terms of service/guidelines: https://www.facebook.com/page_guidelines.php. These terms may change at any time and it's your responsibility to make sure you follow these terms.
5. Use the Category drop down box to select the Retail and Consumer Merchandise category and then enter your site name (capitalized and with appropriate spaces between words) in the box that says Company Name (marked by the words "Site Name Here" in the image below)



6. Click the Get Started button

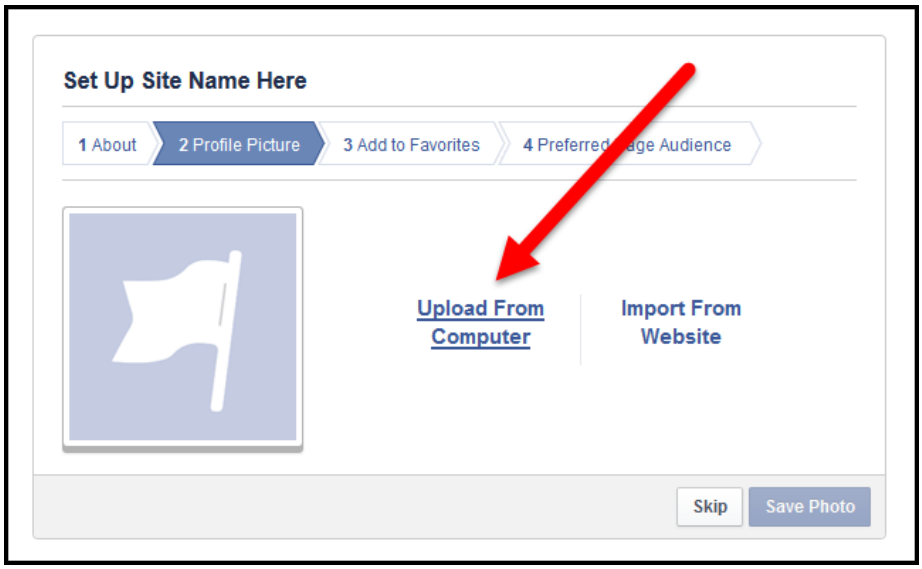
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7. On the next screen, enter your site's URL at the start of the About box and then add a description of your site. Make sure to mention your main keyword phrase.

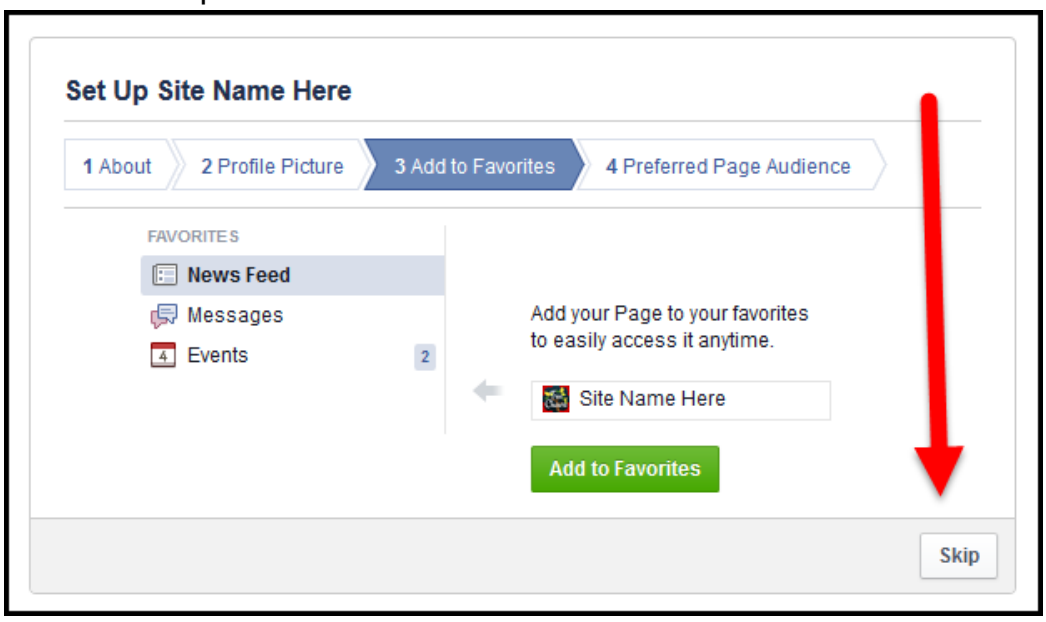


8. Click the Save Info button
9. Go to http://morguefile.com – look for an image you could use as a profile image for your Facebook page and download the image to your computer
10. Log into http://canva.com and use custom dimensions to create an image 180px by 180px
11. Click on the Uploads tab in Canva and upload the image from Morguefile
12. Click on the uploaded image to put it on your canvas. Crop and filter it to get a nice clip to use as your Facebook page profile image.
13. Download the Canva image to your computer
14. Back in Facebook, click on the option to upload a profile image from your computer and select the image you created in Canva

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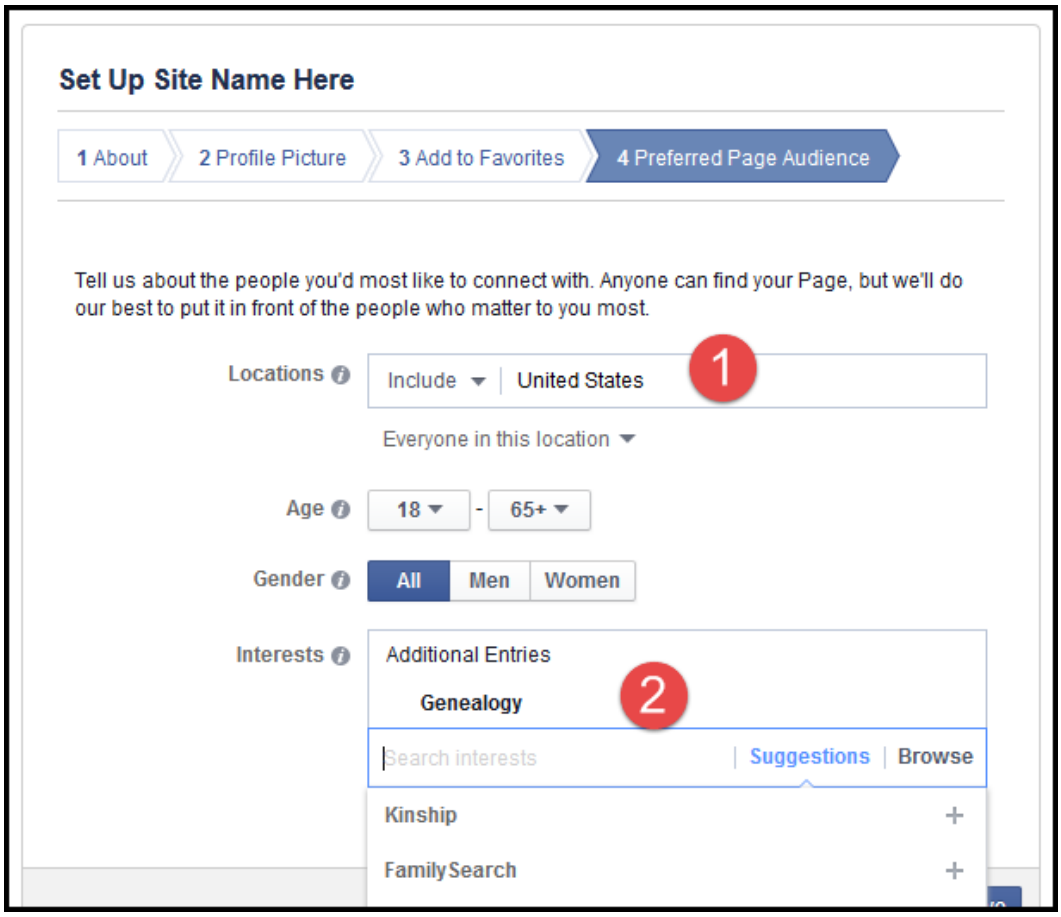


15. Once the image has loaded, click on the Next button
16. Click the Skip button for the next screen

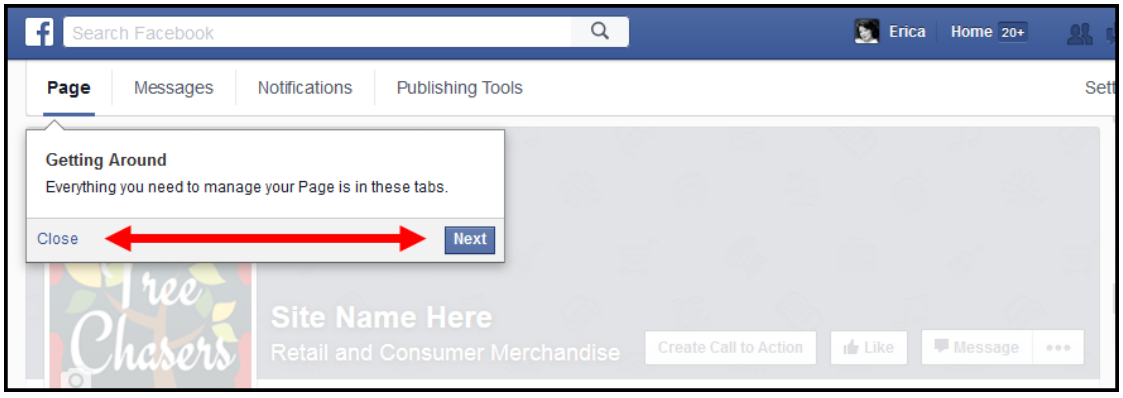


17. Enter United States in the location box (you can add other countries if you'll be featuring affiliate links for other countries on your site) and try to find one Interest in the Interest box that matches your niche. Enter just a single word at a time in the Interests box until you find at least one that best describes an interest that's related to your niche. For "dog lovers" you'd enter the word "dogs", for example. You can choose more than one interest as long as the interest is very closely related to your niche.

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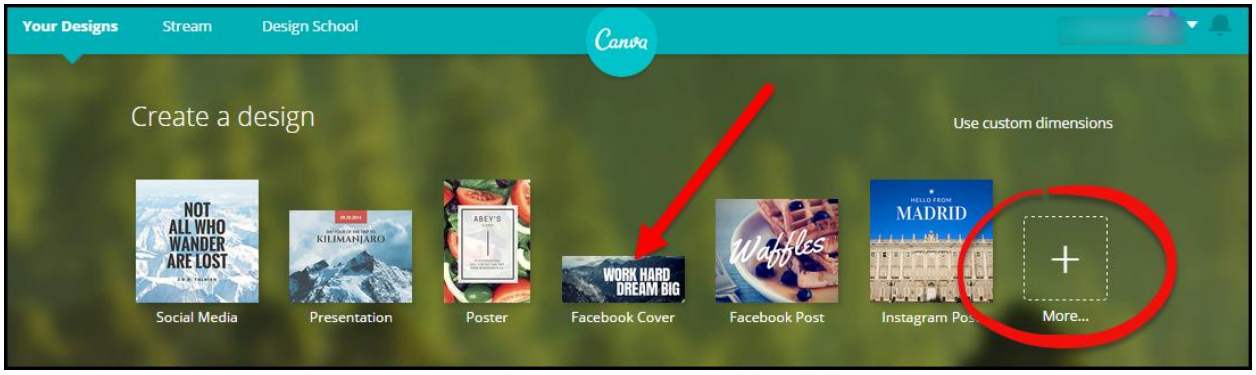


18. Click the Save button
19. You can go through the Facebook tour by clicking the Next button in the pop up box or click on Close if you don't need to go through the tour

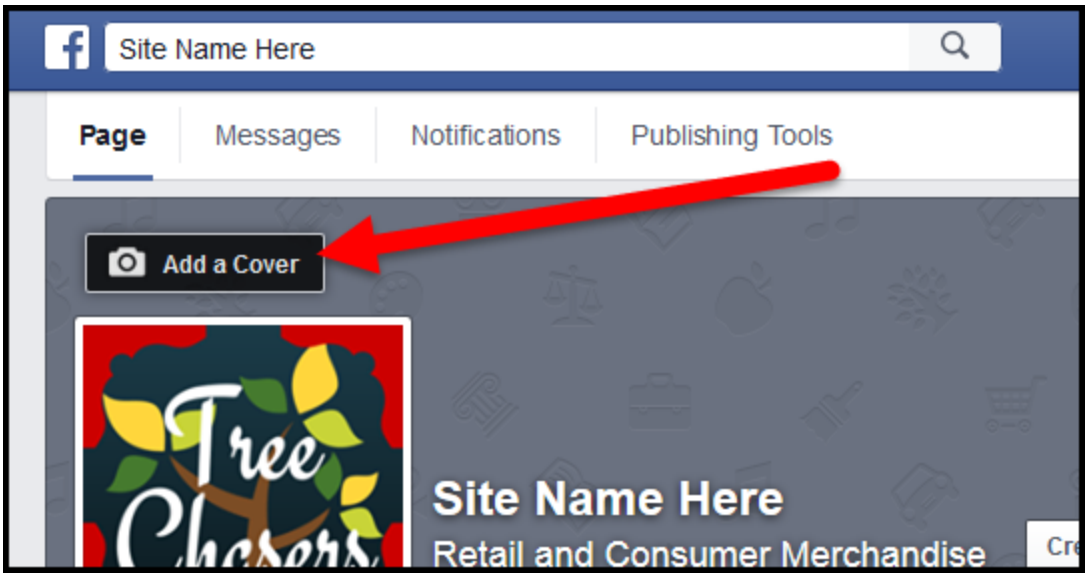


20. Back in Canva, click on the option to create a Facebook cover. If you don't see that option at the top, click the More option and scroll down the selections until you see the Social Media section and then click on Facebook Cover

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21. If you created a custom header for your website, you can upload it to Canva in the Uploads tab and crop a portion of it to use as your Facebook cover. Otherwise, use the free layouts and text options to create a Facebook cover that matches the colors of your site. Put your site's name on the image towards the top left so it will stand out at the top of the Facebook page.
22. Download the image to your computer
23. Back in Facebook, click on the Add a Cover button and then the Upload Photo option from the drop down box



24. Upload the image you created in Canva
25. Click the Save Changes button

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26. You may see a pop up that suggests you give your new page a Like – only do that if you want your friends and family to see the page – otherwise you can close or skip that option
27. Scroll down a bit and click on the link to add your website to the page – even though we put it at the start of the About section, we're going to add it to this field, too



28. Put your URL for your home page in the pop up box and save the change

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29. Skip any pop ups that suggest you promote your website – that is for paid ads
30. When you uploaded your profile image and your header image, Facebook put a status update on your page showing the addition of those images. Click on the little drop down arrow in the upper right corner of each of those posts and choose the option to HIDE each of those from the page. The only reason we're doing this is to make it just a tiny bit harder for someone to see the exact date you created the page. It's not going to make a huge difference as people can still dig up the information but at least it won't be as obvious. This might make your page appear to be older than it really is which could improve the chances people feel comfortable interacting with the page.



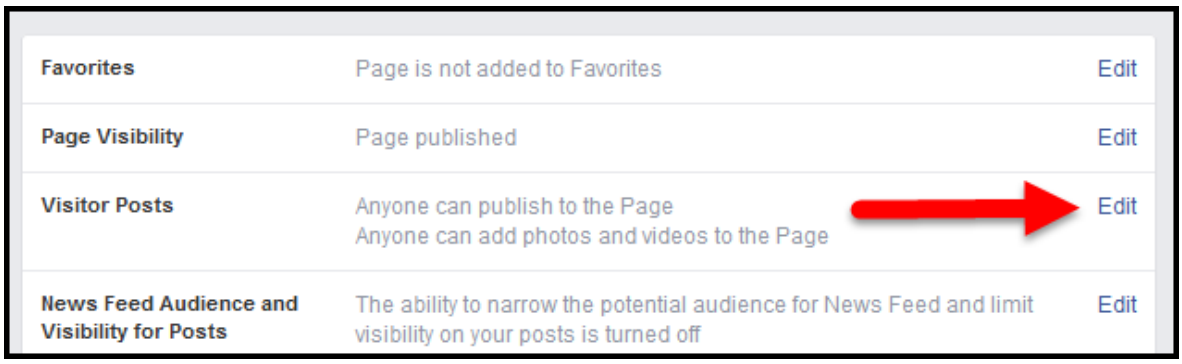
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31. Click on Settings in the Facebook navigation bar

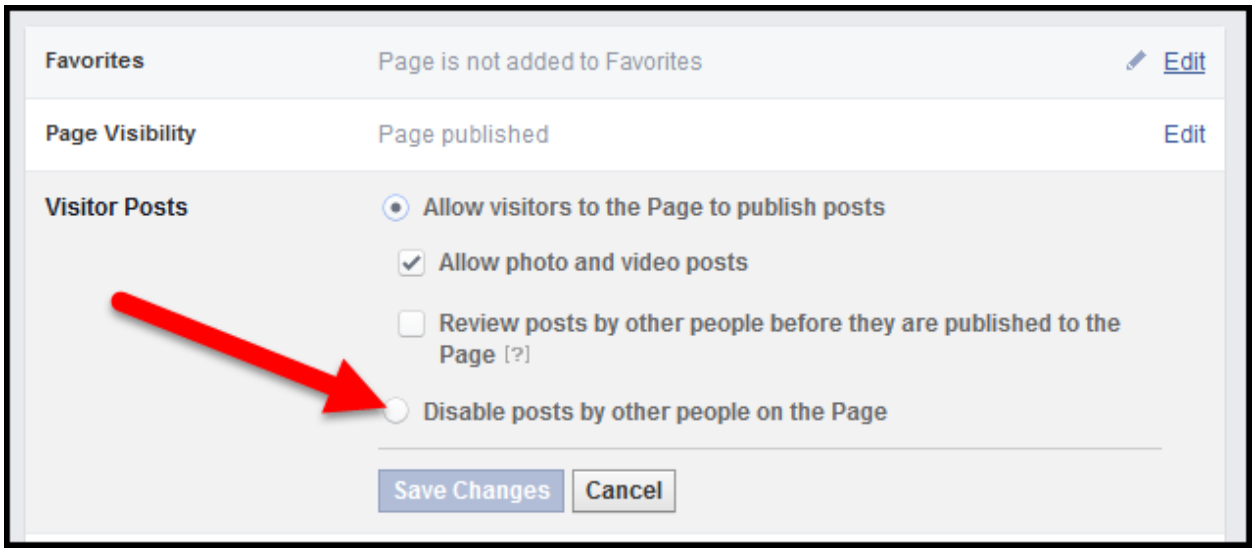


32. Click the Edit button for the Visitor Posts option



33. Change this setting to "Disable posts by other people on the page" and save your change. This will turn off the option for other people to add posts to your page which other affiliates might do to tap into your audience.

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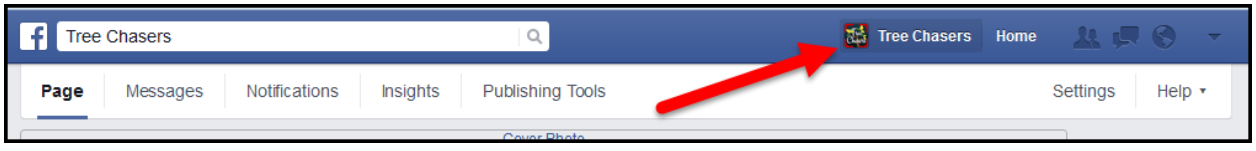
When you're creating your page you are operating under your personal profile. You can also switch "personas" and act as your profile page. That is what you want to do when you want to share posts on your Facebook Page.

In order to switch to using Facebook as your page:

1. Log in to Facebook
2. Click the little drop down arrow at the right of the navigation bar
3. Select your page name in the list under the phrase "Use Facebook as". If you don't see the page name, click the See More button and click on the Log In button next to the page name in the list.



4. The profile image in the navigation bar will let you know which identify you are using on Facebook at any given time



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Practice switching between your new page and your personal identify to get comfortable with the process.

ASSIGNMENT:

1. Create the Facebook Page for your site

Load Up That Page

Before you work on getting followers, you want to load your Facebook page with "status updates" so that it doesn't look blank or new. A status update on Facebook can be any number of things:

- An image you upload on your timeline
- A link you post on your timeline that leads to a post on your website or another website
- An item you find on another Facebook Page and share on your timeline for your own followers to see

When you post a status update on Facebook, it shows up in the Facebook newsfeed for at least some of your followers. Facebook controls the newsfeed so that not all posts show up in every follower's newsfeed. While they have stated several reasons for doing this, the end result is that the only way for ALL of your followers to see every item you post is to run a Facebook ad to boost the post.

Running ads is not part of this course (although there's a bonus folder for running a Page Post Engagement ad for those that are interested) but at least a portion of your followers will see your posts and that's good enough for now. It does mean, though, that getting as many followers as you can means you have a better shot at getting the more people to see the things you share.

When a follower sees anything you share on Facebook they have the option to give it a Like and/or Share it with their own followers. This is how things spread on Facebook. If you have a couple of followers who share something you posted with their followers the exposure to other people on Facebook increases. You can eventually gain more Page Likes by having followers who share your items with their own followers.

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If you're building a new Facebook Page, you currently have no (or few) Facebook followers. This means that no one is seeing anything you share right now in their newsfeed. You can post as many items as you want as quickly as you want without clogging up anyone's newsfeed and looking spammy.

This is the ideal opportunity to build up some status updates as the foundation of your Facebook profile so that when you do start attracting followers they won't see an empty, inactive Facebook page.

Some people don't want to give a Like to a Facebook Page unless they're sure it's going to be interesting. They may look at your page and scroll to the bottom of your status updates to find out the date of your first status update. This tells them when the page was first created and if that date is recent they may not follow your page. By loading it up with status updates before you start attracting followers you'll be showing any of those who do heavy research before they Like a page that you do have an active and related Page that may interest them.

Liking Related Pages

Facebook operates by Likes and Shares. People on Facebook can:

- Like your Page – this makes them a follower of your page
- Like an individual status update on your Page– this does not make them a follower but will expose that status update to the other person's followers
- Share an individual status update with their own followers – this does not result in a Like to your Page or to your status update but does expose the status update to that person's followers

When a person on Facebook gives your Page a "Like" all of your future status updates have the opportunity to show up in that person's Facebook newsfeed.

The same goes for your Page – if, while acting as your Page on Facebook, you give a Like to another Page, that Page's status updates will show up in the newsfeed of YOUR Facebook Page. Only you will see this newsfeed. Liking pages related to your niche gives you an endless supply of related items from other Pages that you can use to share as status updates on your Page. It's one of the quickest methods for finding items to share as status updates on your own Page.

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I'm going to show you how to do some deep digging on Facebook to find out which other Facebook Pages are currently attracting your target audience.

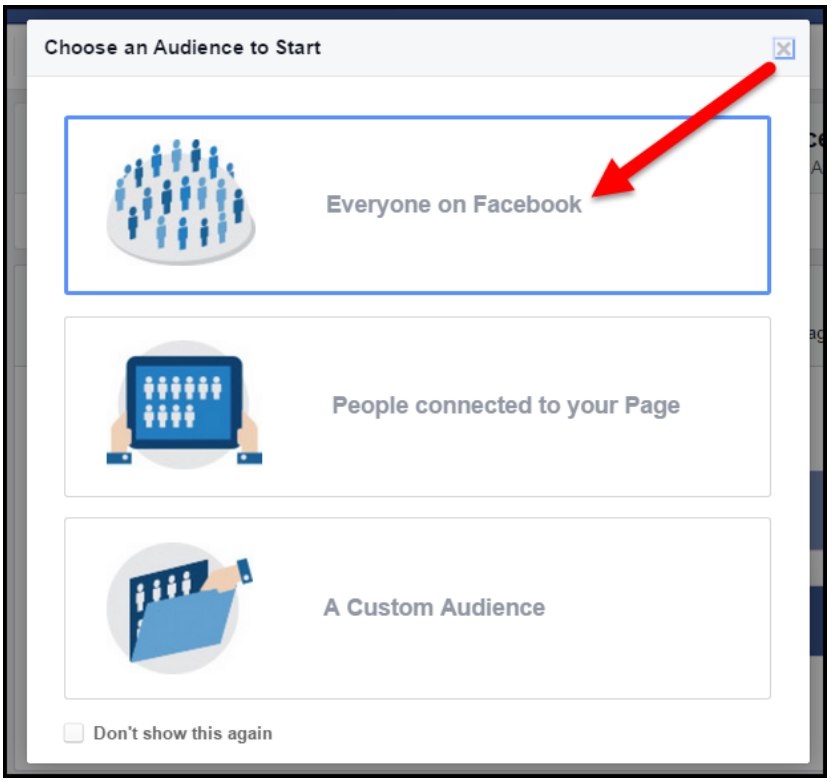
The goal of this assignment is to find 30 other Facebook Pages that are of high interest to your target audience and LIKE that page with your own Facebook Page.

NOTE: I use two browsers to do this work because the tool we'll be using inside Facebook – Audience Insights – can only be used with your personal Facebook profile but you want to give the Pages you find a Like with your site's Facebook Page.

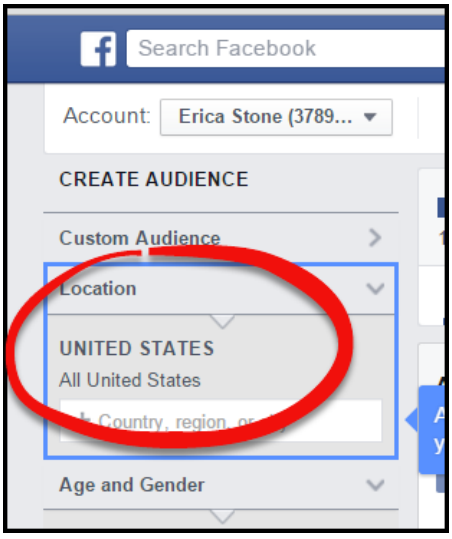
I log into Facebook on Firefox and operate as my site's Facebook Page. I then log into Facebook on Chrome and acting as my personal Facebook profile to do the research. If you aren't set up to use two browsers at once, just make a list of the Facebook Pages you find while on your personal profile but don't give any Page a Like until you can switch over to acting as your site's Facebook Page.

1. Log into Facebook in one browser and use your personal Facebook profile
2. Bring up Facebook's Audience Insights tool: https://facebook.com/ads/audience_insights
3. In the resulting pop up box choose the option to use Everyone on Facebook

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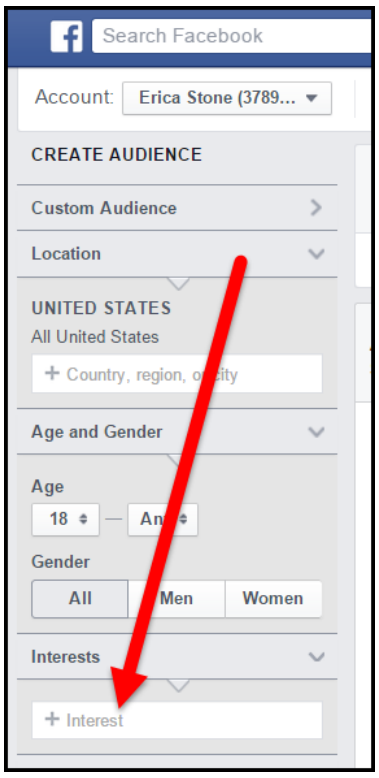
4. Audience Insights may default to showing information for your country of residence but you want to research the US audience. Scroll down to
5. Look at the Location box on the left. If it says anything other than United States, click the little X to the right to clear that selection and enter United States as the research location



6. Go to the Interests box and enter one word that describes your niche (for example, enter the word "photography" if you're building a site in the photography niche). Audience Insights will only allow

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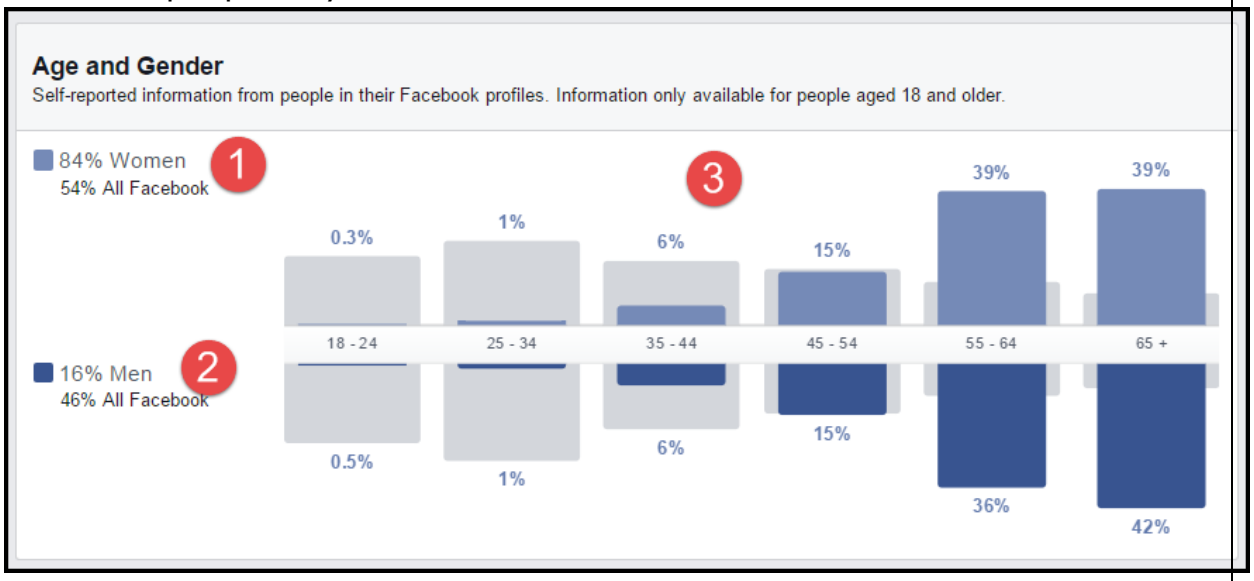
you to pick from their list of Interests. As you start typing your niche, you'll see a suggested list of words and phrases. Click the shortest phrase that best matches your niche and it will populate in the Interests box.



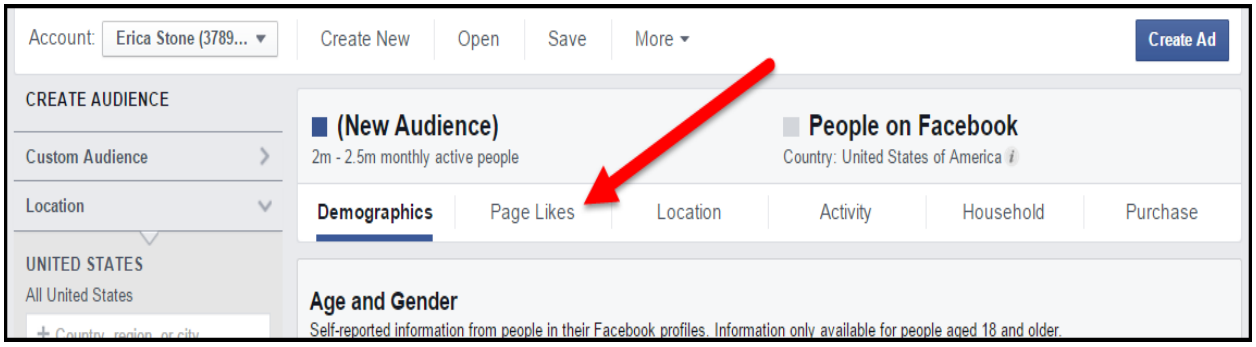
7. Audience Insights shows you detailed information about the people on Facebook who have expressed an interest in your niche based on the Pages they have Liked on Facebook. The first thing that stands out is the gender and age demographics. This isn't necessarily important for our task but does give you some interesting data

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about the people in your niche.

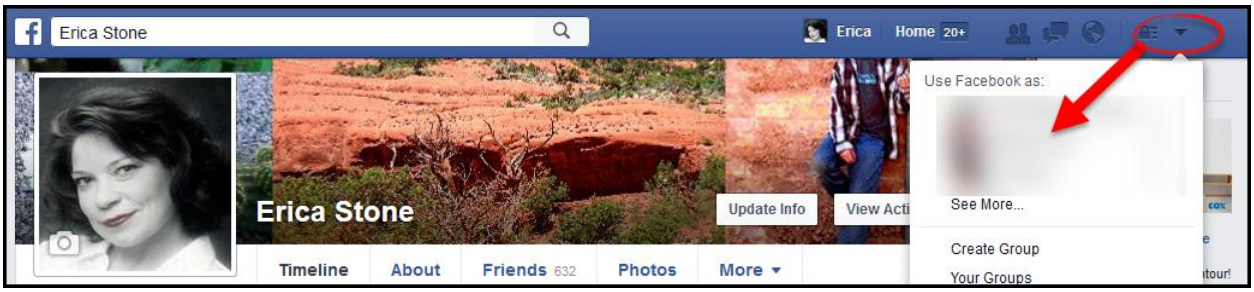


8. Click on the Page Likes tab



9. The Page Likes tab shows you the kinds of pages most often liked by people interested in your niche. Not all of the pages in the list will have anything to do with your niche so you'll need to review all the pages individually to see if they're truly related to your niche or not with these steps:
    a. Hover over a Page name that looks like it might be related to your niche
    b. Right click on the link and choose to open it in a new tab
    c. Scroll down through the Facebook Page and see if they're sharing things that are of interest to your niche.
10. If the Page is very closely related to your niche **AND has over 50,000 followers** (we want to find Pages with large audiences) bring up your other browser where you're logged in and using Facebook as your site's Page

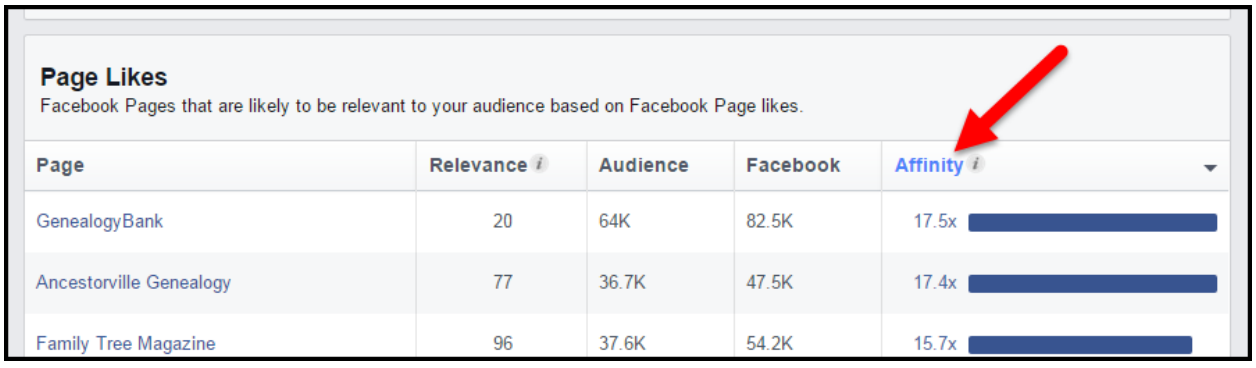
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a. Enter the name of the Page you found in Audience Insights into the Facebook search bar and bring up the page in this second browser
b. Make sure your site's profile image is showing in the Facebook tool bar to confirm you are using Facebook as your page and click the Like button for the related Page



11. Go back to Audience Insights (your other browser) and continue checking Pages in the Top Categories section to find more related Pages to Like. Repeat the steps to Like the Page in your other browser while acting as your site's Facebook Page
12. Once you've exhausted all the Pages showing in the Top Categories section, scroll to the box under the Top Categories box called Page Likes and click on the heading for the Affinity column to sort the listed Pages by a high to low affinity score

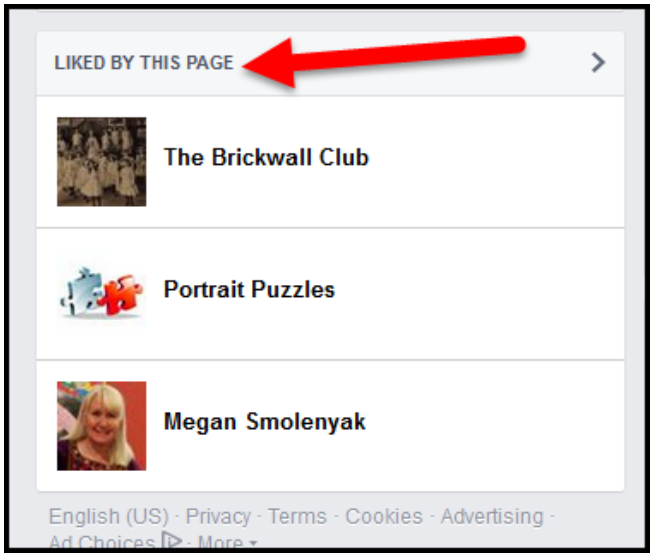


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13. The Affinity score tells you how closely related each Page is to the interest you put in the Interests field on the left. Hover over a page name that looks like it's related to your niche and has over 50,000 followers (the number in the Audience column), right click on the link to that Page and open it in a new tab. Repeat the steps to see if the Page is really related to your niche. If it is, use your other browser to look up the Page and give it a Like while acting as your site's Facebook Page.
14. Once you've exhausted all the options in the Page Likes section, go to your second browser that is acting as your Facebook Page and follow these steps to find more Pages to Like:
    a. Click on your Page name in the Facebook toolbar to go back to your Facebook Page



    b. Scroll down to the bottom of the left sidebar and find the section called Liked by This Page



    c. These are all the Pages you've liked so far and you can use them to find MORE related pages in Audience Insights. Click on the Liked by This Page heading to see the full list
    d. Copy the first Page name on the list and go back to Audience Insights in your first browser

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e. Delete the interest you entered in the Interests field of Audience Insights and type in the name of the Page from your Liked by This Page list
f. The Page may show in the list of available Interests – if so, click on it (if it doesn't come up move to the next Page name in your list)
g. The Top Categories and Page Likes sections in the middle of the screen will now reflect a new list of Pages that are related to the Page you entered in the Interests field
h. Repeat the process of analyzing the Pages and use your second browser to Like any Pages related to your niche
i. One by one, continue replacing the interest in the Interests field with another name of a Page you've already liked to find more related Pages to Like (remember to sort Page Likes by the Affinity column from high to low)

Stop when you have Liked at least 30 related Pages. If you are not able to find at least 30 Pages using Audience Insights, there's another way to find Pages for your niche:

1. Bring up your list of Liked by This Page Pages (lower left sidebar of your Facebook Page) in your second browser while acting as your Facebook Page
2. Right click on one of the Pages and choose to open it in a new tab
3. Scroll down the Page to find a status update with a lot of Likes

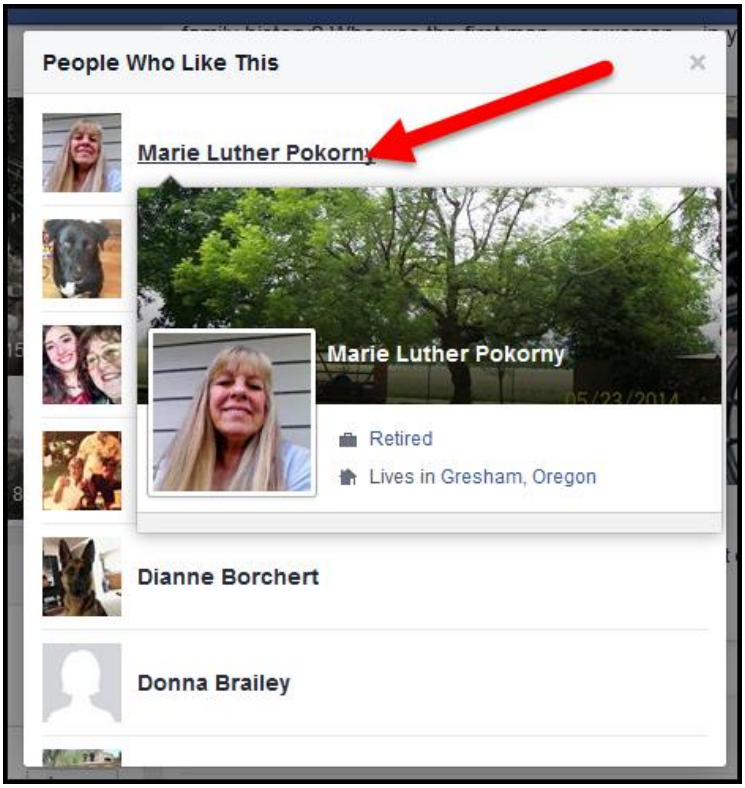


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4. Click on the link that shows the number of "others" that have liked the post

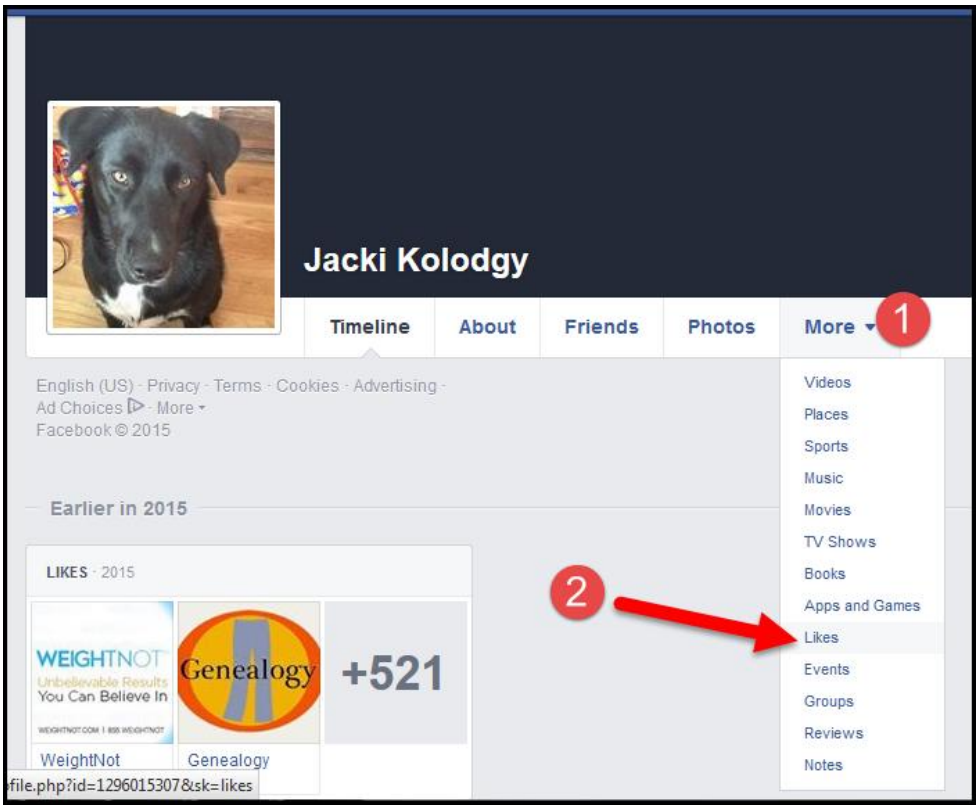


5. You should be looking at a list of the names of people who liked that post. Right click on the first name on the list and choose to open that profile in a new tab.



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6. On that person's profile, hover over the More tab and click on the Likes option (some profiles don't have any visible Likes – if that's the case go back to the list of Likes and look at the next profile in the list)



7. Scroll through the Pages liked by this person, right click on any that look related to your niche, choose to open the Page in a new tab and if it's related to your niche then give the Page a Like
8. Continue analyzing the Likes of the post to find more related Pages

ASSIGNMENT:

1. Find 30 related Pages to "like" while using Facebook as your site's Facebook Page
2. Read through the Facebook Ads Instructions in the Facebook Ads folder that came with this product for additional ways to research your niche (including 3 search strings you can use to spy on your competition)

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Mix Up the Content

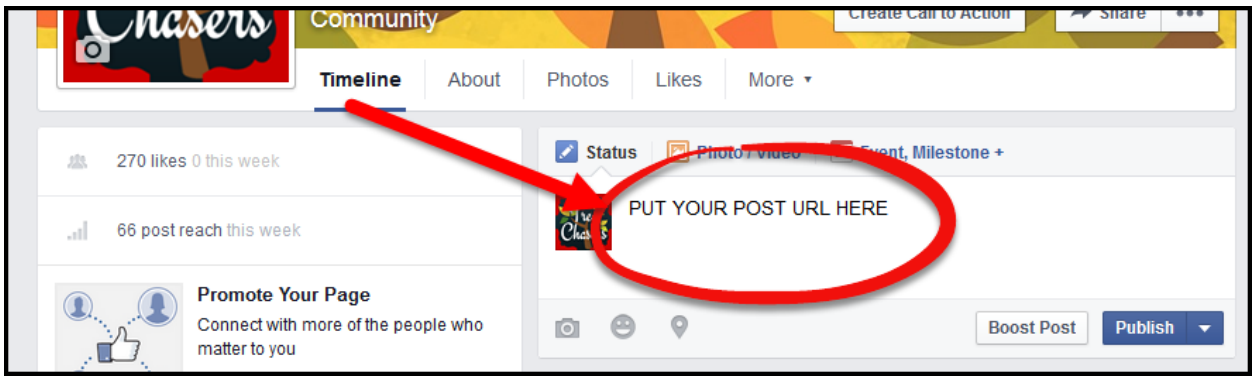
It's time to load up your Facebook Page with a bunch of related status updates. You will do this by:

- Sharing status updates from the Pages you Liked in the last assignment
- Sharing links to the posts on your site
- Creating quote images to upload to your Page
- Sharing affiliate links to Amazon for relevant products (these may not get as much attention as your list posts but can still get some clicks – you just can't run ads to those specific status updates on Facebook)

Since you don't have followers at this point, you can do a lot of status updates at one time and not have to worry that you're flooding the newsfeed of your followers. In the future you'll want to space out status updates so that you're only sharing 2-5 status updates a day.

You do, though, want to mix things up so that you're not just linking to all of your posts in a string row. Instead, you want to do one kind of status update, then another, then another, etc, so that things look more even and interesting.

1. Log into Facebook and choose to Use Facebook as your site's Facebook Page
2. Bring up your site in another tab of your browser and navigate to the very first post that you published:
   a. Copy the link for that post and paste it into your Facebook Page status update box but DON'T hit the enter button



   b. Facebook will reach out to your post URL and grab the image for your post and a description. Once that's populated, **erase** the

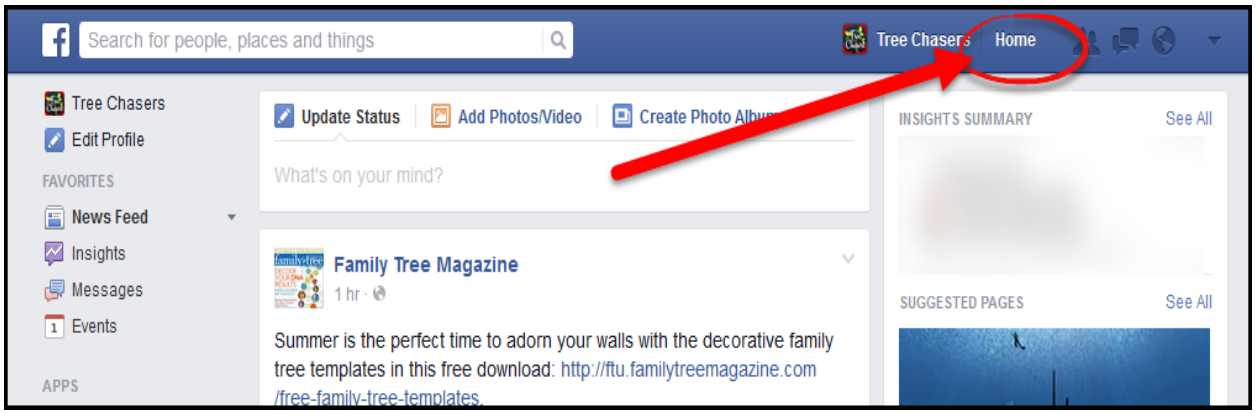
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post URL from the status update box and replace that with your own comment. Write something about the post so people know what they can find if they follow the link. Make it entertaining, interesting, exciting, and upbeat – you don't have to use any particular keywords – just write a sentence or two about the topic of your post. Examples:

i. Cat fans – you're going to love the stuff in this article!
ii. If you've been looking for the best witch costume this year, you're going to want to check this out.

c. Make sure the image you created for the post shows up below the status update. If the image doesn't show up, go to this URL and debug to find out what might be missing in your site's code: https://developers.facebook.com/tools/debug
d. Use the Enter key or Publish button to share the status update
    i. If the update doesn't look right, you can always delete the status update, refresh your Facebook page and redo it or you can edit the existing status update and make your changes

3. Click on the Home tab in the Facebook toolbar – this will show you a newsfeed of all the status updates from the sites you Liked in the last assignment



a. Scroll through the status updates and find something interesting that you'd want to share on your own page (what would be cool or interesting to your target audience?)
b. Click the Like button under that item – this will show the Page owner that you gave them a Like. Sometimes this will result in a Like back although Pages with large followers don't always have time to do this. That Page's followers will also see you listed in the people who Liked the post and some of those may choose to go over to your Facebook Page and give you a Like. I wouldn't

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expect too many likes from these actions just yet but it can happen.

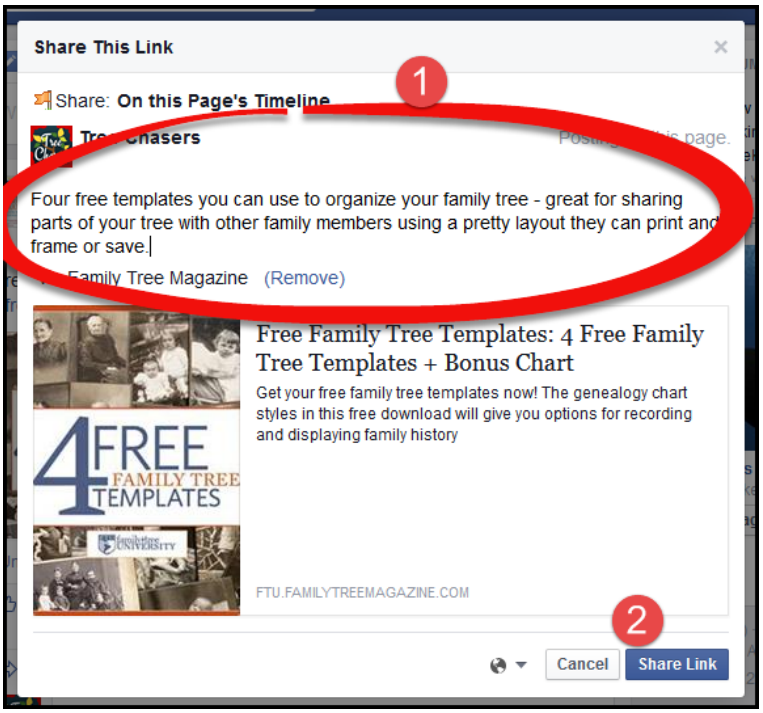


c. Click the Share button under the status update and choose the Share option (Share Now doesn't give you a chance to add a comment)



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d. Add a short comment about why this post is interesting – this can be your thoughts on the item or a short "Hey, this looks cool!" kind of sentence. You don't have to write a lot unless you really want to take the time to read the item further and make a more relevant statement. Then click the Share Link button. This will cause the status update to be shared on your own Facebook Page.



4. Find the URL for the 2nd post you published on your site and repeat step 2 to share the link to that post on your Facebook Page
5. Find the URL for the 3rd post you published on your site and repeat step 2 to share the link to that post on your Facebook Page
6. Upload a quote image to your Facebook Page following these steps:
   a. Do a search in Google for a quote related to your niche. This site is a great source for quotes: http://www.brainyquote.com/
   b. Log into Canva and use custom dimensions to create an image that is 540px by 540px
   c. Find a free background image inside Canva's backgrounds tab or use an image from http://morguefile.com. Use the plain text options at the top of the Text tab to put your quote on the background image. Include the name of the person to whom the quote is attributed. Put the URL to your site's home page in smaller font at the bottom of the image.
   d. Download the image to your computer

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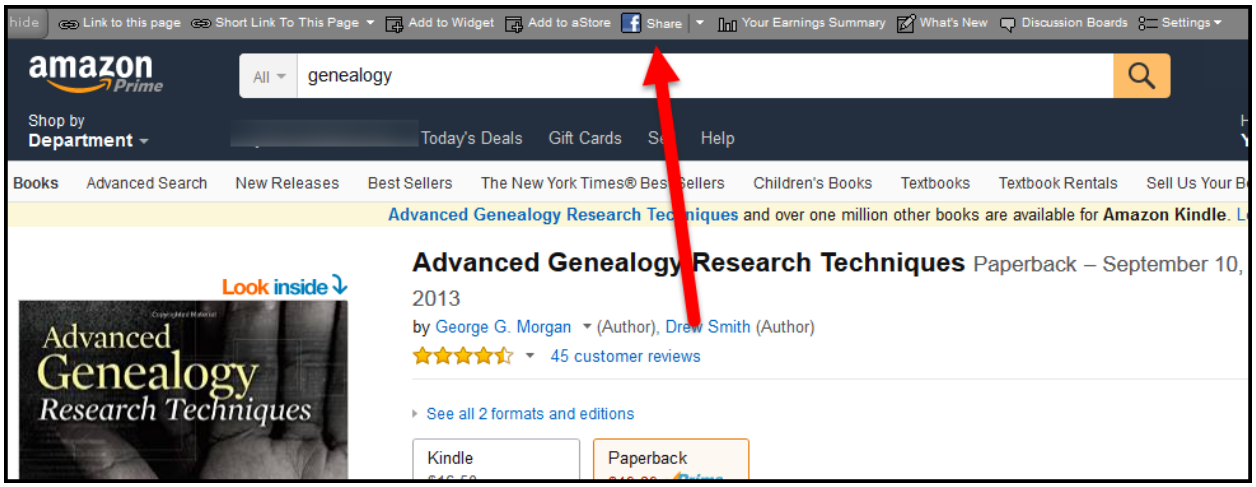
e. On your Facebook Page, click the Photo/Video link in the top status update box and choose to upload your created image



f. Enter a comment about the image in the status update box and hit Enter to publish the post. This will start to fill up your Photos section in the left sidebar which is another area visitors will check to see if your page is really active.

7. Repeat step 3 to share a status update from another Page (try to choose a status update from a different Page than the one from which you shared earlier – this will expose your Page to different Page owners and followers)
8. Find the URL for the 4th post you published on your site and repeat step 2 to share the link to that post on your Facebook Page
9. Find the URL for the 5th post you published on your site and repeat step 2 to share the link to that post on your Facebook Page
10. Repeat step 3 to share a status update from another Page
11. Find the URL for the 6th post you published on your site and repeat step 2 to share the link to that post on your Facebook Page
12. Log into your Amazon Associates account, find a cool product for your niche (it can be one you've written about already or something new) and click on the Facebook Share button in the Site Stripe bar. Make sure it shows you're posting to your Facebook Page and AS YOUR Facebook Page. Add a comment for the product (why is it cool or interesting) and share the link. This will include your affiliate link on Facebook). If you don't have Site Stripe activated, copy JUST your affiliate link for that product (the straight URL affiliate link) and share that in your status update box on Facebook. Then add a comment about the product and publish the status update. You may need to go to your Associates dashboard and switch tracking IDs in order to assign the right tracking ID to this affiliate link if you are using multiple tracking IDs.

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13. Find the URL for the 7th post you published on your site and repeat step 2 to share the link to that post on your Facebook Page
14. Find the URL for the 8th post you published on your site and repeat step 2 to share the link to that post on your Facebook Page
15. Repeat step 3 to share a status update from another Page
16. Find the URL for the 9th post you published on your site and repeat step 2 to share the link to that post on your Facebook Page
17. Repeat step 3 to share a status update from another Page
18. Find the URL for the 10th post you published on your site and repeat step 2 to share the link to that post on your Facebook Page
19. Repeat step 3 to share a status update from another Page
20. Repeat step 6 to create a quote image for your Page

When complete, you'll have shared links to all of your current posts, you'll have started engaging with related Pages, you'll have interesting quote images on your Page, you'll have posted somewhat randomly (one kind of status update and then another) and you'll have mixed in a few affiliate links to Amazon.

ASSIGNMENT:

1. Follow the steps so that you have 19 status updates on your new Facebook Page

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Time to Earn Those Page Likes

The next part of this strategy is to start doing the things that will earn Likes (followers) on Facebook.

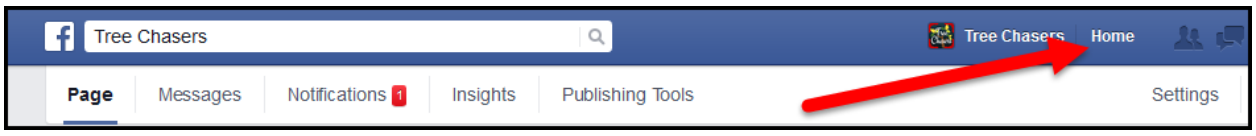
If you're the kind of person who hates social sites, hates commenting on things or putting your face out there, this task may be uncomfortable but it's necessary.

Believe it or not, I'm one of these people. By nature, I'm an introvert so being social online is sometimes intimidating. However, there are lots of introverts who are successful online. In part, that's because we can be anonymous online. Just remember that no one can see your personal Facebook profile from the info on your site's Facebook Page unless you added that information to your personal Facebook profile. That means that while you're commenting on other Facebook Pages people are only going to see you as a site – no names.

I'm also not having you do anything that would break Facebook's terms of service. Since I'm having you comment on public Facebook Pages this is all natural. Pages are set up for interaction with a target audience.

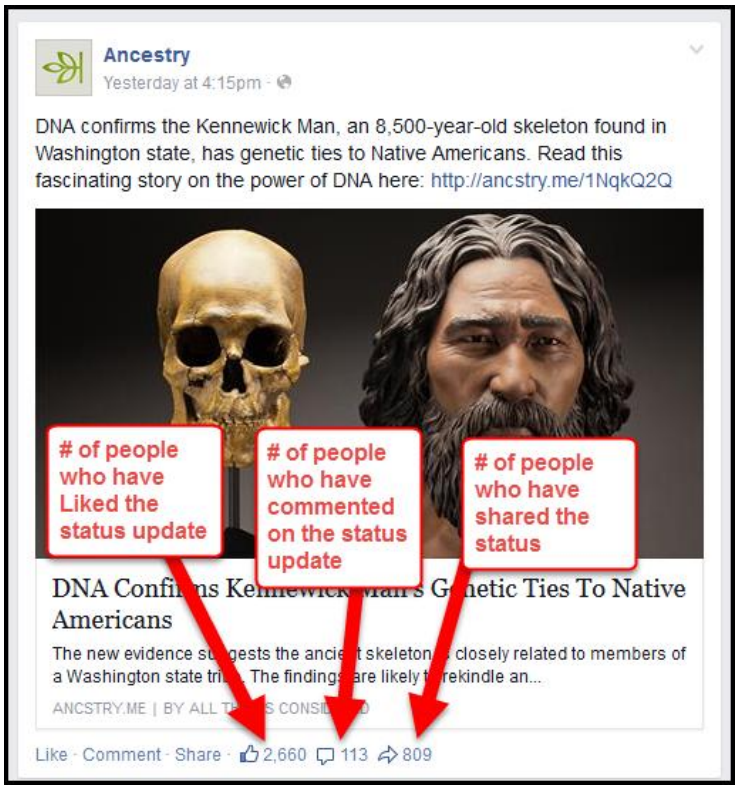
Instead, you're just going to comment on those pages you followed in order to get some exposure to your own profile. Some people may like what you have to say on a page, follow your profile over to your page and give your Page a Like. Some may simply give your comment a Like. Some of your comments may not get any attention at all but at least you'll be getting your Facebook Page's profile some exposure to your target audience.

1. Log into Facebook
2. Choose to act as your Facebook Page by clicking the little arrow to the right of the Facebook toolbar and choosing your page name
3. Make sure you're acting as your Facebook Page by checking that your Page's profile image now shows in the Facebook toolbar
4. Click on the Home link in the Facebook toolbar to see the newsfeed. This will show you a set of recent status updates from the sites you previously started following that were related to your niche



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5. Under each status update you'll see counts of the different types of interaction with that post – the number of likes, the number of comments and the number of shares



6. Find a recent (sometime the past week) status update that has at least 30 comments and is about a topic that would be of interest to your target audience. Read the actual status update – if it's a video, watch the video. If it's a link to an article follow the link and glance through the article for some understanding of what's being discussed, if it's an image take a look at the image.
7. Click on the comment link to see the full set of comments for that status update

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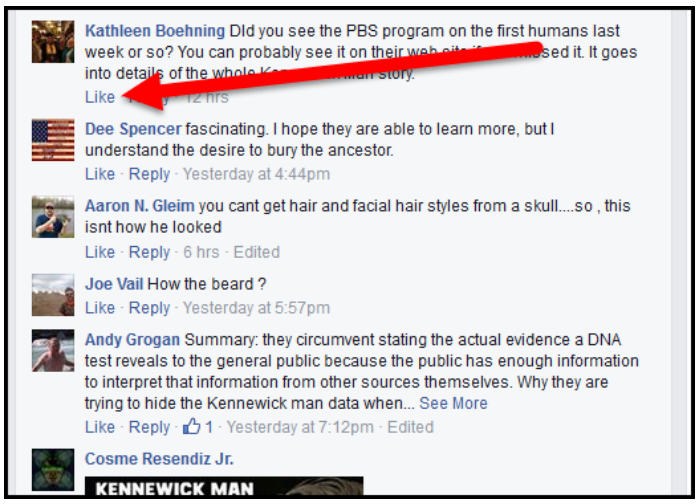
8. If necessary, click on the View More Comments link for the status update to see more comments and read through what's being discussed about the status update



9. Give the status update a Like if it's one that's related to your niche and about a topic on which you agree (if it's some sort of government article related to your niche and it's pro-Democrat and you're a Republican don't feel you have to sacrifice your beliefs for followers – just find a different status update)
10. Find **2-3** recent comments on the status update with which you agree with the comment and give those comments a Like by clicking the Like link under each comment – don't like too many too

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fast or it looks spammy – just give a couple of them a like and make sure they're comments with which you agree



11. EITHER add your own comment to the status update **OR** add a reply to someone else's comment. Put some thought into your comment. You want to give a good impression of your page, you don't want to make anyone angry, and you want to post something relevant to the discussion. Don't just throw in an "I agree" kind of comment. That's not going to get you much attention. You want to add something a little deeper. It doesn't have to be a book – just something that shows you're not just racing through the status update. Examples:
    a. On the comment in the image above that mentions the PBS program I could click the Reply button and say something like "I always miss those things but thanks for the info. I'm going to see if I can find it online."
    b. I could just add a comment to the post itself without making it a reply to someone else and say something like "It's amazing to me that they can tie DNA from 8500 years ago to a specific tribe in a specific country. However, as the article says, this only means the Kennewick man most closely matches the Confederated Tribes of the Colville Reservation out of the tribes for which there is information. This means that there could be a much closer match elsewhere but the resources are not available to make those matches."
12. Publish your comment
13. Repeat the steps above until you've commented on 10 different status updates. Try to comment on status updates from different Facebook Pages in your newsfeed instead of just the status updates

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from the same Page over and over. This will increase the exposure to your own profile to broader audiences.

ASSIGNMENT:

1. Follow the steps above to start commenting on Facebook posts found on related Facebook Pages
2. Do this task every day – the more you do it, the more followers you'll gain for free

Growth Plan

Don't stop now! If you've completed the above steps you have a solid foundation on which you can continue building. Follow a routine to keep growing your Facebook followers and traffic:

1. Add at least two new posts to your site each week
2. Spend 30 minutes a day commenting on related Facebook Pages in order to draw attention to your own Facebook Page
3. Spend 30 minutes a day adding a mixture of status updates to your Facebook Page (sharing your own posts, sharing posts from other Pages, uploading quote images, and sharing the periodic affiliate link to Amazon directly on your Page)

These posts will do well on Pinterest, too. Expand beyond Facebook and share your powerful headline/list post image on other social sites like Pinterest, Instagram, and Twitter.

Facebook Ads to Boost Your Posts

Although it's not required to make this strategy work, you can speed things along with a Facebook ad that boosts your post. As a **bonus** I've included instructions for running the ad and a spreadsheet for niche research in a folder that came with this product called **Facebook Ads**.

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Wrapping Up

I want you to have fun with this strategy but – most of all – I want you to profit from your hard work. If you get stuck at all please feel free to contact me at the email listed below.

Wishing you the best of success!

Sincerely,

Erica Stone

Erica@extremereviewer.com

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Ongoing Mentoring and Support

Internet marketing can be a lonely road. You're usually not in an office surrounded by your peers, instant support and advice. However, it doesn't have to be like that.

Join me on Online Business Insiders – a members-only forum staffed with experts in all aspects of internet marketing.

I am the Amazon Associates affiliate marketing expert for the forum and answer questions, share case studies, and provide mentoring to members who need assistance growing their income.

You can even follow along as I build an Amazon review site and share all the details (including the site URL) in the project notes.

Other experts provide assistance with other critical internet marketing skills including Traffic Generation, WordPress, Social Media, Business Management, Authority Sites, Kindle Publishing, and Product Creation. The expert for each section has hands-on experience in their field.

There are also free downloads, a very supportive community environment, and a growing wealth of information in the challenges you face on a regular basis.

Follow this link to learn more and get the discount rate available to my customers: http://www.extremereviewer.com/joinericastone/.

You can also read archives of emails sent to my list here: http://archive.aweber.com/revwr123 - I share lots of tips, updates, and information through my emails. There are several articles that may further assist you in building up your review site.

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More Erica Stone Affiliate Marketing Strategy Guides

PinFabulous Affiliate – Forget Google! Build thin sites LOADED with Amazon affiliate links and go straight to Pinterest for buying traffic! This super-simple strategy takes very little effort and is great for beginners and advanced Amazon affiliates alike.

PinPlosion – Struggle to get Pinterest followers? Learn how to find active Pinterest users and gain hundreds of followers a day for free. No software, nothing to buy and beginner friendly. This does not include ViralWoot but gives you a way to save your ViralWoot seeds for pure pin promotion while still growing your Pinterest followers.

Extreme Review – The Amazon super-book! **Step by step** instructions for setting up your own authority-style Amazon review site - everything from finding great niches to doing competitive analysis to growing your affiliate marketing site so it dominates the search engines. This is NOT just any review site method!

Hobby Master – Add at least 3 income streams to your wallet with a hobby site that promotes Adsense, Amazon, and Clickbank products. Get detailed instructions for finding hobby niches, building your site and creating content. Build a solid business from a single topic with easy to follow instructions.

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