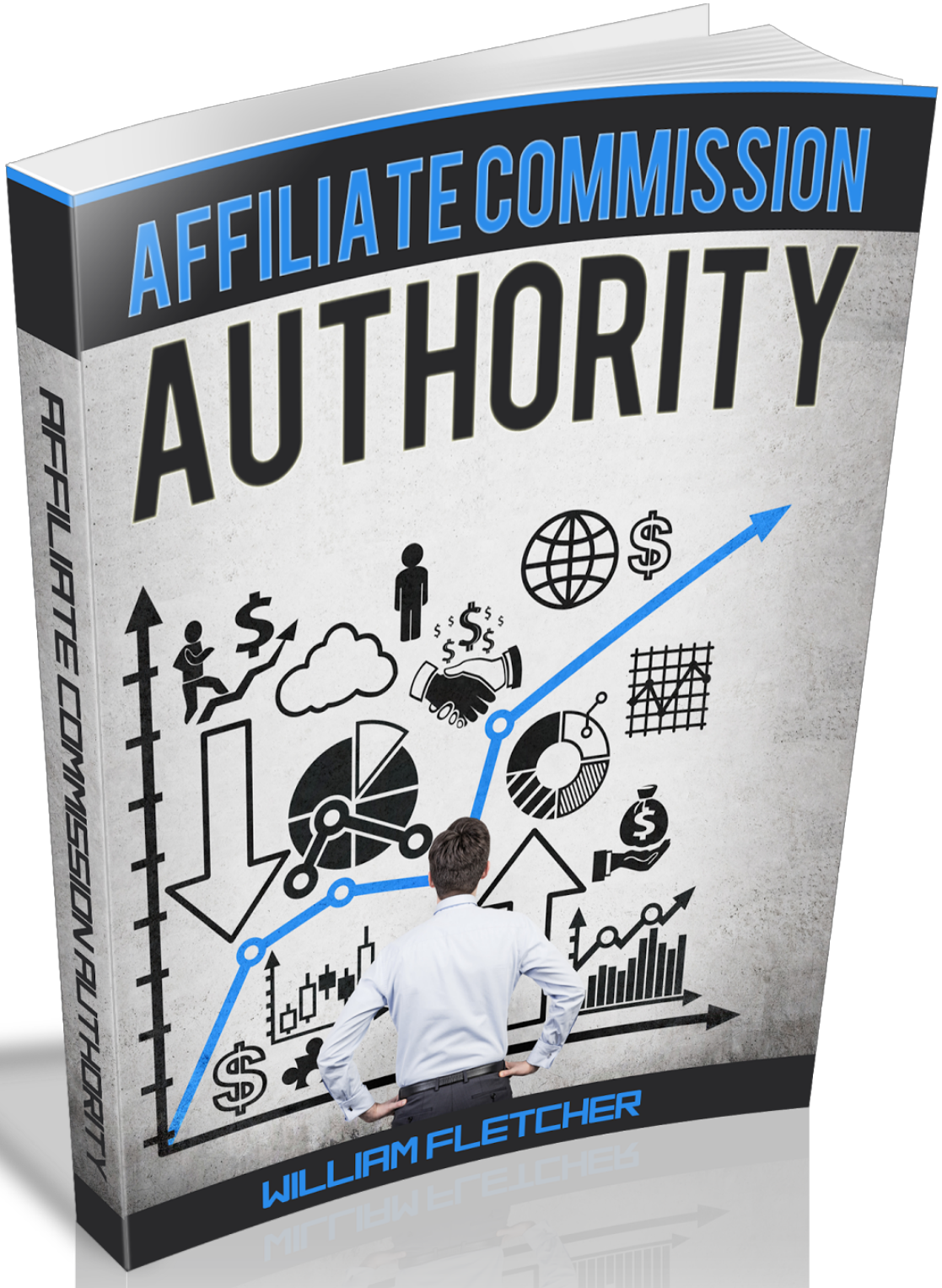

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Module 1 - Introduction

Welcome

Hi, and welcome to the affiliate commission authority! I'm really glad to have you on board so that I can share this powerful method with you.

This guide was designed to give you every possible advantage to succeed and crush it as an affiliate marketer. And let me say this, this method alone is enough to make you a full time marketer.

If you can really focus and push yourself to make this method work you will be amazed at the results you can achieve. And I know that it it seems cliche to say focus and don't get caught up in shiny object syndrome.

But the truth is... If you can make this your priority and truly focus on what I teach in this training you can quickly get to $50 a day, and then $100 a day. And this can be life changing amounts.

When you get to that point you will start to understand what is working even better. And that is when you take everything that you have learned and improve on it and grow your business even more.

But before we get started let me give you just a little introduction about me.

I got my start online blogging and creating my own products. But once I started building a customer list I started to introduce affiliate marketing into my online efforts. What I quickly learned is that I could double or even triple the amount of money I was making online with affiliate marketing. To make things even better I found out that the value of each customer on my email list was way more once I introduced affiliate marketing into my online model.

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Now when I first ventured into affiliate marketing I didn't have a complete guide on how to do everything and set everything up.

So this guide is what I wish I would have had when I started affiliate marketing. And you have the potential to have a lot of success if you start implementing this method into your online business model.

I am looking forward to hearing your success story!

To your success,



William Fletcher

Introduction to Affiliate Marketing

What it is Affiliate Marketing

Before we get started I just want to give you a brief introduction to affiliate marketing. Since you are reading this report I am assuming that you have a good idea of what affiliate marketing is.

But if not affiliate marketing is basically you promoting someone else's product in order to make a commission. You are the affiliate they are the vendor and you get a commission for promoting their products and making a sale.

Why Affiliate Marketing is a great Model

Affiliate marketing is one of the best ways to make money online. And personally, I think anyone who is marketing online should be doing affiliate marketing even if they're creating their own products. And the reason is, if you are not doing it you are simply leaving money on the table. Even as a product creator I'm an avid affiliate marketer

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because there is great income potential with it and it doesn't require as much work as creating products.

Now of course there are the good and the bad to every model. But let me tell you why affiliate marketing is one of the best online models out there.

First of all, it is super simple to get set up and get started. All you need are the basics. You get a domain, hosting, and an autoresponder and you are ready to go.

Next, you don't have to create your own products. You simply sign up to promote others products and make a great commission from it.

Finally, the commission percentage is usually really good especially in the internet marketing niche. The industry standard is paying 100% commission on the front and 50% on upsells.

Think about that for a second... You have the opportunity to make 100% commission on a sale of someone else's product and to top it off you might get an additional 50% on the back end. That is powerful stuff!

You could send one email that takes you at most 30 minutes to write and make 10 sales of a $10 product and you already have $100 in your PayPal account. And then say 20% of those buyers purchase the upsell of $10 and you have another $20 straight into your PayPal account. So for 30 minutes of work you got yourself $120.

Now I don't say that to tell you that this method is easy. I'm telling you this because it's possible. It just takes a little work in the beginning to get set up and start building your audience.

In this guide I'm going to share with you my complete affiliate marketing model. Now one thing to note here is that there is a lot to this model. And that is because I want to give you every possible way to succeed with this method.

Now, each and every one of these pieces are not necessary but the more you do the more you will succeed with this. Some of you may only decide to promote offers directly to your list and not create a review site. Some of you might send offers to your list and

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create a review site but not partake in any advanced techniques such as offering bonuses.

What I highly recommend that you do is implement the entire system from the beginning. As you progress you will be able to see which of your efforts are driving the majority of your affiliate income.

At that point is when you want to spend more time focusing on the areas that are making you the most money and slow down on some of the other elements. This will allow you to scale your business and focus on the things that are providing you the most income.

Common mistakes made by affiliates

Now if you're anything like me you're probably impatient and ready to get started :). But before we dive in I want to give you some of the common mistakes that affiliates make. *Because if you avoid these things you can achieve success with affiliate marketing so much faster*.

One of the biggest mistakes that I see affiliates make is they don't build their email list from the beginning. They send people straight to affiliate offers using their affiliate link and never think twice about adding that person to their email list. The problem with this is that you are not going to get repeat sales from that customer. You are sending that customer to somebody else who's going to add them to their email list and sell to them again and again.

Now we will get into the details on how to do this as we progress through this guide but I want you thinking about it. You need to know that you need to be building your list. It's going to accelerate the success you get with this method infinitely.

Essentially what we will be doing is driving traffic to our website where we not only promote affiliate offers but we also optimize to capture subscribers. And that is so important because it's going to give us the opportunity to promote to them time and time again.

Don't build trust (every product is amazing)

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Another common mistake made by affiliate marketers is that they don't build trust with their reviews and promotions. *They simply only focus on getting commissions*. So any time they are promote something they say how amazing it is. When you do this you are going to lose credibility fast. **And when you lose credibility people won't trust your recommendations. And that is one of the most important things as an affiliate marketer**.

What You are going to learn

- Module 1 - Introduction
- Module 2 - Get set up
- Module 3 - How to find and choose products to promote
- Module 4 - How to get vendors to approve you
- Module 5 - How to write amazing product reviews
- Module 6 - How to get traffic to your review site
- Module 7 - How to build your email list
- Module 8 - How to promote to your list
- Module 9 - How to profit fast leveraging work already done
- Module 10 - Advanced Techniques
- Module 11 - How to get started

Take action!

One last thing before you get started..... You can have all the tools and the best strategy in place but if you don't take action you will never succeed. Put what you learn from this guide into action and you will be amazed at the results you can achieve.

Now that we got all that out of the way let's get into the good stuff... Well, how about a little homework first :).

Homework

Before you move on to the next module make sure you go over the common mistakes made by affiliates. This will save you a ton of time down the road and make sure that you are doing things the right way from the beginning. Once you have got a good grasp of that go ahead and move on to the next module.

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Module 2 - Get set up

Now it is time to get everything set up. We are going to go through getting your website set up and the additional tools you will need. I want to get you started the right way and make sure you have everything you need before we dig into the details.

Host your own site don't use a free blogging system

One thing that I want to make very clear is that you should be creating your own website for your affiliate reviews. And the biggest reason why is because when you create it on your own server you own it, it is your content and your website.

You don't have to worry about your website being taking down if they decide they don't like your content or want to get rid of your site. Also from a branding perspective having your own website will have a big impact on how you are perceived. I know personally that I would not buy a product based on a recommendation from a Blogspot blog or a wordpress.com blog or Tumblr etc. Because it would certainly flag me that the only reason they created that site was to get an affiliate commission so I don't want you to fall into that trap either.

Tools you will need

There are some key tools that you are going to need to get this business started. Some of you may already have them but for those who don't you're going to need to acquire these things.

First of all you're going to need a domain name, a hosting account to host your domain name, an autoresponder, and a wordpress theme to get you started. Now I won't go into the details of all these things because there is a ton of great free information on these things.

However, if you are just getting started go simple. Head over to Godaddy and buy your domain name. To make things really simple get setup with a small hosting plan with Godaddy as well.

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That way everything is all setup in the same place. Last but not least get you an autoresponder.I personally use Aweber with great results. Also, Getresponse is a great company as well that you can't go wrong with. Either service will be fine and get you the same results.

Choosing a good name for your review blog

There is one very important thing that you need to keep in mind when choosing your domain name. You have to remember that you are building an asset. So you don't want to name your blog around something that could go away.

For example, there are a ton of review blogs out there with WSO or JVZoo in the domain name.

Now I don't see either of those platforms going away anytime soon but it is certainly possible. If you name your review site around something that could go away like one of those platforms you could set yourself up for failure down the road.

Here are the two options that I find best:

1. Come up with a generic brand name for your website. For example, one of my websites is authoritypowered.com. This is a generic branded website that I can use for years to come and not worry about ever losing the brand.
2. Use your name or a combination of your name and a word as your domain name. This is another great option especially if you want to personally brand yourself.

Once you have chosen which route you want to go come up with a few domain name ideas and purchase one that is available.

Get your site online

Goal: Get a domain, Get Hosting, Install WordPress, WordPress Setup, Setup WordPress Plugins.

Now you want to go through the process of getting a domain, setup hosting, install WordPress, and various other tasks to get your site up and running. We will show you the steps using Godaddy but the process will be similar regardless of your host.

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So now I will walk you through all the steps that you need to take in order to get your first website up and running.

There are essentially only three things that you need to get your website started. These three things are

- Domain Name
- Hosting
- Content Management System

Domain Name

First and foremost you need a domain name. Your domain name is essentially your place on the web. For example www.yourwebsite.com.

Website Hosting

Once you have your domain name you need somewhere to host it. Think of your domain name as your address and your hosting your home on the web. Your hosting account will contain all the files that make up your website.

Content Management System

The final piece of the puzzle is your content management system. For the purpose of this guide we will be teaching you about using WordPress as your content management system. Why WordPress?

- Its free!
- Its amazing
- Easy to use
- Manage your website anywhere that has an internet connection
- No HTML or CSS coding skills required
- Themes for designing your website
- Completely customizable
- A lot of users = great support
- Unlimited functionality available with plug-ins

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- search engines like WordPress
- It is what we use on all our sites

To get WordPress go here. Usually you can install it directly from your host but if not that link will take you to the download page.

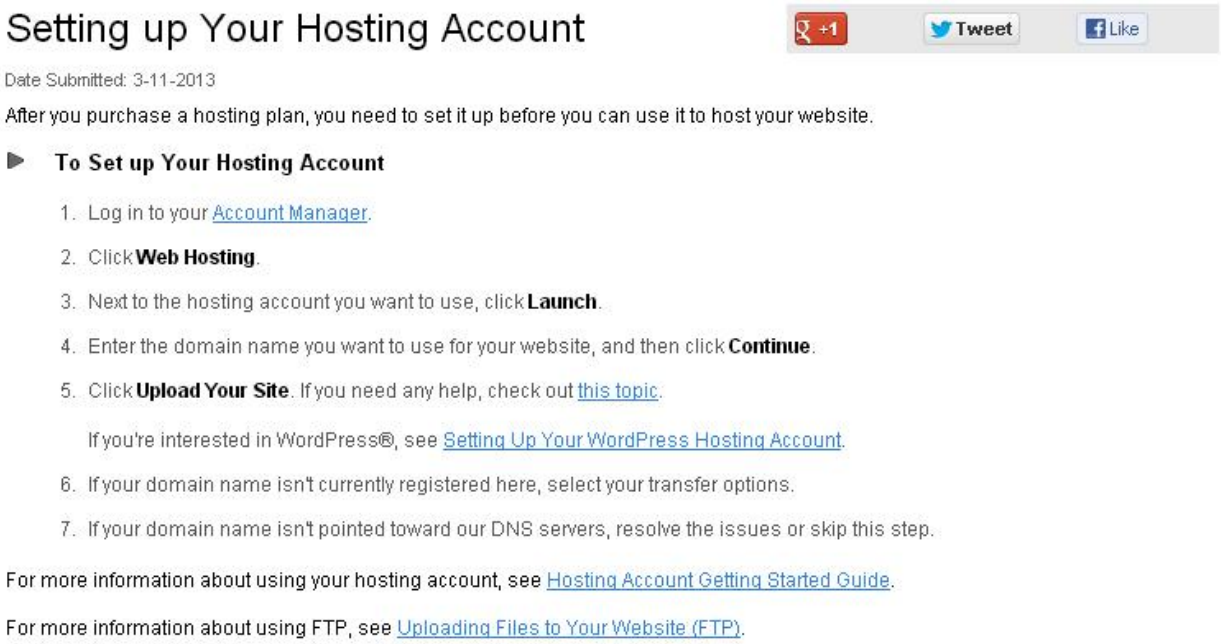
Lets Get Started

To start things you must have chosen your domain name and a hosting provider. For this tutorial we will be walking you through the setup process using GoDaddy.

Setting Up Your Hosting Account

Godaddy actually provides great instructions for setting up your websites. However, as a beginner it is hard to understand what steps you need to take in order to get everything up and running. For that reason we will lay out the steps in order you need to take using Godaddy's instructions. The first thing you need to do is setup your hosting account.

The instructions below can be found here.



Setting up Your Hosting Account

+1 Tweet Like

Date Submitted: 3-11-2013

After you purchase a hosting plan, you need to set it up before you can use it to host your website.

To Set up Your Hosting Account

1. Log in to your Account Manager.
2. Click **Web Hosting**.
3. Next to the hosting account you want to use, click **Launch**.
4. Enter the domain name you want to use for your website, and then click **Continue**.
5. Click **Upload Your Site**. If you need any help, check out this topic.

   If you're interested in WordPress®, see Setting Up Your WordPress Hosting Account.
6. If your domain name isn't currently registered here, select your transfer options.
7. If your domain name isn't pointed toward our DNS servers, resolve the issues or skip this step.

For more information about using your hosting account, see Hosting Account Getting Started Guide.

For more information about using FTP, see Uploading Files to Your Website (FTP).

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Adding Domain Names To Your Hosting Account

Depending on your setup you may also need to add your domain name to your hosting account. If this is your first website this step was probably taken care of when you setup your hosting account. However, if you are setting up another website you will need to take these steps to set it up.

The instructions below can be found online here.

To Add Domains

1. Log in to your Account Manager.
2. Click **Web Hosting**.
3. Next to the hosting account you want to use, click **Launch**.
4. From the **More** menu, select **Hosted Domains**.
5. Click **Add Domain**.
6. Enter the domain name in the **Domain** field.
7. For Deluxe and Ultimate plans, enter a new or existing folder in the **Folder** field. This is where you need to upload the domain's website. If you do not enter a folder, the domain works as an alias.

   Do not enter any spaces in the **Folder** field.

8. Click **OK**.

Installing WordPress to your hosting account

As we mentioned earlier we advise you to use WordPress as your content management system.

The instructions below can be found online here.

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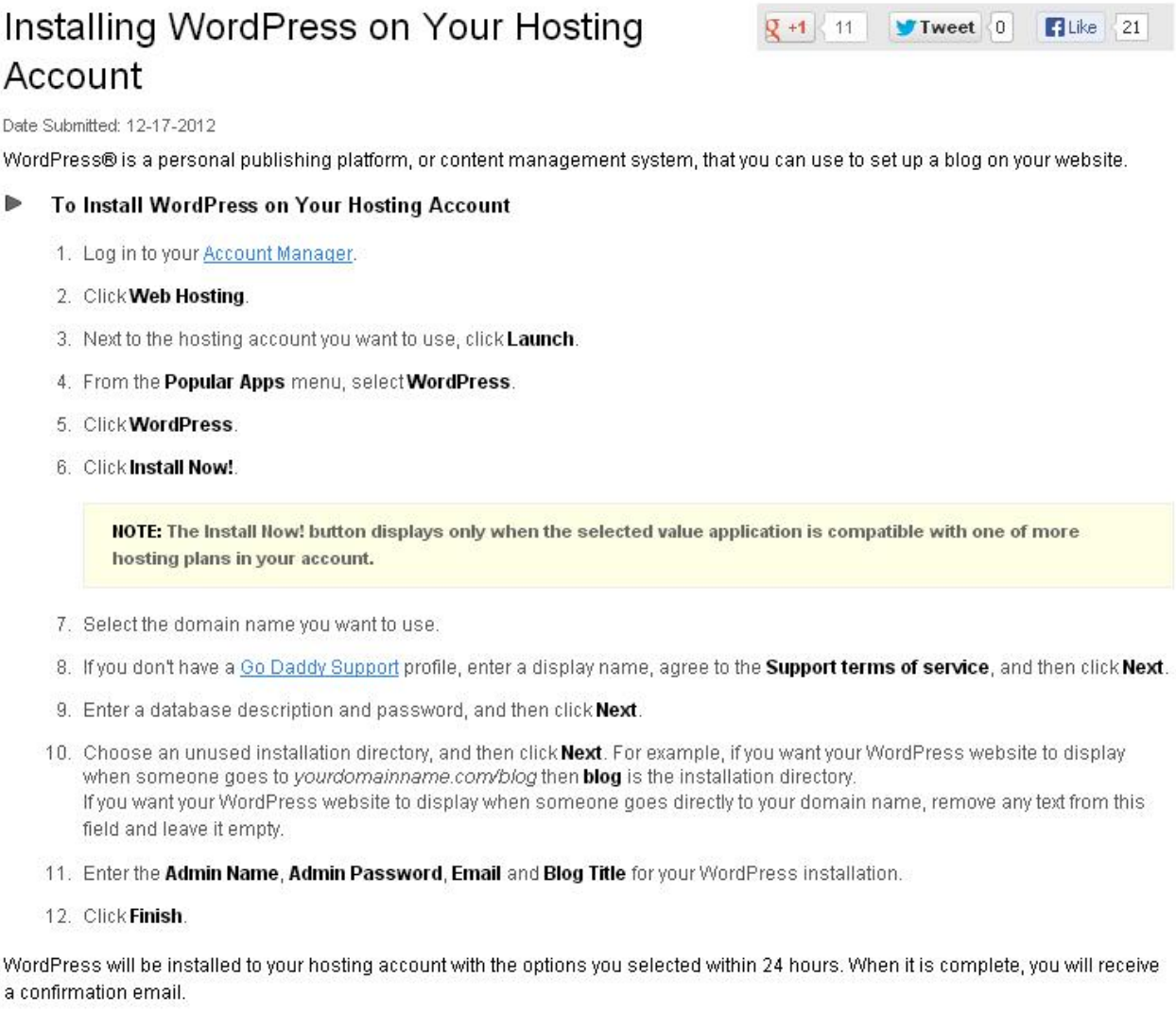

Installing WordPress on Your Hosting Account

+1 11 Tweet 0 Like 21

Date Submitted: 12-17-2012

WordPress® is a personal publishing platform, or content management system, that you can use to set up a blog on your website.

To Install WordPress on Your Hosting Account

1. Log in to your Account Manager.
2. Click **Web Hosting**.
3. Next to the hosting account you want to use, click **Launch**.
4. From the **Popular Apps** menu, select **WordPress**.
5. Click **WordPress**.
6. Click **Install Now!**.

   NOTE: The Install Now! button displays only when the selected value application is compatible with one of more hosting plans in your account.

7. Select the domain name you want to use.
8. If you don't have a Go Daddy Support profile, enter a display name, agree to the **Support terms of service**, and then click **Next**.
9. Enter a database description and password, and then click **Next**.
10. Choose an unused installation directory, and then click **Next**. For example, if you want your WordPress website to display when someone goes to *yourdomainname.com/blog* then **blog** is the installation directory.
    If you want your WordPress website to display when someone goes directly to your domain name, remove any text from this field and leave it empty.
11. Enter the **Admin Name**, **Admin Password**, **Email** and **Blog Title** for your WordPress installation.
12. Click **Finish**.

WordPress will be installed to your hosting account with the options you selected within 24 hours. When it is complete, you will receive a confirmation email.

Make sure to make note of your admin name and password.

Getting Started With WordPress

This is a quick introduction to WordPress.

GoDaddy support says it may take up to 24 hours to complete the installation of WordPress but it usually lasts no longer than 30 minutes. When the setup is complete you will be notified by email. Within that email it will also contain the link that you need to login to your WordPress Dashboard.

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You can always get to your dashboard by visiting www.yourwebsite.com/wp-admin if you ever lose the email. Your WordPress Dashboard is where you edit, add content, and manage your website.

Logging into WordPress

To log into your website go to www.yourwebsite.com/wp-admin. You will be presented with the following screen:



Enter your WordPress username and password that you setup when installing WordPress. Enter your details and choose login. After logging in you will see your WordPress Dashboard.

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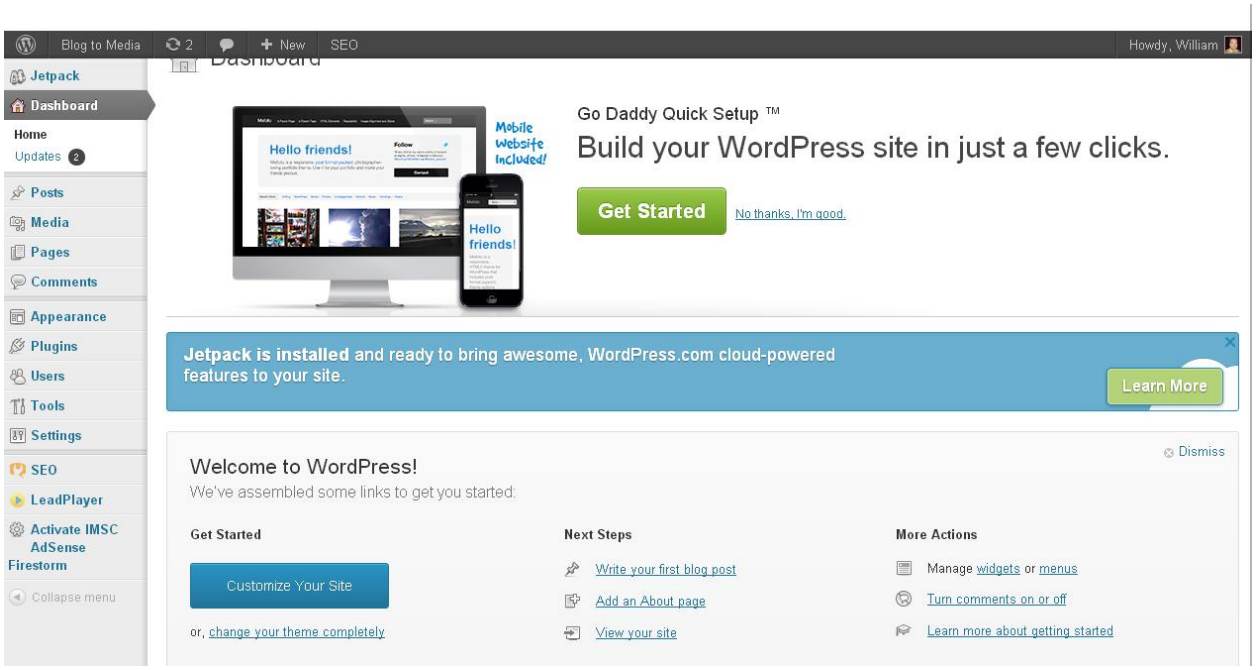

We wont go into details as there is already a lot of freely available content on the web about WordPress.

How to choose a good theme

Want to know an easy way to stand out from other review sites? I don't understand why there are so many internet marketing review sites out there that look absolutely terrible. Even some of the big ones! If you want to quickly and easily stand out and look more professional than 95% of the other review sites out there you can choose a great looking theme for your review site.

So many of the review blogs I see are terribly designed. Or they come across extremely spammy looking. And the thing is, it is really easy to create a great looking blog on WordPress and I'm going to show you how.

Now I am going to give you some great looking free themes to check out and I'm also going to give you my recommendation for my favorite paid themes.

Free Themes

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Now I am going to recommend some free themes here because a lot of you will just be starting out. However, I highly recommend you go to a paid theme as you start to bring in some affiliate commissions.

With paid themes you get better support, more security, and usually better options. But here is some free themes that I have used and recommend.

Levita Free Wordpress Theme from fthemes.com

This is a nice looking theme and it is pretty easy to customize. It was actually one of my favorite before moving to paid themes.

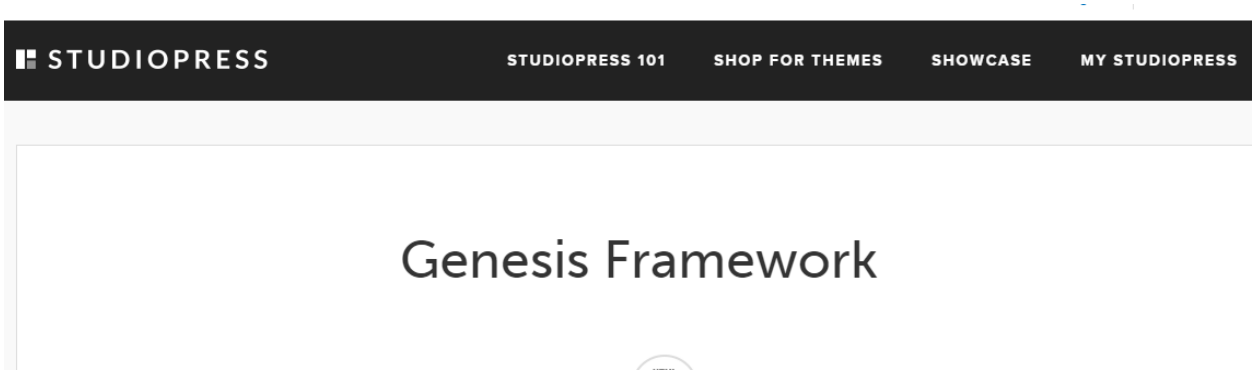
And Fthemes.com has a ton of amazing themes for free. If you don't like the look of the Levita one check out some of the others by fthemes. They all work pretty similar but have many different styles to choose from.

Responsive By CyberChimps

Another great free theme that looks good on all different types of devices.

Paid Themes

StudioPress - My favorite themes of all time come from StudioPress and are on the Genesis framework. I personally love the Genesis Framework and themes by StudioPress. The one in particular that I use is the Metro Pro Theme.



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Optimizepress - I use this tool to create squeeze pages, sales pages, affiliate pages, store pages and more. This is an amazing tool!

But it also comes with a complete Blog Style setup that can be great for affiliate review sites. If you are looking for a tool that creates squeeze pages, sales pages, affiliate pages, blog pages, and more I would go with this one.



Recommended Plugins

Here is a list of plugins we recommend to get you started.

- Askimet
- Broken Link Checker
- Exclude Pages From Navigation
- Google Analytics
- Lead Player
- Pretty Link Lite
- SEO Internal Links
- ViperBar
- WordPress SEO
- WP Super Cache

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- Yet Another Related Posts Plugin
- Ultimate Coming Soon Plugin (allows you to build your site while not being live, great for pre launch)
- AuthorHReview - Great to add star ratings to your reviews (has a lot of other built in features as well.

The Essential Pages Of Your Site

Now you want to create content for your static pages. If you are going to have a static home page you will want to create that. I prefer to have a blog style home page that shows my most recent reviews but it is up to you how you want to lay it out. It is your business right? You will also want to create the other necessary static pages listed below.

Nothing too exciting but all of these things are necessary to running a business online.

Pages:

- About Us
- Contact Page
- Resources Page (Great for pulling in some extra commissions)
- Privacy Policy
- Copyright Notice
- Earnings Disclaimer
- Terms And Conditions
- Website Disclaimer
- Copyright Footer

If you are unsure what kind of content for any of these pages consider looking at similar sites and competing sites. Use these sites to generate some ideas and inspiration for your pages.

Your category structure

How To Choose Your Categories

For your review site you want to set up your categories so that you have a separate category for each type of product you will be promoting.

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Here is a list of categories for the IM niche you could use to get started. Feel free to add or remove to this list based on your own interest.

- List Building
- Affiliate Marketing
- Blogging
- Offline Marketing
- Adsense
- Kindle Publishing
- CPA Marketing
- Niche Sites
- Domain Flipping
- SEO
- WordPress Themes
- Wordpress Plugins
- Product Creation
- Video Marketing
- Software

Each time you create a review for your site you will assign it to one of these categories.

Add Categories to your menu

One thing that I like to do is add the categories to your menu on your site. This makes it really easy for people searching for products on specific topics to go straight to that category.

Depending on your theme how you do this may be different. Here is how I do it with my Genesis theme.

First click on appearance → Menus

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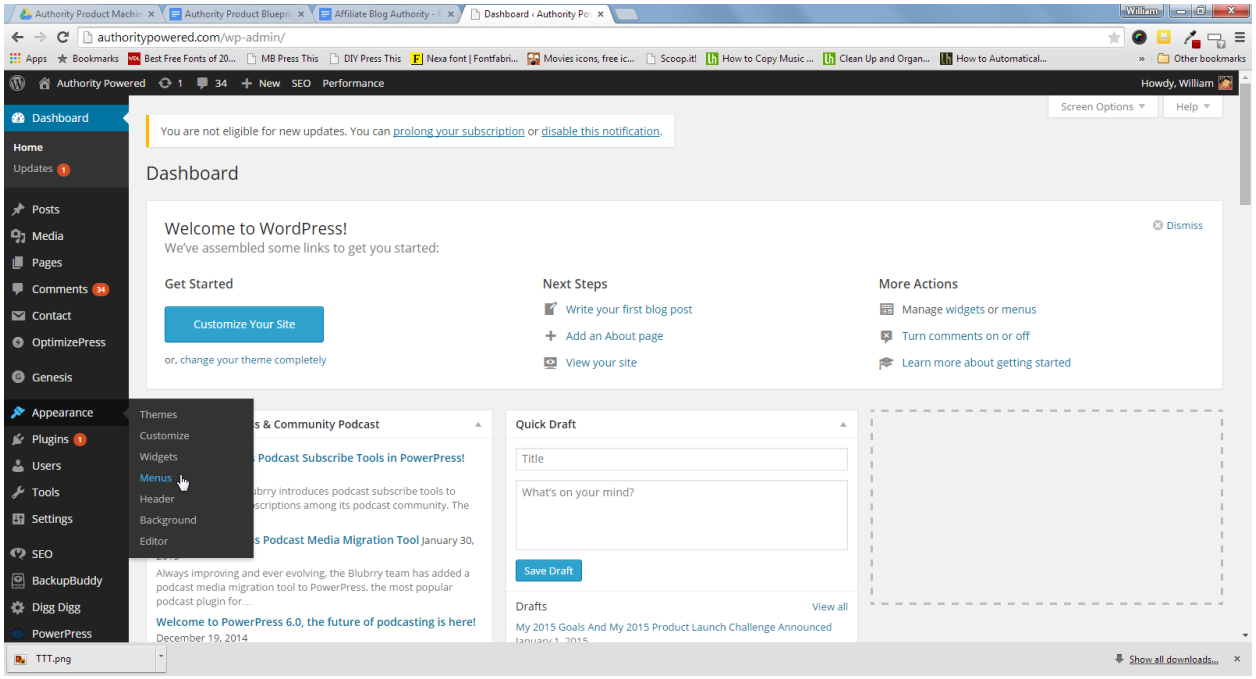
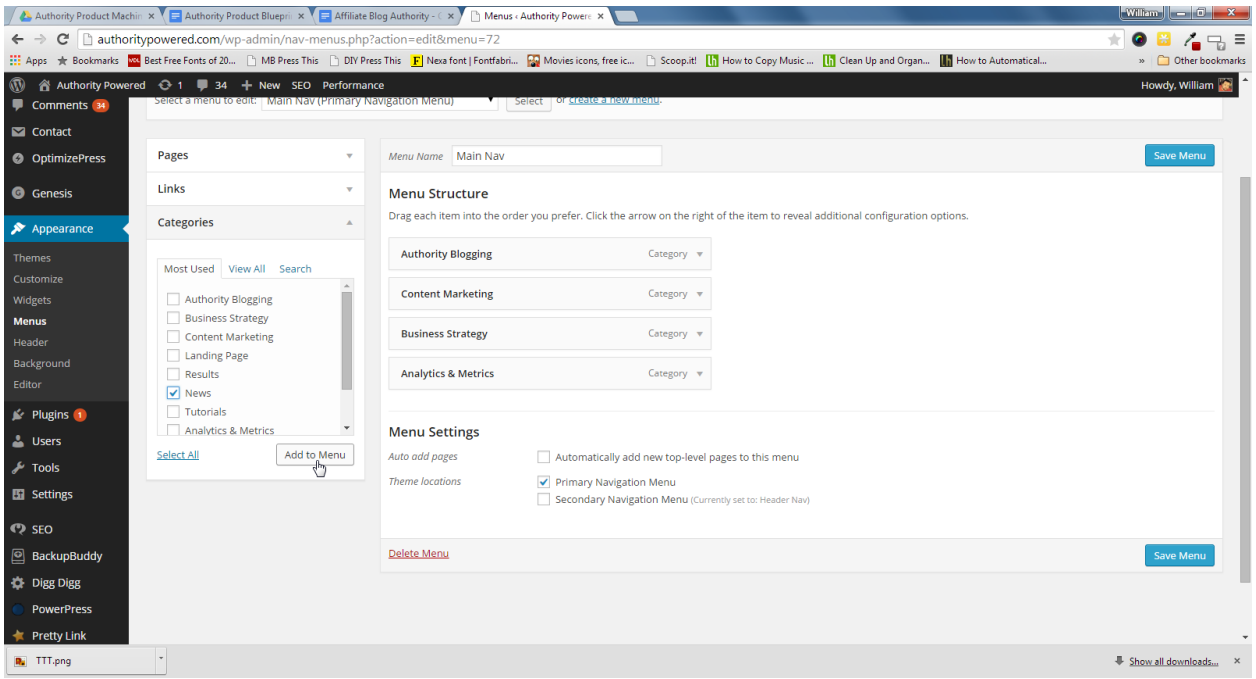


Then you scroll down and find the categories on the left → select the ones you want to add to the menu → Click add to menu.



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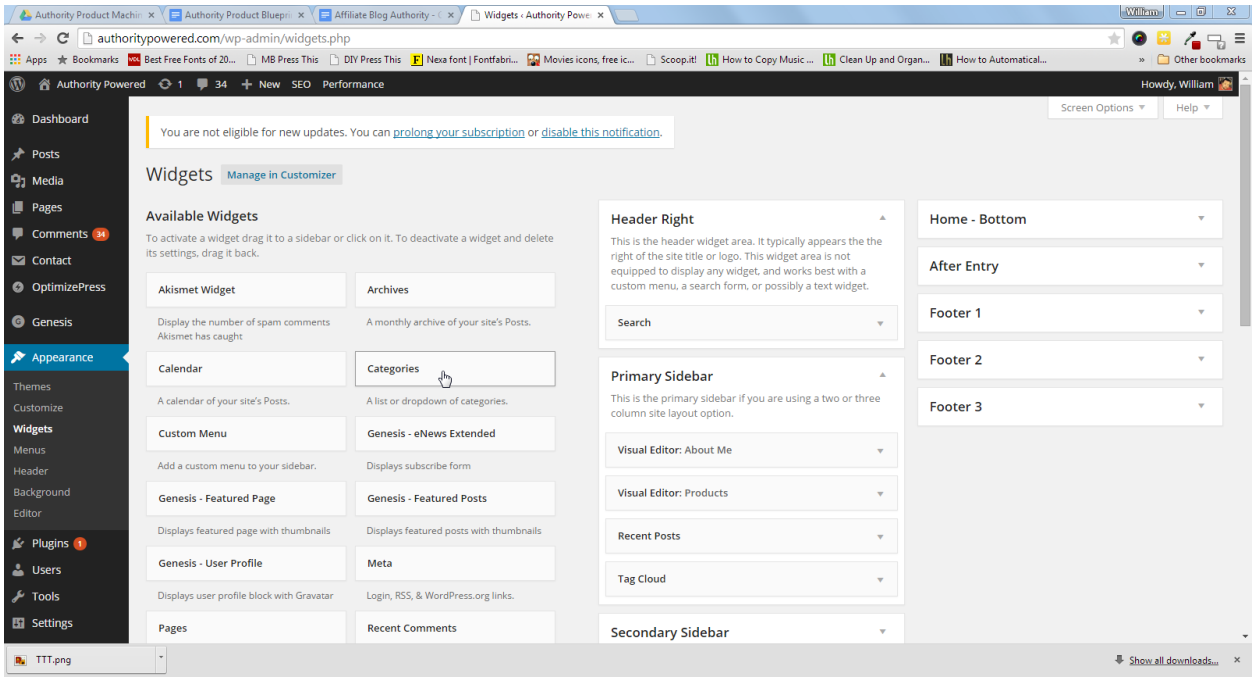
Add Categories to your sidebar

I also like to add the categories to the sidebar of my site. You can do this by adding the categories widget to the sidebar. Here is how you do it:

Click Appearance → Widgets

Then drag the categories widget into your primary sidebar area.



How to layout your site for maximum conversions

The 5 best places to capture leads on your site

Now we want to make our site a **lead capturing machine**. And what we are going to do is look at the five best places to capture those leads..

1. Below the menu - One of the places I have had the most success capturing leads on my site is right below the menu. And this works really well because when people first hit

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your site it's usually right at eye-level. They will typically see it right before they start to view your content.

Now I have tested this type of advertisement multiple ways and here is what I found works best. First of all, it has to stick out. It won't be pretty and we're doing that on purpose. A lot of times people try to make in content advertisements or opt in forms match the theme of their blog and what tends to happen is they fit in and don't draw attention. So people skip right over them without notice.

So what I like to do is use an eye-catching color that really sticks out from the theme of my blog and draws their eyes to it.

Now another thing that I discovered that increases the amount of clicks the advertisement gets is putting a download button on it. People like to click buttons. So if you add a button to your advertisement that says grab it now or download now more people will click on it.

Now you might be asking what happens when people click on that advertisement?

It takes them right to our squeeze page where they have to put in their email address and opt in to get the free gift. Now I won't go too deep into the psychology here but what we are finding is that when people make a small commitment such as clicking your advertisement they are more likely to opt in when they hit your squeeze page because they have already made a commitment to you.

So instead of putting an opt-in form there that is why we have the advertisement. They make a small commitment to click on our advertisement and they're more willing to give us an email when they hit our squeeze page.

Here's an example of one of my under the menu advertisements.



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This ad sticks out like crazy on my blog because my color scheme is blue and black similar to the logo on the header of this page. This green really stands out on the blog. Then you notice the download button. That really increases the amount of clicks this ad gets. Once someone clicks this ad they are taken to my squeeze page where they enter their email address to get their free guide.

Every theme is different so I won't get into the specifics of how to do this but I am sure you can find instructions for how to do it on your theme or even a plugin to insert the advertisement.

For example: I use a Studiopress theme and the genesis simple hooks plugin to input it under the menu in my theme.

2. In Content advertisements - One of the next best places on my site that I get a lot of leads from is in content advertisements. Now most people will put an AdSense ad or a link to an affiliate product in their content but they never actually link to something of theirs.

In this case again we're going to use an advertisement of our own that links to our squeeze page. And again we are trying to get our potential leads to make a small commitment by clicking our ad and then going to a squeeze page to capture their email address.

Now all you have to do to implement this is add your advertisements as you're creating your blog posts. If you want to go back and optimize your old posts to capture leads here's what I recommend that you do:

Go into your Google Analytics account and see which pages of your site are getting the most views. You may have a couple or a dozen blog posts that are accounting for the majority of your traffic. So those would be the first places you would want to go back in and add in content advertisements to.

One final note here is that it doesn't just have to be image advertisement either. You can also use anchor text links that link to your squeeze page. However, images will typically get a better click through rate. Especially if you make them stand out like we did with the header image.

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Common sizes for these types of ads are 336X280 or 300X250.

As a final note, you can outsource these graphics to fiverr if you are not comfortable creating them yourself.

3. After post opt-in form. - Another place that I still capture a lot of leads is the after post opt in form.. Now this one doesn't perform as well as the below the menu advertisement or the in content ads but it still does well.

And the reason this one usually does well is because someone goes to your site reads one of your articles and if its high-quality they're going to see you as an authority and someone that they want more from. So then right after your post you say “hey grab this free gift” and they're more than willing to give you their email address.

4. **Sidebar Advertisement -** The sidebar advertisement is another place we want to optimize. Most sites put a generic opt-in form that says “subscribe for updates.” Here you want to experiment. Here you can try an optin form with similar copy to your squeeze page where they can optin straight from your sites sidebar. Or you can create an 300X250 ad that links to your squeeze page.

On my blog i use an optin form on the sidebar to mix things up a little bit.

5. Squeeze page - The last important place is one that we have already talked about and that is a squeeze page on your blog. Now the key with success on your squeeze page is to drive traffic to it from various places within your blog and from outside your blog. Some of the other places on your blog that we will be optimizing for leads will also lead back to the squeeze page.

One final note. To really optimize your blog take a hard look at your website analytics and look for the most visited pages on your site. Sometimes its your blog posts which you are already going to be optimizing. But you might also find that other pages do really well such as your about page or resources page. If that is the case make sure you are optimizing those highly visited pages as well.

6. **Pop up Opt In Boxes** - Wait a second you said 5? There is one more place that you can really optimize your blog for subscribers but I did not list it in the initial 5 because I personally do not use it. Although I personally don't use it it can be very successful.

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What I am talking about here is pop up opt in boxes. I don't personally use pop ups on my blog because I find them to be intrusive. However, they are very effective.

Basically all a pop up opt in form is, is a delayed pop-up advertisement that comes up when someone visits a page on your website. It will also include a place for the reader to enter their email address to get your free offer.

One thing that I highly recommend that you do if you are going to use a pop up opt in form on your blog is use one that has cookie tracking. What this does is it tracks every time someone visits your page. And it will only show them the pop up if they haven't visited your page before.

I like to do this so that I don't annoy people who frequently visit my blog. This way they are given the chance to opt in once but they're not seeing the pop up every single time they come to my blog.

Like I said before I don't personally use popup forms on my blog but I have heard great things about pop up domination . It is a WordPress plugin that gives you a lot of flexibility with pop ups and can create great looking forms.

Homework

Go ahead and get your review site set up now. Make sure you take the time to get all your categories, add them to the header and in the sidebar. Finally, optimize your site to capture leads. Once you are all set up move on to the next module.

Module 3 - How to find and choose products to promote

Over time you will find what type of products that interest you as well as the ones that fit well with your list.

In this guide we will be using the IM niche but the same processes apply to any other niche.

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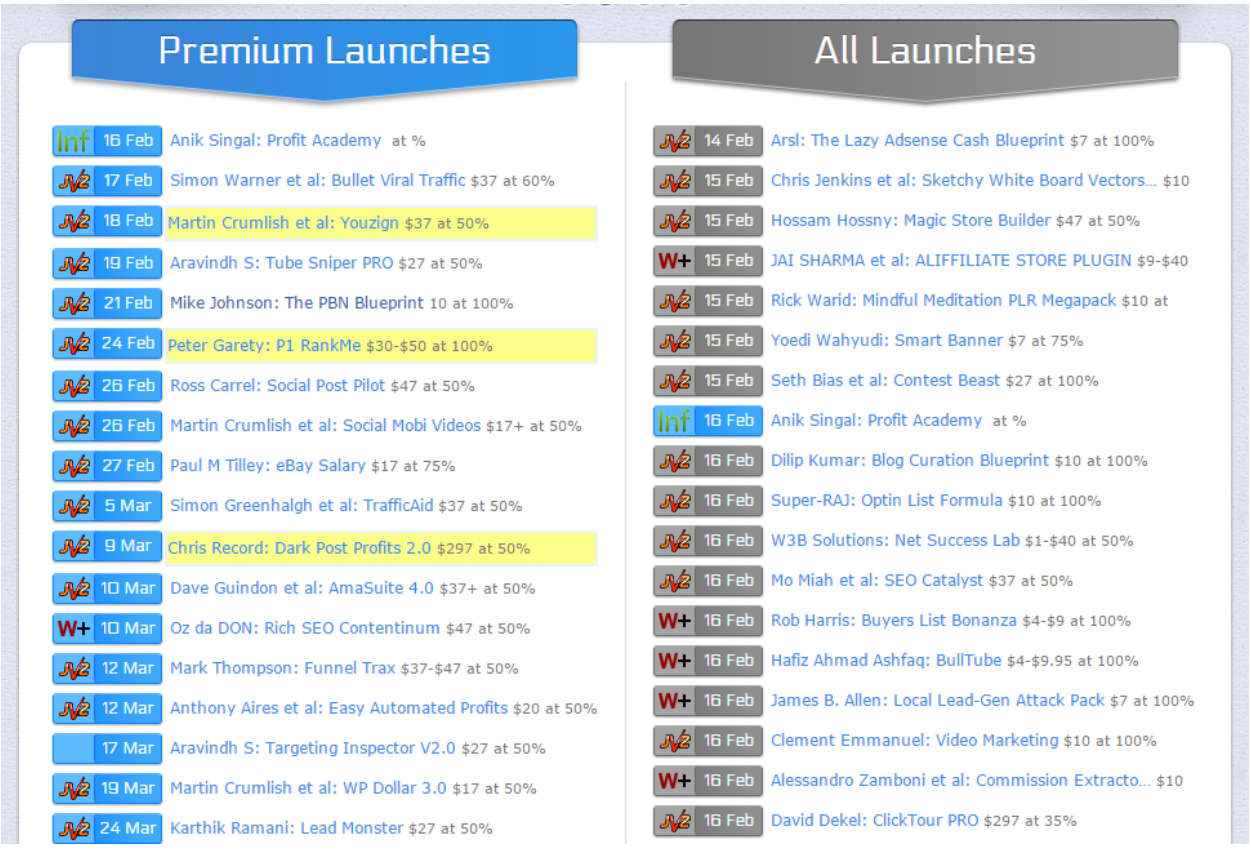
Where to find products

- Muncheye.com
- Warriorplus
- JVZoo
- Calendar Feature in Warriorplus
- Facebook JV Groups

The places that I just listed will be plenty of options to find products to promote.

Muncheye is essentially a launch calendar where product creators go to announce and promote their product launches. Many of these lunches are put on the calendar long before they launch. This gives you plenty of time to see what's coming up and make plans for promoting products.

Here is what it looks like:



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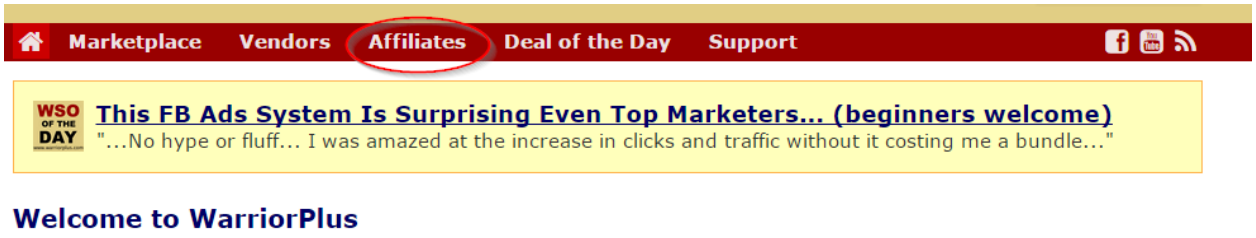
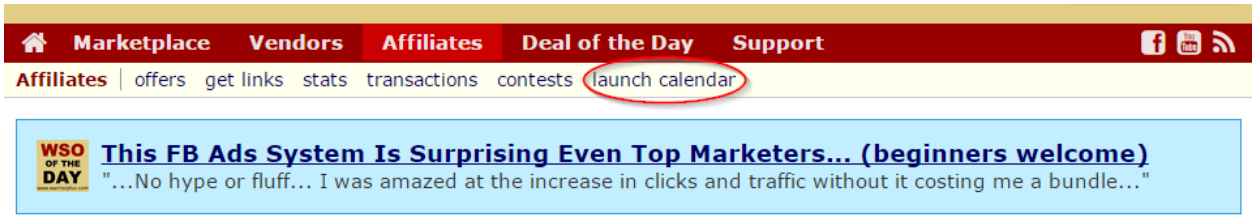
Warriorplus is essentially a place where product vendors and affiliates come together to create and promote products. You can think of it as an affiliate network. On Warriorplus product vendors go there to set up and put their products for sale and affiliates go there to promote those products.

Warriorplus is by far my favorite affiliate platform. Not only will you be able to see how offers are performing but they also list a deal of the day every single day. These products help you find great products and great product vendors.

You can also use the Warriorplus calendar feature to find upcoming launches. Login to your Warriorplus account and click on Affiliates.



From their click on the Launch Calendar.



This will show you a bunch of upcoming launches.

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Launch Calendar



JVZOO has a similar feel to Warriorplus but it is a separate platform. But it basically works the same way. Product vendors go there to launch products and affiliates go there to promote products. Some people claim that JVZoo is where the bigger launches happen and Warriorplus is for the smaller lunches. Personally, I find them both to be very good platforms for promoting products and both have big and small launches.

Similar to Warriorplus they also provide a lot of great statistics to help you find products to promote. And they also have a product of the day to find high quality products and vendors as well.

Go to each of these networks and setup your accounts.

You will want to go ahead and go to each of these networks and create an account. To sign up you will need an email address and your PayPal Details. You will do this for both Warriorplus and JVZoo that way you have plenty of options for promoting products. You won't need an account for muncheye as you will just be going there to view the product launch calendar.

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Put in as many details as possible when you setup your accounts. This will ensure that you get everything set up right and make you appear more professional to vendors when they view your profile. Which will come into play later on when you're asking vendors to promote their products.

Look for products everyday

In this business you want to stay ahead of the curve and look for products to promote every single day. This will make sure that you are prepared in advance and have an offer to promote every day.

Each day I will go on to muncheye and look at upcoming launches. I will also do the same thing on Warriorplus and VZoo to see what is launching that day or what is done well that day or that week.

You can also get a good feel of the vendors that are doing really well by looking at the top products. This can give you a lot of great ideas to see who you should be following for products to promote.

Request approval In advance

One thing that you want to do when you find a product that you want to promote is make sure that you request approval to promote it well in advance. Now sometimes you'll come across a great product that you want to promote and it's already launched. And that's okay. But try to find products in advance and get your affiliate approval ahead of time.

This will give you plenty of time to make sure you have everything ready when that product launches. Doing it this way will allow you to have your review and your promotional emails ready to go as soon as the product is launched. Sometimes getting more commissions is getting in there before other affiliates. So having this done ahead of time means more money in your pocket. And you won't have to rush to get things ready to go.

How to choose a product to promote

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There is always a new product to promote. No need to worry about there not being enough products to promote. However, not all products will sale well. It makes sense to focus on items that are proven to sale.

Affiliates can actually be more powerful driving sales than the product vendor.

At first to make things easier start with products that are already getting deal of the day and product of the day awards. This will make it easier on you in the beginning to make sure that you are finding high quality products that convert well.

This will not only help you get higher conversions at first but it will also help you identify the types of products that sell well. As you progress you will start to get a knack for finding products that convert and do well with your list.

At that point you will want to look at products outside of the deal of the day and product of the day. Because if you can predict products that are going to do well you can be on the front end of the majority of the affiliate sales. With the deal of the day and product of the day a lot of other people will already be promoting them.

Trying to find hot offers before they are hot

As you really start to get good at this you will want to try to find offers that you think are going to do well before they actually do. This can give you an advantage if you are one of the first few affiliates promoting an offer before everyone else. While this isn't a necessity it can be a great way to get more commissions.

What stats you should be looking at

At minimum 50% commission but preferably higher. Personally I like to promote offers that are giving 100% at least on the front end. But depending on the price I am willing to promote products that give away a lower commission percentage if I think it will do well.

For cheap offers of $10 or less I will usually only promote if I'm getting at least 100 percent commission on the front end. When products get up in the $17 to $27 range I will consider promoting them if they are offering at least 60% commission on the front

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end. And above that price it would be a case by case basis whether I will select a lower commission or not.

It really depends on the offer and if I think it's a good offer for my list. But a good rule is to always make sure you're at least getting 50 percent commission on something that you promote so that you are not wasting your time.

With so many good offers to choose from you have to make sure the commission is worth your time to promote.

$1 or more EPC

The next thing that I look at is the EPC or earnings per click. And really all the EPC is is the dollar amount you will receive per click sent to the sales page.

So if the EPC is a dollar and you send 50 clicks you can expect to earn around fifty dollars. This is a great indicator that a product is converting well. If you stick to promoting products that have at least a $1 EPC you can really get some great commissions.

Includes upsell

Another great thing to look at is whether or not the product has upsells with commissions as well. If you're going to get a 100 percent commission on the front end and then an additional 50% on the back end you can really make some nice commissions.

Some products will have really deep funnels with nice commission percentages all the way through. However keep your audience in mind when you promote a product. I don't like to send my audience through some of these really deep funnels. You know the ones, the ones that have 3 to 5 upsells on them. I usually only promote products that have a front end offer and 2 upsells at the most.

Recurring commissions (optional)

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This one is a bonus but it can be amazing when you promote a product that has recurring commissions. These are usually continuity programs that cost people a monthly fee. So when you promote an offer like this and you get the sell you will get commissions for every month they are a part of that program.

This can be amazing because of months down the road you could still be getting commissions for products you promoted months ago.

Find products that answer a need. (There is demand)

This is an often overlooked thing. Try to find products that are really in need in the marketplace to promote. Sometimes it's too easy to promote the latest traffic course or list building course but there's so many of them already out there.

If somebody creates something really unique where there is a large demand for it this can be a prime opportunity to promote it. Because when there is a need for something a lot of people are going to buy.

Quality of the product

The quality of the products that you promote is very important. We have already discussed the importance of building trust and providing honest reviews. To add to that you want to make sure the products that you are promoting and putting your name behind are actually good products that you are happy to recommend to your audience.

Not only does this build trust and authority with your subscribers but it also provides value for your audience. When you send someone to a great product that you recommend you are providing value to that person. And that is one of the best things you can do for your audience to build trust and authority. Both of which are extremely important in this business.

Quality Sales copy

The sales page is the next important piece of the puzzle. When you're trying to get commissions on the products you promote you want to send your clicks to a quality sales page. If the sales page of the offer you are promoting is bad you should consider

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finding a new product to promote. If you are thinking about promoting a product and the sales copy does not look convincing to you, you should consider finding a new product to promote.

And when you review it just look to see if it's convincing. Does that sales copy make you want to buy the product? And if it does there is a good chance others will want to buy it too. One last thing that I look at on this sales page is it if it looks too hypey. I'm not a big fan of promoting a product that has a sales page promising riches. Mostly because I don't want my audience to be discouraged if they can't get the same results as the product creator.

Promotional Tools

While promotional tools aren't a must they can save you a little time. It makes it easy to grab some graphics for your reviews or even get some ideas for your email copy. It is also "usually" a good indicator that a professional put this product together. As most beginners don't take the time to put together a JV page with promotional tools.

Products that have a buzz around them

Some products will have a buzz for them before they even lunch. You will see discussions on message boards and on social media about certain products before they even lunch. When you see this type of excitement about a lunch it can be a great indicator that a lot of people are going to buy it and will have high conversions.

I see this a lot with software tools. Often times before a tool like that is launched sneak previews or sales videos will be released ahead of time building a nice buzz around the product before it launches. Keep an eye out for these types of lunches.

Add products to your Affiliate Promotion Calendar spreadsheet

On the download page of this product you should have found an Affiliate Promotion Calendar spreadsheet. This will help you plan out your promotions in advance and stay organized. I put in all the fields you will find helpful for each promotion that you do. Update it for each product you find and would like to promote.

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Here is what it looks like:



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Project Name Here
Promotion Calendar

Launch Date	Launch Time	Product Name	Affiliate Link	JV Page	Notes
2/14/2015	8am EST	Product Name	Your affiliate link here	http://productjvpagehere.com	Additional notes here
2/16/2015	1am EST	Product Name	Your affiliate link here	http://productjvpagehere.com	Additional notes here
2/20/2015	6pm EST	Product Name	Your affiliate link here	http://productjvpagehere.com	Additional notes here

Homework

Start looking for some products to promote. Check out the different places to look for products and see what is launching. As you start finding some products to promote based on the criteria mentioned above add them to your Affiliate Promotion Calendar.

Module 4 - How to get vendors to approve you

How to get vendors to approve you to promote their products

When you are first starting out as an affiliate it's not as easy to get approved to promote products. And this is simply because you don't have the stats yet that encourage vendors to approve your request. When a vendor does deny you it's nothing personal it's usually just them being safe and protecting their stats.

Now here is a mistake that is made by most new affiliates. They find a product that fits the criteria that they want to promote. And then they log into either JVZoo or Warriorplus account and request to promote the offer by clicking the button and go about their way. The problem is the vendor is going to look and see if you have any stats and if you don't they will most likely deny your request to promote that product.

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Usually this can be overcome by leaving the vendor a note when you request to promote the product. You can use the template below as a guide for writing a note to a product vendor when requesting approval.

Template for approval

Now here is a way around that. And 95 percent of the time this will work. When you request to promote the product send them a message similar to this:

Hi (product vendor name),

I am interested in promoting your (name of product) I have a small yet responsive list of buyers along with a review blog where I will do an in-depth review of your product. If you are interested you can check out my blog here: (blog URL here). I look forward to promoting this offer.

Thanks in advance!

William

Now who do you think they're more likely to approve? The person who just sent them the affiliate request with no message or the second one with this message attached?

Obviously they're more likely to accept the person who sent this nice detailed message.

And most vendors will just go ahead and approve you because even though they don't know you you told them how you are going to promote and you appear to them as a reliable affiliate.

Keep in mind you want to be honest with this. You don't want to blatantly lie to get approved because you'll set yourself up for failure later. Honesty can go a long way in this business so be honest and you'll be surprised at the results you get. If you're new to affiliate marketing let them know.

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And finally, if somebody doesn't approve you just move on to the next. There is always an abundance of great products to promote.

And even if somebody doesn't approve you right away there's a good chance they will approve you soon. Some vendors wait until at least a couple days after launch to protect their stats to get big affiliates to jump on board and then they start approving other affiliates.

Networking 101

The more you get involved in this business the more people you will begin to know. As you start releasing product reviews and building a list you will start to get to know vendors and other people in the industry. This is a great point to start building those relationships and befriending those people.

Don’t push to get favors from them. Focus on building real relationships with them and the opportunities will present themselves. Follow them on Facebook and start commenting and liking things that they post. Get to know them.

Good things will happen as you start to build relationships and get to know more and more people.

When you start networking with product creators in the JV groups they are also more likely to approve your request to promote their products as they have seen you around. This can go a long way in getting on the radar with many of the vendors.

How to get review copies

You need review access

As someone who is going to be promoting products and doing product reviews you are going to need to access the product. I'm not a big fan of promoting a product you haven't actually got your hands on.

A lot of products can have amazing sales copy but the product turns out to be terrible. And you want to be making sure that you are promoting high quality products so you

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don't want to fall into this trap. So always make sure that you can get a copy before you promote it so you can give out quality information about the product.

So how do you get review copies?

You can purchase it

When you are first starting out with no stats or reputation it is best to just purchase the product. Yes it would be nice to get review access but until you build your reputation online vendors aren't going to just give you review copies. There are just too many scammers out there trying to get free copies of every digital product.

But the way I look at it is you just have to make one sell to recoup the cost. So it's almost an incentive to make at least one commission from every product you promote to cover the cost.

Or you can ask them if you know them personally

If you know them personally or have worked with him in the past getting a review copy without paying for it is a possibility. The more you spend time in this business the more relationships you will make. These relationships make it much easier to get review copies of products without paying for them. But to be honest don't get too stuck on getting review copies it's way easier to just purchase it.

Ask for review copy or full access

Remember that until you can prove yourself as an affiliate you are better off just buying the product. Once you are more established you are more likely able to get a review copy.

When you start hitting affiliate leaderboards and are making a ton of sales people will come to you to give you review copies. As you get started just purchase it. But if you do feel the need to ask them for a review copy you can contact the vendor via email, skype, FB messaging or forum pm.

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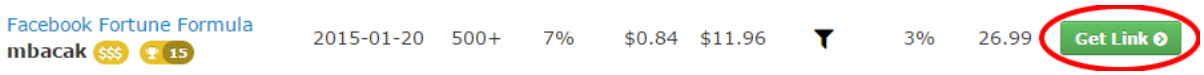
Be ready to prove credibility. This can be done showing your past sales record, show them your reviews site, share how many subscribers and/or buyers you have, etc. They will want to know it is worth their time to give you review access.

Getting Your Affiliate Links

Once you have been approved to promote a product you can simply login to whichever affiliate program the vendor is releasing the product and grab your link.

For example: In Warriorplus you can click on Affiliates → Get Links. From there you will see all the products that you are approved to promote. Then you click on get link for the product you are promoting and your done.

Here is what it looks like in Warriorplus:



Try to get early access to sales page

One thing that can be really helpful if you're trying to create a review or create a big campaign before a launch is live is having early access to the sales page. And again this is another one of those things that at first will probably be tough to get access to. But as you start to build your credibility and network with other marketers you will be able to get access to things like this.

So if you're going to be doing a review, an interview, or a demonstration video it is always nice to ask to get early access to the sales page or a sales page preview. This can give you a lot of great info to include in your reviews, interviews, and videos.

Homework

Now you want to start requesting approval for the products you added to your affiliate promotional calendar. As you get approved you can put your affiliate link in your spreadsheet and any other important information. Also start networking on Facebook in

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the different JV groups and start friending and commenting on product vendors posts. Finally, once you are approved to promote a product get your review access so you are ready to create your reviews and promotions.

Module 5 - How to write amazing product reviews

When it comes to writing product reviews it is best to be simple and provide value. When you provide value you allow people to make an educated decision on whether or not they should purchase the product. And if they do decide to purchase the product they are going to based on your recommendation and purchase through your affiliate link.

Now it may seem like the only thing you should be doing is focusing on getting them to click your affiliate link. But I can assure you in the long run it is best to be honest and give them all the information that they need to make a purchasing decision. Yes you are going to encourage them to buy through your affiliate link but you have to prove that you are a credible resource that they can trust.

If you can establish that trust with them they're going to come back to you time and time again and purchase based on your recommendations. Where if you were to only focus on getting them to click that link regardless of the quality of the product they would probably buy from your recommendation once and never buy again.

So any time that we do a product review we want to give them valuable content about the product and be as honest and as transparent as possible. And this doesn't mean that you need to tear apart the product.

You can say little things like “I wish they would have expanded more on this topic”, or “used some more screenshots to make it easier to follow.” Those kind of things are honest and really would improve the product and that's why you are mentioning them.

People are going to respect you more as a reviewer for this kind of information. And it lets them know that if they do buy it it may be missing some of that key information.

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Also, there is no such thing as a perfect product. Every product could be improved in some way. So there is almost always something you can point out that you would like to see improved on.

Focus on the end results

Anytime you are trying to convince someone to do something it is very important that you focus on the end results. And with products reviews that is no different. Just like you would on a sales letter or a promotional email you want to let the reader know what the end result they will get from that product.

If the product is about list building tell them why list building is important and how they are going to profit from it. Because people aren't just buying a list building product to get the biggest list possible they are buying that product to build their list and make money from it.

So you have to really focus in on the end result and benefits of the product.

Focus on Features & Benefits

Almost every product you promote will break out their key features and benefits in bullet points or somewhere else on the sales page. When you are ready to write your review you need to have those features and benefits out in front of you. Displaying those and commenting on those is extremely important to a good review.

There are a couple of different ways you can integrate features and benefits into your reviews. One way is to simply list them within your review just as they are on the sales page. Then you can comment on each one individually or you can list them out and follow that up with a paragraph or two discussing them.

You want to point out the good, the bad, and whether or not the product delivered on those features and benefits. And also include if you felt like the product exceeded those benefits.

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Make bullet points before writing your review

One thing that has helped me tremendously in everything that I write is making an outline. Before I create a product, write a blog post, write a review I outline it.

This makes things super easy because you are not staring at a blank screen trying to come up with ideas. When you outline things you can get a big picture overview of everything you want to cover and review it before you start writing to make sure you've laid out everything that you want to cover in your review.

In the upcoming steps we will be laying out a review format. This review format will be a great way to start your outline and get some good bullet points of what you're going to cover in your review.

So when you're ready to start writing your review you can pull up that list put it in a Word document or in your WordPress post and then fill in bullet points underneath of it as to what you will cover in your review.

This will be really helpful when you actually write the review.

Choosing The Right Keywords And Title

One great way to title your product reviews is simply using the product name and/or product creator and the term review.

Something like this:

(Product name + Review) or (Product Name by Product Creator + Review)

So if you were reviewing this product you would simply name it

Affiliate Commission Authority Review

or

Affiliate Commission Authority by William Fletcher Review

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These work great because these are the types of things people will search for when they are interested in purchasing a product.

Another way that works really well is (Product Name + Bonuses) or (Product Name + Bonuses & Review) For Example:

Affiliate Commission Authority Bonuses & Review

You can even expand on these to make them click bait.

Affiliate Commission Authority Review With MASSIVE Bonus Package

or

Affiliate Commission Authority Review With Hott Bonus Package

Include Videos And Screenshots In Your Reviews

People like visual content. If you can add in images and videos into your reviews it can really help your conversions. This allows people to see inside the product to really build excitement about it and get them ready to buy.

We will get more into creating videos later but for now just keep in mind you want to include these in your reviews where possible. I also like to use the product image as the featured image on my blog page for the review. At Least include the product image somewhere within your review.

Be Conversational

One thing I see wrong with a lot of reviews is how they are written. They go on and on about features and statistics. Simply list the facts and add no personality or opinion into their reviews.

You want to be conversionational and opinionated in your reviews. Without this people won't be back to your review site. They will be off to someone elses to get real opinions from someone they get to know through their blog.

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Make sure that you aren't just listing statistics and stating facts. Give your opinions and add some personality to it.

Review Format Template

1. Introduce the product and the creator.
2. Drop Affiliate link
3. build authority for the product creator by discussing other products you have bought from them if applicable.
4. Give a general overview of what the product is about
5. Talk about the main outcome of the product
6. Support that outcome with some key bullet points
7. Talk about why this solution is more effective than similar methods
8. Find unique, interesting, or points people will get excited about
9. Talk about the value of the product and the price
10. Give them the key takeaways
11. Give them a call to action
12. Drop affiliate link

Tips:

Give people overviews - don't get specific into the details. Leave them curious and excited to buy.

About This Format

This format is designed to get you the most traffic and massive conversions. It is set up so that you give people all the information they might need to make a good purchasing decision. But it is also set up to do well in the search engines and convert people into buyers. While all elements are not absolutely necessary you should do as many as possible.

The more you do the better your reviews will be. And the better your reviews the more affiliate commissions you will make!

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Homework

Start putting together reviews for your approved products. Focus on quality and really get people interested in the products you are promoting. Make sure to add your affiliate links on your reviews and make them enticing to click on.

Module 6 - How to get traffic to your review site

Now we're going to talk about the almighty traffic. Now I want to be very clear with this. *I don't want you to get too hung up on driving traffic*. What I see so many people do is focus on every single traffic method out there and waste a ton of time.

With traffic you want to find the one or two methods that provide you with the most results and then focus primarily on those methods. That way you can maximize the amount of traffic you get and focus on the methods that are working the best for you.

Don’t spread yourself too thin focusing on every traffic method out there. Alright, so lets dig into some of the traffic methods we will be using.

Amazing Content

I know you don’t want to hear it but good content is a key component to a lot of traffic. And here’s why… If you create amazing content all of the other traffic methods are going to work 10 times better and 10 times faster.

And let me tell you this, amazing content doesn't have to be the longest blog post known to man, or the most in depth guide ever created. Amazing content comes in many different shapes and sizes.

As long as your reviews are helpful and honest people will visit your site again and again.

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Email List

In the beginning your email list may not be an option for driving traffic to your site. But as your review site grows and your email list grows it will most likely become the number one source of traffic for your site.

Once you have people on your email list you can send them anywhere you want again and again. And if you are trying to make affiliate commissions sending them to your review site is key. We will get more into building your list later in this guide but I wanted you to be aware that your email list will be a key component to driving traffic to your review sites.

Make your reviews easy to share

Now that we have amazing content we want to make it easy to share. This can be done a number of different ways such as sharing plugins, click to tweet buttons, using call to actions, pop ups, slide ins and more. The important part is you give your audience a lot of different ways to share your content and encourage them to do so with call to actions.

Here is an example of using the Digg Digg plugin that is a slider that slides along my blog posts.

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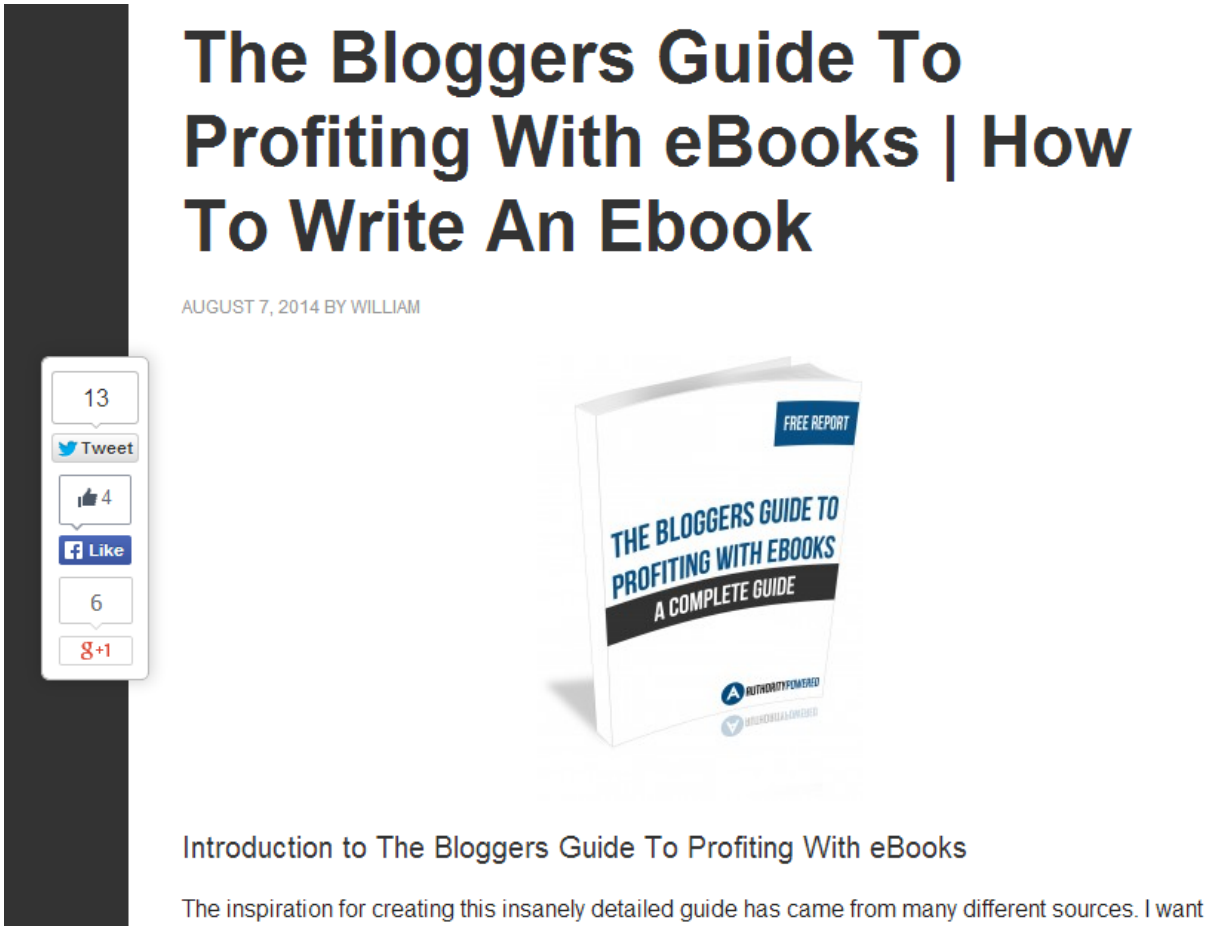

This makes it incredibly easy for people to share this content with a click of a button.

Interviews (Utilize Influencers)

Want to know one of the best ways to get an influencer in your niche to share your content? Sure you do!

Well here it is. The best way to get an influencer to share your content is to include them in your content. And one of the best ways to do this as a product reviewer is interviewing product creators. When you start to interview product creators they will often share your review with their subscribers and even post it out on their social media accounts.

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Guest Posting

Now I'm not a huge fan of guest posting but it is a great way to get a lot of traffic very quick. I guess I'm stingy with my content and want it all for myself :). Long term, guest posting is something I do sparingly. But in the beginning it can be used heavily.

Something I learned very early on in marketing is to not wait for your target audience to find you but to actually go to your target audience. Guest posting is a great example of that.

I'm not going to go into depth as to what guest blogging is. I'm sure many of you know already. Plus there are so many good guides already out there on guest blogging.

I want to show you how guest blogging can help you get traffic to your review site quickly. The most amazing thing about guest blogging is the ability to reach your target audience. If you can land a guest post on a popular blog in your niche you can get a ton of quality targeted traffic. Here is the formula to success with guest posting:

Deliver value with a high quality piece of content and leave the reader asking for more.

Delivering quality content is going to show you that you are an expert and authority in your niche. Someone in your niche that people can trust and get valuable information from. But when you leave them asking for more you get them back to your website. Bingo!

Lets look at an example:

If you are in the IM niche you might consider creating a free report about list building or similar topic.You could even create a free report targeted to the audience of the site you are guest posting on. Whatever niche you are in a free report will help with this traffic method because it will get more people on your email list that you can send back to your review site again and again.

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If I was giving away a free report on list building I might do a guest post on how to get traffic to your squeeze page.

The guest post might be titled something like "*the top 3 ways to get traffic to your squeeze page*"

Then my author bio might read something like this: William is a list building expert. Click here to get his complete guide to list building including the top 10 ways to get traffic to your squeeze page.

And obviously my author bio would link back to my site. The key thing here is that everything is very related and I am only giving them part of my awesome methods.

My free guide is about list building and includes the top 10 ways to get traffic to your squeeze page. The guest blog post is three of the 10 methods to get traffic to your squeeze page. And then the author bio tells them how to get a free guide on list building that includes even more ways to get traffic to their squeeze page.

The relevancy of these three can make it a winning combination.

If you follow a similar process on multiple popular blogs think about all the traffic you can get with this method alone.

How to find blogs to guest post on

When you seek blogs to guest post on you are not looking for just any blog. You are looking for high traffic blogs in your niche. And you might be thinking that there is no way you can land a spot on those blogs.

But the truth is, you can. What do all popular blogs need? High quality content and lots of it.

When searching for blogs you can tell if they get a lot of traffic by the number of comments their posts get and the amount of social shares they get. If they are getting a lot of comments and shares you can almost guarantee that they are getting a lot of

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traffic because only the die hards will be making comments and sharing. Meaning that their are a ton of other people reading that site that aren't commenting and sharing.

After looking at comments and shares see if they have a write for us page or guest posting page etc. Also, look to see if they already have guest bloggers on their site. Look for author bios with links or introductions that says so and so is from…..

Come up with a small list of blogs you want to try to land a post on.

How to land a guest blogging spot

Now you need to reach out to these bloggers. If they do have a write for us page or similar follow their guidelines for submitting guest posts. If not, you are best to approach them via email with a pitch. This could be a simple email that goes something like this.

Hi [Name],

I am an avid reader of [blog name] and absolutely loved your [recent post]…….[explain why]

I have a couple of ideas that I think your audience would enjoy. Do you mind if I send you my ideas over?

Also,

Here are a few articles on my blog that are relevant to your audience.

Blog post 1

Blog post 2

Thanks so much for your time.

[Your Name]

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If you contact all the blogs you listed you will most likely get at least a couple of responses back and probably more. You can repeat this process as many times as needed.

Now if you don’t want to create free report and just want to send people straight to your review blog you can but you will get better results doing it this way because you get them on your email list.

Forum Marketing

Forum marketing is still one of those underrated methods of getting traffic. The fact of the matter is it's pretty simple.

Here is how it works:

You create an enticing signature for your forum profile.

Then you comment on relevant threads to your review blog.

The more posts that you make the more exposure your signature link will get. Which means more traffic for you. The key with forum marketing is just being helpful. It's not the time or place to be spammy and post links everywhere to your site.

For the most exposure focus on threads with only a few comments that way your comment can be near the top of the thread. If you post on threads that have a ton of comments your comment can get pushed down really far to the bottom and a lot of people won't see it.

Content Lockers

This method is something I haven't came across any review site doing and I think it is an amazing tactic for a review site.

This is a method I see a lot of top bloggers using but not review sites.

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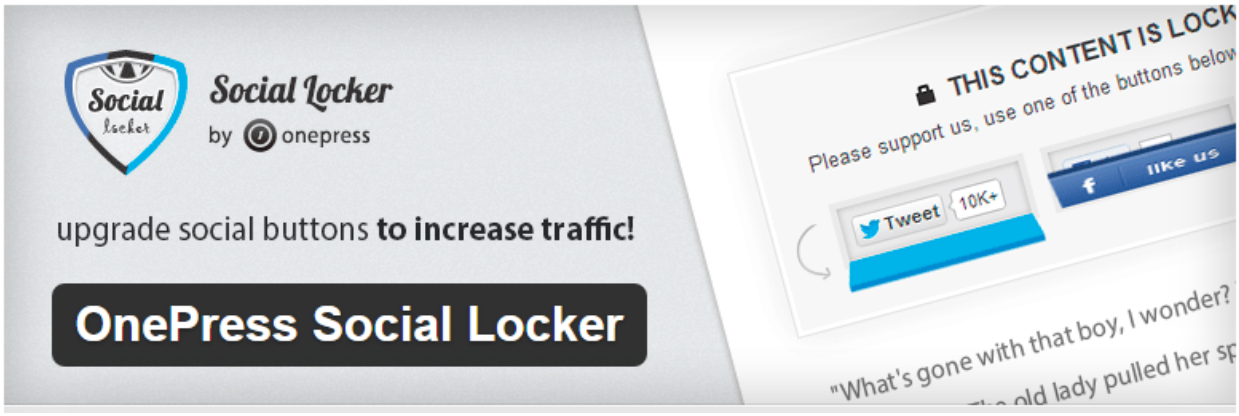
A content locker is exactly what it sounds like. It's a tool that prevents people from viewing certain content unless they perform a certain action. In this case you are usually trading a social share in order to unlock the content.

You could add a special report or bonus to your reviews that requires people to share your review in order to access it. Not only will this increase the traffic you get from people sharing it but it will also have an SEO ranking impact. Win Win!

Here is an awesome free WordPress plugin that can help you lock content.

https://wordpress.org/plugins/social-locker/



There is a paid version of it but I have never used it. I have always used the content locking abilities of the free version and works just fine.

Also, think about how many people will want to buy once they get your additional report or content. This can be a powerful method and no one is using it.

SEO

New product keywords are fairly easy to rank for

SEO is one of the passive methods of driving traffic that you will use over time. The cool thing about writing reviews on new products is that the keywords are fairly easy to rank

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for. You are typically competing with other products reviewers and the vendor and with a little bit of work you can rank higher than most of them if not all of them.

Long term SEO

I also want to point out that as your review blog grows it will gain more authority. The amount of content you have will increase and the amount of links your site gets will increase as well. Also as you grow your review site will start to get more and more social shares and likes. All of which give you some nice SEO value.

Homework

Go through each of the traffic methods above and start formulating a plan to get traffic to your review site. At first you will want to implement as many of these methods as possible. As you start to get some results you can analyze your traffic sources to see which ones are giving you the most traffic and affiliate commissions. From there you can fine tune your traffic strategy and focus on the methods that are providing the best results.

Module 7 - How to build your email list

Now this particular guide is about affiliate marketing so I don't want to get to in depth with list building. However we are going to go over some of the essentials and ways that I recommend that you start building your list to promote offers to.

However if you want to get super snazzy into list building I want to recommend a great guide on building a massive email list.

It is called List Building Breakthrough From Bryan Harkins

It is by far one of the best guides on building a huge list.

Ok, so lets carry on with some of my favorite ways to build a list for affiliate marketing.

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Start by optimizing your site for subscribers

Earlier we talked about how to optimize your site for subscribers so that is the first step in the process. You should have done that already so we will carry on with other ways to build your list. Refer back to module 2 to get this set up.

Squeeze page setup

The next thing you are going to need to have is a squeeze page. Your squeeze page will be used to send traffic to in order to capture leads (subscribers). This will be done from your own site, forum signature, solo ads, or other places you are sending traffic to your website from.

So lets go through how to create a squeeze page.

How To Create A Squeeze Page

Now lets talk about one of the most important parts of getting subscribers (your squeeze page). If you have been around internet marketing for a while I am certain you have seen a squeeze page or two. Most squeeze pages have a similar look and usually include the following:

- Headline
- Bullet points
- optin fields
- call to action

They key with your squeeze pages is simplicity. I have had best results with squeeze pages that have a headline, a sub headline, a few bullet points, email input field, and a call to action. A lot of times I won't even include bullet points.

While this may sound simple it is very effective. The reason it is so effective is because it is straight to the point and leaves the visitor curious to learn more and sign up for you list.

For example: Here is a recent squeeze page I created that is converting quite well:

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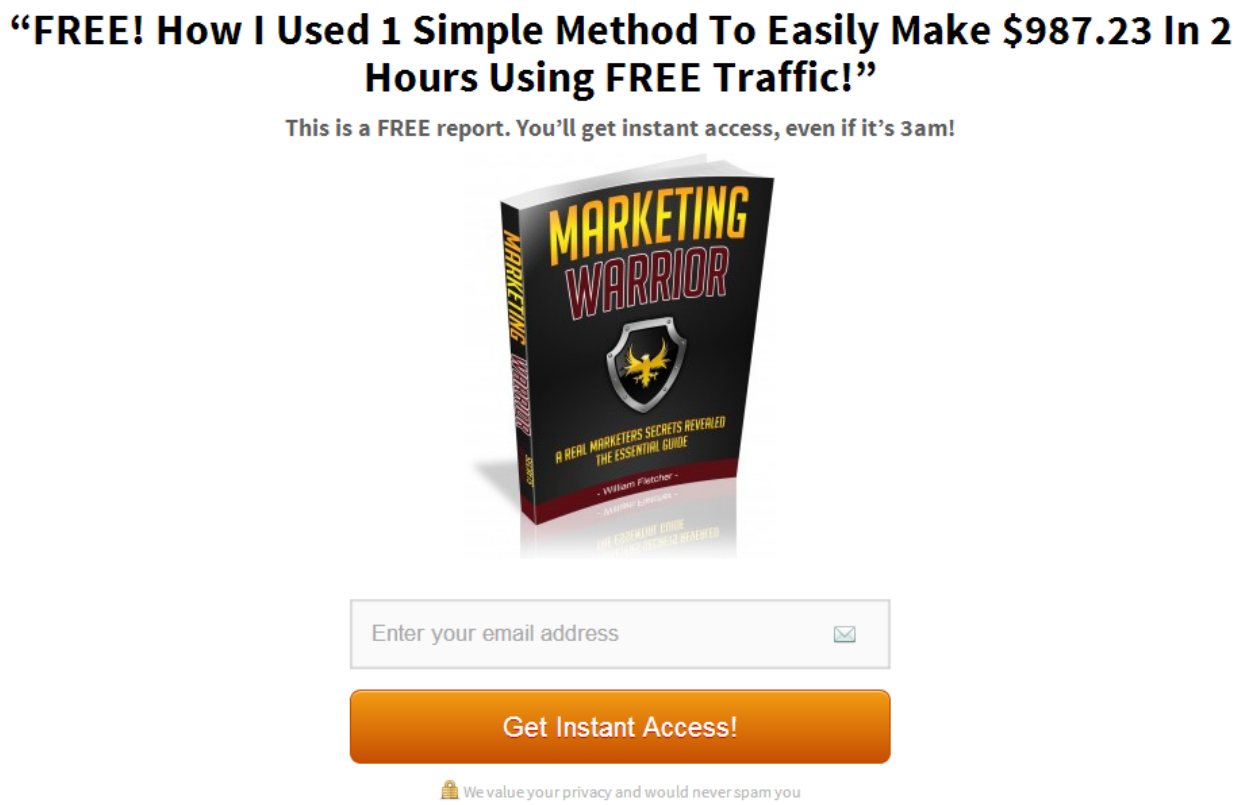

Tip: Notice above I only said email input field. Most optin forms by default will ask for both the name and email address. By eliminating the name field you will get a lot more subscriptions.

The image you see above is a squeeze page that was created using OptimizePress which is a wordpress theme/plugin. For that page I used the plugin version to create the squeeze page. There are many other tools out there including free tools that make it very easy to create squeeze pages.

There are a number of different ways and tools to create a squeeze page. As I mentioned before our squeeze pages need to be fairly basic and simple. We just want to give them enough information to get them excited to take action. This means that we don't need a long squeeze page with a lot of content.

For most of my squeeze pages I use OptimizePress. I also use another WordPress plugin called Hybrid Connect. Although these are the plugins I use they are not necessary. Any HTML editor or basic page in WordPress can do. If you don't already

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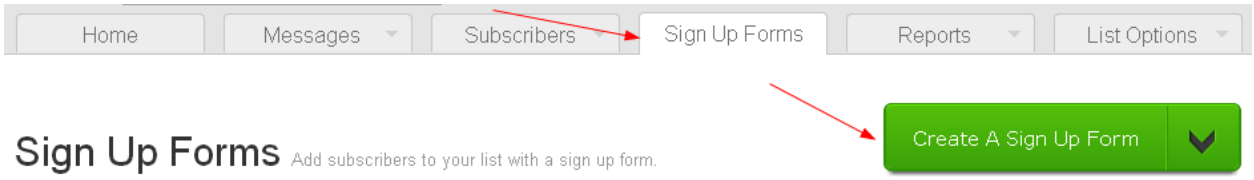
own another tool to create squeeze pages work with what you have and upgrade later when you are profiting from your list.

Also, if you are just starting out you could even create your squeeze page through an Aweber form and host it on Awebers site.

Here is how you do it:

First click on sign up forms, and then click create a sign up form.



Next you will need to choose a template. Click on popular and then select the download template. I am going to use the default Royal color scheme.



Next I will delete the header from the form by hovering over it and clicking the red X at the top right. Also you will want to widen the form. After doing that your form should look something like this.

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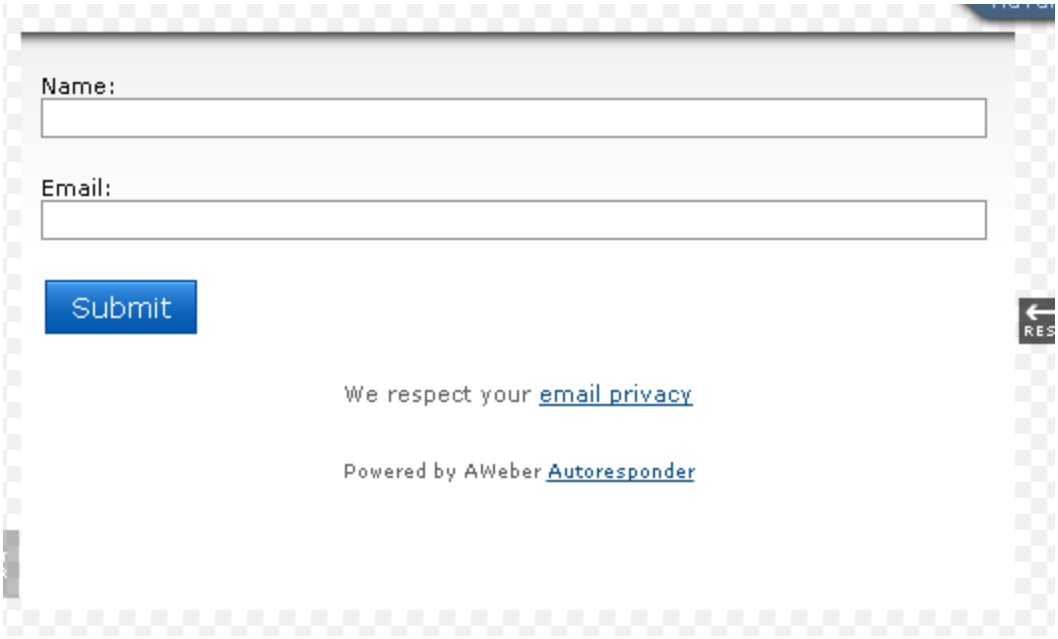

Now click on text in the top right. This will add a text box to your form. Now enter your squeeze page text. I changed the font size to 24, bolded the text and made the font color black. Move this to the top of your form above the name field. It should now look something like this:

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Now click on image and post a link to where your free gift image is hosted. In my case I uploaded it to the media on my blog and grabbed the link straight from WordPress.

I then centered the image and moved it above the name field. It should now look something like this:

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One thing I forgot to do was add the sub headline. I added this to the header text, changed the font to size 10, color to gray, and added the text. It now looks like this.

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Now you want to remove the name field, the we respect your email privacy field, and the powered by Aweber field. Hover over each and click the red X.

Now click on the submit button and change the text to whatever you would like it to say. In my case I will change it to Get Instant Access!

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I then changed the font size to 39 and centered the button.

The last thing I will do is is change the email input font size to 16 to make the field a little bigger. It should now look like this:



Now click on go to step 2.

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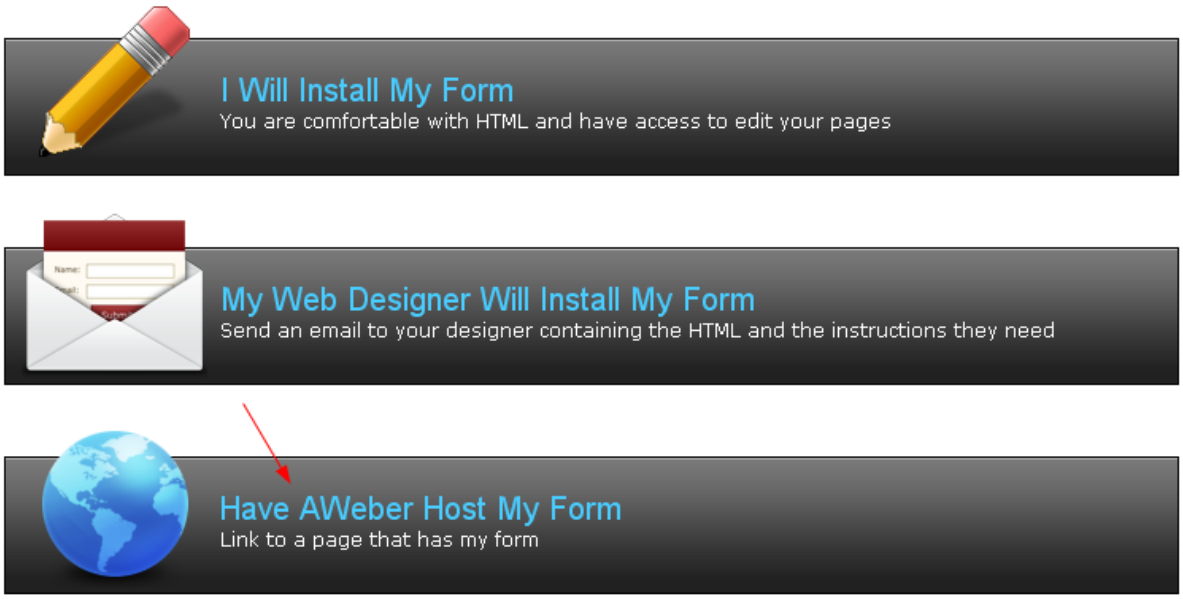
Name your form whatever you like. Now change the thank you page to custom page. This custom page will be a link on your website to your one time offer. If you have not created this page yet that is ok. You can leave the setting at default for now and change it once you have created your one time offer page. Also, set your already subscribed page to your OTO page as well.

After you have done that save and go to step 3. Click on Have Aweber host my form.



This will give you a link.

Paste that link into your web browser and you now have a squeeze page without any fancy plugin or tool!

One final change I made was the background. I didn't like the gradient at the top of the form.

Within Aweber I went back into the design of my form, clicked on advanced and removed the background image from my form.

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The final result:

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Now anytime you want to link to your squeeze page you can use the link Aweber provided for you.

Create and sell your own products

One of the best ways to build your list full of hungry buyers to make you affiliate commissions is creating and selling your own products. Although it is one of the best ways most people are afraid to implement it. It is one of the best if not THE VERY BEST ways to get success fast.

This is how I really took my affiliate commissions to the next level.

This report isnt about product creation but here is the jist of it.

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The idea is to create and launch products to build a buyers list. This is done by creating quality products that your niche wants and offering 100% commissions to affiliates for promoting.

As you release more and more products you will start to build your buyers list. And the more products you release the easier it is to get more sales which leads to a bigger buyers list.

This is certainly one of the fastest ways to build up your list and start pulling in massive affiliate commissions but I realize it is not for everyone. But for you overachievers out there this way can be great and the fastest way to success.

Add reports as bonuses to other marketers download pages

This is one of my favorite methods because you are creating a list of buyers without launching your own product. Now of course you will have to create a product the first time that you do this but you can use it multiple times as bonuses on many other product launches.

Do the work once and benefit many times over.

Here is how it works. You create a product and offer it to other product vendors to use as a bonus on their download page. This works amazingly well because it adds value to their product which means more buyers for them. And on the other side of things it allows you to build a list of buyers without launching a product.

On the product vendors download page you will provide them a product image to your bonus which links to a squeeze page where they optin to get their bonus. When they do, you just acquired yourself a buyer with very little effort! Now this is just a high level look at this method.

Here is an awesome report put together by Shane Farrell called Buyers Bonus Profits.

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If you want to learn a complete strategy using this method that is a great read.

Buy solo ads

I will usually be the first to tell you that taking shortcuts when working on your online business doesn't work. But the truth is solo ads can be a shortcut to get you started building your list. The cool thing about solo ads is that not only do you get traffic but you get targeted traffic. And targeted traffic means more buyers.

While solo ads are not my first choice for building a list they are certainly a great way to get things moving fast.

So What is a solo ad?

A solo ad is when another marketer sends out an email to their list on your behalf to get traffic to your squeeze page. You pay them for X amount of clicks to your squeeze page and boom you start building your list.

In the IM niche solo sellers can be found everywhere. My favorite places to look are on Facebook and the warrior forum. Their are tons of solo ad facebook groups and places on the warrior forum to find solo ad providers.

How to get the best bang for your buck with solo ads.

If you do decide to go with solo ads I want to show you how to get the best bang for your buck. I will show you a couple of different ways to set up your funnel for maximum results.

Method 1 - Fast Growth Method

The funnel with this method starts with the squeeze page. When someone subscribes to your list they will then be sent to a thank you page that includes bonus reports for them to download. These bonus reports will be links to other list builders squeeze pages.

These will be what we call clickbanking partners. If you really want to grow your list fast you need to understand what clickbanking is.

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Clickbanking is basically trading a set amount of clicks with another list builder (similar to an adswap). However, with clickbanking it is usually done from a redirect or thank you page after someone opts in to your list.

And all that means is that we are going to exchange clicks to our squeeze pages with one another. So once we send a set amount of clicks such as 100 they will return the favor and send 100 clicks back to our squeeze page.

This is the fast growth method because you're going to be working with multiple clickbanking partners at the same time. This means that you can quickly accumulate a lot more clicks to your squeeze page without paying for any additional traffic or doing any extra work. And if you have 3 to 4 clickbanking partners on your thank you page you can quickly accumulate 300 to 400 extra clicks to your squeeze page in a short amount of time.

Bonus Page Example With Clickbanking Partners:

Here is an example of one of my thank you pages that includes bonus reports for my new subscribers. All which link out to other list builders squeeze pages. I will send each of them around 100 clicks and get 100 clicks in return.

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This was a method I learned straight out of List Building Breakthrough From Bryan Harkins that I mentioned earlier.

As you can see I have three download links that link out to clickbanking partners. And at the bottom of the page I also have the link to the free report that they signed up to get.

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If you like your results with a clickbanking partner you can set up another round of clicks or swap them out with a new clickbanking partner.

Method 2 - Recoup Method

The second method is known as the recoup method. The reason that it is called this is because you are going to have a funnel setup that is made to recoup some of the costs of building your list.

For example, if you are buying solo ads to your squeeze page then we're going to try to recoup some of those expenses with this funnel setup.

So again, the first page in your funnel is going to be your squeeze page. Your thank you page in this method is going to be very similar to method 1 except this time you won't be exchanging clicks with another list builder. This time you will have bonuses on your think you page that link out to pay per lead programs.

These are programs that pay you to send clicks and signups to their squeeze page. It usually works that you are paid 50 cents to a dollar for every squeeze page sign up you send to the other marketer. So with this method instead of receiving additional clicks from your squeeze page you are actually going to send clicks and subscriptions to another marketer.

So if you're spending 40 bucks on a solo ad to get traffic you might be able to recoup some of those costs by sending your new leads to a pay per lead program. If they sign up you get paid.

While it's not likely you will completely recoup the cost of your paid traffic you can come really close. Usually people providing pay per lead programs have high converting squeeze pages and you can often convert a lot of those subscribers for them and make a commission on it.

Method 3 - Turn a profit Method

With this method were not only going to try to put subscribers on our list but we're also going to try to turn a profit. With this method the funnel gets a lot more complex so pay careful attention on this one.

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With this setup we're going to start with the squeeze page and once they sign up they are going to be sent to a one time offer.

One Time Offer - This is a page that includes an offer and will be shown to someone once they subscribe to your list. If you are paying for traffic to build your list this page will help you recoup some of those costs. If you are really lucky you might even turn a profit while building your list.

How To Create A One Time Offer (OTO)

If you want to recoup some of that cost of building your list having a one time offer in your funnel can do just that. Your one time offer will be where your subscriber is redirected after they subscribe to your list. So before they get access to your free report they are given a chance to purchase your one time offer.

In most scenarios your one time offer is usually a product that you have created. However, it's very important to point out that it doesn't have to be. It could be an affiliate offer you are promoting or a product you purchased with resale rights or PLR. However, the key with the one time offer is to make it extremely relevant to the free report you are giving out.

Homework

Go ahead and get your squeeze page setup at this point. Also, determine which methods you are going to implement to start building your list. Building your list is an ongoing process that you will fine tune over time. Similar to traffic you will want to try multiple methods and then stick to the ones that are working best for you.

Module 8 - How to promote to your list

Promoting To Your List

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In this module I'm actually going to share with you two different methods for promoting to your list. The basic method is going to be plain and simple. People get added to your list and you send them promotional emails.

The second method is going to be a little more complex and involves a couple more emails. You'll be sending out a pre sale email, a review and email, send an email when the product goes live.

In both of these methods you will also be following up with your unopens on your promotions. Okay so let's start to dig into it.

Basic method

The basic method is plain and simple. You wait till the product is live and you send a promotional email to your list. In this method you won't be introducing your list to the product until it is live and you are actually promoting it.

The benefit of this method is that it is easy and it still works. Yes the more advanced method might convert better but this method is solid at converting as well. As you do this for a while you will start to see what your list likes and then you can base your promotions off of that.

Advanced method

With the advanced method we are going to be sending a few more emails and build up some excitement for the item we are promoting.

Send Presell

The first email in this chain will be our presell email. And the idea behind this email is to educate your subscribers of the product and let them know that it is coming soon. You also want to take this time to build some excitement for the product and tap into some of the pain points that this product will be solving.

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These emails can be great because it can make your list warm meaning that you are giving them some content to go along with your promotion. So when you do send out your promotion they're going to be more receptive to it as its not going to seem like a spammy promotion.

To really get a lot out of this you can even send them to a blog post on your website where you give them some more content on the method involved in the product for them to consume. This will not only give them some great content but build up even more excitement for the upcoming promotion.

The next email in our sequence will be a link to our review. Now there are two ways that I do this. If I am able to get access to the product before it is live and can do my review before then. I will send out an email promoting my product review an hour before it is live.

With this method I let them know that the product will be launching in an hour and they can check out my review before it goes live.

If you are not able to access the product before it is live then you can do your review after the product is live and you have purchased it. Then you can send what I call a hybrid email. This is where you will introduce the product tell him that they can go here to get it or they can go to your website to get your full review before purchasing it.

This way they can head straight over and purchase it through your affiliate link or if they are still on the fence about it they can go to your review and decide if I want to buy it.

Send email after it goes live

This third email only applies if you were able to get early access to the product and send out your review an hour before the product was live. Simply the next email in the sequence would just be you telling them that the product is live and they can grab it now. Then you simply drop your affiliate link. This is the easy one because you have already done all the selling in your prior two emails.

Follow up with unopens

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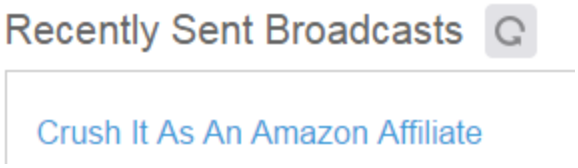
Last but certainly not least is following up with the unopened emails. And you want to do this whether you are using the basic or advanced method. And this is because a lot of people will miss your first promotional email. You want to make sure you give them a couple of different chances to access that email and check out the product you are recommending.

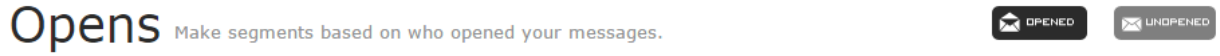
So let's take a look in Aweber how you would find the unopens of a promotional email you sent out and mail them again.

First thing you will do is login to your Aweber account and look at your recent broadcasts. You should see the last promotional email you sent to your list. It looks like this:



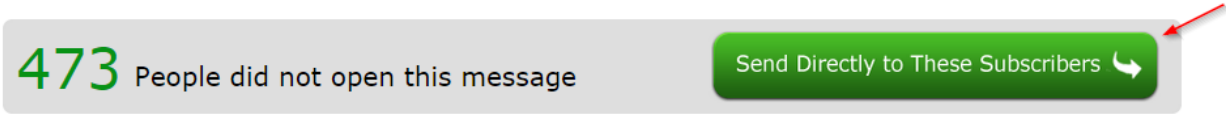
Just click on the blue subject of that email and it will open up the stats page.

If you scroll down on that page you will see this:



Click on where it says unopened.

After clicking that scroll down and you will see this.



Click on send directly to these subscribers.

That will open up this:

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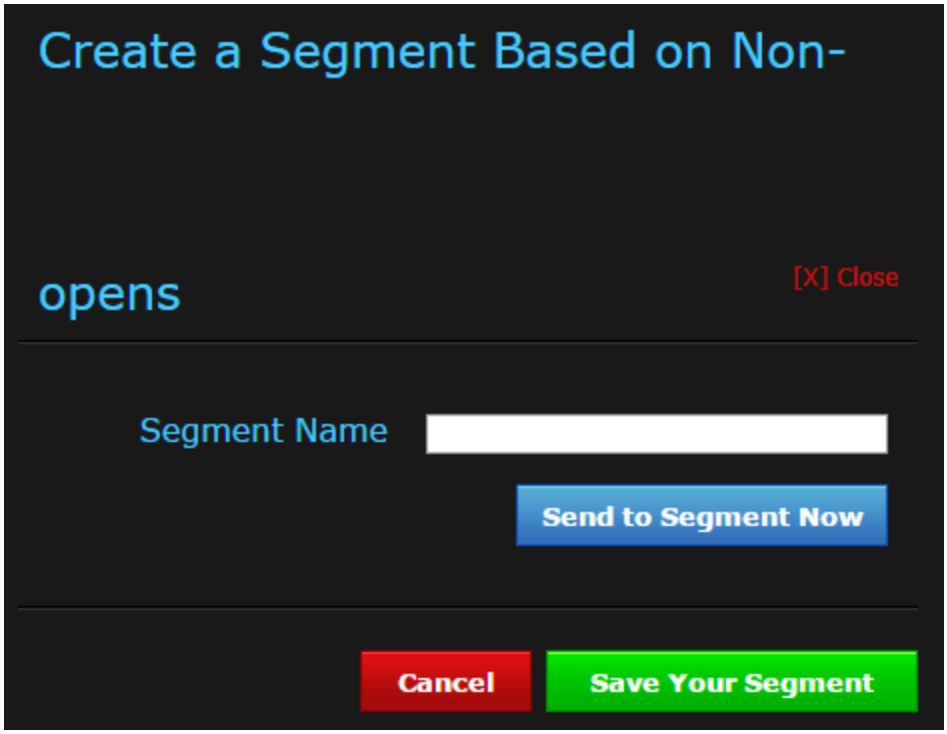

Name your segment whatever you would like and click send to segment now.

After clicking on that it will open up a new broadcast message window. Paste your original email content into that email.

I like to change the subject line as well. Sometimes people miss the original altogether but some people won't have opened it based on the subject line. Try a new subject line on the unopened emails to mix things up.

Followup with "not clicked"

You will also want to followup with people who opened your promotional email but did not click the links. These are people who were interested in your email but for whatever reason didn't click the link.

Here is how you do it in Aweber.

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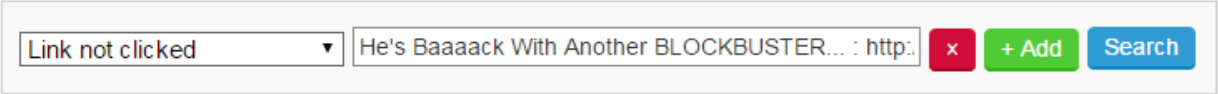
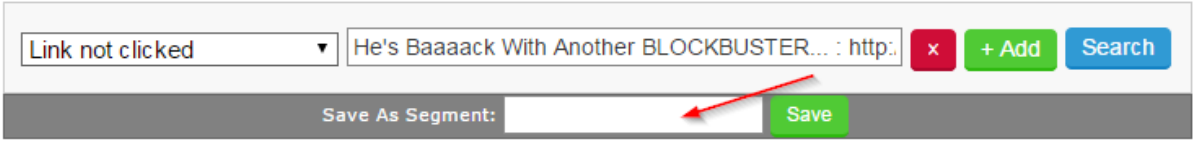
First click on subscribers → Manage subscribers. In the filters drop down click links not clicked. In the next field you will select the promotional email you just sent.



Then click search.

Now you can name that as a segment and copy your previous message and mail those people again.



I will usually change a few things around (especially the link text) to try and get better click through rates.

How to write promo emails

In the beginning you will probably find it difficult to write your own promo emails from scratch. The good news is that it gets easier the more you do it and you start to find out what is working best with your list. So before I get into how to write your own promo emails I wanted to give you a quick tip.

When you promote a product it is ok to ask the vendor if they have any email swipes. Most of them will and if not they will often times create them for you. As it is in their best interest to have email swipes for affiliates.

Many products will also have swipe files ready to go on their JV page. These can be a great start for your promo emails.

Note: One thing that I want to point out is that you want to customize the swipe files you get. They can give you some great ideas and you can even copy and paste some of the content directly from them. However, you want to personalize them (make them your

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own). Change them around to fit with how you talk. Also, personalize them to what works with your list.

Also, you don’t want to use swipes as is because you don't want to send out the same exact emails as other marketers. Personally, I find it spammy when I get the same exact email from two marketers. So I don’t want you to fall into that trap.

In this section I want to give you a nice format for your promotional emails that you can follow. The format of this email is like this:

1. Subject line
2. Introduce The pain Point
3. Agitate the pain point
4. Call to action 1
5. Introduce a common solution and why it doesn't work as well as the product you are promoting
6. Call to action 2
7. Final words
8. Call to action 3
9. Sign of and P.S

This can be very effective.

Subject lines

There are a number of different ways to create a great subject line for your promotional email. I'm going to tap into some of the ways that I have had the most success.

Share the main benefit

This one is nice and simple and usually gets a great response. For example if I was going to use this method to write a subject while promoting this product I would write something like this:

"How to crush it with affiliate marketing"

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Issue a warning if you don’t

With this type of subject line you are a issuing a warning to get peoples attention. Here are a few examples.

"If you're not doing this you're truly missing out..."

"If you're not doing this one thing you're leaving money on the table"

Invoke curiosity

With this type of subject line you are tapping into people's curiosity to get them to open your email. Here's an example.

"Does affiliate marketing still work?"

Introduce the pain point

Now you want to introduce the pain point that the product you are promoting will help them overcome. Is it that their website is not getting enough traffic? Or that they can't make any money because they don't have an email list? Introduce that to them with a simple question or two.

Are you struggling?

Are you struggling to achieve success because you can't get traffic to your website?

Agitate the pain point

Dig Deeper into the pain point

Talk about things they have probably tried and failed with.

"the problem with the most list building courses is they tell you to buy cheap solo ads that don't convert to buyers"

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Call To Action 1

"Learn how to build your list the right way"

Introduce Common solutions and why they don't work as good as your offer

Now we want to introduce our solution and say why it is better than other products on the same topic.

" the truth is, solo ads do work. But you have to know exactly how to buy them and who to buy them from to get good results"

"That is why (product name) is one of the best courses out there on building a massive list with solo ads"

Call to action 2

"start the training right now"

Final words

"Look, there are a lot of list building courses out there. But if you want to build it the right way and do it fast then this is one of the best trainings you can get.

This is the exact same method I'm using every week to build my email list and you can too."

Call to action 3

"grab it now"

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Sign off and P.S.

Add urgency - “limited copies”, “on a dimesale”

"Talk soon

William Fletcher

P.S. Grab it while it's still available! Also this is dimesale so the price will increase with every purchase. Grab it now at this in same price."

Know Your List

Last but not least KNOW YOUR LIST. If you continuously promote offers your list isn't interested in open rates will decrease, click rates will decrease, and people will unsubscribe.

If you want to grab a great pack of done for you email swipes here is a great $2 pack with a ton of swipes:

Atomic Swipes

Or if you want a hybrid DFY/DIY Hybrid for email marketers check out Email Slick Here:

Email Slick

Homework

Now it is time to promote to your list! Don’t worry, this is the fun part. If you haven't already grab some swipes if you are not comfortable yet to craft your promo emails from scratch. Also remember the format of promo emails I taught in this module and incorporate it into your promotions. Start writing your promo emails now!

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Module 9 - How to profit fast leveraging work already done

In this module I am going to show you how you can really build this business up fast with just a ***little bit of extra work***. If you really want to accelerate how fast you can get success with this method then these are the steps you will want to take in addition to the basic setup.

The reason this works so well is because we are not only going to get additional places to rank our reviews. But we're also going to improve the reviews on our website with additional content. This will not only helpful reviews rank better in the search engines but it will also provide more value to the people reading and watching your reviews.

YouTube videos

There are a number of different ways to do video content for your product reviews. I'm going to go over some of the more common ones and you choose the ones that feel most comfortable for you. Some people like to do things on the fly and go through the product while others like to prepare ahead of time with a presentation to follow along with.

In the beginning you might find it easier to start with the presentation style video until you get the hang of it. Start with one method and slowly start trying the others until you find the ones you like best and then focus on those.

Presentation format

The presentation format is simply recording a video along to a PowerPoint or keynote presentation. For these presentations you can use your bullet points that you created when you wrote your original review. Each one of your bullet points can be a slide in the presentation. Then you can go through the presentation and add your commentary for each bullet point.

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When using this format I also like to create a title slide that shows the product image, has some branding information for me and my review site, and it may even include the product creator name as well. I will also typically title this slide similar to how I titled the review blog post. So something like product name review or product name by vendor name review etc.

At the end of the video you want to make sure that people know how to get that product through your affiliate link. So make sure you give them a call to action referencing where your link is. If you put your affiliate link in the description of your video make sure you tell them that and tell him to click on it to get this product.

I also like to create a redirect link in WordPress using the pretty links plugin I had you install earlier. This allows you to create an easy to remember link that you can tell people to go to.

For example:

If I was doing a review for this product on my authority powered website I would create a pretty link like this:

http://authoritypowered.com/aca

All I did was abbreviate the name of the product and now I have a nice and easy link I can reference in my video for people to go to. And when they click on this link or type it into their browser it will redirect them to my affiliate link.

Then all I have to do is say something like this in my video:

"Grab this product with my exclusive bonuses right now by and visiting authoritypowered.com/aca"

This works well because people that don't scroll down to the description to get your link have a nice easy link that they can remember and type into their browser and still get to that product with your affiliate link.

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Screencast

A screencast video is when you record your screen as you go through something. I find this type of recording to be great to give people a peek inside the product. Take them to the download page and show off some of the key points of the product. Show some of the videos in the product or maybe the mind map or checklist that came with it, or even open up the e-book if it's an ebook and show some of the key areas in there as well.

Important: Make sure that if you do this you don't reveal the download page link of the products. Most video software will allow you to blur things out. Make sure you use that feature to blur out the download page link. Or you can even crop your video so the address bar is not shown within the video.

Ranking Your Videos

In this section I want to give you some tips for ranking your review videos. I will go over some of the best ways to optimize your videos for SEO. So here we go….

Video Title

It all starts with the title. You absolutely have to have your keywords in the title of your video. Even more important is that you get your keywords in early as to make sure YouTube picks them up when ranking your video. So put them near the front of your title if possible.

With your titles you also have to encourage clicks. Treat as a blog post title that needs to entice people to click it.

If you have secondary keywords try to get them in the title as well. The more relevant keywords in the title the better. Don’t abuse this by throwing in a bunch of keywords. If it flows with the title and makes sense add the secondary keywords in.

Video Description

Focus on writing high quality longer descriptions that includes your keywords. Explain what people will learn in the video and use your keywords as often as possible (if it

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makes sense). Again, we don't want to be spammy. A well written long description gives you a much better chance of ranking. Try to write a 300 word description at minimum.

You also want to make sure you include the product name, vendor name, and review in the description.

Last but not least make sure you include your affiliate link in the video description.

Video Tags

- Use keywords in the tags
- Use secondary keywords in the tags
- Add quotation marks around multi word tags to make sure YouTube recognizes it as a multi word tag instead of single words

Video Views

- Embed your videos where relevant
- Promote videos on social media
- Send videos to your email list

Video Links

- Link to your videos when covering something on that topic.
- Use anchor text with your keywords when linking to your video if possible
- Embed your videos on your review site

Video Time Watched

- Create interesting videos that keep people watching
- Link to your other related videos to get people to watch more of your videos

Video Likes

- Make sure you announce to people they should click like on your videos. Even if someone likes your stuff they won't click like unless you remind them too.

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- Ask people to like your videos in the descriptions. I like to announce to people that if they got value from my video please like it as it helps me out.
- Use annotations to remind people to like your videos

Channel Subscribers

- Remind people to subscribe to your channel in your videos. Let them know they will be getting the best and latest product reviews
- Use annotations to remind people to subscribe.
- Make sure your remind people to subscribe in your video descriptions
- Have a professional looking YouTube channel that encourages subscriptions

Video Comments

- Remind people to comment in your videos
- Use annotations to ask for comments
- Ask people a question in your description or ask them to leave feedback

Interviews

Another great way to really create great content and promote of products at the same time is using interviews. Basically what you will be doing is interviewing product vendors about a product that they're getting ready to launch or a product that they have recently launched.

There are a number of benefits of interviews so let's go through them.

Quickly get authority

One of my favorite things about creating interviews is that you can quickly get authority by doing this. People will see you interacting with top product launchers. You get that authority by association because you are directly working with important people.

Recording great interviews is one of the fastest ways I know to get a lot of the authority for your review site quickly. This can really help you become a trusted product reviewer.

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Gets people excited to buy

Another great thing about an interview is it gets people excited to buy. It's different than a standard product review because you really dig into the details with the product vendor about the product. Sometimes an interview can actually be better and convert better than a normal review.

Great way to promote without being pushy

Another great thing about an interview is that it basically promotes the product without you having to push it on anybody. You simply discuss the product with the vendor and people get excited to buy without you telling them to buy it. This makes it a great format for people who don't want to be pushy with their reviews. You simply talk about it and if people are interested they are going to buy it.

Get to know vendors

Probably the most underrated aspect of this method is the relationships that you build with product vendors when doing interviews. Interacting with these important people can build relationships that will help you tremendously along the way. In this business relationships are key.

The information is golden

Finally, when you are interviewing top product vendors you are going to learn a ton. Not only are you going to learn a lot of the methods that they are teaching but you are also going to learn how they got to where they are. You can learn a lot just by talking with successful people and this is one of the easiest ways to do it.

Homework

This step is optional but highly recommended. Add to your reviews with some videos and interviews. This can really speed up the process of being successful with affiliate marketing so if you are serious about this get this process going.

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Module 10 - Advanced Techniques

Offer bonuses for higher conversions

If you really want to get high conversions you can add bonuses to your promotions. Doing this you can literally double the amount of commissions you make. The great thing about it is bonuses don't need to take you much time to create. Shoot to spend about 30 minutes on creating a bonus.

Types of bonuses

There are a number of different types of bonuses you can create. As long as you are adding value to the product it doesn't really matter what type of bonus you create.

It could be:

- special report
- checklist
- mindmap
- interview
- video
- software
- templates
- case studies
- membership

Another key aspect with the bonus is that it needs to be relevant to the offer you are promoting. Otherwise, the bonus doesn't really encourage people to buy with your link to get the bonus.

Here are two of my favorite ways to create bonuses.

1. Create a bonus that fills a void in the product. Maybe the product is about building a list but they don't give you a lot of information on driving traffic to your squeeze page. I would then create a bonus on how to get traffic to your squeeze

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page. Then when I promote the offer I would say how good the course was but I felt like it was missing information on the traffic aspect. At that point I would introduce my bonus.

"So I decided to throw in a bonus that shows you how to drive massive traffic to your squeeze page. This combined with (product name) is a powerful combination for building your list. Grab it now along with my bonus here:

(Link To Product)

P.S. This bonus is only available through me."

Something along those lines is a great way to get people to buy from you because of your bonus.

2. My second favorite way to create a bonus is showing people how I will be implementing what I learned from the course. This can be a small 10 page report showing your plans for implementing what you learned in the product.

People like this because it shows you not only bought the product and recommend it but you also plan on using what you learned. And to top it off you are going to show them how you are going to use it. This can be a massive conversion improvement if you do this!

Creating bonuses unique to you

Something that really makes a bonus valuable is having it unique to you. If you can create a bonus that people can only get through you that is the best. Sometimes people will grab a product with giveaway rights and include it as a bonus. Which can be okay but you will get much higher conversions creating a bonus yourself that can only be found through you.

Create bonuses yourself

One of the best ways to get a bonus for an affiliate product is creating it yourself. The reason this way is so effective is because you can create your bonus enhancing the

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product you are promoting. You can tailor the bonus that you create specifically for the product you are promoting.

By doing this you can create a great bonus that people are going to purchase through your link to obtain. Your bonus will be adding a significant value to the product. And bonuses don't have to be the end all be all product. They just need to enhance the product that you are promoting.

Another great bonus offer is creating a case study based on what is taught within the product. For example, if the product you are promoting is showing you how to get affiliate commissions using YouTube you can do a case study on this. If in your case study you are able to show how you were able to make some money using the method that you are promoting this can be very powerful and convert really really well.

Let's look at another example. Let's say you are promoting a wordpress plugin that helps you create squeeze pages. You could create a case study where you drive traffic to the squeeze page that you created with the software and show how well it converted.

There are a ton of different ways to create great bonuses that are going to make people want to purchase using your link. The key is to be creative with it and add value to the product. And finally don't spend too much time on it. If it's going to take you longer to create the bonus than the product creator took to create a product you should just be launching a product of your own.

PLR or giveaway products as bonuses

Another great way to add bonuses to your affiliate offerings is using PLR products or products with giveaway rights. These are products that you have the rights to edit and/or giveaway.

I like to keep a library of PLR products on my computer for when I want to add a bonus to an offer and don’t have time to create one. Anytime you acquire PLR products archive it and save it for a nice bonus package when the time comes.

There are a lots of different places to get high quality PLR and giveaway products from. Some of them require a membership while others you can buy the products outright. I

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prefer to keep a membership in one or a couple of these sites so I have a constant flow of new products to giveaway.

Two of my favorite websites for finding these products are http://resell-rights-weekly.com/ and http://www.plrassassin.com/



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When using these type of products again you want to make sure that they are relevant to the product you are promoting and enhance the value of that product. If your bonuses are unrelated it isn't going to enhance your offering at all.

Create a bonus page on your site

For product bonuses you can create a simple page on your website. Simply upload the bonus files to your website and have a download link for people who bought with your affiliate link to download them.

I like to add a headline that says “Thanks for purchasing here are your bonuses!”.

I then add the bonus download links and I will usually include an image of my bonus as well. For example: If my bonus is an ebook I include the cover image.

And then below the link I will usually put “click to download or right click and save as to download.”

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Bonus Delivery

A lot of affiliate platforms are now building in a bonus feature. Meaning that you can add your bonuses to a product that you are promoting and the affiliate site will redirect your customers to the page for you. This can be an ideal way to do it because it's completely hands free. You set it up once and anytime somebody purchases through your link there automatically sent to their bonus through the affiliate system.

When you click get your link in Warriorplus it allows you to add your bonus URL. Looks like this:



JVZoo and Warriorplus allow you to add bonus packages

Manually ask for receipt through email

The other way to do it is manually deliver your bonus. If you go this route make sure you include in your promotional email that if they buy through you they need to send you there transaction ID or payment email address to receive their bonus. Then once they email you all you need to do is send them a link to your bonus download page.

Advanced Tip: Here is an advanced tip to help you get even more out of your bonuses.

Often times as an affiliate you miss out because your are sending traffic to a vendor who gets the subscriber added to their list.

For example: Customer finds your review on your website and clicks your affiliate link. They are sent to the vendor's sales page and buy the product. NICE! you just got a commission. However, the vendor gets them added to their email list when they buy and that is someone that they can sell to over and over again. And guess what you don’t get to sell to them again and again :(.

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Thats where this next trick comes into play. You can have your bonus delivery page require optin to get their bonus. So after they provide proof you that they bought with your affiliate link you can send them to a page on your site with an optin form that requires them to optin to get their bonus.

All you have to do is put a simple optin form and say enter your email below to get your bonus now. Boom! Now you not only got a commission but you got a subscriber you can sell to over and over again.

Homework

Get some bonuses created for your upcoming promotions. Once you have them created setup your bonus download page and the bonus optin page. Once you get this set up you are ready to start pulling in some serious commissions and maybe even crack some leaderboards!

Module 11 - How to get started

If you have followed this report from start to finish you probably got a lot of things going through your head right now. The key is to start simple. You don't need to go through the entire guide and implement everything you learned start to finish.

Start with getting the basics setup. Create your review site and set up your autoresponder. Then follow the guide to optimize your review site to capture subscribers.

Then take what you learned in the review writing module to start crafting amazing product reviews. As you get things rolling and feel more comfortable start implementing one additional piece at a time until you got a complete affiliate commission pulling system in place!

Conclusion

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And that's all there is to it! I know it seems like a lot but I really wanted you to have every possible advantage if you wanted to start a business as an affiliate marketer. The real key is not waiting to get started.

Start implementing what you have learned in this guide can get your affiliate site setup.

And remember, if you have any questions along the way I'm here for you. Shoot me an email william@authoritypowered.com

To your success,



William Fletcher

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