

30 Day Bum Marketing Blueprint

by JoeMack

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Task Title: Day 1: Getting Started

Tasks To Complete Today:

1. Go to Travis Sago's website at <http://www.bummarketingmethod.com> and sign up for his ecourse/ mailing list. If you don't know it, he's the guy who coined the term "bum marketing" and going through his ecourse will give you the basics of bum marketing theory.

Not only that, but his newsletter does provide additional bum marketing strategies that you can put to use.

2. Register as an affiliate at Clickbank (<http://www.clickbank.com>). It is free and will allow you the opportunity to promote thousands of affiliate products in their Marketplace.

3. Register as an author at EzineArticles (<http://www.ezinearticles.com>).

4. Write an article of at least 400 words called "5 Reasons Why I Will Finished This 30 Day Bum Marketing Blueprint". When done, print it out and hang it on your refrigerator.

NOTES:

Task Title: Day 2: Choosing Your First Affiliate Product To Promote

Tasks To Complete Today:

1. Go to the Marketplace at Clickbank and choose an affiliate product to promote. This will be referred to as Affiliate Product A. When deciding on which product to promote, choose one that has a well written salespage, pays out a commission greater than \$25, and comes with affiliate marketing tools (articles, banners, autoresponder messages, etc). Open a word processing document like Notepad and write down the web addresses for the salespage and your affiliate link for Affiliate Product A.
2. Bookmark this site: <http://tools.seobook.com/keyword-tools/seobook/index.php> . This is a free tool that you will use to determine the amount of demand (ie. number of searches) there is for your long tail keywords. I will refer to this as Keyword Research Tool.
3. Go to the salespage of Affiliate Product A. Read through it and make a list of all potential keywords.
4. Write an article of at least 500 words giving 10 benefits associated with Affiliate Product A.

NOTES:

Task Title: Day 3: Developing Your List of Long Tail Keywords for Affiliate Product A

Tasks To Complete Today:

1. Write article of at least 500 words giving 10 tips relating to Affiliate Product A. So if you chose a product dealing with weight loss, you could write an article like "10 Things You Should Do Every Morning To Help You Lose Weight."
2. Go to your Keyword Research Tool. Also open up Google. You will be using the list of potential keywords you came up with on Day 2 to create a new list of profitable long tail keywords that you will be writing your Affiliate Product A articles on.

For each keyword, type it into the search box in the Keyword Research Tool. You are interested in the daily results from Google. You are establishing the demand for that keyword. Keep track of all the keywords that have more than 30 daily searches (900 monthly searches).

Now, one by one, place each of your winning keywords in the search box at Google.com INSIDE of quotation marks ("after pregnancy weight loss"). We are determining the competition (the number of results). Keep track of those that have less than 10,000 results.

Come up with your new list of at least 30 profitable long tail keywords (greater than 30 daily Google searches, less than 10,000 competing sites).

3. Rank your list of Long Tail Keywords by most potential for profit (highest demand, least competition) from 1 through 10.

NOTES:

Task Title: Day 4: Writing Your First Article for Affiliate Product A

Tasks To Complete Today:

1. Write article of at least 300 words around Affiliate Product A's long tail keyword #1.
2. Register at Blogger (<http://www.blogger.com>).
3. Register at Statcounter (<http://www.statcounter.com>). This will help you keep track of your effectiveness.
4. Using article written on Day 2, create a product review of Affiliate Product A.

NOTES:

Task Title: Day 5: Creating Your Landing Page for Affiliate Product A

Tasks To Complete Today:

1. Write two articles of at least 300 words each for long tail keywords #2 and #3 for Affiliate Product A.
2. Add article from Day 3 into your Affiliate Product A blogger account. Immediately follow it by the product review you wrote for Affiliate Product A. Be sure to link to your affiliate sales link for Affiliate Product A. This will serve as your landing page, and you will direct readers here from the author resource box.
3. Go to Statcounter. Create new project called "Affiliate Product A Blog" but use the name of affiliate product. Get the tracking code, and place it on your Affiliate Product A blog.

NOTES:

Task Title: Day 6: Your Resource Box for Affiliate Product A;
Choosing Affiliate Product B

Tasks To Complete Today:

1. Write two articles of at least 300 words for Affiliate Product A using long tail keywords #4 and #5.
2. Write resource box to use for articles promoting Affiliate Product A. Be sure to direct readers to the tips/product review page at the blog of Affiliate Product A.
3. Go to the Marketplace on Clickbank. Choose a new affiliate product in a different niche. This will be referred to as Affiliate Product B.

NOTES:

Task Title: Day 7: Creating Foundation for Affiliate Product B Promotions

Tasks To Complete Today:

1. Submit the articles written for Affiliate Product A's long tail keywords #1 and #2 to EzineArticles.com.
2. Write article of at least 300 words for Affiliate Product A's long tail keyword #6.
3. Go to the salespage for Affiliate Product B. Read it over and make a list of potential keywords.
4. Write article of at least 500 words giving 10 benefits of Affiliate Product B.

NOTES:

Task Title: Day 8: Ten Tips for Affiliate Product B; Business as Usual For Affiliate Product A

Tasks To Complete Today:

1. Submit the articles written for Affiliate Product A's long tail keywords #3 and #4 to EzineArticles.com.
2. Write article of at least 300 words for Affiliate Product A's long tail keyword #7.
3. Write article of at least 500 words giving 10 tips relating to Affiliate Product B. So if you chose a product dealing with weight loss, you could write an article like "10 Things You Should Do Every Morning To Help You Lose Weight."
4. Use the Keyword Research Tool, Google, and the process detailed on Day 3 to come up with list of at least 30 profitable long tail keywords for Affiliate Product B.
5. Rank the long tail keywords for Affiliate Product B.

NOTES:

Task Title: Day 9: Product Review for Affiliate Product B; Business as Usual For Affiliate Product A

Tasks To Complete Today:

1. Submit the articles written for Affiliate Product A's long tail keywords #3 and #4 to EzineArticles.com.
2. Write article of at least 300 words for Affiliate Product A's long tail keyword #8.
3. Convert article written about the benefits of Affiliate Product B (Day 7) into product review.
4. Go to EzineArticles and research successful articles and authors. Study how they write their titles, article bodies and resource boxes.

NOTES:

Task Title: Day 10: Creating Your Landing Page for Affiliate Product B; Business as Usual For Affiliate Product A

Tasks To Complete Today:

1. Submit the articles written for Affiliate Product A's long tail keywords #7 and #8 to EzineArticles.com.
2. Write article of at least 300 words for Affiliate Product A's long tail keyword #9.
3. Go to Blogger and start new blog for Affiliate Product B.
4. Add "10 tips" article for Affiliate Product B (Day 8) to blog, immediately followed by product review. Be sure to include affiliate link for Affiliate Product B.
5. Go to StatCounter and start new project for Affiliate Product B's blog. Place code on Affiliate Product B's blog.

NOTES:

Task Title: Day 11: Your Resource Box for Affiliate Product B;
Business as Usual For Affiliate Product A

Tasks To Complete Today:

1. Submit the articles written for Affiliate Product A's long tail keyword #9 to EzineArticles.com.
2. Write article of at least 300 words for Affiliate Product A's long tail keyword #10.
3. Write article of at least 300 words for Affiliate Product B's long tail keyword #1.
4. Write resource box for articles promoting Affiliate Product B.

NOTES:

Task Title: Day 12: Choosing Affiliate Product C; Business as Usual For Affiliate Products A and B

Tasks To Complete Today:

1. Submit the articles written for Affiliate Product A's long tail keyword #10 to EzineArticles.com.
2. Submit the article written for Affiliate Product B's long tail keyword #1 to EzineArticles.com.
3. Write article of at least 300 words for Affiliate Product A's long tail keyword #11.
4. Write article of at least 300 words for Affiliate Product B's long tail keyword #2.
5. Go to the Marketplace at Clickbank. Choose a new affiliate product in a different niche of the first two. This will be referred to as Affiliate Product C.

NOTES:

Task Title: Day 13: Creating Foundation for Affiliate Product C Promotions

Tasks To Complete Today:

1. Submit the articles written for Affiliate Product A's long tail keyword #11 to EzineArticles.com.
2. Submit the article written for Affiliate Product B's long tail keyword #2 to EzineArticles.com.
2. Write article of at least 300 words for Affiliate Product A's long tail keyword #12.
3. Write article of at least 300 words for Affiliate Product B's long tail keyword #3.
4. Go to the salespage for Affiliate Product C. Read it over and make a list of potential keywords.
5. Write article of at least 500 words giving 10 benefits of Affiliate Product C.

NOTES:

Task Title: Day 14: Ten Tips for Affiliate Product C; Business as Usual For Affiliate Products A and B

Tasks To Complete Today:

1. Submit the articles written for Affiliate Product A's long tail keyword #12 to EzineArticles.com.
2. Submit the article written for Affiliate Product B's long tail keyword #3 to EzineArticles.com.
3. Write article of at least 300 words for Affiliate Product A's long tail keyword #13.
4. Write article of at least 300 words for Affiliate Product B's long tail keyword #4.
5. Write article of at least 500 words giving 10 tips relating to Affiliate Product C. So if you chose a product dealing with weight loss, you could write an article like "10 Things You Should Do Every Morning To Help You Lose Weight."
6. Using Keyword Tool, Google, and the process detailed on Day 3 to come up with list of at least 30 profitable long tail keywords for Affiliate Product C.
7. Rank the long tail keywords for Affiliate Product C.

NOTES:

Task Title: Day 15: Product Review for Affiliate Product C; Business as Usual For Affiliate Products A and B

Tasks To Complete Today:

1. Submit the articles written for Affiliate Product A's long tail keyword #13 to EzineArticles.com.
2. Submit the article written for Affiliate Product B's long tail keyword #4 to EzineArticles.com.
3. Write article of at least 300 words for Affiliate Product A's long tail keyword #14.
4. Write article of at least 300 words for Affiliate Product B's long tail keyword #5.
5. Convert article written about the benefits of Affiliate Product C (Day 13) into product review.

NOTES:

Task Title: Day 16: Creating Your Landing Page for Affiliate Product C; Business as Usual For Affiliate Products A and B

Tasks To Complete Today:

1. Submit the articles written for Affiliate Product A's long tail keyword #14 to EzineArticles.com.
2. Submit the article written for Affiliate Product B's long tail keyword #5 to EzineArticles.com.
3. Write article of at least 300 words for Affiliate Product A's long tail keyword #15.
4. Write article of at least 300 words for Affiliate Product B's long tail keyword #6.
5. Go to Blogger and start new blog for Affiliate Product C.
6. Add "10 tips" article for Affiliate Product C (Day 14) to blog, immediately followed by product review. Be sure to link to include affiliate link for Affiliate Product C.
7. Go to StatCounter and start new project for Affiliate Product C's blog. Place code on Affiliate Product C's blog.

NOTES:

Task Title: Day 17: Your Resource Box for Affiliate Product C;
Business as Usual For Affiliate Products A and B

Tasks To Complete Today:

1. Submit the articles written for Affiliate Product A's long tail keyword #15 to EzineArticles.com.
2. Submit the article written for Affiliate Product B's long tail keyword #6 to EzineArticles.com.
3. Write article of at least 300 words for Affiliate Product A's long tail keyword #16.
4. Write article of at least 300 words for Affiliate Product B's long tail keyword #7.
5. Write resource box for articles promoting Affiliate Product C. Be sure to direct them to blog for Affiliate Product C.

NOTES:

Task Title: Day 18: Business as Usual For Affiliate Products A, B and C (4 New Articles)

Tasks To Complete Today:

1. Submit the articles written for Affiliate Product A's long tail keyword #16 to EzineArticles.com.
2. Submit the article written for Affiliate Product B's long tail keyword #7 to EzineArticles.com.
3. Write article of at least 300 words for Affiliate Product A's long tail keyword #17.
4. Write article of at least 300 words for Affiliate Product B's long tail keyword #8.
5. Write article of at least 300 words for Affiliate Product C's long tail keywords #1 and #2.

NOTES:

Task Title: Day 19: Business as Usual For Affiliate Products A, B and C (4 New Articles)

Tasks To Complete Today:

1. Submit the articles written for Affiliate Product A's long tail keyword #17 to EzineArticles.com.
2. Submit the article written for Affiliate Product B's long tail keyword #8 to EzineArticles.com.
3. Submit the article written for Affiliate Product C's long tail keyword #1 and #2 to EzineArticles.com.
4. Write article of at least 300 words for Affiliate Product A's long tail keyword #18.
5. Write article of at least 300 words for Affiliate Product B's long tail keyword #9.
6. Write article of at least 300 words for Affiliate Product C's long tail keywords #3 and #4.

NOTES:

Task Title: Day 20: Business as Usual For Affiliate Products A, B and C (4 New Articles)

Tasks To Complete Today:

1. Submit the articles written for Affiliate Product A's long tail keyword #18 to EzineArticles.com.
2. Submit the article written for Affiliate Product B's long tail keyword #9 to EzineArticles.com.
3. Submit the article written for Affiliate Product C's long tail keyword #3 and #4 to EzineArticles.com.
4. Write article of at least 300 words for Affiliate Product A's long tail keyword #19.
5. Write article of at least 300 words for Affiliate Product B's long tail keyword #10 and #11.
6. Write article of at least 300 words for Affiliate Product C's long tail keywords #5.

NOTES:

Task Title: Day 21: Business as Usual For Affiliate Products A, B and C (4 New Articles)

Tasks To Complete Today:

1. Submit the articles written for Affiliate Product A's long tail keyword #19 to EzineArticles.com.
2. Submit the article written for Affiliate Product B's long tail keywords #10 and #11 to EzineArticles.com.
3. Submit the article written for Affiliate Product C's long tail keyword #5 to EzineArticles.com.
4. Write article of at least 300 words for Affiliate Product A's long tail keyword #20.
5. Write article of at least 300 words for Affiliate Product B's long tail keyword #12.
6. Write article of at least 300 words for Affiliate Product C's long tail keywords #6 and #7.

NOTES:

Task Title: Day 22: Business as Usual For Affiliate Products A, B and C (4 New Articles)

Tasks To Complete Today:

1. Submit the articles written for Affiliate Product A's long tail keyword #20 to EzineArticles.com.
2. Submit the article written for Affiliate Product B's long tail keywords #12 to EzineArticles.com.
3. Submit the article written for Affiliate Product C's long tail keyword #6 and #7 to EzineArticles.com.
4. Write article of at least 300 words for Affiliate Product A's long tail keyword #21.
5. Write article of at least 300 words for Affiliate Product B's long tail keyword #13.
6. Write article of at least 300 words for Affiliate Product C's long tail keywords #8 and #9.

NOTES:

Task Title: Day 23: Business as Usual For Affiliate Products A, B and C (4 New Articles)

Tasks To Complete Today:

1. Submit the articles written for Affiliate Product A's long tail keyword #21 to EzineArticles.com.
2. Submit the article written for Affiliate Product B's long tail keywords #13 to EzineArticles.com.
3. Submit the article written for Affiliate Product C's long tail keyword #8 and #9 to EzineArticles.com.
4. Write article of at least 300 words for Affiliate Product A's long tail keyword #22.
5. Write article of at least 300 words for Affiliate Product B's long tail keyword #14.
6. Write article of at least 300 words for Affiliate Product C's long tail keywords #10 and #11.

NOTES:

Task Title: Day 24: Business as Usual For Affiliate Products A, B and C (4 New Articles)

Tasks To Complete Today:

1. Submit the articles written for Affiliate Product A's long tail keyword #22 to EzineArticles.com.
2. Submit the article written for Affiliate Product B's long tail keywords #14 to EzineArticles.com.
3. Submit the article written for Affiliate Product C's long tail keyword #10 and #11 to EzineArticles.com.
4. Write article of at least 300 words for Affiliate Product A's long tail keyword #23.
5. Write article of at least 300 words for Affiliate Product B's long tail keyword #15.
6. Write article of at least 300 words for Affiliate Product C's long tail keywords #12 and #13.

NOTES:

Task Title: Day 25: Business as Usual For Affiliate Products A, B and C (4 New Articles)

Tasks To Complete Today:

1. Submit the articles written for Affiliate Product A's long tail keyword #23 to EzineArticles.com.
2. Submit the article written for Affiliate Product B's long tail keywords #15 to EzineArticles.com.
3. Submit the article written for Affiliate Product C's long tail keyword #12 and #13 to EzineArticles.com.
4. Write article of at least 300 words for Affiliate Product A's long tail keyword #24.
5. Write article of at least 300 words for Affiliate Product B's long tail keyword #16.
6. Write article of at least 300 words for Affiliate Product C's long tail keywords #14 and #15.

NOTES:

Task Title: Day 26: Business as Usual For Affiliate Products A, B and C (4 New Articles)

Tasks To Complete Today:

1. Submit the articles written for Affiliate Product A's long tail keyword #24 to EzineArticles.com.
2. Submit the article written for Affiliate Product B's long tail keywords #16 to EzineArticles.com.
3. Submit the article written for Affiliate Product C's long tail keyword #14 and #15 to EzineArticles.com.
4. Write article of at least 300 words for Affiliate Product A's long tail keyword #25.
5. Write article of at least 300 words for Affiliate Product B's long tail keyword #17 and #18.
6. Write article of at least 300 words for Affiliate Product C's long tail keywords #16.

NOTES:

Task Title: Day 27: Business as Usual For Affiliate Products A, B and C (5 New Articles)

Tasks To Complete Today:

1. Submit the articles written for Affiliate Product A's long tail keyword #25 to EzineArticles.com.
2. Submit the article written for Affiliate Product B's long tail keywords #17 and #18 to EzineArticles.com.
3. Submit the article written for Affiliate Product C's long tail keyword #16 to EzineArticles.com.
4. Write article of at least 300 words for Affiliate Product A's long tail keyword #26.
5. Write article of at least 300 words for Affiliate Product B's long tail keywords #19 and #20.
6. Write article of at least 300 words for Affiliate Product C's long tail keywords #17 and #18.

NOTES:

Task Title: Day 28: Business as Usual For Affiliate Products A, B and C (6 New Articles)

Tasks To Complete Today:

1. Submit the articles written for Affiliate Product A's long tail keyword #26 to EzineArticles.com.
2. Submit the article written for Affiliate Product B's long tail keywords #19 and #20 to EzineArticles.com.
3. Submit the article written for Affiliate Product C's long tail keyword #17 and #18 to EzineArticles.com.
4. Write article of at least 300 words for Affiliate Product A's long tail keyword #27 and #28.
5. Write article of at least 300 words for Affiliate Product B's long tail keywords #21 and #22.
6. Write article of at least 300 words for Affiliate Product C's long tail keywords #19 and #20.

NOTES:

Task Title: Day 29: Business as Usual For Affiliate Products A, B and C (6 New Articles)

Tasks To Complete Today:

1. Submit the articles written for Affiliate Product A's long tail keywords #27 and #28 to EzineArticles.com.
2. Submit the article written for Affiliate Product B's long tail keywords #21 and #22 to EzineArticles.com.
3. Submit the article written for Affiliate Product C's long tail keyword #19 and #20 to EzineArticles.com.
4. Write article of at least 300 words for Affiliate Product A's long tail keyword #29 and #30.
5. Write article of at least 300 words for Affiliate Product B's long tail keywords #23 and #24.
6. Write article of at least 300 words for Affiliate Product C's long tail keywords #21 and #22.

NOTES:

Task Title: Day 30: Finishing Strong (6 New Articles)

Tasks To Complete Today:

1. Submit the articles written for Affiliate Product A's long tail keywords #29 and #30 to EzineArticles.com.
2. Submit the article written for Affiliate Product B's long tail keywords #23 and #24 to EzineArticles.com.
3. Submit the article written for Affiliate Product C's long tail keyword #21 and #22 to EzineArticles.com.
4. Write article of at least 300 words for Affiliate Product B's long tail keywords #25, #26, and #27.
5. Write article of at least 300 words for Affiliate Product C's long tail keywords #23, #24, and #25.
6. Submit the articles written for Affiliate Product B's long tail keywords #25, #26 and #27 to EzineArticles.com.
7. Submit the article written for Affiliate Product C's long tail keywords #23, #24, and #25 to EzineArticles.com.

NOTES:

Task Title: Day 31: Evaluating Your Situation

Congratulations!!

If you were disciplined and determined enough to finish each and every step in this 30 Day Bum Marketing Blueprint, you're definitely in a great position now.

Take a breather. You definitely deserve it. From my experience and observations, of those that attempt bum marketing, most will never write more than 3-4 articles. And because this is just not enough to see any measurable success, they will quit long before they should.

Now is the time to re-evaluate your situation. Do you continue bum marketing, or do you start preparing for a more traditional internet marketing path (using autoresponders, domain names, web hosting, etc)?

Here are some things to do:

1. Check your EzineArticles statistics. Look at how many people have seen your articles, and look at how many people have clicked on the link in your resource box. Determine your CTR (click thru rate) for the three niches you chose (CTR = number of people that clicked on my resource box link/number of people who saw the articles X 100).
2. Check your Statcounter statistics. You will see how many people have seen your blogs for each affiliate product. Why not just use the stats from EzineArticles? If one of your articles gets picked up by a webmaster or ezine owner, you could get lots of traffic that won't be registering at EzineArticles.
3. Check your Clickbank statistics. You will see how many people make it to the salespages of all three affiliate products, and how

many people actually purchased (ie. your conversion rate).

Look at all of these stats so you can see what your good and bad points are. You may have to re-write some resource boxes. Or drop an affiliate product totally. Maybe one of the affiliate products is converting many more people to sales than the other two. In that case, you would write extra articles for it. You the numbers to help improve the effectiveness of your future articles.

Well, here we end. I really do hope that you complete the tasks for each day. But if you can't do it for 30 consecutive days, don't fret too much over it. You might skip a day or two. That's fine, just get back to it as soon as you can. As long as you keep moving forward, you WILL eventually succeed.

Wishing you all the best,

JoeMack
My Bum Marketing Blog

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