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Table Of Contents

About The Author	7
Introduction.....	8
Welcome to Affiliate Review Riches Exposed!	8
The Concept	9
The 80/20 Rule.....	9
How Affiliate Reviews Work.....	12
Affiliate Review Blueprint.....	12
Writing The Review.....	13
Where To Host The Review	13
Key Concepts Behind Search Engine Marketing.....	14
Tools That You Will Need	15
Key Ingredients	15
Optional Tools.....	15
Finding The Right Affiliate Program.....	16
How To Piggyback On Good Brands.....	16
How To Hunt For A Good Affiliate Program.....	17
Market Research	19
Targeting The Right Keywords	19
Getting Easy Traffic	21
Article Directory Submissions	21
Submitting Press Releases	22
Squidoo And Hub Pages	24

Social Bookmarking and Web 2.0	24
Keeping It Going.....	26
SEO Maintenance.....	26
Conclusion And Summary	28
To your success!	28
Recommended Resources	30
Recommended Reading.....	30
Recommended Graphics.....	30
Recommended Scripts	30

About The Author



Khai is a product creation expert specializing in writing, blogging, copywriting and niche marketing.

He is well known in the Internet marketing niche for writing and creating products at a *blazing* fast speed – having worked with high profile marketers such as James Brown, Edmund Loh, Sen Ze, Aurelius Tjin, Jaz Lai, Gobala Krishnan and many others.

In the span of one and a half years, **he has written over 100 E-books** and he currently owns a **virtual real estate of over 100 blogs in various niche markets.**

Introduction

Welcome to Affiliate Review Riches Exposed!

In this E-book you will learn how affiliates in different niche markets monetize their affiliate promotions using very simple techniques.

I'm going to keep the content in this E-book short and simple as I understand the value of your time and will get to the **straight to the point**.

After all, in Internet marketing, time is money and the sooner you are able to start pumping out sites, the more commissions you will be able to make.

We will cover the following topics:

- The concept behind generating affiliate sales
- The tools that you will need to accomplish this feat
- How to locate the right affiliate program for this project
- Finding the right keywords to accomplish your goals
- How to get an easy and constant stream of traffic
- Keeping your site profitable after awhile
- Recommended Resources

So let's jump into this right away!

Khari

The Concept

The 80/20 Rule

Most marketers know what affiliate marketing is all about. Unfortunately, not many affiliates are successful when it comes to generating sales.

In any industry, the 80/20 rule applies where 20 percent of the people are making 80 percent of the money (or the 20 percent of the people are doing most of the work for that matter).

The same applies for affiliate marketing as well.

Now I may not know exactly how many percent of the affiliates are successful, but I can say that maybe 5%-20% of the affiliates in any niche are probably driving the majority of affiliate traffic and hence, are making the bulk of the sales.

Now don't get me wrong, I haven't been marketing online for many years unlike others... only less than 2 years in fact. However, I've successfully applied this very simple concept in a number of niches and it has worked out fine.

At this point in time, I've used this simple concept to create a network of over 100 affiliate blogs, with some of these blogs generating me a healthy income of over **\$1,000 to \$2,000 per site.**

Here are a couple of screenshots of my latest commissions:

(customers' details removed to ensure their privacy)

Previous Period		Oct 1, 2008 - Oct 15, 2008					Next Period	
Commissions to be paid this period								
Sale Date	Order ID	Customer	E-mail	Phone	Location	Product	Amount	
Oct 1, 2008	61473	Mel...					\$20.00	
Oct 1, 2008	61522	J...					\$20.00	
Oct 2, 2008	61641	F...					\$15.60	
Oct 2, 2008	61642	t...					\$20.00	
Oct 2, 2008	61644	t...					\$19.60	
Oct 2, 2008	61674	A...					\$20.00	
Oct 5, 2008	62102	A...					\$20.00	
Oct 6, 2008	62185	H...					\$20.00	
Oct 6, 2008	62191	T...					\$20.00	
Oct 6, 2008	62216	c...					\$20.00	
Oct 6, 2008	62234	A...					\$20.00	
Oct 7, 2008	62286	S...					\$20.00	
Oct 8, 2008	62404	F...					\$19.60	
Oct 8, 2008	62438	N...					\$20.00	
Oct 8, 2008	62443	F...					\$15.60	
Oct 10, 2008	62736	S...					\$15.60	
Oct 10, 2008	62748	M...					\$20.00	
Oct 10, 2008	62749	M...					\$19.60	
Oct 11, 2008	62879	B...					\$20.00	
Oct 12, 2008	63327	M...					\$11.98	
Oct 12, 2008	63462	D...					\$11.98	
Oct 12, 2008	63465	r...					\$11.98	
Oct 12, 2008	63535	E...					\$11.98	
Oct 12, 2008	63905	B...					\$20.00	
Oct 13, 2008	64031	J...					\$20.00	
Oct 13, 2008	64054	S...					\$20.00	
Oct 13, 2008	64095	C...					\$20.00	
Oct 15, 2008	64444	A...					\$20.00	
Oct 15, 2008	64466	S...					\$15.60	
Oct 15, 2008	64468	M...					\$20.00	
Total Earned:							\$549.12	
Total Backcharged:							\$0.00	
Current Earned This Period:							\$549.12	
Pending Commissions -- earned this period but will be paid in future								
Sale Date	Order ID	Customer	Product			Amount		
Oct 2, 2008	61636	J...	...			\$38.80		
Oct 2, 2008	61645	t...	...			\$30.80		
Oct 7, 2008	62337	S...	...			\$158.80		
Oct 7, 2008	62338	S...	...			\$38.80		
Oct 7, 2008	62339	S...	...			\$30.80		
Oct 8, 2008	62403	F...	...			\$82.00		
Oct 8, 2008	62444	F...	...			\$30.80		
Oct 13, 2008	64032	J...	...			\$30.80		
Oct 13, 2008	64034	J...	...			\$158.80		
Oct 15, 2008	64469	S...	...			\$158.80		
Total Pending:							\$767.20	
Past Pending Commissions -- Due to be paid this period								
Sale Date	Order ID	Customer	Product			Amount		
Sep 7, 2008	55746	R...	...			\$82.00		
Total Past Pending Due This Period:							\$82.00	

2 Week Period

**\$1,316.32
In 2 Weeks**

Previous Period		Jul 16, 2008 - Jul 31, 2008				Next Period	
Commissions to be paid this period							
Sale Date	Order ID	Customer	E-mail	Phone	Location	Product	Amount
Jul 18, 2008	44431						\$11.98
Jul 20, 2008	44922						\$20.00
Jul 20, 2008	44927						\$19.60
Jul 24, 2008	46393						\$20.00
Jul 26, 2008	47041						\$11.98
Jul 26, 2008	47167						\$20.00
Jul 28, 2008	47507						\$11.98
Jul 30, 2008	40712						\$19.60
Total Earned:							\$115.54
Total Backcharged:							\$19.60
Current Earned This Period:							\$95.94
Pending Commissions -- earned this period but will be paid in future							
Sale Date	Order ID	Customer	Product			Amount	
Jul 18, 2008	44498					\$158.80	
Jul 20, 2008	44925					\$82.00	
Jul 22, 2008	45657					\$38.80	
Jul 22, 2008	45746					\$38.80	
Jul 22, 2008	45735					\$38.80	
Jul 22, 2008	45743					\$38.80	
Jul 22, 2008	45749					\$38.80	
Jul 23, 2008	46160					\$38.80	
Jul 28, 2008	47772					\$38.80	
Jul 28, 2008	47779					\$38.80	
Jul 28, 2008	47784					\$158.80	
Jul 29, 2008	48040					\$38.80	
Jul 29, 2008	48041					\$38.80	
Jul 29, 2008	48216					\$38.80	
Jul 29, 2008	48226					\$38.80	
Jul 29, 2008	48603					\$38.80	
Total Pending:							\$865.20
Past Pending Commissions -- Due to be paid this period							
Sale Date	Order ID	Customer	Product			Amount	
Jun 26, 2008	39580					\$158.80	
Jul 1, 2008	40717					\$158.80	
Total Past Pending Due This Period:							\$317.60

\$961.14 In A 2 Week Period

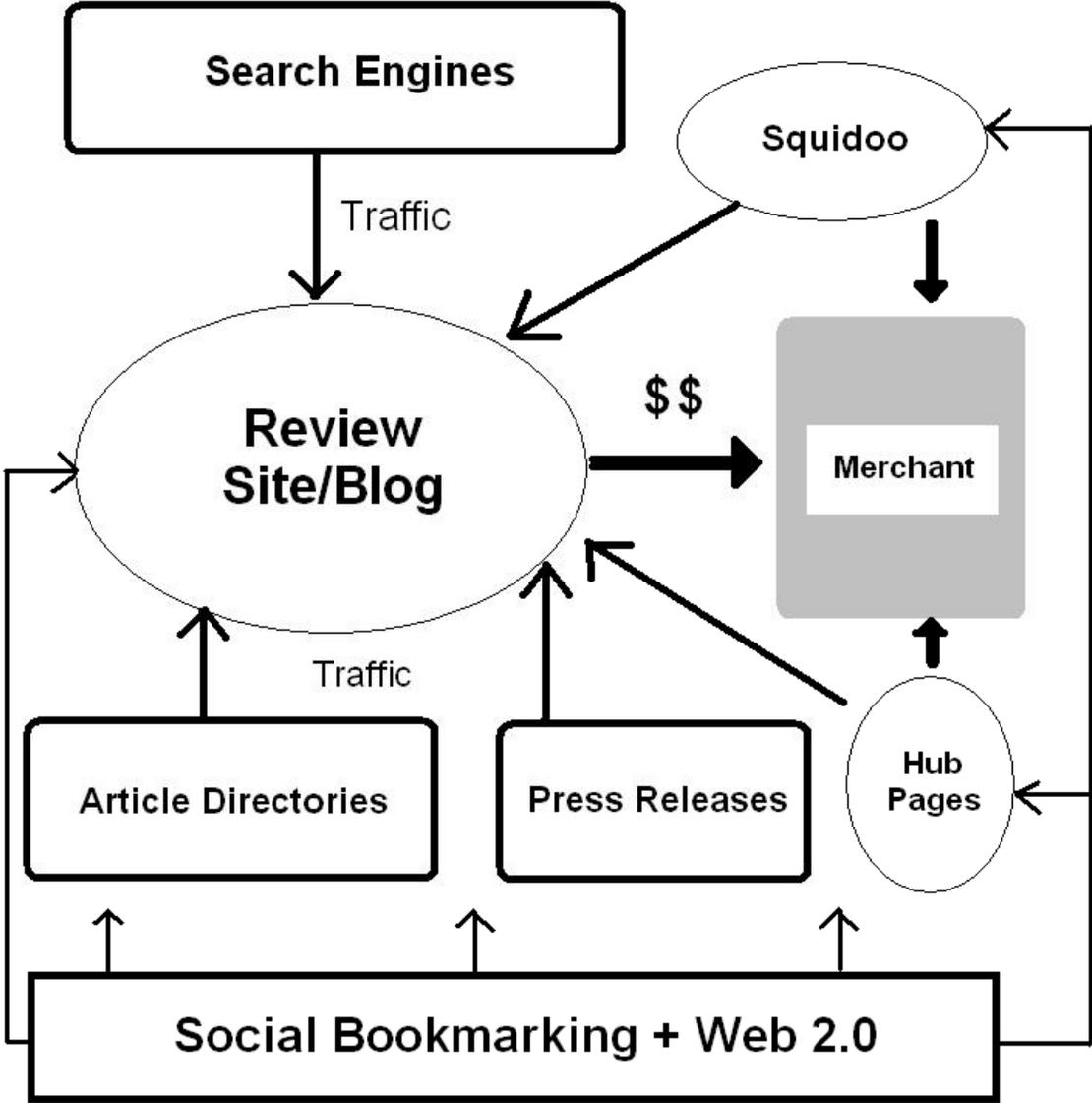
Back charged \$38.80

Now imagine if you can generate \$1,000 to \$2,000 with ONE website, imagine how many websites would you create? Even if it only generated you 20% of that income, would having an additional \$200 to \$400 per site sound like a good deal? Would you create a hundred of those?

I know I did, and you are going to learn how it is done.

How Affiliate Reviews Work

Affiliate Review Blueprint



Writing The Review

The concept for affiliate reviews is very simple.

Basically your goal is to pick a popular affiliate program or brand name and write a review about the product.

Here is an example of a review I've written on a popular blogging product. You can check out this sample over here at:

<http://www.squidoo.com/get-paidtoblog>

Your goal is to talk about the products in terms of benefits and **soft-sell the prospect to click on your affiliate link so that they will buy the product.**

Do not try and sell or hard-sell too much because the selling part is done by the merchant and not you. Your goal is simply to divert the traffic to the merchant and make money through your affiliate link.

Where To Host The Review

You can host your review page on a website, a blog, a Squidoo lens, a Hub Page, a press release, an article on an article directory.

Once you have your review page setup, you must drive traffic to your review sites.

There are a few venues you can drive traffic from:

- (1) Search engines (namely [Google](#), [Yahoo!](#) and [MSN](#)) – this should be your most important source.
- (2) Article Directories

- (3) Press Releases
- (4) [Squidoo](#)
- (5) [Hub Pages](#)
- (6) Social Bookmarks and other web 2.0 sites

Key Concepts Behind Search Engine Marketing

For Affiliate Reviews, Search engine optimization should work like this:

- You must leverage on a good **Domain Name** to get ranked easily
- You must **GET RELEVANT AUTHORITY LINKS**
- You must let the **domain age** before your rankings will become stable

Getting a good domain name is very important and I will elaborate on those further.

Besides getting traffic from directories and Squidoo lenses, you must make sure you get links from article directories, press releases, Squidoo and various web 2.0 sites to boost up your rankings for your main affiliate review site/blog. (Basically, getting links will increase your chances for getting a good ranking.)

Your search engine rankings will tend to fluctuate on and off, so the key to generating residual income is to add links every now and then and as the domain name ages (Google ranks older domain names higher), so will your site rankings stabilize.

Tools That You Will Need

You will be quite surprised to learn that there aren't many tools you will need to create affiliate reviews.

In fact, most of these tools are free and you can literally build an entire business using these free tools over and over again.

Key Ingredients

Affiliate review sites require the following ingredients:

- (1) A good affiliate program – preferably one with lots of demand
- (2) Good keyword research tools
- (3) A good domain name
- (4) Website templates or a Wordpress blog template
- (5) 10 to 20 articles on that particular niche

Optional Tools

These tools are optional and you can use them if you want to increase your sales

- (1) Affiliate banners
- (2) Bonuses or rebates for the affiliate product
- (3) Squeeze pages and autoresponders

Were you expecting more? Sorry to disappoint you ☺

Finding The Right Affiliate Program

How To Piggyback On Good Brands

The key to achieving success in affiliate reviews is to **promote the right brand**.

In any business, there are three ways you can generate money from a product. You can:

- (1) Build your own brand which might take YEARS to build. The good news about building your own brand is that you own total ownership of it, you get to collect all the money and your no one can take your brand away from your name – not even search engine fluctuations and even copycats.
- (2) Generating advertising money from people who are promoting that famous brand. Google AdSense is famous for that. All the publishers need to do is rent out their space, but you are limited in terms of earning as you can only earn around half of what the advertisers are paying.
- (3) This is the best way – generating 40%-75% commissions from affiliate sales without all the hassles of creating a product, outsourcing or handling customer support. You do not even need to build a brand because your success in affiliate marketing is more or less depending on the popularity of the brand – your role is to **DRIVE TARGETED TRAFFIC** for the merchant and you are all set.

No doubt, you might be competing against thousands of other affiliates, but once you know how to drive traffic, you can run your affiliate business on autopilot

and free up your time to do other things (like create a product or build MORE affiliate sites).

Your best bet is to **LEVERAGE** on the brand names of the merchant and promote the product by targeting the crowd that are ready to buy or those that have heard a lot about it and are sitting on the fence waiting for a third party to help them commit to a decision.

How To Hunt For A Good Affiliate Program

Here are a few methods that you can use to find a good affiliate program.

- (1) If you are promoting a brand in the Internet marketing (make money opportunities) niche, make sure you subscribe to **as many newsletters** as you can. Once you are on their mailing list, they will send affiliate promotional offers for you and you will get the chance to check out the merchant. Instead of buying the product, your job is to sign up as an **affiliate**.

Normally, you shouldn't have a problem signing up as an affiliate as people in the Internet marketing niche will always welcome new affiliates with open arms. If you can't find the affiliate page, try and Google the "Product Name" affiliate or affiliate signup. For example, if I'm promoting Private Label Rights Gold, I would Google "Private Label Rights Gold Affiliate" or "Private Label Rights Gold Affiliate Signup"

If you still cannot find the affiliate page, just do a WHOIS on the domain name of the merchant and Email them through their support and tell the merchant you would like to be an affiliate and they will even send you the signup page even if they sometimes insist it is a close-door affiliate program.

So now you have newsletters TELLING YOU where the good products are and merchants giving you access to signup for their affiliate programs.

- (2) If you are looking for a brand name in a particular niche, you can try and Google the niche followed by the search term “affiliate program”.

For example, if you are looking for products in the health niche, you can try a search phrase like “Weight Loss Affiliate Program” and BAM! A whole list of affiliate programs will appear right before your eyes.

- (3) Search around the blogosphere. Blogs are a very good place to see what people are promoting – all you need to do is click on their affiliate banners and see where they lead to – especially high traffic blogs.

If you want to search around for more popular blogs, you can use <http://blogsearch.google.com/> or <http://www.technorati.com> to find out what the most popular blogs are.

- (4) [ClickBank](#), [Amazon](#) and [eBay](#) are all good places to look for good affiliate programs. ClickBank virtually dominates the digital product arena – all you need to do is to do a simple search on their search engine and you will find what you want through the category, keyword, and sub-category. The key areas you should focus on are the gravity, total earned per sale, percent earned per sale and percent of sales by affiliates. These will give you good data.

You can apply the same principles when it comes to searching for affiliate products on Amazon and eBay.

Market Research

Targeting The Right Keywords

Once you have located the right affiliate program for your market research, the next thing you need to do is find the keywords that people are looking for on the Internet.

These 2 keyword research tools are your bread and butter:

- <https://adwords.google.com/select/KeywordToolExternal>
- <http://freekeywords.wordtracker.com/>

You need to use the keyword tool to determine how many searches there are a day for a particular word. It doesn't need to be a huge number. I've gotten thousands of sales from a keyword that is searched less than 50 times a day and the goal is to find the right keywords to go for.

Here are a few principles you must apply:

- (1) Never try and target single-word keywords or 'bad' keywords. Most of the time, they are far too competitive and you will get a lot of 'spill-over' competition from keywords that are not even related to your niche. For example: there is this designer board game promoted on the Internet called 'Puerto Rico'. It is one of the most popular games in the world, but it is impossible to target the 'Puerto Rico' keyword as it *clashes* with the name of the location Puerto Rico.
- (2) Try and filter out the keywords that will drive the right kind of traffic to your website. This plays an important role because if you try and target a keyword called 'free weight loss E-book', you will most probably get zero

sales because people are not willing to pay for anything. On the other hand 'buy weight loss E-book' would look like a better keyword.

- (3) Consider your competition. On Google, when you do a search for that particular keyword, you will find that there are only 10 results displayed for each search. If the first page of the keyword is dominated by a lot of high competition sites (sites that are heavily linked or sites with a huge Page Rank), you should consider other less competitive keywords otherwise you will be wasting your time or it will take months before your site gets ranked for that keyword.

For example, if you find that the first page is dominated with sites like Wikipedia or various authority sites, you will be facing very tough competition.

(For an explanation on how Page Rank Works, click on the link to learn more)

- (4) Once you have found the right keyword, you will need to register a domain name so that lend you strategic advantage when it comes to ranking. For example, if you are promoting a program called IM Guerilla, you can register the domain name imguerilla.org or imguerilla.net.

Direct domain names usually get ranked higher than most other domain names because Google considers these links as an authority. If all the direct domain names are taken, you can use dashes to register it. For example im-guerilla.com or i-m-guerilla.net. (Dot Com is usually the best preference and Dot Info is usually the cheapest).

(Note: I wouldn't recommend this tactic but if you are REALLY short on cash , the last resort is to use Blogger and register "product-name".blogspot.com. It is risky as you will not be sure what Google does with it but if you are just testing out, by all means go ahead.)

Getting Easy Traffic

No matter how you look at it, traffic is king at the end of the day. You can have the best looking review site in the world, but if you don't have traffic, your site doesn't do squat.

You do not need to be a genius at Search Engine Optimization (SEO) if you want to get traffic. In this case, Article Directories and Press Releases are your best allies.

Article Directory Submissions

You do not need to worry whether you need to get thousands of links or spend hours each day doing SEO.

The KEY is to be consistent and persistent in your submissions.

Here's how it works:

Write 10-20 articles for your niche. Some people might think that 10-20 articles is a lot of articles so they can try and go for 5-8, but I strongly recommend 10-20 because it will get you tremendous results. I will teach you ways how to get articles inexpensively later on.

So why 10-20 articles? Because to get traffic and links for your site, you must do it consistently and persistently.

Imagine if one article can bring you 20 targeted visitors a month, and you have 20 articles, that would mean about 400 visitors a month!

Out of 400 visitors, a good sales letter might convert 2% to 4% of those people into affiliate sales. So you might get around 8 to 16 sales (not including upsells, downsells and backends).

8-16 sales at \$25 affiliate commissions a piece would be about \$200 to \$400 a month. And the best thing about these articles is that they are there to stay and they do not disappear.

So if you want to increase the number of affiliate sales, just get more articles submitted! Even if you do not increase your traffic at the rate of your submissions, one thing is for sure, your traffic will definitely increase and so will your search engine rankings.

Once again, the goal is to consistently submit 10-20 articles every single month and you will increase your residual income over time.

Here's a tip on how to maximize your article directory submissions.

For each article, try not to submit to ONE directory but 5 or more directories.

Here are my 5 favorite article directories:

<http://www.ezinearticles.com/> (the best and the most traffic)

<http://www.goarticles.com/>

<http://www.articledashboard.com/>

<http://www.articlecity.com/>

<http://www.articlealley.com/>

Submitting Press Releases

Press releases are one of the fastest ways to get lots (and I mean LOTS) of quality traffic. The best thing about press releases is that they are either free or they are cheap.

As a matter of fact, you can even accomplish this with 10-15 minutes of work.

A press release is an announcement or a piece of news explaining about a product or a service.

Below are the exact guidelines provided by WebWire:

You must report in the “third person”. Just like a news release, a press release purports to report on an event, circumstance or occurrence by a third party. When writing a news release, be a reporter and report on yourself or your business.

Third Person Example: “According to John Doe, the next version of Webster’s Dictionary will include two new slang terms that were identified in his research as being part of ...”.

Inappropriate Example: “I, John Doe, was informed that the next version of Webster’s Dictionary will include two new slang terms that I identified in my research as being part of ...”

Press releases are most effective when they are under 500 words, generally two to three paragraphs, preceded by a clear and attention grabbing headline.

Remember, this content is intended to be use by the media, so be accurate and reasonable detailed.

For full guideline details, you can check out WebWire’s guidelines here at:

<http://www.webwire.com/FormatGuidelines.asp>

There are other press release services that will bring in a lot of traffic that I would highly recommend besides WebWire:

<http://www.imnewswatch.com>

<http://www.sitepronews.com>

<http://www.free-press-release.com/>

<http://www.pressexposure.com/submit/>

<http://www.prlog.org/>

Squidoo And Hub Pages

Besides your main review site or blog, you can increase your chances of getting traffic and scoring sales by putting up separate reviews on [Squidoo](#) and [Hub Pages](#).

Basically, you can treat lens and hub pages creation as some sort of blog, but with the power of added authority because Google ranks Squidoo lenses and Hub pages (just like article submissions and press releases) highly.

One thing very good about Squidoo is that it sends authority links. In other words, when you give a backlink to your main review site or blog, it will boost the search engine rankings or the page rank.

Hub pages on the other hand don't give any authority links (it uses no-follow) but you can still get lots of traffic from Hubs (some say more compared to Squidoo).

Social Bookmarking and Web 2.0

One of the advantages of using Social Bookmarking and Web 2.0 services is that they are user generated content platforms that contribute content that are wholly rated and dismissed by the users themselves.

What better way for you to promote your sites by submitting them yourselves.



There is this plug-in for Wordpress blogs called **share this**. You can download this plug-in here at <http://alexking.org/projects/wordpress>.

Even if you are not using a blog, you can take advantage of this list of Social bookmarking sites and Web 2.0 sites to drive traffic and give you links for your review sites/blogs and your Squidoo/Hub pages.

Here are some of the best sites that I regularly submit to:

<http://www.digg.com> (lots and lots of traffic)

<http://www.technorati.com> (Very good for blogs)

<http://www.stumbleupon.com> (Also another high traffic site)

<http://www.propeller.com> (A lot of SEO services use this to boost rankings)

<http://www.blinklist.com> and <http://delicious.com/> (tag and rate them)

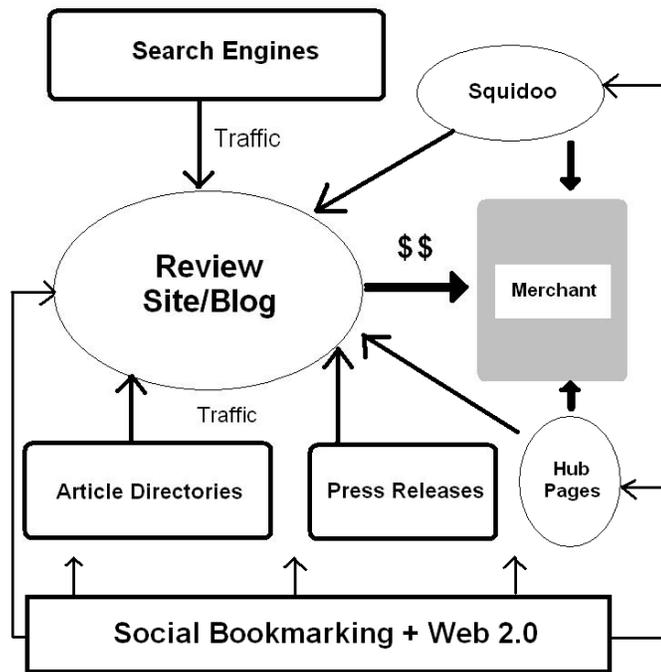
Keeping It Going

SEO Maintenance

If you notice your traffic slacking, you will need to do some maintenance if your rankings start to slip.

The easiest solution is to get more links or outsource the process.

Once again, the diagram on the left shows that search engine optimization and getting other sources of traffic is all about getting links.



All you need to do is create a network of links to solidify your site/blog's rankings. Make sure you have enough traffic sources and your commissions will keep on coming in.

Here are a few more tips or methods that I use to get links and traffic:

- (1) **You can create a separate review site on [Blogger](#) and [Wordpress](#).** You can build your own links to your sites but **MAKE SURE YOU DO NOT CREATE SPAM.** Write intelligent blog posts there and link wisely, do not cram a bunch of links there otherwise the hosts will crack down on you. Just treat them as another form of Squidoo.

- (2) **Save a few more articles for SEO purposes.** When you have submitted enough articles, you can stop for awhile but when you see your rankings start slipping, your articles can be used for submissions to keep the rankings up again.
- (3) **Outsource article writing to people.** You can get good writers at <https://www.getafreelancer.com/>. You can get articles written for as low as \$2 an article and rewritten articles for \$1 each. The best thing about rewritten articles is that you can write ONE good article and rewrite them 10-20 times (your cost is only around \$21) and they will serve as unique articles for you as well.
- (4) Digg, Blink, Stumble once in awhile. SEO work and building links is an ongoing thing. If you are worried that you are spending too much time building links and not making enough residual income, don't worry... compare it to a 9-5 job or sales and customer service, the only thing you need to do is add links every 3-4 months.

Conclusion And Summary

I will end this book by sharing with you this principle.

There is no such thing as getting results without working hard and working smart at the same time.

No matter what niche you are in, you need to 'do it' more than others. Regardless if you are:

- Building a bigger mailing list
- Building more links
- Building more relationships with JV partners
- Building more sites and blogs

You have to do it more than other people. So do not get discouraged if you don't get the results initially.

Just keep on, keepin' on! And you will get there eventually!

To your success!



Khai

Recommended Resources

Recommended Reading

[Niche Marketing On Crack](#) – how to turn your product ideas into highly profitable niche sites.

[Niche Marketing Insights](#) – 7 product creation ideas to monetize profitable niche markets.

Recommended Graphics

[Copy And Paste Graphics 2](#) – E-covers, buttons, headers and a shipload worth of million dollar graphics for your Internet marketing business.

[Copy And Paste Minisites](#) – get professional looking minisite templates to boost your sales and increase conversions

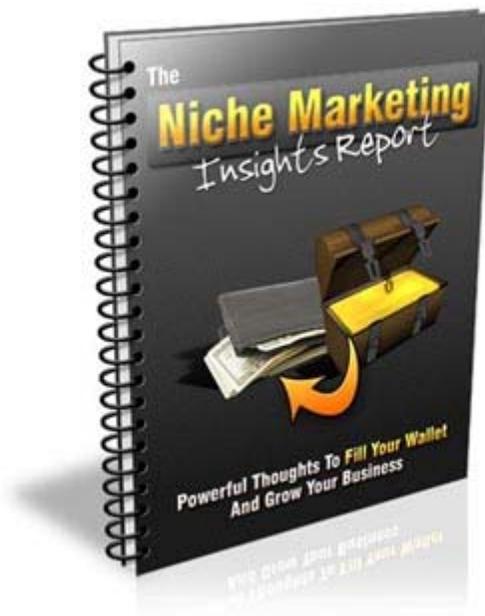
Recommended Scripts

[Smart Virtual Agent](#) – Increase your sales, conversions and profits easily with this simple script that you can cut and paste easily.

[My Viral Spiral](#) – Build your mailing list on autopilot using this script that practically doubles your list size exponentially.

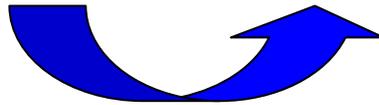
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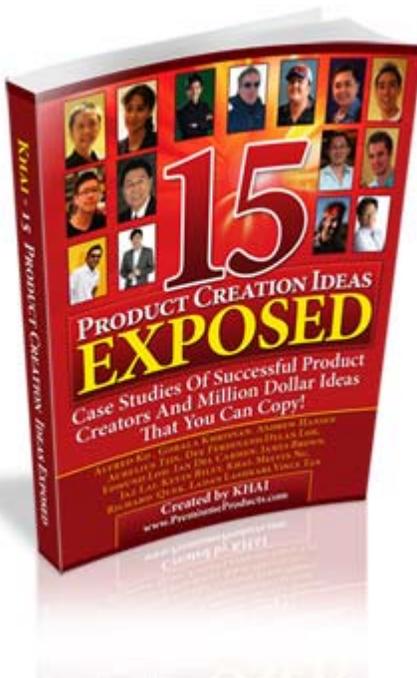


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