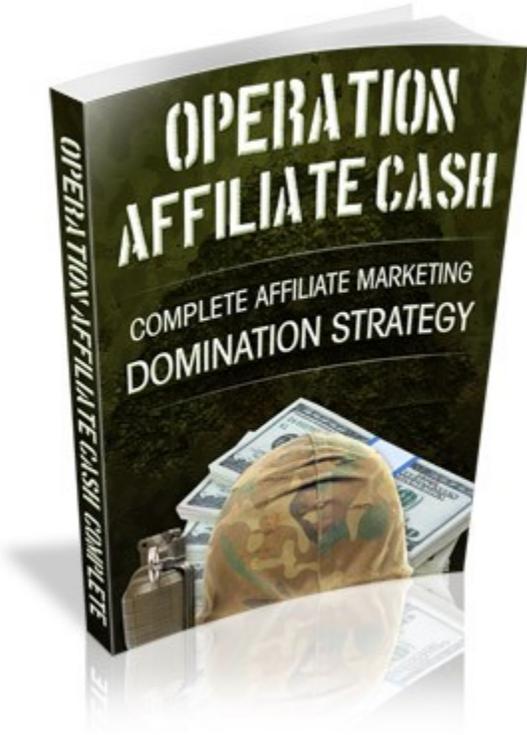


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# Operation Affiliate Cash



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## **Introduction**

Affiliate marketing is one of the most profitable business models on the planet. Many forms of affiliate marketing bring in 90-100% profit! There are very few business models with such high profit margins.

Promoting affiliate products can be done with little to no investment. There are resources available online that will enable you to start earning money in affiliate marketing, even if you don't have a penny available to invest.

We're going to go over many different ways of making money in affiliate marketing. We will include everything from free methods up to more expensive methods like pay-per-click.

You will be able to get started no matter how much money you have, no matter how much time you have available to start, and no matter where you live.

As long as you have access to a computer and an internet connection, you will be able to earn money.

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I should point out that you might have trouble in some parts of the world. There are some countries that are disallowed from joining many of the world's top affiliate programs, and even many smaller ones. Unfortunately, the countries that have an extraordinary amount of fraud are punished because of the actions of a minority of people.

If you are located in one of these countries, you may have to get creative. You might have to look around for affiliate programs that do allow your country. You may need to fax in identification documents or get references from other affiliate networks. You may have to contact various networks and ask for an exception.

There are ways to work around these country bans, but it won't be easy. It is definitely possible, but it will be a bit more difficult for you if you do live in one of these countries with rampant fraud problems.

If you don't live in one of these countries, you'll probably find that affiliate marketing is one of the easiest things you've ever done. A lot of

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people believe it's hard to make money online, but the truth is, they just don't know how.

If you know how to do it, it's actually much easier than you think. You can put up some pages and make money the next day in many cases. And this can be done even if you have absolutely no experience whatsoever!

And that's what you're going to learn in this book. I am going to teach you how to start from scratch, even if you know nothing about affiliate marketing, and start making money in very little time.

*So let's get started!*

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## **Choosing a Business Model**

There are many different business models you can choose from. You should choose the one that you feel best suits your experience level, talents, and abilities.

I am going to go over some of the easiest and most popular affiliate marketing business models, so you can make an informed decision about which one you would like to pursue. The first step in making money with affiliate marketing is to choose a business model and stick to it!

One major reason for failure in any business is jumping around and never finishing any one thing. It's important to choose your business model, create a plan, and stick to it.

You can always change your mind later and pick up something else, but it's very important to stick with one thing until it's finished before you move on to something else.

Let's say you decide you want to make money with PPC (pay-per-click). You can't put up one or two

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ads, then decide it's not working and immediately move on to writing a single article, then decide that doesn't work and move on to something else! You'll be spinning your wheels for a long time, never accomplishing anything if you do this.

Make a plan to stick with your business model for a certain length of time, or until a certain result is achieved.

For example, you might choose to try article marketing, and commit to writing 50 articles before you switch to something else. Or you might choose blogging, and make the commitment to keep making a post every day for at least 60 days before you try something new.

The point is to set yourself a goal before you start. Don't switch to something else until you've completed that initial goal you set for yourself. Even if you aren't seeing any monetary results yet, don't give up!

You should never give up on a business model until you have given it every chance to succeed.

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Sometimes you may discover that a particular business model just doesn't suit you, but you need to give it enough time before you make that decision.

Now, let's look at some common affiliate marketing business models that you can use to get started!

## **Blogging**

One of the most popular affiliate marketing business models these days is blogging.

You can get started blogging for free using a hosted blog solution like Blogger.com. I don't recommend this if you have the money to invest for a domain and web hosting, but it's a good way to get started if you don't.

Blogging requires you to be at least moderately skilled in writing. You need to be consistent, because you need to be capable of posting to your blog on a regular basis, at least once per week. One of the big secrets to success with blogging is to update often. Google loves fresh content, and they like to rank it high in their results.

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Posting regularly helps keep your blog fresh, and it will eventually help it rank well.

If you don't like to write, or if you don't feel you could be consistent enough to update regularly, blogging might not be the right business model for you.

### **Web 2.0, Bum Marketing, Article Marketing**

Web 2.0 marketing, also called bum marketing, uses completely free methods of making money. This is why it's called "bum marketing"... because it's done without money.

Basically, you write articles and submit them to various places that accept free articles. Then you can include your affiliate advertisements on those sites.

There are many different sites you can use this way. EzineArticles.com is perhaps the most popular. It is an article directory, and users can write articles and add them to the directory in order to have a couple of links in a box at the end of the article.

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This box, known as the "resource box", "bio box", or "author box", can house affiliate links (although you must link to a domain that is being forwarded to the affiliate link) or a link to a site you own. This site can be another web 2.0 site like Squidoo.com or Blogger.com.

You can also use the articles you write to make web pages on sites like Squidoo.com, HubPages.com, and Weebly.com. These sites are free to use, and you can use them to promote your affiliate offerings. They are a super way to get started if you have no money to invest.

### **Review Sites**

Review sites have been taking the internet by storm recently. They are a super way to make money with affiliate products, because so many people like to search for reviews of products before they buy them.

You will ideally want your own domain for this to give it more credibility. You might buy something like [www.CoffeePotReviews.com](http://www.CoffeePotReviews.com) if you wanted to review various coffee pot models.

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In order to appear completely impartial, you would want to give some models a poor review, others average, and only a few models a really good review.

Also, you'd want to be sure that you didn't give the most expensive items the best reviews. That would look very fishy to your visitors. The only way review sites work is if the visitor truly believes the reviews are impartial and unbiased.

### **Pay-Per-Click Marketing**

PPC marketing is a fantastic way to make money with affiliate products, but it does take a lot of thought, planning, and practice. It is very common to lose money for a while in PPC, until you learn how to set up profitable campaigns.

PPC takes quite a bit of investment. Although most PPC companies don't require you to pay up front, you will have to pay your bill in about a month.

If you don't pay, your ads could be suspended, and you could even lose your account and be banned for life.

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The problem is, most affiliate marketing companies won't pay you in time for you to pay for your PPC marketing costs. A lot of affiliate companies pay monthly, or even quarterly. The checks might not arrive before your bill is due.

Plus, if you spend a lot of money, sometimes the company will require you to pay for your clicks ahead of time. For example, if you suddenly ran up \$500 in clicks at Google AdWords, they might temporarily halt your ads until you paid for the \$500 you had already spent.

Considering that you could easily spend \$500 in a single day if you set up a lot of campaigns with large daily limits, you might lose your account long before an affiliate check had time to arrive in the mail.

For this reason, you should keep plenty of cash on hand to use to pay for your clicks if you want to use PPC.

### **Other Methods**

There are many other methods you can use to promote affiliate products. A lot of them require more

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experience and technical skill than the ones I've presented already.

For example, video marketing is one easy way to promote affiliate products, but not everyone has the technical ability to produce and edit videos.

Video marketing involves creating videos and submitting them to various video sharing sites like YouTube. You can create videos that review certain products, and then tell the viewer to visit a particular domain to get it. Then you can forward that domain to your affiliate link.

Overall, video marketing is a simple process, but learning to make the videos can be rather daunting for a beginner. It requires the use of special software that many people might have trouble learning to use.

You could also market products by setting up an entire price comparison website. You've probably seen those sites before, where you can see the prices at a number of different shops for various products. These can be very successful, but can also be time-consuming and difficult to implement.

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You could run a forum. Forums can attract large numbers of visitors who will return over and over. They will become loyal to the forum, and they will buy whatever is recommended.

But forums are complex to set up, frustrating to run, and very time-consuming to maintain. They don't make sense overall, unless it's something you're really passionate about.

As you can see, there are many, many business models to choose from. You have to find one that you really enjoy, and one that really works for you.

I've tried to limit the methods I've outlined here to those methods that most people could do, even if they were completely new to affiliate marketing.

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## **Choosing Affiliate Products to Promote**

Once you've chosen your business model, it's time to choose the products you wish to promote. There are millions of products available through a seemingly endless selection of vendors, so it can be hard to choose.

The first thing you should do is decide what type of products you'd like to promote. Different types of products will give you different levels of earning, different percentages, and other benefits or downsides.

### **Physical Products**

Physical products like books, computers, cameras, and clothes all have high overhead and low profit margins. On some products, the retailer makes only a very slim profit margin themselves, so they can't pay out a very large percentage.

You might promote a \$500 laptop, but only get a 5% commission on that laptop. That would be a \$25 commission. That's not exactly bad, but you might have made double or triple that amount if you promote a

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high-end digital product, like a training course that sells for \$495 and pays a 50% commission.

Physical products are generally easier to promote than digital products, because the perceived value is very visible. Since the product is tangible, it seems to have more value than a downloadable product that cannot be held.

Review sites work very well for promoting physical products. You can set up individual sites to review different products of a similar type, like laptops or digital cameras. You can then earn a commission on every item you sell through your reviews.

### **Digital Products**

Digital products have very high profit margins. Since they are downloadable, there are no raw materials, and there are no goods to purchase.

Once a digital product has been created, it can be downloaded over and over again. It's like a store having a magical machine that can spit a new laptop out of thin air onto the shelf every time one is purchased!

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Because of the nature of downloadable products, there is very little overhead. Many digital product sellers operate from a home office, and they have almost no expenses.

They may have to pay for the creation of the product, the website that sells it, and the sales copy. They have to pay for a domain and web hosting. And they typically have fees that are charged by their billing company. But aside from these relatively minor expenses, there are very few costs associated with selling digital products.

Because of these very high profit margins, digital product sellers often pay 40%, 50%, even 75% or more to the affiliates who promote their products! (Yes, that means the affiliates often make as much as, or more than the creator of the product.)

It can also be easier to sell a digital product than some physical products, depending on the type. In general physical products have a higher perceived value than digital products, but that isn't always the case.

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For example, if a product's sales letter does a very good job of convincing a visitor that the product has value, it can convert quite well.

It might be easier to get sales for a \$50 digital product with a great sales letter than for a \$500 laptop that many people might not be able to afford.

### **Recurring Products**

Recurring billing products are great to promote, because you can continue making money even if the sales stop coming in. Products like monthly membership subscriptions and monthly auto-deliver programs can bring you money every month, as long as the buyer stays a member.

Let's say you run a website. Your website gets a majority of its traffic from Google, and one day Google decides to drop the rankings of your site severely. You don't know why it happened, but you do know that suddenly your traffic has gone from several thousand per day to around 20!

*What would happen to your business?*

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If you were promoting physical products or digital products, it would probably destroy your business.

But if you were promoting recurring products, you would possibly have enough recurring income built up to help you out until the site recovered its rankings, or until you could get another stream of revenue built up.

There are many types of recurring products to promote. Monthly membership sites can be easy to promote, provided that they update regularly and provide outstanding value for the money.

Continuity programs can be very profitable. These are the programs where the person buys a month worth of something like diet pills or mineral-based cosmetics and then they are enrolled in an auto-delivery program. They are billed for a new shipment each month, and they receive the product every month without having to remember to order more.

Promoting recurring products is a very good way to build up an income that can continue coming in even if you have issues with your site, or if you take a

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vacation, or if you get sick and can't work for a while.

Just remember that the average length a person stays a member of a site is only about 2-3 months. That means you will start to lose income relatively quickly if something happens. Generally, though, it will give you enough time to get something else going.

### **Other Affiliate Models**

You don't have to promote specific products in order to make money promoting other people's products. There are some other models worth mentioning that many people find they do very well with.

Remember how we talked about pay-per-click marketing as being a way to promote affiliate products? Well, you can also run those PPC ads that other people place on your own websites and blogs and get paid every time someone clicks and ad.

The most popular program for this is Google AdSense. You just place a snippet of code on your

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website or blog, and AdSense chooses the correct ads to display by looking at the content on your site.

Every time someone clicks an ad, you make anywhere from a few sense to a few dollars. This can be quite lucrative, but it does require a rather large amount of traffic to be worth it.

CPA (or cost-per-action) will pay you not only when someone buys something through your affiliate link, but also for various other actions.

You might get paid whenever someone enters their email address to receive more information about a particular product. You might get paid whenever they enter their cell phone number. You might even get paid when they submit their zip code!

Generally, the more the visitor has to do before you are paid, the more you will get paid for each action.

For example, you might receive only \$0.50 each time someone submits their zip code, but you might get

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\$2.00 if they sign up for a newsletter or \$20 if they fill out an entire credit card application. CPA can be very lucrative, but it is also very volatile.

While you can use the same Google AdSense code on your site for many months without touching it, CPA ads can change often. An offer that is available at noon might be removed by 4 PM.

If you're prepared to keep a very close eye on offers and replace them whenever they change, you can make a lot of money with CPA. But I don't advise using CPA if you want to set up income that is mostly on auto-pilot.

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## **Setting Up Your Business**

Once you've chosen a particular business model and picked out some affiliate programs to promote, it's time to set the business up and put everything into action.

The process you use will be different based on the business model you choose. If you want to use web 2.0/bum marketing, you will simply need to set up pages at the various web 2.0 locations and link to your affiliate products.

Other methods will require more setup. For example, creating a website or blog will require you to purchase a domain name and web hosting.

Start by making a detailed, step-by-step list of everything you need to do. Try not to leave anything out. I will give you a couple of examples in a moment. You can use these examples as they are, or adapt and modify them to suit your business plan.

### **To Set Up a Blog**

1. Buy a domain name.

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2. Get web hosting.
  3. Point your new domain to your hosting, and set it up.
  4. Download WordPress from WordPress.org.
  5. Download the Platinum SEO Pack plugin for WordPress.
  6. Download a theme for WordPress.
  7. Install WordPress on your server.
  8. Upload and install the plugin.
  9. Upload and install the theme.
  10. Start blogging!

#### **To Set Up a Review Site**

1. Buy a domain.
2. Get web hosting.
3. Point your new domain to the hosting, and set it up.
4. Create a website with 5-10 product reviews.
5. Upload the site with FTP.
6. Start promoting the site.

You may add steps, remove steps, switch things around, or change things up. This is your business. You can adapt these in any way you see fit, because ultimately you need to be completely happy with your own business model.

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## **Getting Traffic**

Once you have your business model in place, it's time to start promoting everything. Some business models pretty much ARE the traffic generation method. For example, bum marketing can be a business model in itself if you promote affiliate links on your pages. But it can also be a traffic generation method of websites and blogs if you point your sites to other sites and blogs.

We're going to look at some ways to generate traffic. I am only going to cover FREE traffic methods here, because PPC marketing is a business model itself, and because most beginners don't really have a lot of money to get started.

### **Bum Marketing**

Bum marketing makes use of many free online resources for generating traffic. You can promote affiliate products directly with bum marketing, or you can send traffic to another website or blog. There are different types of bum marketing.

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Article marketing is the most well-known type, and involves submitting articles to online repositories known as article directories.

You can promote affiliate products directly with article marketing, but some of the article directories require you to use a domain name to forward to the affiliate link.

Using sites like Squidoo.com and HubPages.com allows you to get traffic from search engines based on their high PageRank and authority. The pages made on their servers can often get ranked higher than pages on a new domain, so they can make it easier to get traffic right away.

It's free to make pages on these sites, so if you're strapped for startup cash, you can just promote affiliate links directly. But it's best if you set up your own domain and point all of your pages to it.

The reason for this is that you don't want to spend so much time and effort building up an asset you don't own. You could build hundreds of pages on Squidoo.com, and they could either shut down the

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site or decide to ban you, and you would be stuck with nothing.

But if you spend that time promoting your own domain, you own it. As long as you control that domain, it is an asset that can keep working for you. Plus, you can easily sell off a profitable domain name later if you need cash. People generally won't pay as much for pages created on domains they can't control.

### **SEO**

SEO, or search engine optimization, is perhaps the most important way to get high-quality traffic. SEO traffic is usually very good, because people who are searching for something are often ready to buy.

Let's say you create a review site that reviews several popular digital camera models. Would you rather have a visitor who clicks a link from another website out of curiosity, or would you rather have a visitor who has searched for "buy X model digital camera"?

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The person who has searched for "buy X model digital camera" is almost definitely ready to buy, or at least researching a potential purchase.

But someone who clicked a link to your site from another site might not be very interested in digital cameras at all!

They may have clicked the link simply because they were bored, or curious.

Search engine traffic is golden, and it isn't as hard to get as you think. There is a plethora of SEO guides out there that claim to be able to tell you how to get #1 rankings and bring in a ton of search engine visitors. But the truth is, it's really not that difficult to get search engine traffic.

The most important factor in getting good search engine rankings is to create quality, unique content. It is certainly possible to rank well in the search engines with duplicate content that you've taken from article directories, or PLR articles you've downloaded, but it's MUCH easier to rank well with unique content.

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Plus, unique content can become a link magnet. If you create very high quality content, people will naturally link to it. Having plenty of high-quality, on-topic, natural links back to your site is crucial for SEO.

The next most important thing is to get plenty of links to your site, as I mentioned in the previous paragraph. Search engines see links as meaning your site is quality. Website owners don't generally link to sites they feel aren't good.

It's also important that the sites you get links from are similar to yours in subject. If you are promoting a site full of digital camera reviews, you would want links from electronic sites, digital camera sites, and photography sites.

You also want to use keywords to link to your site. Don't link the text "click here" to your site, but link "digital camera reviews". This is called anchor text, and it's crucial.

Next, you need to look at the title of each page. The title is in the HTML document, between the <head></head> tags. It looks like this:

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```
<title>This is the page title.</title>
```

The title of the page shows up at the top of your browser window when you visit a website, and it is also the next that is displayed as a link when your site is listed in the search engines.

**The title serves two purposes for SEO:**

1. It is very important to search rankings, because search engines assume that the title expresses the main point of a page.
2. It is what attracts visitors to click the link to visit your site when they see it in the SERPs.

Your title needs to contain at least one main keyword phrase, as well as be interesting enough to click. Your most important keyword phrase should be the first, because prominence is important.

Search engines assume that the keywords that appear earlier are more important. You need to have a different title for every page on your site, and that title should relate to the topic of the page.

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Let's say you have a site about dog training. Your home page title might be:

**Dog Training Tips | How To Train Your Dog**

Notice the pipe symbol (|) between the two phrases. This symbol is widely used by SEO experts to separate phrases. It's not known why, but it seems to improve search rankings.

*Other titles on the site might be:*

Housebreaking a Puppy | How to Housebreak a Puppy  
Teaching a Dog to Sit | How to Teach a Dog to Sit

You see how there are two keyword phrases there?

And there are variations that are different, but have at least one or two words in common. That helps improve relevancy, while also making sure you aren't over-optimizing your title.

These titles are also very clickable. They don't look spammy, or full of a bunch of keywords repeated over and over, and they tell a visitor

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exactly what they should expect to see on that page. If someone searches for "how to housebreak a puppy" and they see your housebreaking title, it looks like a perfect match to what they are looking for.

Even if they searched for "tips for housebreaking a puppy", yours would still appear to be very relevant.

**Other important factors in SEO include:**

1. Having keywords on the page. (But make sure you don't repeat the same words too many times. A density of more than 5-10% is too much in most cases. In some cases, you can go up to 20%.)
2. Keywords in the domain name.
3. Keywords in the URL.
4. Keywords in H1, H2, H3 tags.
5. Keywords in bold, strong, italic, emphasis, and larger size.
6. Keywords in on site links and off site links.

As long as your pages appear pretty natural, you won't have much to worry about. Just write as you

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would normally write, make sure your keywords are in your title, URL, and perhaps the domain name, and get keyword-rich links back from relevant sites.

### **Blog Commenting**

Blog commenting is a very good way to get traffic. It can be beneficial for two purposes. First, it can bring visitors directly from the links when they read your comment. And second, it gives you relevant backlinks to your site to help improve your search engine rankings.

The trouble is, many of your blog comments are NOT going to help your SEO. Most blogs, by default, make all comment links have the nofollow attribute. This means that when search engines come across the links, they do not follow them. In essence, they are ignored by search spiders.

There are blogs that do not have nofollow on their links. You can find directories of dofollow blogs in Google. You can specifically seek out these blogs, but make sure they are relevant. If you have a dog training site, you don't have to get links only from dog training sites, but you should

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at least make sure your links come mostly from sites that have to do with dogs, animal training, or animals.

When you post comments, make sure you put your URL in. You might also want to name yourself something like "Dog Training Tips" so that is the anchor text that links back to you.

Also, be sure to leave quality comments that actually mention something from the blog article. You want the blog owner to feel that you actually read their article and are leaving a real comment.

If you don't comment directly on the article, your comment might be deleted. This would mean the work you put into crafting it would be lost, so make sure you don't do anything to upset the owner. They are allowing you a free link on their site, so be nice!

### **Social Marketing**

Social networking sites like Facebook, and microblogging sites like Twitter offer you a world of new marketing opportunities. They have hundreds

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of thousands, sometimes millions of users that you can get in touch with.

But using social marketing is a delicate process. You have to know the rules of the various sites very well, and you have to be prepared to follow them to the letter.

It's a very poor use of your time to build up a large following, only to lose it because you broke one rule. You might spend weeks or months building up a large base of friends, only to find it wiped out overnight with no warning.

Some social networking sites are friendlier towards marketing than others. Facebook is pretty relaxed when it comes to marketing, as long as you stick to your own groups and profile. If you start spamming other people's walls and groups, expect to get banned.

MySpace, on the other hand, is notoriously picky about marketing. They do allow bands and celebrities to have profiles, but there are very specific rules regarding this type of activity.

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If you aren't careful with your marketing there, you can get banned very easily.

Basically, social marketing requires very little more than making friends. You get people to join your list of friends (also known as followers, buddies, and other terms, depending on the site) and then you interact with them.

You can tell your friends about your own site, but you have to be careful to do it in a way that doesn't seem spammy. You need to get personal with them.

On Facebook, you could make a group within your niche and then get people to join that group. Inside your own group, you can market in pretty much any way you choose.

On other sites, you have to be more careful. Don't send out mass messages. Only mention your site on your own profile and to people you know very well. Be careful!

You definitely don't want to risk losing your account over a silly mistake. Read the rules.

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Know the rules inside and out. Don't risk all the work you've put in!

### **Forum Marketing**

Forum marketing is, in many ways, more delicate than social marketing. Forums are usually owned by individuals or small companies rather than large corporations, like most social networking sites.

Because of this smaller atmosphere, it is much easier to be noticed, singled out, and banned. You have to be a lot more careful, because every post you make has the potential to be seen by every single member of a forum, not just the individuals on a list of friends or the people you privately send messages to.

These days, a lot of forums have limitations on how many private messages you can send in a certain time frame, how many posts you have to have before you can post in certain areas or send private messages, and other restrictions.

Forum spammers have become an internet-wide plague, and forum owners have had to institute some pretty strict rules to combat them. This makes it harder

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for the more honest individuals to market on forums.

In fact, many forum owners don't want any marketing of any kind on their forum. They may ban signatures completely, or they may decide to carefully monitor all signature links.

It's probably best to leave these forums alone completely. It is just too much trouble to try to circumvent their rules. So any forums that are very strict about marketing, you should probably just ignore them and move on.

Of course, sometimes the lure may be too great. In many cases, the forum may be the largest forum in the niche by far. In this situation, it may still be beneficial to post there.

If you could establish yourself as an authority figure on the forum, people would start asking you if you have a blog or website, and they will start to look for you.

You could make posts like this:

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"I have a ton of people asking this same question on my blog all the time, and I always tell them this..."

You see, you've mentioned that you have a blog, but you haven't given a URL or anything. Most of the time, this will either be allowed, or will slip under the radar. If there are no links or even site names mentioned, you usually won't have an issue.

Once you establish yourself as an expert, people will start to send you private messages asking where they can go to read your blog, join your newsletter, and find out more about you. This is perhaps the best way to circumvent any marketing bans.

In the event that signatures are allowed, be careful to follow any rules regarding them. Make sure you are in full compliance, and leave a very simple link to your site, using anchor text if possible.

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## **Viral Marketing**

Viral marketing, simply put, is the process of bringing in traffic by producing marketing material that will spread from user to user.

Viral marketing is usually very funny, exciting, bizarre, or in some way something to be talked about.

In order for something to go viral, it needs to be something that is actually so interesting that people will naturally want to talk about it. If people see it, and are interested, they will watch it and remember it. But it has to be something really special for people to talk about it and for it to spread.

Viral marketing is a great way to bring in traffic. It's also one of the most difficult to get right.

It can be very difficult to anticipate what will go viral.

Most viral campaigns are funny or shocking, because people love to make each other laugh or to surprise each other. People will email their friends new

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jokes, or videos that show something really hilarious or shocking.

They won't email each other an extremely well-written and informative article, unless it is very shocking or special in some way. They may read it and enjoy it themselves, but they aren't likely to email it to anyone else.

Setting up a viral marketing campaign that works requires you to really know your audience. You need to have your finger right on the pulse of the market, so you know what makes them tick.

There's also a little bit of luck involved with viral marketing. The conditions need to be right. What might become extremely viral in one setting might totally fizzle in another.

It's best if you get someone who is experienced in creating viral marketing campaigns to help you. Just make sure to ask for references and proof of past success before you agree to pay them anything.

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## **Guest Authoring**

Guest authoring is a bit like article marketing, but you write for popular blogs or websites instead of submitting to article directories. This benefits the owner of the blog or site, because they get free content, and it benefits you because you get the publicity and a relevant backlink. In many ways, guest authoring is much better than article marketing.

Although your articles will have to be longer and much higher quality than they would for article marketing, the backlinks you get will be much more relevant.

An article directory is usually very broad. There are niche article directories, but the vast majority of them are not tightly focused. They are often an amalgamation of practically every topic under the sun, which isn't brilliant for relevance.

But you can find blogs and websites that are directly in your niche to guest author for. This can provide you with highly-relevant backlinks, as well as recognition.

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If a site is very popular, well-respected, and has a lot of traffic in the niche, it could help add to your reputation within the niche if you guest author there.

If you want to guest author for a particular blog or website, you need to send them an email. You'll want to introduce yourself, give them a link to your site, and mention that you'd like to write an exclusive article for them in exchange for a link back to your site within the article.

You should also be sure to include samples of your articles. Either enclose some samples, or send them the URLs of some of your best articles. Let's look at a sample email you could use"

"Hello.

My name is Anne Vickers. I run the website DogTrainingOnline.com and am very interested in writing an article for your site for free, in exchange for a link back to my site at the end of the article.

You can see some samples of my articles here:

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<http://www.dogtrainingonline.com/housebreaking-a-puppy.html>

<http://www.dogtrainingonline.com/train-your-dog-to-sit.html>

I'm a big fan of your site myself, and I consider it one of the most authoritative sources on the subject of dog training, so I would be very excited to work with you.

If you would like to discuss this further, please contact me at your earliest convenience. I look forward to hearing from you.

Sincerely,  
Ann Vickers"

Basically, you want to stroke their ego, and let them know that this is to THEIR benefit, not yours.

While you are getting the benefit of the backlink and potentially some traffic and recognition, they are getting a very high-quality article for nothing. It's a win-win situation.

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Some websites will quickly jump at the chance to get a quality article for free. Others will feel you're a competitor who is trying to steal their traffic and will turn you down flat.

You may have to contact a number of different webmasters before you find a few who are willing to work with you. You will usually be able to find at least a couple of sites or blogs who will agree. If your article is particularly good and well-received by their visitors, the site's owner may invite you back. Sometimes you might even be offered your own guest column on the site.

You can weigh the opportunity versus the amount of work it would require to decide if it is worth it to you, but it's usually a good idea to accept, especially if the site is very well-known in the niche.

### **Other Traffic Methods**

You can get creative and hand out flyers, paste stickers on walls, leave business cards in books at the library or book store.

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There is an endless number of ways you can promote your website.

***Getting creative is very important!***

Spend some time drawing up a marketing plan for your site, then follow in through. Maybe you can come up with your own ways to get traffic that will put you ahead of the pack!

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## **Developing Your Plan**

Now that you've learned the basics of affiliate marketing, it's time to decide where you want to take it. Do you want to start out making Squidoo lenses or HubPages hubs for free? Are you prepared to jump in with both feet and get your own domain and hosting so you can start a blog?

It's time to choose your method and see it through. You need to plan every step of the way, and make the commitment to follow it for at least a certain time frame.

It may be difficult to stick to your plan at first if you happen to choose a niche or a product that doesn't convert well. It happens to all affiliate marketers from time to time.

Just stick to your plan and keep working and you will experience success. It's just very important to stay motivated and to be consistent!

Let's look at a sample step-by-step plan for web 2.0/bum marketing:

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1. Choose a niche.
  2. Choose a primary and secondary product to promote.
  3. Write 6 articles on the niche.
  4. Add two articles to a Squidoo lens.
  5. Add two articles to a HubPages hub.
  6. Submit two articles to Ezine Articles.
  7. Link to your primary affiliate product on the lens and the hub.
  8. Link to your secondary affiliate product on the lens and the hub.
  9. Link to your primary affiliate product and the lens on one article.
  10. Link to your secondary affiliate product and the hub on the other article.
  11. Repeat with other niches and/or affiliate products.

This is a very simple plan that anyone can follow. It lays out the entire process from start to finish. This is the type of plan you need to set for yourself.

After you've set up your basic plan, it's time to create your in-depth plan. This will include the

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niche, the topic of each article, the affiliate products to promote, image of the products, etc. It's vital to stay organized during every step of the process. If you allow yourself to become disorganized, you will start to skip around, and you won't be able to focus on the things that need to get done.

The lack of organization can cause some people to panic and give up entirely. Don't let this happen to you. Become a compulsive list maker, task master, and slave driver!

Remember, the only boss you have is you. If you can't learn to organize things and motivate yourself, you won't have much of a business.

Make detailed task lists for yourself, and cross things off when you've completed them. This will help show you how much progress you've made, in addition to keeping you focused and organized.

Don't forget, you can change your plans a bit here and there. Things don't have to be set in stone. But you should never switch to a completely

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different business model until you've given the first one sufficient time.

You need time to ease into things. You need time to get used to the system and learn it thoroughly. You need time for search engine rankings to take hold. You need time for traffic to start rolling in.

These things take time. You can't expect to start a new business and be making \$500 per day by the end of the week! Sure, it can happen, but it's rare.

Give it time!

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## **Outsourcing**

One very important part of building your business should be the outsourcing of tasks you can't do, or tasks that take you too much time compared to the rate of return.

For example, let's look at article writing. You can find someone to write articles for you for approximately \$3 to \$5 each. They won't be magazine-quality articles, but they will be good enough for most purposes.

Now you have to think about whether it is worth a small amount of money to you to write these articles. Would you rather spend your time writing articles for \$3 each, or would you rather outsource them and use your own time to do other tasks that might be more profitable?

If you're just getting started and you don't have a lot of money, the choice is probably simple. You may not have a lot of money to outsource. In this case, it's perfectly acceptable to do all of the "grunt work" yourself for a while.

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But if you have the money to invest in outsourcing, it just makes sense to do it. Your time is worth more than \$3 per article, is it not? Plus, you can get more done with a team than you can alone.

Let's say you can, if you push yourself really hard, write 15 articles per day. Even if you spend the entire day writing, all you can manage is 15 articles.

Remember, that's \$3 per article, so that's approximately \$45. Is it really worth it to spend your entire day on something that you could have outsourced for \$45?

Plus, you can only ever get those 15 articles done. If you hired 3 writers, you could have 45 articles produced each day, AND you could devote your own time to using those articles.

Instead of spending your day writing the articles, you could spend your time submitting those articles to article directories, making review sites, setting up blogs, or whatever else your business plan involves.

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You can, in essence, double or triple the amount of work you get done in a day just by outsourcing the tasks you can't do, don't do well, or could afford to outsource easily.

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## **Conclusion**

Affiliate marketing has the potential to make you a great deal of money. The most important thing is to choose a business model that you believe you can do well, and one that you can stick to.

Remember, Rome wasn't built in a day. Businesses aren't built in a day, or a week, or a month. In the offline world, businesses can take two years or more before they become profitable. Until then, the owner has to put in more and more money and more and more time until the business finally becomes profitable.

Most businesses fail within their first year or two. Their owners give up before the business even has a chance to succeed. You can't do that. If you want to succeed, you cannot give up!

Make your plan, stick to it, and see it through. Make a commitment up front to stick to your plan for a certain length of time or until you get a certain result.

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For example, commit to trying the plan for 60 days or until you've put up 20 articles on at least 10 different blogs.

If you stick to it, you will see results. And once you see those results, they will motivate you to keep going! And that's the key to true success and wealth. Be persistent!

Good luck!