

AFFILIATE WISE GUY

BECOMING THE DON OF AFFILIATE MARKETING



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WHAT WILL WORK AND WHAT YOU SHOULD FORGET ABOUT**ERROR!** **BOOKMARK NOT DEFINED.**

First \$1000 Day (Best Day Ever)

Blog by Jay Gumbs Premium 🚫 Last Updated on Oct 14, 2013



New Clickbank account. New niche. Record Day!

Period Ending	Sales
2008-05-16	\$1,593.30
2008-05-01	\$0.00
2008-04-16	\$0.00

Daily Sales Subtotals

Author: Jay Gumbs

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Success! \$292 Richer Today!

Blog by abigail11 Premium Top 200 🚫 Last Updated on Oct 09, 2014



Hello dear WA friends. I have to say it is very exciting when logging into one of your affiliate accounts and seeing that you sold a product where you make 50% commission. I sold one product and made \$198.50 in one hit and all together I sold \$292.48 worth of products! **YES!!!** You see with the right attitude and commitment towards your goals, you can and will succeed.

I did it and it is exciting to see these results starting to show in just 5 to 6 months of dedicated work and sharing my passion from the heart.

Author: abigail11

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Making Sure You Plan For Success



Getting affiliate links is the easy part. Having a place to host them—now that's a little more involved. Having a place to host them where people will convert to buyers—that's even more work. You need to create a place where people can find you, where they'll want to come for information or assistance, and where they'll leave only to go complete the sale (even though they may not realize they are 'leaving'). Nevertheless, it can be done. But before you do anything, you need to structure a game plan. You need to write

the plan that gives you all the potential for selling that you need.

But first, your plan

We won't go into detail about how and where to get an actual website—that's information you can find out easily enough and quite possibly already have. We'll throw out a couple of names like GoDaddy and HostGator, but also know that there are numerous hosts and website building templates ranging from the freebie that came with your ISP to being your own host. The only point you need to know is that anyone can build a workable, attractive website; and even if it's not the best looking on the block, if it's built so that traffic can come, they will.

What we want to focus on more is the structure of your website and/or websites.

First off, we'll talk about the individual sites themselves.

If you will be promoting more than one product—and to make money the way the Big Dogs do you will need to—each related group of products should have their own dedicated site; out of that group, you will focus on your one most promising product most of the time. This site doesn't need to be huge, it can be just a few pages in total—say between ten and twenty, depending on the number of products you'll be selling; but it does need to incorporate all the elements that will gain you attention from the search engines, and thereby from visitors and buyers (targeted buyers with a need!).

Eventually you will want to build a master website that directs to each of your smaller, product-focused websites. This will be the website you use to "clean-up" the rest of the traffic generated by the keywords you haven't targeted—those generalities that aren't necessarily on the verge of buying anything. But that can come later. First, build the sites that will sell and start making money sooner.

So initially, your plan will look something like this:

- Target markets and keywords
- Choose specific affiliate products
- Build a website around a specific group of products
- Build more product-grouped websites for each affiliation
- Create a master website that captures traffic, then links traffic to smaller product-specific websites

Let's try to put this into perspective and give you a real-world example.

Okay; let's suppose that you are selling fitness-related products—a variety of

sorts from body-building supplements to fifteen minute workout routines. The buyers who are looking for muscle-building supplements and powders could probably care less about your crunch-time workout videos. And you don't look like much of a reliable authority by just slapping up one ad next to the other. So you break down each of those product types into groups, and market five or six or so together on one website dedicated to each. So instead of having a catch-all website with fitness products, you have two dedicated websites that specifically serve the needs of the visitors ready to buy. You have

- A 10-20 page website selling body-building supplements, and
- A 10-20 page website selling workout videos for the too-busy-to-exercise crowd

Each site gives your buyers what *they* need—not what the *other* needs. After those sites are established and doing their thing, you can go back to that model of the fitness-products store, and create sections and virtual "aisles" that point to these smaller dedicated sites.

Now here we need to clarify a bit. This structure is one of the number-one things that Big Dog affiliates do, and small players do not.

What you will see many times is that small players collect a number of products, usually related, sometimes not even, and group them all on one website. They market their affiliate site as a sort of one-stop-shopping storefront for everything. And they create so much confusion and competition amongst their own affiliate products that they never maximize the potential of the sales traffic that is coming in.

What the Big Dogs do in contrast is start by focusing on the small sites. They build up products in a way that clearly sells each one. They create choice for buyers by comparing their own like-products against each other, so that whatever product is

chosen, the sale is theirs. Genius, yes?

Then they get the traffic going to and buying at those sites. Later on they'll build something more akin to the storefront, and link to these smaller sites when visitors click to learn more, just to clean up the rest of the lookers.

In the end, eventually anyway, both the Big Dogs and small-timers both end up with catch-all parent sites, but the Big Dogs have that added layer of sales protection that gives the customers what they need to make the sale, and also brings traffic in at both ends.

Now build it and they'll come

What you most need to know, then, is how to build that small-niche site.

To reiterate, the purpose of this site is to develop a very consumer-specific website that provides information and resources for the person who is looking to buy a product of this type. That's from the buyer's perspective. But you have search engines to please, too, so that content will need to do double-duty and also help you be found and ranked well for your target keywords and target audience.



There are two basic components to these small sites. Those are

1. Articles and buyer-centric information

2. Products

The pages of your website will be split amongst these two components. It probably should not be a straight 50/50 split. The division should be weighted more in favor of information than products. This will serve two purposes:

1. Information gives the buyer all the supporting information and details they need to decide to buy.
2. Information provides more feed for search engines so that buyers can find you.

However you decide to structure the actual website, it should have a simple division—information and products.

The product pages are simple. Create a page for each individual product that gives the specifics on the product (often the information provided by the affiliate). You need to give enough detail without overdoing it. Set up the product pages so that when the visitor performs the desired action—clicks a 'buy' button, or opts for a free sample or service—they are taken to the affiliate website, where they [hopefully] will order and purchase your product.

The informational pages require a little bit more work, but not too much. Each of these pages should host one piece of supporting information which helps your visitor decide to buy. It should be an article, product review, or product comparison. As you'll learn later, these are the things that will really draw the very specific and targeted *ready to buy* consumers that you want. This is the information that they are looking for just prior to purchase, and so it is the information that is most likely to net *serious* buyers, and not just curious visitors.

Back to our example, if we have five muscle-building supplements, we'll have five pages of products and perhaps ten pages with articles and comparisons. Use the

articles to address the concerns of people in the market for supplements, and include topics important to them. They might be side-by-side comparisons, reviews of specific powders, or topics such as "Five Tips for Building More Muscle."

Now you've given your already needy buyers the two things they need to decide to buy your products—additional information, and the place to make the purchase.

Tips for Tapping into Demand Markets



To be clear, these techniques can and do work to get you selling in any market, regardless of how in-demand and highly-competitive the market may seem at first view. You see, the key is not in going for the most popular traffic, but in the most *targeted* traffic.

You can, most certainly, gain enough ground in any high-demand niche market to make Big Dog kind of cash. First off, you're not looking to net every sale the niche makes, you're just looking to net a percentage that translates into steady income for you. In high-demand markets, even a small percentage of overall sales can be highly profitable.

But moreover, you—as opposed to most other affiliates out there—are targeting the *right kind* of traffic. You are using the less-often searched, but more productive keywords to get your traffic, and so you've already slipped in under the radar of everyone else who has cornered the big-time keywords (but are making few sales with them).

In internet marketing circles, this is what is referred to as riding the 'long tail' of keywords. For every top keyword, there are many more (hundreds more

sometimes) that are used by searchers and neglected by website owners because they are not the "best" way to draw in big traffic. But the key isn't quantity so much as it is quality, so for you that works just fine.

Basically, tapping in to the big-demand markets all boils down to this:

- Choose niches that have selling potential—not obscure interests where no one is buying (solve a need! Provide a product)
- Choose the products within that niche that are really selling and that meet the needs of your buyers
- Figure out what the top sellers of those products (your competition) are doing that serves the needs of your consumers; draft an outline of your target visitor
- Create product-centered websites to serve your target consumers
- Use the right keywords to attract the right kinds of consumers
- Create content that serves your audience, and also feeds the search engines

Follow this simple plan for tapping the in-demand markets that are selling and generating affiliate profits, and then you will be very well on your way to making money easily, just like the rest of the Big Dog affiliates do.

Get People To Buy

People often want to know— why does conversion matter? When in the end, conversion is all that matters. If your websites do not convert visitors into buyers, you're just not making any money. Period. Plain and simple. That is why conversion matters.



But to go a step further, conversion as it matters to you, the Big Dog affiliate marketer, isn't just about what one or two visitors do—it's about what the masses at your website do. For our purposes here, conversion really means what your site is doing as a whole. We can't reasonably expect that every visitor to your site will convert into a buyer (but wouldn't it be nice if we could!). You do need to know that overall, however, what you are doing on your site is working.

Conversion is about rates and statistics and *sales*, and unfortunately there are no real solid rules that apply. You cannot make sweeping judgments because the rules will be different for each and every product that you have. Each product and niche has its own set of needs.

What you can do is maximize the profitability of your site. The way to do that is to test and change and tweak your content and your website until you have gotten the highest amount of sales and profitability that you can. There are ways to do that, and that's what we'll talk about next, but by and large there is a definite element of

trial and error involved in converting website visitors into buyers.

In the end, we're left with exactly what we started with in answer to this question. Plain and simple, conversion matters because conversion equals sales. Learn the "art" of the conversion, and you'll have one more of the crucial pieces of the affiliate marketing puzzle.

How to make it Happen

First off, to understand how to make conversion happen, you have to understand your role in the grand scheme of things. Your role—your sole purpose for Big Dog survival—is to get your visitors to your parent affiliate's sales page—your merchant's sales page.



Many new affiliates, and indeed some seasoned affiliates who just don't 'get it', mistakenly think that their job is to sell the products themselves. Subtly, yes, in ways, that is true. But overall, that is not your job—the sales itself is the role of the product seller. What you need to do is warm your visitors up so that they can feel confident in taking that final step, and going on to seal the deal.

Again, this is where you need to realize that the merchant has done a lot of the work for you. They've constructed the sales pages and order processing mechanisms. They've written (or had written) the killer copy that will totally convince the buyer to buy. All they need you to do is get the seller there.

This is the part of the biz that is referred to as the 'pre sale' or 'pre selling'. This is the part where you work as the middle man—the liaison between the seller who has this great product and the buyer who really does want to buy, but needs that

added little push, or the point in the right direction.

An important thing to remember, too, is this—your readers are *busy people*. They, like you and everyone else in the modern world, do not have the time for extensive reading and research. That's why they're coming to you. They're hoping you've already done that for them. The lesson to take from that is that you should put up quality, product-supporting content, and you should make it valuable; but you should not kill your visitors with kindness. Make the whole process very easy.

- Give readers a piece of information they can use (a product review, a tutorial, et cetera).
- Show them that you understand their need (you identify with their problem, you see their need, you know how to fix it, you've been in their shoes).
- Point them to the place with the solution (link to your merchant's page).
- Let the merchant do the rest! (They've already done it anyway, why reiterate and waste your visitors' time?)

The whole process is done and over in about three simple steps. And out of those, the only one that really requires work is the providing of useful information—the converting part. You'll read more about some very specific methods for subtle conversions in the latter part of this chapter in the 'Tips and Tricks' section, but understand that whichever method you choose to use, it needs to fit within the needs and demands of the visitor's life. In other words, it needs to be simple, directed, and effective. And all the better if it is action-oriented. When people have to take an action (and we're not just talking about the action of buying), they feel they are being productive and proactive in fulfilling their needs, or solving their problems, whichever the case may be for your product(s); sometimes it could be both.

Focus is Everything



You've built your affiliate website and your pages for a reason. A very specific reason—to sell your targeted affiliate product! What is critical to your success as an affiliate—to barking with the Big Dogs, not just lapping up the trickle—is to stay focused on that central goal, that very specific driving reason for the very existence of your website.

To do that, you need to keep the eye on the prize, to use another cliché. You have to make your information and your product your number one focus; more specifically, the *only focus*.

All too often, affiliates are drawn by the prospect of easy money from simple to use monetization programs like AdSense or some such program. They'll fill up their sites with ads to make traffic-based money, *and they kill their chances at affiliate success!*

In effect what you accomplish when you fill up your conversion website with advertising and peripheral monetization strategies is inviting in all your competitors. Every ad or link that posts is one more opportunity for your crowd, which you've worked hard to get there, to leave and get consumed by the tangents. You drive your very own visitors straight into the waiting, wide-open arms of your competition!

Moreover, the inclusion of multiple ads and streams of information is down right confusing. You draw your visitors in with the promise of the information they've so desperately sought, and then you take them to a site so muddled with banner

ads and links that they can't tell which one is the piece they've come for. They become distracted and frustrated. And then they leave. They go back to their search bar to find a website that really delivers the goods.

Trust us when we say (and you probably know this just from being a web consumer yourself) that people have had enough of bogus sites that don't help them. They want the website that is straightforward, to the point, and helps them, rather than hinders them. They recognize the pretenders within a few seconds of landing on a site, and if you don't prove yourself to be helpful right away, they'll move on and not bother to scroll down for your article or product review to find out if it really is there.

How, then, do you create focus on your web pages?

- Stay away from advertising, monetization programs, and outward links that don't lead to your sales pages (at your merchant's site)
- Only include ads and links that go to your affiliate products (imbedded, naturally, with your affiliate ID so that the sale is credited to you)
- Feature your promotional material and one link above the fold of the page so that it is readily available (seen immediately by visitors when they land on your page) keep the focus on the solution your readers seek

Remember that this focus is about helpful content. This isn't the place for the hard-sell sales letter. Leave that to your merchant. This is the place for soft-selling; the kind of selling a friend of yours might do by suggesting something that's worked for him or her. Stay focused on your goal and focused on the product and solution at hand. By doing so, you'll help your visitors maintain focus, and move them on to where your real profits lie.

BECOME A \$UPER AFFILIATE



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