



# WORKBOOK



*"Let us show you how we select hot niches, build powerful web sites and drive highly converting traffic using email and other sources."*

# **Part 1: Research & Selecting a Niche**

Research and selecting a niche is one of the most important aspects of your online endeavors when it comes to running a successful campaign, business or strategy. The specifics of this are very obvious and easy to recognize, but the details of successfully researching and selecting a niche that you'll be able to enter and excel in often elude a great many people. So let's take a look at the many different aspects of both researching niches as well as selecting one(s) that will give you the best opportunity to succeed!

## **1.1 Finding Niches**

There's no set-in-stone way to find a niche, all you really have to do is just sit down wherever you do your deep thinking and think of some possible niches that you'd be interested in conquering. A good idea is to do your brainstorming on a piece of paper so that you can add a list of possible niches and circle or X them out accordingly, but quite honestly, whatever you feel most comfortable with is all good.

### **1.1.1 Particular Topic of Interest**

It's always a good idea to try and pick a niche that you are somewhat interested in. Working in a niche that you're interested in

provides many benefits that are really quite obvious. You should have a real zeal and desire to work on something that you're interested in, and usually – for most people at least – working on something that you're interested in really helps to make it all seem quite unlike “work” at all.

You should always keep in mind the monetization level of the niche that you're choosing and it is often wise to choose a niche on your list that you might not be the MOST interested in, but will combine to offer you the best chance at making some money. Go with your gut and don't think that you HAVE to choose a topic that you're interested in, although it certainly makes things a heck of a lot easier during those long and lonely nights of work. And that's always a good thing!

### **1.1.2 Trend in Society**

Many people go with trends in society while choosing their niches and this is certainly a very solid idea. However, you always want to make sure that the trend is going to have a fairly long shelf-life unless you see an opportunity to make a LOT of money in the short period of time that the trend is going to be hot within society.

An excellent, excellent resource for spotting trends that we'll talk about in the next section is actually Google Trends. It helps you spot trends in a vast plethora of different topics and subjects by allowing you to take a look at search totals for days, weeks, months and even years. They even have a section that helped track the flu virus based off of certain data used within Google Trends. But enough about that – skip to the next section (1.2 for more information about Google Trends).

### **1.1.3 Your Business**

If you already have a business then choosing whatever niche that it falls under is also a good choice. You can really break things up if you think and research hard enough and choose a bunch of different niches to target for your business if it is flexible enough. Be imaginative, think outside of the box and use an empathetic-like outlook to help you step into the shoes of the people you want to target and think about the types of things that would interest them. Going by-the-book and not breaking the mold is sometimes a good idea, but when thinking about niches to target, it usually isn't your best bet.

Use your imagination!

For instance, if you were a comic book company then you could try and target niches that comic book readers would like, such as superhero movies, video games, etc. There's a whole world of interlinked niches, but it's up to you to have the clarity to help pick the different ones that will be profitable for you to intersect.

### **1.1.4 Relevant Events**

Similarly to trends, relevant events can suddenly create a whole new niche where there previously wasn't even anything at all. Looking into the future is also a good strategy for relevant event type niche seeking, as if you look far enough ahead (and are patient and don't mind waiting) then you will eventually have a very, lucrative and large niche that could be all yours if you planned ahead of time early enough.

For instance, the whole Mayan 2012/end of the calendar type stuff is beginning to get a lot of attention, but there's been some people who've been hard at work making niche websites and products that will help fill that natural flow of interest and traffic once people begin to get more and more worked up about it. There's no need to look several years into the future or anything, but feel free to do so. Sporting events are also a great sub-niche of relevant event type research (think: World Cup soccer, Super Bowl, etc).

## 1.1.5 Popular Niches (Affiliate Niches)

Choosing a popular and/or highly competitive niche is like a two-edged sword. Meaning, the demand and sheer volume of potential traffic/customers/conversions is going to be there, but at what cost? If you're going to be going the PPC route than the price per click costs will likely be very high and if you are planning on going the SEO route, then odds are it's going to be a very, very tough climb up to the top of the SERPS.

Then again, you don't always necessarily have to be in the tippity-top of bidding or SERP ranking in order to reap the rewards of a hot niche. The choice is ultimately up to you, but if you're just starting out then it might behoove you to choose a niche that isn't very competitive and isn't going to have you competing with professional Affiliate Marketers for business.

But then again, that's part of the fun. No matter what you choose, it isn't going to be wrong. You just need to recognize the different difficulties that will come with certain niches that you pick. We'll discuss the different methods and routes you can take (PPC, SEO, e-mail marketing, etc) much more later on in this e-book. But start thinking now about whether or not you want to choose an obscure niche that won't be very competitive, or a super-competitive niche

that will have you competing with people who do this for a living and eat, sleep, and breathe working online.

## 1.2 Using Google Trends

Google Trends is an excellent resource that a ton of people don't even know about. Like we talked about earlier, it is an excellent tool when you're trying to research and select a niche and is arguably one of the best available tools that you can use out of everything available.

On the front page of Google Trends, there is actually something that lists the Top Ten trends (most searched keywords) for that particular day. While you'd certainly want to look at weekly, monthly and even yearly trends in an effort to research your niche, it is still a great place to look if you want to get some ideas and get your brainstorming session brewing.

You don't even need to type in any search keywords for Google Trends and can just go right below the 'Today's Hot Trends' and select 'More Hot Trends' to look at things for any given day, week, month or year. It's really just a wonderful resource that has to be experienced to be believed. If you put the research and effort into Google Trends, you will be well rewarded.

**1.2.1 [http://homebusiness.about.com/od/internetmarketing/a/google\\_trends.htm](http://homebusiness.about.com/od/internetmarketing/a/google_trends.htm)**

Google Trends isn't just a great resource for niche selection and resource – it works just as well to find lucrative keywords to use as part of your SEO or PPC campaigns. The link above discusses it more in great detail, but the most important thing to note is that you can do pretty much anything in regards to Internet/Affiliate Marketing or your home business with Google Trends.

It's not the end-all, be-all tool – but it is certainly very powerful and is always a great choice to start off any brainstorming session or research for practically any type of Internet business campaign.

**HOMEWORK:**

- Make a list of niches you'll be interested in getting into. Don't do so quickly, make a list that's brainstormed at first and then wait on it. Walk away for a bit and come back and look at the list again. Edit accordingly for a full 24 hours until you have at LEAST two niches you are seriously interested in tackling.

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## **Part II: Building Websites**

For whatever reason, people who've never built a website before seem to think that it's an incredibly difficult endeavor. To be fair, if you've never ever had any experience whatsoever with that much website building tools than it is difficult, but it certainly isn't rocket science. There's a ton of different tools and features available to people to make the entire process of building a website very streamlined, quick, easy and even painless.

We'll take a look at the basic things you need to know to build and set up a website in this section.

## 2.1 Signing Up Through Bluehost

One of the most important things you can do if you're building a website and plan to continuously build them – or even if you want to keep just a single website up – is to ensure that you have a good hosting service. There are a lot of different website hosts that are high quality, but at the top of the list – for a consistent period of time since their inception – is [Bluehost](#).

They offer wonderful customer service and most importantly, the entire process of setting up your website and keeping it up is so simple even a Caveman could do it! To get started with [Bluehost](#),

just [click right here](#) and enter the necessary information (name, e-mail address, etc).

## 2.2 WordPress Tutorials

Although the world of building and setting up websites was a relatively simple one before WordPress came along, it became incredibly simple, easy and fast once the website/blog software hit the market. If you've never used or heard of WordPress before, it basically is a service that allows you to add content and manage a website or blog in a ridiculously easy and simple interface. Once you use WordPress, you'll likely never try any other type of service or software to build websites ever again. It's seriously THAT good!

### 2.2.1 Installing WordPress (with 1 Click)

Thanks to the fact that you use [Bluehost](#) as your website hosting company, you can set up WordPress with a simple click of your mouse. Yes, seriously. All you need to do is head to the Simple Scripts section on your user dashboard and select WordPress, enter the necessary information and click install. That's it!

## 2.2.2 Installing and Activating Squeeze Theme

Once you have WordPress installed and are logged in, you can go ahead and get started with installing and activating your Squeeze Theme. The easiest way to do this is to get an FTP program (FlashFXP is a very popular and easy one) and get your FTP information (usually <ftp.yoursite.com> and then your WordPress user name and password for login) and connect. On the other side of the split screen will be files from your computer that you can upload to your site. You'll want to upload the entire Squeeze Theme folder into: `/public_html/yoursite.com/wp-content/themes/`

And that's it! Once you get everything uploaded onto your server you just go back into your WordPress dashboard, go under the Appearance tab on the left and then Themes and then click on the Squeeze Theme and then click activate.

That's it! You're all done!

## 2.2.3 Adding New Users

To add new users that can access your blog or website via WordPress, all you need to do is go under the left-hand menu to 'Users' and then select 'Add New'. All you need to do then is just fill out all the necessary information such as what you want the username to be, the password, the person's name, e-mail, etc. It's all very simple and is more or less self-explanatory the whole way through. Just one of the many reasons that WordPress is so incredibly popular and well-loved!

## 2.2.4 Adding & Activating Plugins

The same process that you used to upload the Squeeze Theme via FTP is used to upload plugins, unless you can find something from the WordPress plugin database, in which case you can just click install/activate and you don't need to do any FTP uploading at all. If you do need to upload a plugin via FTP though, you'd just upload it into the following folder: /public\_html/your-site.com/wp-content/plugins/

Told you WordPress was easy!

## 2.2.5 Adding Posts

Adding posts in WordPress is just as easy to do as everything else is. As soon as you're signed into your websites WordPress dashboard, you just simply need to turn your gaze to the left hand side navigational menu and locate (usually by default near the top) the 'Posts' section. Under this you'll want to click on the 'Add New' posts and you should be good to go.

Should you want to edit or take a look at the posts you've eventually accumulated, all you need to do is click on the 'Edit' section under 'Posts' and up will pop a list of all of your recently composed posts. That's it!

## 2.2.6 Adding Pages

Adding a page is just as simple as adding a post, except that you'll want to locate the pages sub-section of the left-handed navigational menu. As with the posts, you can choose to take a look at all of the pages you've made up until any given point by choosing the edit sub-option.

## 2.2.5.1 and 2.2.6.1 When to Use Pages/Posts

You may have already seen the 'Pages' section on the left handed navigational menu and perhaps wondered how the Posts differed from the Pages. It's really not all that different -- at least in how you actually put them together. Pages are usually for things you'd want to be included in a possible navigational menu -- such as a Contact, About Us or Terms of Service type page.

Posts are simply the different sub-sections of text that you want to appear continuously on the home/front page of your website.

## 2.2.7 Adding Images to Posts

You can add/input images into your posts or pages very easily using one of two separate ways. One is, while writing/editing/composing your post or page, you can choose the icon at the top (far left) and either link straight to an image URL or upload an image from your local computer (no FTP required). If you choose to mass-upload images that you know you'll be using in the future, then you can simply browse to the 'Media' section of the left hand WordPress navigational sub-menu and then click on 'Add New'. The 'Library' sub-option is basically the same as the 'Edit' sub-option on your

‘Posts’ and ‘Pages’ section in that you can take a look at ALL of the images you’ve uploaded onto your website server thus far.

## **2.2.8 Uploading Your Logo**

Uploading your logo is much the same as uploading any type of media, except on your Squeeze Theme options you can actually choose to upload it right there and have it placed in a prominent, logo-esque location.

## **2.2.9 Adding “Featured Images/Slideshows”**

Adding featured images and slideshows is as usually as simple as heading on over to your themes (hopefully the Squeeze Theme) options and adding featured images and/or slideshows right from there. We’ll talk more about how to do this from the Squeeze Theme in particular in a later section that’s devoted to specifically accomplishing things from within the Squeeze Theme.

## **2.2.10 Adding Widgets**

Getting to the widget section of your blog or website via WordPress is as simple as heading to the ‘Appearance’ tab on the left hand side

of the menu and then selecting widgets in the sub-menu. Once you get to the widgets section, you'll be presented with an 'Available Widgets' section on the left hand side and the actual widgets that you'll have uploaded to your sites layout on the right hand side.

Widgets can include everything from calendars to recent entries/ posts to a blogroll/links section. There's all sorts of different things you can place in your widget section and it's really up to you how you want to utilize them all. Some good ones to keep in mind are a search function, a post tags/categories cloud (displays all of the tags that you give to each of your posts/pages in a big bunch of tag keywords that is actually quite effective for SEO purposes), a recent posts section and an RSS feed subscription option.

You can also add straight text/HTML to your widgets section which ensures that you can place all sorts of advertising banners and Adsense type goodies to your layout as well. Use your imagination and only place things in your widget section that contribute to your bottom line. Don't clutter it up with unnecessary things just to have them there.

## 2.2.11 Adding Advertising Banners

Like we discussed in the previous widgets section, you can add straight HTML in order to add some advertising banners to your sidebar widget section in order to up your monetization value and also add some nice flare to your overall presentation layout.

All you really need to do is find whichever banners you want to add to your site and then get the HTML code needed to display them. Select the text widget option on the left hand side of your 'Available Widgets' and then just place in the HTML code given to you from wherever you got your advertising banners and you'll be all set and ready to roll (monetization-wise anyway!).

## 2.3 Generating Articles for Your Site

If you don't really care for actually writing articles and content for your website, there a variety of different services out there that can actually create content for you via some pretty nifty algorithms that are best used for SEO type purposes. Usually the content doesn't make TOO much sense, but it makes enough sense so that you can just add original, somewhat sensible content to your site as often as you want. One of the best and most respected of content generators

out there is called 'Caffeine Content' but there's many more if you put the time in to do a quick Google search. But Caffeinated Content is definitely one of the best if you're looking for a high-quality place to start.

### **2.3.1 Finding Writers (eLance.com)**

If you'd prefer to get some content that actually makes sense and you possibly need to help with conversions and whatnot and STILL don't want to do any writing or work at all, then ELance.com is a great place to find some really great freelance writers at fairly reasonable prices. You'll get what you pay for in the most part, but you can definitely find some real gems – particularly for freelancers who're just starting out and are looking to make a name for themselves.

As with many other things, you'll get what you put into it time wise for the research, so don't be afraid to really dig and look for some high-quality authors at really great prices.

## 2.3.2 Creating “Author” Accounts for Your Writers

As we discussed earlier in the creating user accounts section, all you really need to do to create an author account is just select the new user as being an author account. The benefits of having your new users as author accounts are numerous, with the biggest feature being that you can customize it so that all of the content that they upload will only be uploaded to the site if you authorize it. Or if you trust them enough, you can enable them to post their content to the site immediately upon uploading it – the choice is yours.

The real benefit of having author accounts though is that you can keep track of all of the different things posted and this really comes in very handy when you have multiple authors posting all sorts of different stuff. You’ll be able to view a list of their created content so that you can keep track of their quality and also how much they’re writing. It really makes managing a large team of writers/ authors a whole lot easier.

### **HOMEWORK:**

- Go and sign up for a WordPress account and quickly get something thrown up so you can browse around the dashboard. Have an Internet–stroll around and get yourself

familiar with the left-handed navigational menu. How is it broken up? Where would you need to head here for certain things you wanted to do? Get as familiar and comfortable with WordPress as you can – you two are going to be VERY close in the near future! ;)

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## **Part IV: Driving Traffic**

Without people going to your site, it is usually going to be a given that you will make absolutely no money from it. This is an issue that every new website faces, how to get your website seen and popular so you can then later work on making money off of this traffic. Pay per click, or PPC is a popular means of achieving traffic quickly.

## **4.1. How to drive traffic with PPC**

To actually start getting people to your site using a PPC method you are going to need to select a PPC ad network, a company that will show your ads to users and for every time someone who sees your ad and clicks on it, then you just pay a small amount.

### **4.1.1. Yahoo**

Yahoo has been around since 1995, so they definitely have a decent market share and access to a lot of websites that you can show your advertisements on. You can also have your advertisements shown in Yahoo's search results pages and can sign up for Yahoo Search Marketing right over here at this link:

<http://sem.smallbusiness.yahoo.com/searchenginemarketing/>

### **4.1.1.1. Selecting Keywords**

Choosing keywords is what allows Yahoo to target your ads. Without keywords your ad would be displayed to anyone and everyone. This would be bad as you would most likely be showing your ad to people who aren't interested in your website. Yahoo has a nifty tool that will help you select keywords that are targeted to your site. You simply add the URL to your site, and Yahoo will scan your site and then show you relevant keywords that you can select.

### **4.1.1.2. Bidding On Keywords**

Your next step is to bid on your selected keywords. First you will set a daily spending budget. This is the total amount of money that you are comfortable spending each day for advertising. You can change this later if you would like. After you enter that amount in, Yahoo will estimate how much you should bid per click. This is how much you are willing to pay every time someone clicks on your ad and goes to your site. It will also show you an estimate of how many clicks you might get a month, and how much you would spend total for the month. Feel free to play around with the daily spend budget

and the maximum bid to find a good amount of daily clicks for your budget.

## **4.1.2. Google Adwords**

Google is the search engine powerhouse. It has the dominant market share in PPC search advertising. They have a greater reach to internet users than any other PPC advertising network. This is good for you to access the most people possible.

### **4.1.2.1. Selecting Keywords**

Selecting keywords is quite the same with Google as it is with Yahoo as Google will scan your site and offer you suggested keywords you can select. You can also use Google Adwords keyword tool here:

<https://adwords.google.com/select/KeywordToolExternal>

### **4.1.2.2. Bidding on Keywords**

Aging this is much like Yahoo, you enter in the maximum amount you're willing to spend each day, and then how much you're willing to spend each time someone clicks on your ads, Google will then estimate how many clicks you can expect to see each day. Feel free

to adjust each of those bids to find a number of clicks you are happy with, while still spending an amount you are comfortable with.

## 4.2 Building a Facebook Fan Page

Creating a Facebook Fan Page is very simple and could mean a slew of free traffic for you down the road as you garner more and more fans through different methods of advertising. All you need to do is head on over to <http://www.facebook.com/pages/create.php> and fill in the necessary fields. It's pretty much the same as making a Facebook profile page, so if you're at all familiar with Facebook stuff then you should have no problem at all.

Even if you aren't familiar with Facebook at all, it's probably even easier than WordPress in terms of how quickly you can pick up on things and the like. No need to worry at all!

## 4.3 How to Optimize Your Onsite SEO

On-site SEO is defined as anything that you can do that can improve the chances of the search engines finding your page and more importantly, knowing what that page is all about. There are several

things that you can do to improve this, with the first being to change your permalinks from date cataloguing to including the post title. We'll talk about that more in a moment however!

Other on-site SEO includes editing your page title and page description, which is something you can do below every post or page that you create in WordPress as soon as you get your All In One SEO Plugin that we'll talk about in a bit below all set up and activated. The page title is the title that you would see in Google should you search for keywords related to your site while the description is exactly that – the description that is given under the page/post title.

You're obviously going to want to pay attention to what your potential customer is going to be reading, so always make sure you give your pages and posts a catchy title with an even catchier description.

### **4.3.1 XML Sitemap Generator Plugin**

The XML Sitemap Generator Plugin is incredibly important for you to get activated immediately following the creation of your blog or website. This is because the sooner you get a sitemap up, the

sooner and more easily you're going to be indexed and crawled by the search engine spiders – and while being indexed and crawled by search engine spiders doesn't sound like the most appealing thing in the world, we can promise you that it's a good thing!

### **4.3.2 All in One SEO Pack Plugin**

In addition to the XML Sitemap Generator Plugin, the All in One SEO Pack Plugin is another plugin that you'll want to be activating immediately following one of your web sites creations. It will allow you to effectively and easily edit and tinker with all sorts of wonderful SEO type options for your website and is essentially an absolute must if you're interested in a healthy, long-term SEO life for your website. It's not as important for your PPC affiliate marketing campaign type websites – but even then, it can't hurt to have it on there and get the best of both of the PPC and SEO worlds.

### **4.3.3 Optimize Your Permalinks**

Optimizing your permalinks is an incredibly important step for you to take if you want to get the most out of every single one of your posts in terms of them being indexed effectively. You can

accomplish this quite easily by navigating the left hand sidebar all the way down the list to 'Settings' and then click 'Permalinks'.

You're going to want to select the 'Custom Structure' and then use something along the lines of `/%postname%`. You could actually use something else ahead of that which describes your overall site content, for instance, if you had an MMA related site you could put `mma/%postname%` and be graced with some really nice SEO targeted permalinks with every post!

## **HOMEWORK:**

- Map and/or diagram out what exactly your primary strategy will be to drive traffic for the very first site you have in mind to create. How are you going to be effective with what you chose? What are your first-shot ideas at how you can make the most out of whatever traffic option you're using?

# **Part V: Building and Managing your List**

One of the most underrated ways to make some serious money with Internet/Online Marketing is to build and manage multiple (hopefully) lists of e-mail addresses that you can use to send out affiliate offers in an effort to make money. Unlike with trying to gain affiliate commissions via a landing page or direct linking, marketing directly to your email list is often a lot easier because (again, hopefully) your e-mail list is super-targeted and directly related to the offers that you're promoting to them.

## 5.1 Signing up with Aweber

Signing up with [Aweber](#) is about as simple as signing up for anything else and there are three different options you can use pricing wise when you sign up. You can start a trial account for your first month for just \$1 and have each month be billed as \$19 recurring, you can pay \$49 up front and get three months of service (saving \$8.00) or you can pay \$193.80 up front and get 12 months of recurring service (saving yourself about \$34.20).

There some pretty cool and flexible options because you don't have to invest hardly any money at all to just try out [Aweber](#) for \$1, or if you already know the power that it can give you and know you'll be

subscribing for many months anyway, you can just go and pay upfront for a certain amount of months and save some money. You can sign up over at [Aweber](#) to take advantage of this awesome \$1 trial offer while it still lasts.

## 5.2 Getting Started with Aweber

Once you get all signed up and subscribed with [Aweber](#), you'll be ready to navigate the menu for the first time – which is really quite simple. The navigation tabs listed at the top consist of Home, My Lists, Messages, Subscribers, Web Forms and Reports. There are sub-menus under each but primarily, the navigational tabs are pretty self-explanatory.

[Aweber](#) conveniently provides a getting started guide on their website to get people up to speed on the different aspects they'll be using with [Aweber](#) and what exactly they'll need to do in order to get started and do so on the right foot.

### 5.2.1 <http://www.blogemailmarketing.com>

The [Aweber](#) Getting Started Guide can be viewed either online at the URL above or via downloaded .pdf which can actually be printed out for much easier viewing. The Getting Started Guide covers the navigational menu, how to set up your list, writing your messages, publishing web forms and also includes an appendix how-to that details confirmed opt-ins and importing a list of subscribers.

## 5.3 Creating Your First List

Once you're ready to create your first list, you should head over and hover over the 'My Lists' tab and click on 'List Settings' first. Once here you can set a description of the list and give the list a name. The next step is the Company Branding option where you will be able to set a signature of sorts (but at the top) where you can place your company/business/website name and certain information that you want included. This section includes your company name, your website URL, your logo URL and your divider HTML color.

The last thing you need to set up is your reply address which is whichever email you want your email subscribers to reply to if they select to do so and also what the email address will read in the 'From' section of the emails that you send out.

## 5.4 Creating Your First Squeeze Page

Your squeeze page is going to be the most important factor in how you acquire e-mails for your lists. The term squeeze refers to the fact that you want to design it so that you'll squeeze the person who's on it right into opting into your list. There's many different ways to increase the odds of people opting in, with the most important one being to offer some pretty good value for the reason that they'll be giving you your email address.

This is accomplished by basically playing up your expertise in whatever subject it is that they'll be subscribing for or even by offering an incentive for them to opt-in to your list that we'll be talking about later.

The key to a good squeeze page is to make it short and sweet and free from any other distractions OTHER than the fact that the surfer should opt-in to your list. They should want to opt-in so badly that they would opt-in twice if they had to. The acronym AIDA should help you very much so in designing the overall layout of your squeeze page.

AIDA stands for Attention, Interest, Desire, Action and you should follow them in that order going downward on your actual squeeze page. At the top, you want to capture their attention and keep them from x'ing out the website window. How you do this is up to you, but you can use bright/contrasting colors, a catchy headline, or any other thing that you think will effectively capture the attention of the person you're trying to get to continue to read your squeeze page.

After you've successfully captured their attention, you're going to want to hold their interest. You can usually do this by asking them questions like, "Do you wish you had a go-to resource for all of the difficult questions you have about <insert your niche topic here>?" or other similar things. You can also accomplish this by building yourself up as some sort of expert in the field and assuring them that you know what you're talking about. Even if you don't, it's okay. Just make them think that you have their best interests in mind and act like you have all of the knowledge that they need.

The next step of AIDA is Desire and this is directly linked to the Action step. You need to invoke in the person on your squeeze page the desire to go ahead and give in to the action of actually opting in to your email list. Again, promising them that you're a leading guru in the information sector of your niche industry is a good start, and

this is a perfect place to insert some kind of incentive for them to sign up (which we will go into great detail in the section down below).

The last step is the Action step and just like the name implies, you want the person on your squeeze page to take action – with that action being to opt-in to your list. That’s it! It’s not too complicated really and the more squeeze pages you make, the better you will get at it. It’s also a great idea to split-test several different squeeze pages using different tweaked methods of the AIDA acronym in order to see what works best. You’ll soon see that split-testing is an absolute must in the Internet/Affiliate Marketing industry since it allows you to cut back on advertising costs by only paying for things that are proven to be successful. So starting to do this with your squeeze page is definitely a good idea!

## 5.5 Using an Incentive to Increase Opt-In

Using an incentive to effectively increase your opt-in frequency is a fantastic idea and really requires but a minimal amount of work. Something as simple as a 3-4 page e-book about the basics of something useful of the niche topic you're targeting should work just fine, but the more work you put into the "freebie" you can give out as an incentive for people to opt-in to your list, the better frequency you're going to have.

Somehow striking a deal with a service or software in your niche topic with a coupon or something related should they choose to opt-in could also work. The possibilities are really just endless and you can really use your imagination with this one. Just ask yourself, what would you want for free if you were the type of person you're targeting to opt-in to your list? What would be a nice little incentive to go along with simply typing in their e-mail address and subscribing to whatever it is that you're squeeze page is offering your e-mail list to be?

Don't over-complicate things and don't think that you need to make a ridiculously long e-book or incredibly expensive "freebie" in order

to get people to opt-in. All these people are giving you is permission to send them an e-mail – they’re not actually buying anything from you or anything – at least not yet! So keep it simple if it’s your first shot at giving something away as an incentive to opt-in to your list and branch out with more complicated and lucrative ideas from there in the future.

## 5.6 Building a Set of Sequential Autoresponders

If you’re not aware of what sequential autoresponders are, then you’ve been missing out. In regards to e-mail marketing, sequential autoresponders is basically a way to set up a certain amount of e-mails to be delivered at certain intervals after the first one is sent. This is effective and a great idea because many studies have shown that the more contact a potential customer or conversion has with you or your autoresponder, the more likely they are to buy!

Setting up a set of sequential autoresponders with [Aweber](#) is incredibly simple and basically just requires you to head on over to the messages tab on your [Aweber](#) dashboards navigational tab and selecting to set up an autoresponder with multiple messages. That’s it!

How long you want to set each sequential message is up to you, but you shouldn't wait too long or too little in between each message. For instance, you wouldn't want to send a second e-mail following up and seeing if they got and understood the first email a mere two hours after they received the first e-mail – just the same as you wouldn't want to wait three weeks to send the same message about the first e-mail that was sent out. Use your better judgment and more importantly, your common sense.

It can't hurt to do a bit of research on the topic, either! There's a vast plethora of different studies that specifically aim to understand the best times to send these types of things, so take advantage of the vast world of the Internet we have and get yourself-a-researching! Your wallet will likely thank you for it... if it could talk, that is...

## **5.7 Using Blog Broadcast**

Sending your blog articles to your subscriber is definitely a good idea, ESPECIALLY if you got them to opt-in to your list on the very

same blog you'll be sending them updated posts and articles about. Setting one up with [Aweber](#) is also incredibly simple!

Merely go to your blog's broadcast page, click create blog broadcast, do the necessary scheduling and then choose whether you want to send automatic or manual blog updates. And that's it! Who said Internet/Online Marketing or even [Aweber](#) was any hard, huh?

## 5.8 Tracking Aweber conversion

Tracking something as complex as conversions for an opt-in campaign would normally sound like a pretty complex and difficult thing to do, but with [Aweber](#), it's really just as simple as publishing either the Javascript or raw HTML code onto the page that you'll be using as the opt-in page.

From there, all the stats related to conversion percentage in terms of whom opts-in to your list and who does not will be displayed from your [Aweber](#) dashboard page. Yes, seriously!

## 5.8.1 Split Testing

Split-testing is a very important thing to do in all areas of Affiliate/ Online Marketing and it's no surprise that you can do so with [Aweber](#) as well.

After you've created one opt-in form, simply create another (or as many as you'd like to create) and then scroll down to the end of the Web Form page of your [Aweber](#) account. From here, you can enter a specific name of your split test and more importantly, display a probability for each of your forms. With this, you can set the percentage (out of 100 for all of them) that you want to display each page when a web surfer goes to your opt-in page.

For instance, if you had four different opt-in pages that you wanted to try out, then you could equally set each one at 25%, or if you were still working and editing two of them, you could set the two you want to display at 50% each and then set the other two to 0, which will effectively eliminate it from being displayed until you set it to an actual, positive (more than 0) percentage number.

Split-testing can often mean extra work for you at the end of the day, but it is so ridiculously important that you'll seriously want to implement it into EVERYTHING that you're doing to make money online. Knowing what works more than something else is just such a valuable piece of information to be aware of, and it can really improve your ROI% exponentially if you do it right.

You can split test practically anything, since interestingly enough, something as simple as colors can ultimately affect people's abilities to be swayed in one direction or another for a conversion – no matter what type of conversion it is. So naturally, you want to split-test as many things as you can, and really, you can't over do it. Some of the most successful Internet/Affiliate marketers are also some of the most obsessively compulsive people about their split-testing that you'll ever meet. That's because they know what it can mean in terms of how much money they ultimately pull in – so take a note from all the successful people's book and start split-testing not just with your [Aweber](#) opt-in stuff, but practically EVERYTHING you can as well. Trust us!

If you remember but one thing from this e-book – if you take and/or memorize just one crucial information, please make sure that it is the constant reminder of our voice asking you if you're split-testing

enough with whatever you're doing. It's hard to imagine as a new affiliate marketer JUST how important split-testing can really be first getting into the game, but really, it goes without saying – if you end up becoming a successful affiliate and are asked if you split-test and you say no, you'll be met with shock, awe and disbelief. It just doesn't HAPPEN if you want to be successful. So make sure you get started out on the right foot and go ahead and split-test EVERYTHING right from the get-go. Don't ask why or wonder what exactly it will help, just do it.

Go on!

## 5.9 Generating Your Form Code

Generating your form code is incredibly easy to do. Once you've created the actual form that you want, you'll just need to head over to 'List Settings' and then click the sub-tab 'Web Form'. You should see a list of the entire set of web forms that you've created all listed first on this page. All you need to do to generate your web form is click 'Get HTML' and you'll be presented with the necessary code for you to place on your site.

In the interests of making sure that you know exactly where and how to place said code if you need to, then since you're using WordPress, all you'd need to do is go to whichever page or post you want to add the opt-in form to and click the 'Edit HTML' tab. Place the HTML code that you generated with the help of [Aweber](#) wherever you want on the particular page and post and then click 'Save'. And that's it! You should be all set!

Just to make sure that you placed the code in the right spot, check the particular page after you've saved it to make sure and then you can edit accordingly if need be.

## 5.10 Creating a Thank You Page

Having a Thank You page isn't really necessary – at least not technically – but it works not only as a nice gesture, but a way of effectively and easily tracking conversions as well (sometimes). Many people don't have a Thank You page – or at least, they don't call it a "Thank You page" – and instead have other types of pages that gives whoever has decided to opt-in to your list some more information about either what they've opted-into or, sometimes, what they can do next.

It's really up to you – just know that you want to have SOME type of Thank You page – even if it technically doesn't say thank you. Although, polite manners can go a LONG way in deciding whether you're e-mail list subscribers are loyal or simply delete your e-mails most of the time. Always be polite when you can and not only that, show appreciation. Saying thanks for subscribing is a perfect and ideal opportunity to not only do this, but do it for the FIRST time. Usually, your subscribers will remember you in a positive light as long as you've treated them well and delivered in on all of your promises.

It may seem like a hassle or a pain to have so many aspects of your opt-in strategy, but just know that every single one of them not only has a purpose, but they have a purpose whose ultimate goal is to make sure that you make money or succeed in whatever it is that you created your e-mail list for. So stop being so stingy and make a Thank You page! You'll probably even feel better after you've made it as it really is a very nice gesture!

## 5.11 Inputting your Form Code

Ok, you're ready to start getting sign ups to your list, so we need to add the form to your website. We're going to place your [Aweber](#) form on the sidebar, so it will be able to be seen no matter what page a visitor to your site is on.

First things first, after you've created your opt-in form you need to get the code [Aweber](#) provides by clicking on the 'Get HTML' link.

After you've done this, copy the Javascript Snippet of code. Once you've done this, shoot on over to your WordPress dashboard.

While in your dashboard click on 'Appearance' on the side, and then click again on 'Widgets.' With the widgets page open, you're going to scroll down in the 'available widgets' section and find the box that says "Text" or "Text 1." Click and drag this box to "Sidebar" box to the right. When you release the mouse it will pop up a small window. You will see 'Title' and then a larger text area below that. In the title area add the title of the form, this will display above the form on your website. Something like, "Email Updates."

Now in the text area below that, paste the javascript code you

copied from the [Aweber](#) website. Then click save. That's it! Now if you load up any page on your website your [Aweber](#) opt-in form will be in the sidebar.

## 5.12 Adding an Opt-In Form to Your Facebook Fan Page

With Facebook's presence ever growing, marketers are using its large membership to reach out to their target market. So adding an opt-in form to your Facebook Fan Page would be a great way to grow your list. So if you already have a Fan Page for your website, great! If you don't have one yet, you should do that now.

The first thing we're going to need to add our opt-in forum, is the ability to add a custom Tab to your Facebook Fan Page. In order to do this we need to get the Static FBML Application, found here: <http://www.facebook.com/apps/application.php?id=4949752878> and click "Add to my Page"

This application will give you the ability to add some more advanced functionality to your fan page on Facebook. The app will add a Box to your page that has the ability to render either HTML or FBML (Facebook Markup Language) for more enhanced customization of

your page. Installing the app is as easy as any other Facebook app you've added in the past, but sniffing out the area where you are able to edit, has the possibility of being a tad tricky. When you have added the application it will give you a choice of which page, or multiple pages you want to add it to. Select the fan page you want to add it to.

Once you have added the application, go to your fan page and click on "Edit Page." Next, find FBML in the application list it shows you and click on the little pencil icon to then edit it. Where it says "Box Title," this is where you will give your custom tab its name; something like "Newsletter," or "Email Sign-up," something along those lines. Now finally in the "FBML" section, all you need to do is paste the HTML opt-in form code from [Aweber](#). Make sure it is HTML and not Javascript or it will not work!

One little bit of customization you might want to do to be friendly to your Facebook fans is the following:

```
<form method="post" action="http://some-url.com"  
TARGET="_blank">
```

In the HTML script, find this little bit of code. Yours will obviously have an actual URL in it, but right after that URL add that

'TARGET=""\_blank"' bit. This will make it so that when someone uses your form and signs up, they won't be taken away from where they were on Facebook, and lose their place. This is just something little, but can be a little annoying to someone not expecting to be whisked off to a different page.

Now, on the "Add a New Tab" drop down, you should see the name that you gave your new Box. Now if by chance you are running out of room with your Tabs, it might be necessary to shuffle some of them over to give your new tab the visibility it rightly deserves.

As a note, this app will also be on your "Boxes" tab in a condensed version. If you do not want it to be there and want to remove it from displaying like this, go back to: "Edit Page" Then to "FBML Settings" and click on "Application Settings and remove it from the Box and just leave the Tab

Lastly, if by some off chance you are having trouble getting the Box to appear, it's a quick fix. Just go to "Add another box," and then copy the same code in it.

## 5.13 Generating an Aweber Lightbox Display

One of the biggest keys to actually getting sign ups to build your list is to have people actually notice your sign up form in the first place. Many marketers in the past have decided to supplement their inline web forms they are using with various types of popup and popover/hover-style forms which will definitely increase the visibility of your form, but using a Lightbox just hones in the focus that much more. I'm sure you've seen a Lightbox at some point in your internet travels; if you haven't basically it will pop your opt-in form up on the page and really focuses in the attention of the visitor by graying everything else on the screen out. The user then either uses your form and signs up or hits the escape key or even just simply clicks the close/X-out button. Some advantages to a Lightbox over using a traditional popup box are that the light box will slide, or fade on to the screen without creating a new window, and unlike pop-ups they aren't typically blocked by most pop-up blockers.

While this method of targeting focus to your opt-in form definitely has the potential of raising your opt-in rate, do keep in mind that they might not work positively for uses. However, you don't know if it will be a boom or bust method for you until you try it. So you

might as well give it a go, and they can be made right in your [Aweber](#) account in the "Web Form" page.

## 5.14 Customizing Your Lightbox Display

To actually create and customize your own Lightbox display, go to the "Web Form" page in your [Aweber](#) account. Click the "Create Web Form" button; add a name, just like any other type of form you would create. Then select the last selection in "Type of Form" which is, "Light Box Hover." This will then open up several options that you are going to want to customize to best suit your website. First you will need to choose how you want your light box to initially display itself. You can now change the dimensions of the form, the background color, and the delay, or how long it should wait before showing up. You can leave the defaults in these if you would like. You now need to set the recurrence of the Lightbox showing up. Choose this option carefully and plan out where and what page(s) you are going to use your Lightbox. If your Lightbox pops up too frequent it can annoy your user and be counterproductive to your goal.

When setting the "Thank You Page," you can either have the user go to a separate page, thanking them for signing up, or you can keep

them on the page they were on before they signed up by clicking "Redirect to landing page." Redirecting to the landing page is what I would recommend.

Once you click "Next" you set up the design of your form, just like any other web form you create. Obviously, add a name, and email address box. Add your headline prompting the user to sign up, and then hit "Save."

You can now get the HTML to put on your website.

If this is going on your WordPress website, to add it quickly and easily just log in to your dashboard. Go to "Appearance" on the left hand side, and then click on "Editor." Now on the right hand side you have a list of files, click on "header.php." This will then bring up all the code your website uses to display your header. Next, we need to find the 'body' tag in all this, it will be below the tag that looks like this: `</head>`.

The body tag itself will begin like this `<body` and be the first bit of text on a line.

Now it may have some more text/words after that bit, but after all of it that line should end with a '>'

We will past our [Aweber](#) Lightbox code directly below this line. This may sound confusing; we just want to make sure we place the code in the correct place. That was it! Now all you need to do is hit save, and then open up your website and test it, and watch it in action. We placed the Lightbox code in the header file of your website. This particular file is used to display for the most part, every page on your website. So now you can see that if you set the Lightbox to display on every visit, it could get quite annoying if you were a visitor and having it pop-up every time you were to go to a new page of the site.

## **HOMEWORK:**

- Head on over to the [Aweber](#) knowledge base located at the following URL: <http://www.aweber.com/faq/>
- What are your primary concerns with using Aweber? Do you still have any questions after reading through this section? You can literally type out your question into the knowledge base search box and will almost always get a laser-targeted answer

as it is by far one of the best FAQ/Knowledge Bases available  
for any product on the Internet, anywhere!

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## **Part VI: Monetizing Your List**

Now that the hard part is over and you have the necessary amount of emails needed to take a shot at making some money with your list, it's time to take a look at the many different places you can utilize to help you do just that and most importantly, do it effectively. The places you can use are really diverse and you can literally find someplace that caters directly to what you're attempting to pitch to your e-mail list(s).

Let's take a look at the many different places that you can utilize below!

## **6.1 Opportunity.com**

Opportunity.com is arguably one of the best places to work with because of the sheer amount of companies whose offers are available to you there. There are more than 8,000+ companies that you can get a check from every month including (among many, many others) Target, Nike, Banana Republic, Apple, MasterCard, The Home Depot and Barnes and Noble Booksellers.

In addition to having a large variety of different offers for you to work with, Opportunity.com also offers a step-by-step training

center for any new affiliates who're looking to get a bit of training to go along with their newly found efforts to make money online. And trust us, you want to take advantage of all of the step-by-step training you can get. Especially some top-notch training from Opportunity.com as its training program is arguably one of the best for new affiliate marketers who're just starting out.

## **6.2 Browsing For Relevant Affiliate Offers Using Affiliate Networks**

One of the best ways to take a look at a large number of offers or even see which networks offer which particular offers and campaigns that you can run, OfferVault.com is certainly one of the best places you can turn to. All you need to do is sign up for a completely free account and activate it via you're email and you're ready to roll, able to search through practically any category of offer imaginable or search by a specific offer name and pull up all of the networks who have that offer.

## 6.2.1 Azoogle

Azoogle is easily one of the best known affiliate networks out there right now. They are a division of Epic Advertising and have been building their name since 2000. Azoogle caters to both publishers and advertisers looking to generate leads and/or sell their products. They have a stellar creative department for advertisers who need complete design and ad copy service done. On the publisher side Azoogle has a great affiliate management team (many of whom are lovely looking ladies) who are good with pointing you in the direction of what offers are doing well on their network and where they have been converting.

## 6.2.2 ClickBank

ClickBank is one of the longest running affiliate networks, founded in 1998. ClickBank deals exclusively in digital products such as ebooks and is the largest of its kind. The ClickBank network has set themselves up to offer extremely easy access to either be an affiliate with them and sell the various digital products that are offered by advertisers Or to allow you to be an actual advertiser yourself and

get the assistance of their huge network of affiliates to help sell your product.

Regardless of which option you think is best (you're most likely going to be just an affiliate for now – you can worry about all the wonderful things involved with becoming an advertiser a long ways down the line), ClickBank has a habit of grooming successful affiliates and advertisers and keeping that profitable relationship going for as long as is best for both sides. They have top-notch customer service and a massive variety of different products you can promote. Not to mention, they're literally quite unlike any other type of network within the industry hands down!

All in all, ClickBank is a must-run-with type network if you're at all interested in digital type products and more laid-back type business atmosphere while not sacrificing profits in the slightest.

### **6.2.3 Pepperjam**

Pepperjam was founded just a year after ClickBank in 1999.

PepperJam is a full service online internet marketing company that has search, mobile, media, and design divisions. Their affiliate network, [Pepperjamnetwork.com](http://Pepperjamnetwork.com), has effectively dug their heels into

the industry as a reputable mainstay. They offer something a bit unique that isn't found with a many other networks:

Basically, it's a proprietary widget that will effectively let you create contextual ads in various sizes and mix and match the offers that are displayed within them, thus making it quick AND easy to throw several different ads up on your website.

## **6.2.4 Google Affiliate Network**

the Google Affiliate Network came about in June of 2007 after a few months Google took over the company 'DoubleClick.' DoubleClick already had their own affiliate network in place called 'Performics' which Google later re-branded as their own. With Google obviously being the top name when it comes to pretty much anything and everything with the internet, you definitely can't go wrong running with them. They have a huge range of offers to suite any type of affiliate marketer.

## **6.2.5 Clickbooth**

Clickbooth just hit their seventh year in business. The company has a solid reputation in the industry with well over 20,000 affiliates and an active advertiser base of over 3,000. ClickBooth claimed two very

notable achievements here in 2009 from Inc. 500. They were rated as the fastest growing company in the marketing and advertising industry, and fifth fastest growing company in the US overall. Taking in to account many other awards they have recently won, it's not hard to see that Clickbooth have put together a very solid affiliate network. They have large list of offers covering every vertical out there from the health niche, to email submits. They have a lot going on.

## **6.2.6 Market Leverage**

Market Leverage started as PrecisionPlay back in 2001 and has been running hard ever since. They have seen millions of sales sent to advertisers and in turn a huge amount of happy affiliates. It's no wonder that they have since established themselves as one of the key players in the CPA industry. Market Leverage currently offers the only online affiliate marketing TV shows, Market Leverage TV. This is an awesome way to keep a pulse on the affiliate industry. Their assortment of offers will keep any affiliate filled with options of what to promote, and when it comes to pay day affiliate payments are sent out via FedEx with tracking numbers so you will always know the "check is in the mail."

## **6.2.7 Affiliate.com**

While Affiliate.com is a relatively new name to the game, their parent company Media Breakaway has been around affiliate marketing since 2001. Affiliate.com has been consistently building their trust and reputation since their inception. They're continually keeping their publishers happy by offering a host of offers at very solid payouts. If you have any questions while you are running your campaigns they have a top notch support staff that will make sure you know what offers are bringing in the money.

## **6.2.8 Motive Interactive**

Motive Interactive popped up in 2003, founded in Lake Tahoe with their sales, marketing and technical operations based in San Diego. The founders of Motive Interactive have a long running history in the online advertising industry reaching back to 1996. Motive took it upon themselves to build their own high performance interactive advertising industry tools when they thought all others were lacking a bit. They started on a very solid platform so-to-speak, it's no surprise at all that the success they've seen has come from a large network of affiliates promoting the hundreds of offers they have available.

## 6.2.9 AffiliateJump.com

AffiliateJump has gone at being a network a bit differently than most. They have an instant approval to their network which almost every other network out there doesn't have. While they require a set up fee and monthly subscription payment to stay active with them, they give you access to a whole gamut of information to help you succeed in this industry. Something else unique is their widget, and easy site builder applications you have access to. The widgets allow you to quickly and easily promote their offers across blogs and social media sites. Their '3-Step Site Builder' allows you to quickly build a website promoting their offers in "under a minute." Their prices Range from \$39 all the way up to \$499 a month depending on the number of widgets and websites you are allotted.

## 6.2.10 White Fire Media

White Fire Media is one of the newer faces to step in to the affiliate ring, but they are quickly making a concrete name for themselves. White Fire continues to build and progress themselves working one on one with their affiliates. With an already impressive list of offers,

they get with their affiliates personally to find what new ones should be added. If you're brand new to the affiliate game, White Fire is happy to chat with you on the phone, through email, or on instant messenger to help you with even the most basic of questions to get you started. For the veteran, hardcore marketers you can be sure White Fire will let you know what offers are converting, and where the to get the traffic.

## 6.3 Inputting “Affiliate Offers” into posts

Adding affiliate offers straight in to your posts on your blog is extremely easy, and is the first step in getting your blog to start earning money. Your first step would be to choose an offer that you are going to include in your post. Now it may seem obvious, but be sure the offer is on the same topic as your blog. It wouldn't make a lot of sense to throw in a female weight loss offer on your blog that is about hunting.

That OBVIOUSLY wouldn't convert well, and could possibly turn some readers off as well.

For example purposes let's pretend you have a celebrity gossip blog,

and you decided that a teeth whitening offer might do well. Now you need to throw together your post, maybe you touch on a few celebs that would look a lot better if their teeth weren't so dingy. This would be a good time to make a suggestion of how your readers can keep their teeth looking white by checking out an awesome teeth whitening product; your offer.

You can do one of a couple things here, you can create a text link that goes to the offer, or you can throw a banner right in the post. To add a text link WordPress when you are editing your post, highlight the word(s) that you want to be the link. Let's say you want the words "whiter teeth" to be the link. Once they're highlighted, click on the icon that looks like a small chain that is just right side of the 'align right' button just above where you are typing in your blog post. Or you can hit Alt+Shift+A.

This will bring up a small window, where it says 'Link URL,' enter in (copy and paste is the easiest) your affiliate link to the teeth whitening offer. You get this link from your affiliate network. Once you've done that, hit 'Insert.' And that's it! The words "whiter teeth" that you have in your blog post about a celebrities' teeth not only links to a product that can help you whiten your teeth, but can ALSO get you paid every time someone ups and buys it!

If you want to add a banner in your post for teeth whitening, that's easy too! I will assume you already have the banner you want to add. If you got it from your network and they provided you with the HTML code for the banner, just click the grayed out 'HTML' tab in WordPress. This will bring up an HTML editor for the post you are doing. Decide where the banner would work best, and paste the HTML code for the banner in there. After you have done that, you can click on the 'Visual' tab in WordPress and this will bring you back to what your post is going to look like with all the HTML working in the background. You should be able to see your banner in the post. If not, check the code on your network and make sure you copied all of it, and then make sure all of it got pasted in the 'HTML' tab.

If by chance all you have is the banner image you want to use but you don't have the code to place in the HTML tab, don't worry! In WordPress, where you are making your blog post you'll see under where you add the title of the post it says, "Upload/Insert." Right next to that is a little box icon, when you hover your cursor over it, it says, "Add an image." Click on that and if the image is saved on your computer, make sure the 'From Computer' tab is selected. Click

on 'Select Files' and then you should find and select the image on your computer and click 'Open.'

WordPress will then upload the image and show you some options. We now need to add your affiliate link that the banner will send visitors if they click on it. Find where it says 'Link URL' and paste your affiliate link in that box, and then hit 'Insert into post.' Your banner should now show up in the post, and take visitors to your affiliate link.

## **6.4 Cloaking affiliate links**

Affiliate marketing wouldn't work without affiliate links, and affiliate links wouldn't work without the bit of information at the end of the URL that does all the tracking to make sure you get paid when you should. Now people in general don't like clicking on these affiliate links, and they are getting more and savvier about watching for them. This is where cloaking comes in to play. If you can cover up your affiliate link and make it look normal, you will have a better chance of someone clicking on it.

### **6.4.1 Using TinyURL's**

One way to cloak your affiliate links is by using TinyURL's service, such as <http://tinyurl.com>. Here you place the URL you want to link to, your affiliate link, and hit 'Make Tiny.' This will then give you a new URL that looks less like a traditional affiliate link but, when clicked, will redirect a user to your intended website using your tracking link. Pure genius! :D

## 6.4.2 WordPress Redirection Plugin (Creating your own Redirects)

If you have a website using WordPress that you are using to drive traffic to your affiliate links, you can use a nifty plugin to handle all this redirecting traffic to your affiliate links for you. Here is a popular one: <http://wordpress.org/extend/plugins/redirection/> Using this plugin, after setting it up it up with your links, it will automatically have the link you specified when setting it up go through your affiliate link so you can get credit.

### Homework:

- Identify the top networks you're going to want to run with first. Pick at LEAST three – head on over to their websites and put in

your application to become an affiliate with them. Explain that you're new, learning and already have a site up and whether or not you plan to use [Aweber](#). Basically, just map out all of the strategies that you have planned to them in the necessary boxes provided. As long as you're sincere and don't try to hide anything, you should have no problem at all getting accepted into all of the networks we have listed here in this ebook!

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## Part VII: Analyzing and Improving

It would be very simple to just set up a campaign with Google Adwords and start bidding on keyword to send some traffic to your website. After that you could just cross your fingers and hope you see conversions. You could do this, but it would be extremely naive and all cases dumb. You most likely would make very little money, if any at all. The kicker to this is that you wouldn't know why or what you need to fix to get to turn the little bit of money you made doing this, into more money and on to positive return on your investment. Even if by some far off chance you did manage to make a bit of money, it's tough, if not impossible to decipher what all went into the success of that campaign and then in the future be able to duplicate it on a larger scale.

### 7.1 Using Google Analytics

Google Analytics is a great way to keep tabs on what's going on your website. What websites people are coming from, what pages they are going to and how long they are staying there. A great bit of help Google Analytics provides is integration with Google Adwords. Having this ability can immensely help you in finding out why a campaign you are running in Adwords is either working, or if it's not

working, why it isn't and where you're losing the visitors it's sending. Analytics is an extremely sophisticated and scalable tracking platform, so whatever you need to learn about the people who are visiting your website, you can no doubt set Analytics up to capture that data.

### **7.1.1 Singing Up For Google Analytics**

Signing up for Google's Analytics platform is extremely simple. Your first step is obviously to shoot on over to their website at <http://www.google.com/analytics/>. If you don't already have a Google account Hit 'Sign Up.' and enter in your email address, password and the captcha on the page and accept their terms and conditions. You will next be required to confirm your account with a mobile number. Simply enter your country and mobile phone number and Google will send you your verification code, enter that in. Next you will need to verify your email account simply by clicking on the link in the email Google sends you.

If you do already have a Google account just hit 'Access Analytics.' You will need to click on the 'Sign Up' button under 'Sign Up For Google Analytics.' This is where you will set up your first website. Enter in the details it asks for on the next two pages, and agree to

the terms and service.

## 7.1.2 Inputting your Tracking Script Code into Squeeze Theme

After you have agreed the terms of service and clicked on the next page, you will be given the code that you need to place on your website for the tracking to actually work. To do this, first copy and paste the code in the text box. Next, log in to WordPress on your website and click on 'Appearance' on the left. Next, click on 'Editor' and find the 'footer.php' on the right hand side and click on it. This should bring up a page with a lot of code. You should scroll down to the bottom, and find where it says '</body>.' Paste your tracking code right above this. It should look something like this:

```
<script type="text/javascript">
var gaJsHost = (("https:" ==
document.location.protocol) ? "https://ssl." : "http://
www.");
document.write(unescape("%3Cscript src='" + gaJsHost +
"google-analytics.com/ga.js' type='text/javascript'%3E
%3C/script%3E"));
</script>
```

```
<script type="text/javascript">
try {
var pageTracker = _gat._getTracker("UA-11111111-1");
pageTracker._trackPageview();
} catch(err) {}</script>
</body>
```

Once you've done this, simply hit 'Update File' and you're done!

Next you are going to want to set up a goal, or series of goals in Google Analytics. This will let you know if visitors are making it to the places on your website that you want them to go.

Log in to Analytics. Click 'View Report' next to your website, next click on 'Goals' on the left side of the page. The page it brings up will give you a quick rundown of what exactly goals, and funnels are. Setting this up can be a huge help when you're analyzing your stats later.

Click on 'Set up goals and funnels.' Now in the middle of the page you will see the Goals box, to the right of 'Goals (set1)' click Add Goal. You will most likely be using this to alert when a user visits a certain page, such as a thank you page for signing up for your

newsletter, but you can also set a goal to be if a visitor spends a certain amount of time on your website, or if they view a certain amount of pages on your website. For your example, we will set it up for when a visitor visits a specific page of your site. Give your goal a name you will recognize. Have the goal active, and for now leave it as Set 1 Goal 1. Select the goal type as 'URL Destination.' If your goal is a thank you page that located at <http://www.mysite.com/thankyou.html>, select 'Exact Match' in the match type (click the question mark next to it if you want to learn more about match types. Next in the goal URL enter the page, in our example this would be '/thankyou.html (this will be different for you, do not set your goal URL as this!)

You Can assign a goal value, which is a dollar amount if a visitor reaching this goal is worth an amount of money to you. This again will help you fine tune campaign performance in the long run.

Then click 'Save Goal.'

You have now set up a goal, Google Analytics will track and report in the statistics how many of your visitors make it to this goal.

\*As a note, if you need to create a new goal, or create a funnel in the future you must go to the account overview page and on the far

right, under actions click 'edit' here. This will take you to where you can set these up in the future.

### 7.1.3 Monitoring your Stats

Now that you have your tracking code placed on your website it will send the info to Google Analytics for you to view. Analytics are usually delayed a few hours so it may take some time for you to actually start seeing the stats when you log in to Google Analytics. When it has updated and had information for you to view, you should see your website in the 'website profiles.' to the right of that click on 'view report.' This will give you a quick over view of what's going on your website. The information you will see here:

Visits: How many people have been to your website(s)

Page Views: How many times the particular page of your website has been viewed by a visitor

Pages/Visits: On average how many pages a single visitor views on your site

Bounce Rate: The percentage of visitors that did not go on to view

other pages of your site, they simply left after viewing the page they landed on. A high bounce rate generally means that the entrance pages on your website are not relevant to what the visitors were looking for

**New Visits:** The percentage of visits to your site that are from new, non-returning visitors

You can get more data by clicking on Visitors, Traffic Sources or Content on the page

## **7.2 Tracking conversions**

Tracking your goal conversions is simple. From your Google Analytics Dashboard click on 'Goals' on the left hand side, this will give you again a quick over view of your goal conversions, the conversion rate and total goal value. On the left hand side you can click on the various goal related links to get more information on your goals, and also on your funnels if you have set them up.

## **7.3 Optimizing for Conversion (A la: Noticing trends)**

After some time has gone by, and you have accrued a fair amount of data, you can then use this data to view trends in your traffic. You will be able to see if visitors aren't making it to a page you want them to go to, and where they are going instead. Let's say you have a goal that is completed when a visitor completes registration or a sign up and in this case it requires the visitor go through three sign up to complete the registration. You should have a funnel set up on each of the sign up pages so you can see, for example, if people are making it to through the first two pages of the sign up, but for some reason not making it to the final 3rd page.

You would now know that your issue is on that 2nd page, and you need to go in and tweak things on that page to encourage visitors to continue on to the 3rd page. Without this tracking in place all you would know is people aren't registering. You wouldn't have the slightest clue as to why they aren't nor would you know where exactly you are losing your visitors. Without this knowledge you could have gone in and completely changed the entire registration process and completely missed that a little work on your second page could have saved the entire thing.

Obviously this is just an example and you will have your own goals

set up. But taking notice of where your traffic is going and not going on your site with the proper Analytics can save you a lot of time trying to fix things that aren't broken. It can not only save you from wasting hopefully money on a campaign it can help you learn what is working and when to scale that up to make a LOT of money.

## Homework:

- Do you want or need to go over anything else in regards to Google Analytics? Are you interested in using it as a service? If so, head on over to the Google Analytics page (a simple Google search should get you there quite quickly) and look around for the sign-up option. Sign-up and provide any information they need about your plans for Affiliate/Internet Marketing in the future.

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## Part VIII: Bonus Tutorials

In thanks for your reading and hopefully utilization of this e-book, we've decided to go above and beyond and include one last section of other tutorials that we think will be useful to you but couldn't necessarily fit into any of the other topics and chapters.

Granted, you could have skipped all the way down here, but hopefully you'll read and cash-in on the knowledge that this e-book will certainly give you. Without further ado, though, let's get right into it!

### 8.1 Monitoring Your Authority / Competitive Analysis

Monitoring your authority and/or competitive analysis – especially that of your competitors websites, can often be a very crucial thing to do. For one, it can let you know if you need to work more or less on increasing your websites authority to become tops in whatever niche your targeting. Also, it can help you predict what type of website you can look to enjoy should you get your website to be tops in whatever niche you've chosen.

There's many ways – and easy ones to boot – to keep track of both your own as well as your competitors site rankings, authority and in these, your competitive analysis. Let's go ahead and take a look at the one's we think would serve you most well to close out this e-book at long last:

### **8.1.1 SEO for Firefox Plugin**

This plugin is an important one because it basically just streamlines and simplifies the entire (and often complicated) process of checking out a site's SEO strength and ultimately, it's competitiveness to your own sites (or your sites competitiveness to your competitors in the niche you've chosen).

You can see everything from a websites page rank all the way to the number of links it has pointing to it (via Yahoo) at the given moment of your check. You can check the age of the website in question and also -- in addition to an absolute plethora of other information – all the basic Whois information for the particular domain you're trying to look at as well.

In the interests of giving you a complete list of things that this plugin can do, let's list everything you can check with the help of

the wondrous SEO plugin for Firefox: Age, Links, Page Links, del.icio.us information, Technorati information, Alexa ranking, cached pages information, dmoz information, Bloglines information and basic Whois information. And no, it's not entirely cramped and hard to read if that's what you're thinking. It's actually presented in an easily identifiable and readable format – which is a nice touch for a plugin that can already do so very much!

## **8.1.2 Alexa Ranking 101**

While a website's Alexa ranking isn't the end all be all, it's certainly something to keep your eye on and strive at improving no matter what you're current and long-term goals are. If you don't know what an Alexa ranking is, basically, the Alexa website company is a service that, based on mounds of different traffic and domain information, ranks websites on a scale of 1-whatever based primarily on their traffic averages and totals. They keep track of this information over the course of single days, conglomerated weeks, months and years and even more!

Proper SEO and cross-niche site linking is one of the best ways to ensure a nice Alexa ranking, however there are many other strategies and methods that you can use to get the job done. Just

don't be disappointed when you don't find yourself very high after a certain period of time – it can take a LONG time to climb the Alexa website ranking ladder, so be sure to have patience beforehand in anticipation of your climb.

Just always focus on your website, give it the care and maintenance that it both deserves and requires and you should be good to go! But just be sure to keep an eye on the rankings so you can see which things are having a positive reaction to your overall Alexa ranking, and which things are having a negative effect towards it.

Yes, like we've talked about many times before in this e-book, it's extra work, but it's definitely extra work that is WORTH doing and will pay itself back ten-fold over a certain amount of time. The Internet/Affiliate Marketing game is not an industry for lazy people. You need to be driven and concerned about succeeding at all costs – because it's not easy!

Contrary to popular belief, Affiliate/Internet Marketing isn't just a fly-by-night scheme that will get you rich overnight. It's an industry that often demands tireless work days and weeks gone by with little to no success to help whet your appetite for success. You need to have a thick skin no matter where you go or what you're ultimately

trying to accomplish. Don't give up and keep at it, you certainly have all of the necessary information in this very e-book. Use it!

## Homework:

- Download the SEO Plugin for Firefox (if you haven't already) and take it for a spin on some random sites on the Internet. Do some Google searches for affiliate/internet marketing type products and click on some of the top SERP listings to take a look at how good their SEO rankings are.
- Head on over to <http://Alexa.com> and type in some of your favorite websites into the search bar and then click to check out their traffic stats. Are they one of the most popular sites? Not very popular? Try typing in some of the sites you used with your Firefox SEO Plugin search to see if they're at all popular with Alexa. Note what you found and plan to do everything in your power to replicate it.

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# **Part IX: In Conclusion! (Parting Way Tips and Advice)**

So that's it! What a ride it has been, huh? Hopefully you've joined us step-by-step throughout this entire e-book in an effort to know and grasp as much as possible. More importantly, hopefully you took what you learned here and put it into action so that you'd better convert exactly what to do to your memory. Learning through doing is a big theme in Affiliate/Internet Marketing and you'd do well to get started with all of its intricacies as soon as you possibly can. The sooner, the better in fact! Write it down if you have to...

The other big factor you can choose to make sure that you remember is split-testing. We've talked about it more than a few times throughout this e-book and often in different contexts, but that's only because there's literally NO part of Internet/Affiliate Marketing that exists where split-testing would prove to be a poor decision. It's crazy but it's true! Split-test, split-test, split-test until you no longer hate it, but LOVE it! It sounds like something that may never happen to you at this point, but trust us, once you see the good that split-testing can do for you in all aspects of your career in Affiliate/Internet Marketing, you'll grow to love it just as much as everyone else has who's ultimately made bunches and bunches of money from it. It's only natural!

While there's plenty of other ways to get up a website quickly and efficiently, if you're just starting out or are even a veteran without much knowledge of the platform, you need to let WordPress become your best friend. You'll come to find that certain types of projects, campaigns and websites don't work as well with how it's set up as a platform, but ultimately, there's really NOTHING at all like it. You can pretty much create almost anything using a bit of creativity, whether that anything is a vibrant, SEO-targeted personalized type blog or an in-depth, authoritative type informational website. WordPress works excellent for both of these types of websites.

Just because something works well for one set of things that you do in your daily Internet/Affiliate Marketing activities does NOT mean you shouldn't brush up - and OFTEN! - on the different alternatives when it comes to accomplishing basic tasks. For instance, while there's no need for you to use anything other than WordPress until you're well-acclimated and desiring to make a website a different way, there's really no need in actually using any alternatives. But in case - for whatever reason - you couldn't use WordPress anymore, it's always a smart idea to have at least some very basic knowledge of the fall-back alternatives.

Consider yourself lucky to be doing business with a blog/theme design business who works so very hard to help any and all of its customers not only by creating some really kick ass and well-designed themes, but also helping an extra 15 miles after the theme is up and running. We're not like any other blog/theme design company in that we don't follow the rules and "enough to get by" nature of the others in our industry. We go above, beyond and then even AROUND what our competition does. Anyone can put together a well-designed theme or design if given the time - although likely still not as impressive as a theme like the Squeeze Theme - but how many blog design companies - nay, how many companies in this industry PERIOD regardless of niche or sub-industry offer their customers something that is as much value as this e-book to go along with their products?

The answer - at least the short answer - is practically no one. We're a rarity and while it may sound like we're tooting our own horn, that is something that you should hopefully recognize and remember down the road. We just don't want you to buy our latest design or theme and that's it - we want you to SUCCEED with our latest design and theme and then have such a great relationship with us from the first time you did business with us, that you'll continue to come back again and again for more. That's basically it in a nutshell.

Internet and Affiliate Marketing is tough. Anybody trying to tell you different either doesn't want you wasting their time or is yanking your chain. Sure, there are a select few individuals – as with practically everything – that got pretty lucky very early on with their online money-making endeavors. But for the vast majority, it took a while. It took a lot of trial and error. It took a LOT of screwing up, a LOT of unanswered questions and a LOT of frustrated, perplexing Google searches for answers that they never truly got an answer to. There's no denying this and we know it as well as anyone...

This is PRECISELY why we go above and beyond to help out anyone in any way that we can. There's a LOT of stuff to memorize and learn about and research and there's a lot of bad routes you can take on any variety of topics, niches and campaigns. WordPress is the best platform for creating content websites for newbies and veterans alike, which is why we talk and teach about it. [Aweber](#) is the ONLY email marketing service that should be used for any kind of email marketing campaigns – hands down. The networks we listed are some of the most well-respected and highly trusted networks in the industry – they're a safe bet to run with. So we talk about them.

Everything that you've read in this e-book has been specifically and immaculately designed to help you out in some, way, shape or form. There might be parts that go on a bit long and get lost in explaining something a bit too much, but no stone has gone unturned and we like to think that this entire package as a whole is a pretty damn good tutorial. Especially to go along with a kick-ass, well-designed WordPress theme that you'll specifically know how to not only install and get running, but also how to monetize with thanks to the information contained in this here e-book.

This obviously isn't meant to be read in one sitting. Perhaps you could keep it available for reference and read the certain sections as you come to them. Once again, learn by doing!

Don't be afraid to make mistakes, split-test, learn by DOING, not just reading and talking about it and never short change yourself in teaching yourself a new way to do things. You can NEVER have too many different ways to do something in this industry. Mainly because you just NEVER know what is going to happen - and pretty much anything can and will happen. .

Try and learn as much as you can while simultaneously trying to help REALLY learn things by trying them out. Actually DO them! And

know that the road to success for you is likely going to be a rough one that isn't smoothly paved with easy roads. It's tough and a lot of people quit because of this, never to truly realize their true potential because they threw in the towel when the going got a bit rough.

Persevere. Learn from your mistakes and no matter what, just keep on chugging forward. Internet and Online Marketing is arguably the new American Dream. It's what many of us have wished for from our full-time jobs our entire lives: freedom, you're your own boss, you set your own hours, you can take days off whenever you want, you can work whenever you want and all while earning a really significant portion of money. The sky is the limit as to how much you can make because once you make one sum of money, you can flip that back into your online marketing efforts and make it spit out back twice as big.

Keep your eyes on the possible successes ahead of you but don't let them overwhelm you at any point in time. Just because you don't have a Porsche within your first two months of doing all of this stuff does NOT mean you're a failure. It just means your normal. Keep going, split-test everything to improve your overall ROI and, of course, consult this e-book as many times as possible.

It's not an easy road, but it's definitely a road you'll want to travel considering what lies far down upon it. Don't go into all of this expecting to kill it and make money easily and you should be fine. Deal with your mistakes, learn from them, and follow this guide if you have no idea what you're doing. If you have questions then ASK them, but ONLY after you've asked them yourself. Do you REALLY need help with the question? Have you exhausted all available options with which to procure your own answer? If not, then you're better off trying to get the answer on your own. Full-time Internet and Online Marketers aren't the kindest bunch, but if you approach them with a good head on your shoulders and ask questions that you actually need help with (instead of just being lazy) then you should have no problem finding help at all.

Don't be afraid to try new things as long you split-test. In wrapping this up, remember to split-test, split-test, split-test! Everything you can! It might seem like a pain in the ass at first, but ultimately, it is likely one of your biggest assets in finally being able to turn a profit. So use it EARLY and use it OFTEN! That's it!

Good luck on your adventure. It's sure to be an exciting one. Armed with this book and a solid head on your shoulders, you should be

JUST fine. Just don't give up – at least not unless you've split-tested its outcome first! ;)

## Final Checklist:

- Have a domain with WordPress and the squeeze theme both installed and activated/running successfully.
- Have a list of at LEAST two niches you're going to want to tackle with your website.
- Apply until accepted to at LEAST two different Affiliate Networks minimum. What kind of offers do they have that you're interested in running? Have these written down for easier reference and comparison.
- If you're planning on being an e-mail marketer, sign up with Aweber and get all of the necessary things set up per this e-books Aweber tutorial. If you ever have any questions at any point during the setup process and can't find an answer in this e-book (doubtful) then just head on over to the Aweber knowledge base located at: <http://aweber.com/FAQ/>
- Have a strategy in place and ready to get rolling in regards to how exactly you're planning on driving traffic to your site. Have an even more in-depth strategy for whichever method of driving traffic that you've chosen. Double and triple check it

and make sure that you are so confident in it, that you'd take it into battle.

- When your website is all set and you've got all of the previous checkpoints completed, launch your traffic driving campaign after you've made sure your WordPress site, theme and any affiliate links/monetization methods you have in place are all working effectively. Double and triple check these as well. It's almost go-time!
- Only launch everything when you're ready to do so. Obviously, don't go ahead and take a bunch of weeks to get everything off the ground – you want to start making some money don't you? It's perfectly normal to be nervous, but just assure yourself that you have two things that many successful affiliate marketers did NOT have and they still managed to be okay – the Squeeze Theme and this e-book. Combined, these two equal your unbridled success if you put the work in and don't give up. So make sure you've read EVERYTHING that applies to you in this e-book and maybe even read it twice. Actually DO the homework – it's there for a reason! Put some effort into this will you? It's going to be your all new full-time job pretty soon!
- Like we've talked about all throughout this e-book, do NOT be afraid to fail on your first two tries at making some money

online. It happens. It's regular. In fact, the odds are AGAINST you making any kind of substantial money early on – so just be ready for failure if it does come and if and when it does, take it and learn from it. Know that it's not the end of the world, that you can learn from your mistakes and also that messing up and not getting things right the first few times is the name of the game in this industry. It happens to almost everyone!

- Get everything rolling, sit back, take a deep breath aaaaaand breathe out! Now relax! You deserve a little break – you've earned it even! Go ahead and give yourself a pat on the back as this is almost a graduation of sorts. Congratulations, but just remember, the hard work has just begun. Never slack off and never fail to pay the closest attention to any and all of your affiliate/internet marketing campaigns.
- Oh yeah, one more thing: Split-test, split-test, split-test! And then split-test some more!
- Good luck! You're going to need it! ;)