“Affiliate Money Machine”

By Ewen Chia

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What You're About To Learn...

My name is Ewen Chia and I want to thank you for downloading this special report. Here's why this report was written…

I've often received tremendous amount of emails asking for a proven quick way to make money online, and one of the best ways to start as a complete beginner is through *Affiliate Marketing*.

Here's why: simply by promoting a unique affiliate link given by the merchant, you can start making cash online immediately without your own website and product, in fact it's probably the fastest and easiest way to start.

But being an affiliate is not enough, the true vital element for long-term success (online or offline) is by building an *opt-in list of interested prospects you can keep in regular contact with.*

If you've heard the phrase, 'money is in your list', it's only half true. *The real money is in the relationship you've with your subscribers, no matter how big or small your list is.*

It's fine to have a small list but it must be responsive if you want to profit from it.

So what you'll find here is a **complete system** to succeed as an affiliate, while building your own list at the same time. I call this the "Affiliate Money Machine" system.

With The 7-Step "Affiliate Money Machine" System, I Dare Say You Can Start From Scratch And Begin To Bank In Affiliate Commissions In As Little As 7 Days From Now!

And you can do this in ***whichever niche you desire*** because a*ffiliate marketing is not reserved solely for Internet marketing.*

The techniques you learn here will turn you into a super affiliate in any niche – once you understand and apply the basic principles involved. This simple system will help you to do one thing extremely well…

Creating Simple Money-Making Direct Response Web Sites That Make You Huge Affiliate Paychecks Quickly And Easily.

The beauty is in its simplicity.

Each day you will devote your focus on one step of the system - there are 7 steps in all and each is developed to maximize efficiency and speed.

The 'heart' of the system resides in these **3 fundamental elements**:

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Element #1: A simple but captivating direct response lead generation page.

Element #2: An autoresponder pre-loaded with quality content.

Element #3: A "Thank You" page which redirects to the affiliate product sales letter.

Don't worry if it all sounds strange to you now, you'll be learning a lot once you get through this report. Now as I've mentioned, if you want to maximize your online income, you must build a list of targeted subscribers to market to on a repeat basis.

Many marketers, especially affiliate marketers, make the mistake of bypassing this step. You're leaving a lot of money on the table and wasting a lot of traffic when you don't capture leads.

If your main objection is that you don't have the time or energy to create content, this system will also offer a quick solution. *You can create content on any subject in a day.* Your follow up messages represent the "bait" which helps to pre-sell and, eventually, *convert* captured visitors into customers. It's a one-two punch…

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After your visitor opts-in to your list, they are redirected to the main sales page. This is their first exposure to the offer. They may or may not purchase at that time, but this is **OK** – *because* anyone who sees the offer is, by default, is now subscribed to your list.

You can continue to educate them, prod them, poke them, enlighten them and sell them on the product until they buy. In short, this system creates a flow for **lead capture** and **repeat product exposure** using a very simple path:

Traffic to Lead Capture Page --> Leads Opt-In to List --> Leads are re-directed to the affiliate product sales page --> Leads receives further information from you via your autoresponder --> Build your own lists while making huge affiliate sales!
Why is this so powerful?

Because It Compresses The *Fundamentals Of Online Marketing Into A Business Model* Which Is Both Easily Learned And Instantly Duplicable.

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Once you learn how to create a direct response website following this, you can do it *over and over again*. The process becomes second nature and your time from concept to market becomes much shorter. Remember…

The Ultimate Benefit Of The "Affiliate Money Machine" System Is The *Speed* With Which You Can Target And Penetrate ANY Niche Affiliate Products…

There is no need to waste any time setting up a complicated process. You simply follow the steps and, in one week or more, you'll have a simple website set up with sound marketing principles in mind.

You'll see profit sooner rather than later, and for a lot less work. In a nutshell, here's the 7-step system you're about to learn:

Ewen Chia's "Affiliate Money Machine" System

Step #1: Targeting A Profitable Affiliate Niche Market

Step #2: Setting Up Your "Affiliate Leads Capture" Page

Step #3: Following Up With Your Leads

Step #4: Getting Ready To Promote Your Lead Capture Page

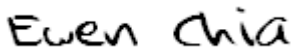
Step #5: Generating Quick Traffic To Your Lead Capture Page

Step #6: Back End Affiliate Marketing

Step #7: Leveraging On Your Success

Simple enough? It IS simple. What you have here cuts through all the fluff and hype and go straight for what matters – making YOU the commissions. Let us begin…

To Your Affiliate Success!



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Step #1: Targeting A Profitable Affiliate Niche Market

This is frankly the most important step you need to perform. It is the foundation for the success of everything that follows, especially when it comes to affiliate marketing.

The keyword of the day is "profitable".

Remember That Some Markets Remain Underserved For A Good Reason: There's No Money In Them.

So your goal is to learn how to do two things quickly:

- Locate potential niche markets to market affiliate products to
- Determine the profit potential of that market *before* diving in

Locating The Affiliate Niche Market:

You may want to begin by thinking about the topics you're already interested in. This could be, for example:

Sports -> Specifically: Soccer

Cooking Indian Cuisine -> Curry recipes

And so on. Notice how we've broken down those main categories into sub-categories. Now this could be taken further and further…

Soccer -> Learning foot tricks

Curry Recipes -> For the lactose intolerant (curries contain a lot of cream!)

This Is Niche Thinking In Action.

The single biggest hurdle most new affiliate marketers face is coming up with niche ideas because they get stuck on categories that are *too broad.* So, your first step is to branch out with any *sub-categories* you can think of off the top of your head.

Since no one can generate a list of infinite possibilities in one sitting, your next step is to *go where the niches are already broken down for you.* Guess what common source is a great place to start? **Search Engine Directories!**

Start up your browser right now and head over to either Google.com or Yahoo.com and begin drilling down through those categories. Once you have a target in mind, employ additional research by:

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1. *Checking some related search terms at Overture.com and checking on the size of that niche market…*

2. *Visiting related discussion forums and monitoring threads pertaining to this niche. What questions are people asking? What problems are they looking to solve?*

How To Determine The Market's Profit Potential:

One Way To Determine Profitability Is Simply To Examine If An Affiliate Product ALREADY Exists In The Niche You're Targeting.

The first place to start your search is at the ClickBank marketplace. Examine existing products and note if a profitable affiliate program is in place. Does the sales letter convert well? Can you readily market this product to the niche in question?

These are just some factors you need to consider. While a listing in Clickbank's marketplace is not necessarily a guarantee of strong affiliate sales, it's a good start. Pay attention to the products in the top 10 for each category.

Next, it's time to take a trip to your local bookstore…

If your niche has its own specialty long-running magazine, that's a good indicator of potential profit within that market. It also indicates that the market has money to spend. The reason:

Magazines are advertiser supported. The readership must generate sales for those advertisers to keep them interested in advertising in that publication.

Pick up extra issues at your library if you can and scan the magazine for ads which appear month after month. Those are profitable products for that advertiser.

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Step #2: Setting Up Your Affiliate Leads Capture Page

Once you've identified the niche market and its potential profitability, your next step would be to *set up a simple direct response website to market the selected affiliate program.*

We Call This The "Affiliate Leads Capture Page".

You'd want to do this for long-term success as a money-making super affiliate. This is the website where you can capture leads and make profits from over and over again.

We'll briefly cover the essential steps for you to get started below (You can readily find tons of information on these from the search engines and free tutorials online).

Choose A Suitable Domain Name:

Before you go to register a new domain name, it's very important that you sit down and generate a list of potential names for your affiliate leads capture page. There are two approaches to doing this:

- *Brand a site for the promotion of one affiliate product*
- *Brand a site for the promotion of multiple affiliate products*

In the first case, coming up with available domain names is quite simple. Let's say that you've chosen to promote a product like CheapCarFinder.Com as an affiliate. You can create variations on this domain name until you come up with an available one.

Some examples include: mycheapcarfinder.com, thecheapcarfinder.com, findacheapcar.com, etc.

The second scenario takes a little more brainstorming, but is worth the effort for the sake of *leverage* and *cost savings*.

Rather than purchase a domain and hosting account for each product you promote, you will choose one domain and set up each of your products in subdirectories like:

www.mydomain.com/product1
www.mydomain.com/product2

The trick is to come up with an appealing and descriptive name that is still somewhat generic. Here're two powerful domain-branding tips:

- Register your full name, for example, www.EwenChia.com.
- Mix in words like 'info', 'marketing', 'tips', 'publishing', 'ebook', 'news' or 'secrets' as these words imply content.

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Visit NameCheap.com or GoDaddy.com to register your domains for less than $10.

Domain and Hosting Resources:

Decide on the best host by doing your research. However no matter which you choose, a word of caution is in order here…there are a couple of situations I have to recommend you avoid:

1. Paying too much for hosting. The industry standard varies. There are dozens of power packed hosting accounts available for $25 per month, and you may want to upgrade to one of these further down the line. However, I'd recommend going even cheaper than that as a newbie. We want to get you into the profit zone on a shoestring budget.

2. Domain/Hosting Combos: These are deals where you register a domain with hosting included for one flat fee. The reason I don't recommend these is because you often *don't* have control over the administration of your domain name. This makes it much more difficult for you to transfer that domain to other hosts at will.

Creating Your Affiliate Leads Capture Page:

Once you've decided on your hosting provider, it's time to create a simple direct response driven website with *just an opt-in form on the main page*.

In fact you'll need only ONE page for this site. This is as lazy and easy as it gets. It will consist of:

1. **An opt-in page**

2. **A redirect to the affiliate program sales page** (you don't need to create this)

In this section, we will assume little to no knowledge of HTML on your part. If you're familiar with how to code pages, great. This step will be easy for you.

If you're a complete newbie, you'll need to acquire some tools to make this whole process as painless as possible. What You Need:

1. A free or low cost WYSIWYG web page editor. WYSIWYG is an acronym for "What You See Is What You Get". These are visual editors which let you type, cut, paste, drag and drop all of your elements just like you would in a word processor. You can also try 1st page 2000 which is available free from www.EvrSoft.com.

2. The code to create your opt-in box. Generate this from your autoresponder account. Simple instructions to do that would be found in your autoresponder instruction manual.

3. Your hosting account login information.

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4. An FTP program.

Direct Response Design Principles:

While there is no one "right way" to design your opt-in page, there is a **basic format** which most marketers follow – using direct response principles to generate specific actions from visitors.

An example is my sales page for **Secret Affiliate Weapon**.

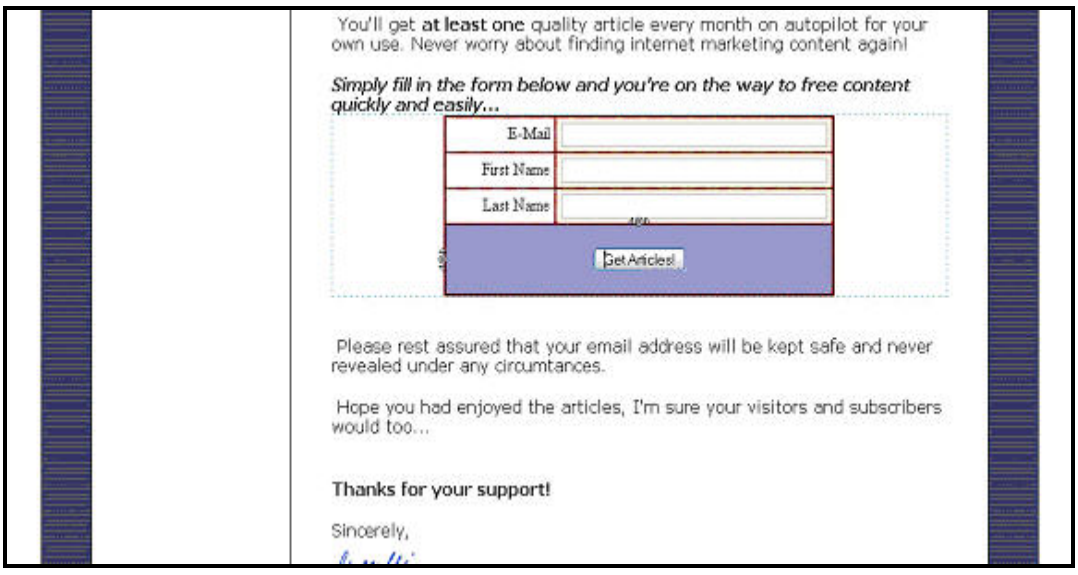
Here are the key elements of a direct response page for this purpose:

- Bold, attention capturing headline
- Simple, uncluttered design with no or few graphics
- Compact and centered formatting. You can achieve this by placing your text within a "table".
- Similar to a standard sales page with bulleted benefits and important information bolded or highlighted in different colors.
- A definite call to action, which in this case is to get visitors to opt-in so you can capture their names

Setting Up The Opt-In Page:

You can create your "Affiliate Money Machine" site in one of two ways: From scratch or import an existing template you like into your WYSIWYG editor and edit from there.

In the following screenshot, you'll see the template for my 'ex site' (now turned into a blog) www.EzineArticle.com loaded into an open source WYSIWYG editor called N-VU:



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This shot shows how the opt-in box looks in the final mark up. Notice the dotted lines and slider controls around the table. These allow you to resize the box to your liking. The program handles the HTML in the background.

But how did the box get there?

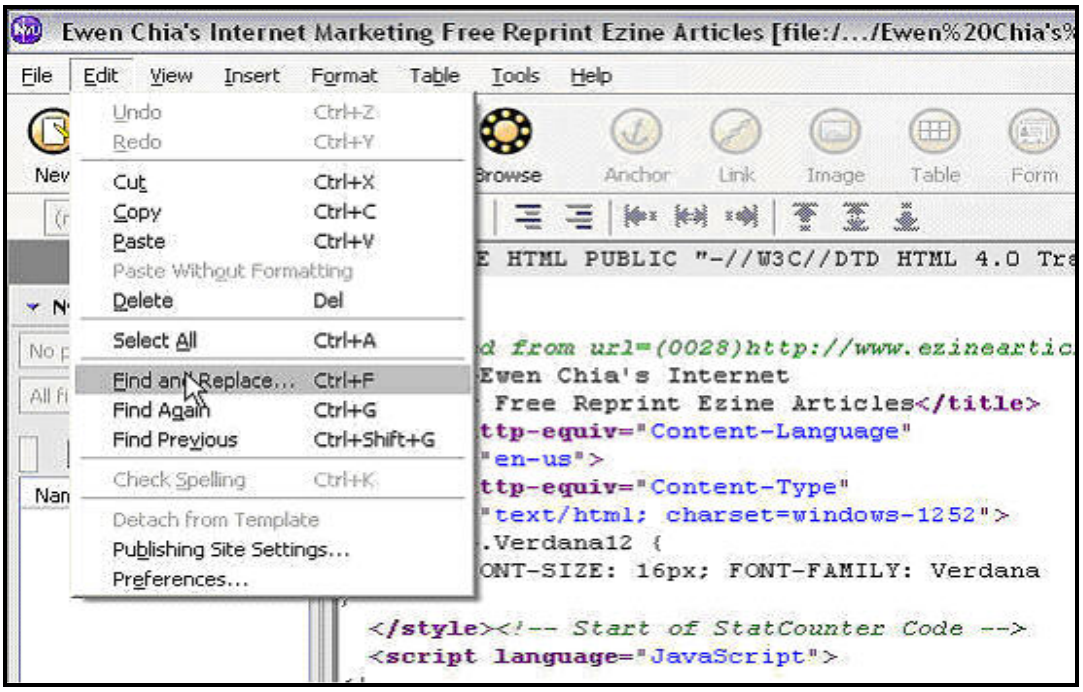
Well this is the one case where you'll need to wade through some simple code. Actually, some editors allow you to paste your HTML code directly into the WYSIWYG window, and the program will convert this to a visual element. However, you're better off knowing how to look under the hood and do this the old fashioned way.

So, we'll go back into our editor for a moment…

…and select the HTML Source tab. This will switch our workspace window over so that we can view the code and find a place to paste our opt-in box code.

Note: Here's a quick tip to save your sanity - You can place your opt-in box anywhere, however I recommend placing it either somewhere in the middle of the page or close to the end of the page and between pieces of text within a paragraph.

This will make life much easier for you because all you'll have to do is select "Edit – Find and Replace" from the program menu and enter in the last phrase of the paragraph in the area where you want to place your opt-in box.



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The text before the opt-in box on this example page is "quickly and easily…". Notice how the program automatically jumped down to the proper location, and we've pasted the code just beneath that:

```
face="Verdana">Simply
fill in the form below and you're on the way to free content quickly
and easily...</font></i></b></p>
        <p
style="margin-top: 0px; margin-bottom: 0px;"
align="left"> </p>
        <form
action="http://parabots.com/cgi-bin/maxuseradmin.cgi"
method="post">
          <table align="center"
bgcolor="#000000" border="0"
cellpadding="4" cellspacing="1"
width="390">
            <tbody>
              <tr>
                <td bgcolor="white"
valign="top" width="136">
                <div align="right">E-Mail</div>
                </td>
                <td bgcolor="lightyellow"
valign="top" width="254"><input
maxlength="70" size="40"
name="email"> </td>
              </tr>
              <tr>
                <td bgcolor="white"
valign="top" width="136">
                <div align="right">First
Name</div>
```

All opt-in boxes are created in HTML through what's known as a "Form". Your code will always begin with the **<form>** tag and end with the **</form>** tag.

That's it! Save your work and prepare to edit your page.

Setting Up Your 'Thank You' Page:

Your 'Thank You' page will be much easier to edit than your opt-in page – in fact you do not have to create it at all!

All You Have To Do Is Set Your 'Thank You' Page URL As Your Affiliate Link For The Affiliate Program You're Promoting.

Remember to do this when you're setting up your autoresponder and generating the form. There will be a column asking you for your thank you page location.

So in essence, once the prospect opt-in for more information from your main opt-in page, they'll instantly be transferred to the affiliate program sales page with your unique referral id and at the same time you've captured their emails to build a list!

Uploading Your Page:

There are two methods you can use to upload your page:

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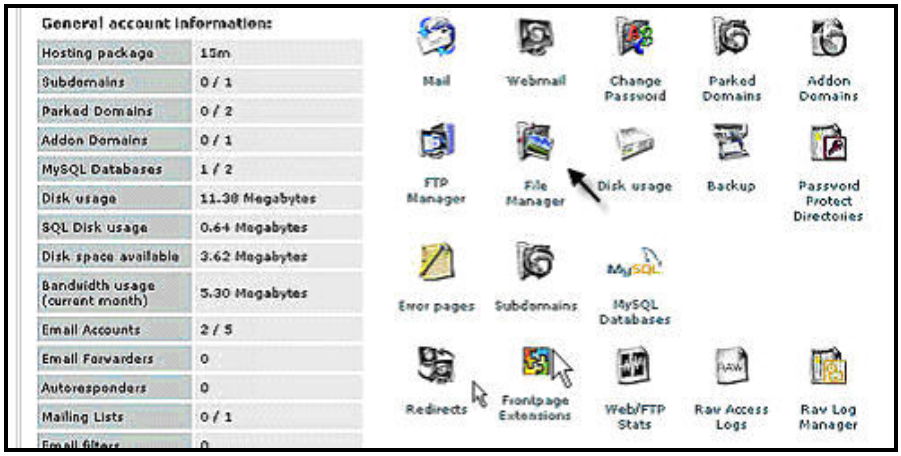
- A standard FTP program
- In the Control Panel administration area of your host

A majority of Unix/Linux hosting plans implement the Control Panel interface. It's a simple visual menu of administrative options relevant to your account.

In the screenshot below, I've highlighted the "File Manager" button which you would click on to begin the file upload process. This is as far as we'll go with this method. The process varies from host to host, and I recommend using a standard FTP program instead because CPanel tends to run slowly.

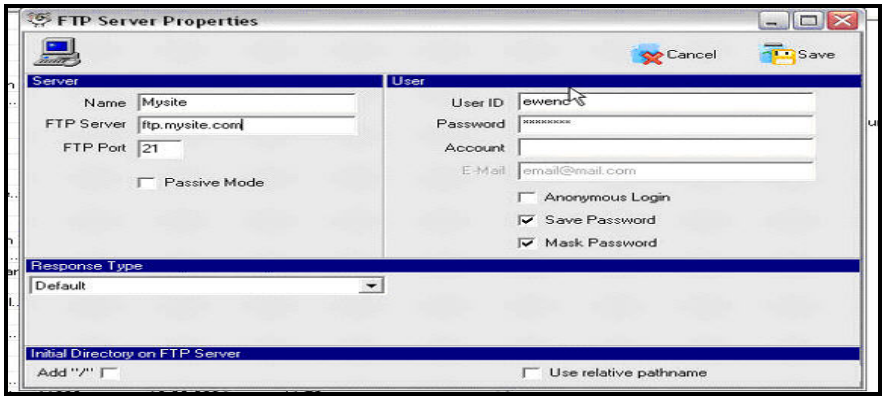


The FTP Process:

Before you begin, you'll need the following information handy:

- The FTP address for your hosting account
- Your Username and Password
- Name of your home directory (usually "public_html" or "www")

FTP programs vary in their interface design. Some programs will allow you to type your login information immediately into a navigation tab, while others may require you to pull up a "new server", "new location" or "properties" box to fill in your information before connecting. In this example, I've pulled up a "Properties" box within **FTP Commander**:



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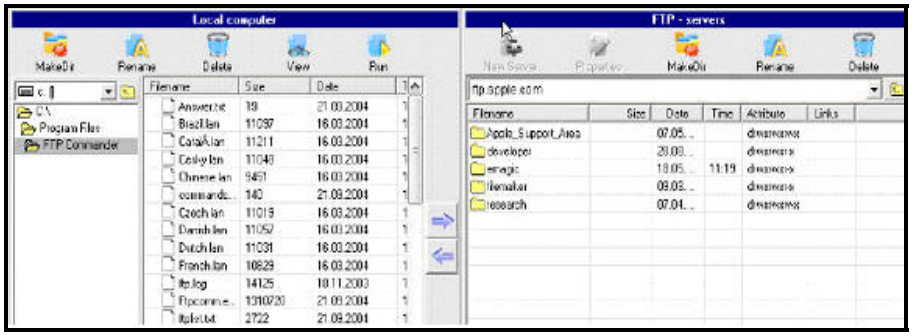
The most common FTP port is port 21. Do not change this unless your hosting provider gives you a different port number. Additionally, your FTP address may vary depending on how your host has things set up. You may have a domain name address, as in the example above or a numeric IP address like ftp://66.129.154.87.

Once you've connected to the server, the program will refresh to show you a listing of your directory contents. In the next example, I've logged into Apple Computer's FTP site. Notice the split screen. The far left column is the navigation column which allows you to surf to selected directories and files on *your* local hard drive.

The middle column displays these files and allows you to highlight them for transfer. The last column displays the directory on your hosting account. Simply double-click on the folder you would like to store your files in, and the program will send a command to the server to move you to that directory.



In this program, you would transfer a file by first selecting it from the middle column list and then clicking on the blue arrow which points towards the right column. You should see the transfer in progress when you upload your files. The screen will auto-refresh and, if the transfer was successful, you'll see your files listed in server/remote host column of your FTP program.

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Step #3: Following Up With Your Leads (It's All About Content!)

By now, you should have the technical portion of your system in place. This includes:

1. *Your domain name and hosting account*
2. *Your autoresponder account*
3. *Your opt-in page and thank you page*

Now it's time to start loading your autoresponder with **high quality content for your prospects to devour and appreciate**.

Your Autoresponder And Follow Up Content Represent The *Primary* Sales Tool In This Process.

This content serves a dual purpose: to **educate** your prospects as well as ***build a relationship with them.***

Remember that it often takes several exposures to a product before a sale is made, even affiliate sales, and now you're in full control to ensure YOU make the commissions.

Your prospects may also require exposure to *you* before they'll buy.

Your follow up content is designed to foster this relationship by demonstrating your knowledge and credibility. It is also making a very basic human connection as you speak to them with your own flair, your own style.

If you can excite them into agreement with your point of view, they are much more likely to get excited about the products you offer them. So, how and where can you acquire your content quickly?

How To Generate Content Fast:

Your niche may have a wealth of reusable content available. Or you may have chosen a niche where good content is hard to find. When this happens it doesn't mean that the niche is without value.

The most common scenario is that the content you *do* find can not be reprinted freely. You want to avoid infringing copyrights. Let's tackle this second case first because the process will give you a valuable skill.

Creating Your Own Content: A Quick Formula…

When you can't find reusable content online, you need to create your own. This sounds like extra work, but **you can do it in a day with focused effort.**

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Step A: Print out all of the content from your niche that you *can* find online.

Step B: If you still need additional information, make a quick trip to your local library and photocopy relevant passages from books and magazines on your subject.

Step C: Re-write content *in your own words* and use the articles you've found as a *model* for structuring your content.

Step D: Tackle the process with an eye on the **problem/solution** formula of pre-selling.

Let's reframe this process in broader terms:

You already have the product and understand your target market. You know what problem the product is designed to solve. You can generate a list of potential questions and issues your target market has in mind, and then *seek out* the answers to those questions.

Essentially, seek out all of the supporting data, ideas, research, etc which backs up the benefits listed in the affiliate product's sales letter. This is a piece of cake to do and you will generate all the content you could ever need.

Other Content Sources:

If you're working within a popular niche, you have the advantage of lots of ready made content available to you online.

Articles: The very first place to start your search is at article distribution sites like www.InternetMarketingFAQ.com, www.EzineArticles.com and Yahoo! Group at http://groups.yahoo.com/group/Free-Reprint-Articles/

For example Yahoo! Groups articles cover a broad range of topics. Use this resources to find authors and web sites providing additional content.

Once you browse through the general distribution sites, you'll want to run a highly targeted keyword search for additional content sources at the major search engines…

Go to Google and type in your niche keywords + "free articles" or :"reprint articles" and you should pull up quite a few sites with these resources.

Public Domain Content: Always check the public domain for content. You're almost guaranteed to find something of use. The only drawback with the public domain is that the online databases do require a bit of advanced search knowledge on your part.

You might have to dig to get exactly what you're looking for. You'll also need to do some editing work on the content you find as most of it is dumped directly into plain text files. Good places to begin include www.CreativeCommons.org and www.Promo.net/pg.

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Private Label Content: If you're in the internet marketing niche, a lot of private label content has surfaced recently which you can use. With private label content, you can change, edit and even place your own name as the author of the materials.

How To Use Your Content:

Once you obtain your content, it's time to set up your delivery schedule: How often do you want to contact your prospects?

When you pre-sell, your ideal solution will see you "feed drip" content to your prospects in order to increase their interest and curiosity.

This is best accomplished through a time-delayed series of messages spread out across days or weeks, with each message offering just a little more information than the last to whet the prospect's appetite.

Some common marketing practices:

- **5 Day mini-course**
- **7 Day mini-course**
- **6 week course; one follow up message per week**

Sit down and map out a schedule for your messages and determine the best use of the content you have available. You don't have to give it all away quickly.

In fact, you can pull out very short pieces of content to keep your prospects hooked. Here's an example of how you might do this in your very first message:

> *Hi First Name,*
>
> *Did you know that smokers who use over-the-counter nicotine replacement therapy have a 93% relapse rate?! That's the startling conclusion of a recent medical study published in the Journal of Tobacco Control.*
>
> *What the study doesn't mention, though, is that there's another substance in cigarettes you're likely very addicted to, and this is why nicotine replacement therapy alone just can't work.*
>
> *You'll be amazed when you find out what this substance is! I'll reveal it to you in part 2 of the course…*
>
> *Until then…*

Notice how effective this is and how the message was built around only two small pieces of information: a statistic, and a hint at a fact that won't be disclosed until the second message.

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Try this if you'd like to stretch as much mileage as possible out of your content.

Of course you'd want to slip in a recommendation for the affiliate product in each message and build up the need for it.

Here are some points to remember when it comes to content:

- Do seek out public domain and reprint articles.
- Put in the effort to create your own content if needed. It's worth the effort.
- Stay focused on relevance.
- Don't use content where the copyright status is unclear or reprints are prohibited
- NEVER plagiarize any work. Always re-write content in your own words

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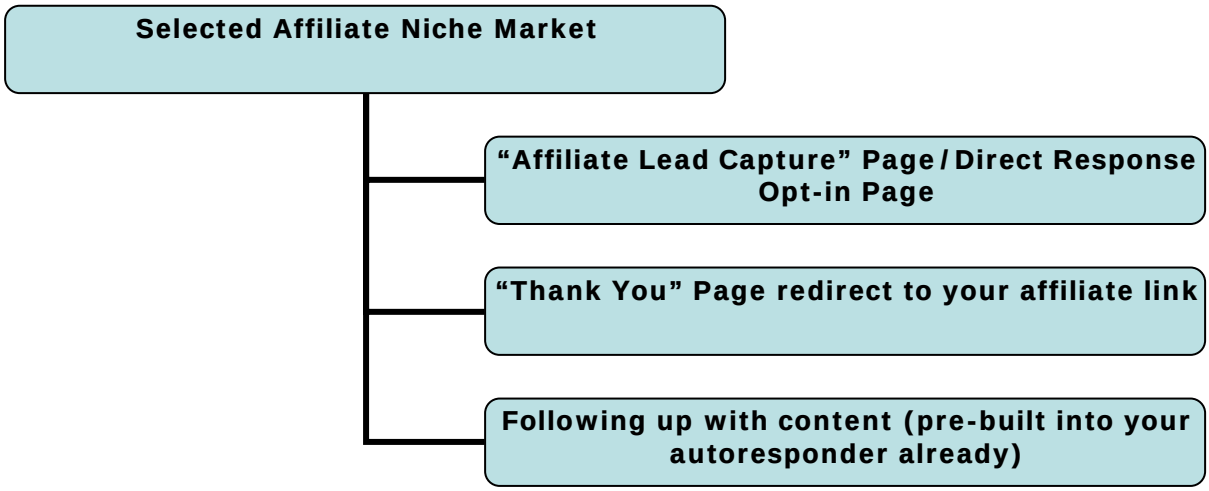
Step #4: Getting Ready To Promote Your Lead Capture Page

The focus here would be to *check your work* and make sure you've set up a seamless system with the formula.

Make any necessary last minute changes if needed before you start promoting your opt-in page. Let's review the process covered during the last three steps. You should have your system set up to look like the following:



Crucial Last Minute Check List:

- Spell check the copy on your pages and fix any typos or grammatical errors.
- Check your pages in both Internet Explorer and Netscape browsers. Does the layout look the same in both?
- Double check all autoresponder messages for spelling and grammar.
- Check your autoresponder sequence.
- Test your autoresponder by subscribing to your list with your own email address.
- Try unsubscribing from your list.
- Check your list database both times to make sure the address is properly added when subscribed and properly removed when unsubscribed.
- Double check make sure your affiliate link is working properly within the autoresponder messages.
- Make sure there are no broken images anywhere on the site.

In Step #5 you'll be sending traffic to your opt-in page using pay per click traffic generated from Google Adwords.

If you don't have an account yet, it's time to set one up at http://adwords.google.com. You will need the following:

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1. At least one keyword or key phrase you wish to target
2. One ad created for that keyword/key phrase
3. Your billing information

Google requires you to create at least one Ad Group when you sign up and, in fact, leads you through the process *before* creating your username and password.

You need not run the ad you create once you've established your account. You can go into your administration panel and *pause* the Ad Group. Simply return on Step #5 and finish filling out your campaign.

So make sure you double check all your work. However remember not to over-tweak things or add anything else to the system. You're almost there, so don't lose focus!

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Step #5: Generating Quick Traffic To Your Lead Capture Page!

Today you will begin sending traffic to your affiliate lead capture page using Google Adwords. This is the quickest and best method of generating highly qualified and targeted traffic there is, so don't discount it.

It's time to kick start the affiliate money machine…

You Will Use The Keyword List You Have Generated In Step #1 To Populate Your Ad Groups.

In order to maximize targeting, you must group your keywords together by similarity and create unique ads for each group.

*(Note: The following is derived from a training report I created for members of Secret Affiliate Weapon – **click here to join now!**)*

Let's break this down with a simple case study:

Imagine for a moment that you've chosen "web design" as your affiliate niche market and plan on targeting newbies. You've generated a list of phrases the average neophyte designer might type into the search engines, such as:

Easy web page design
Easy web page creation
Learn to create web site
Simple HTML tutorial
Create easy web page
Create web site

How would you divide these phrases? We would divide them this way:

Ad Group 1: *All keywords containing* ***easy, design and web page***
Ad Group 2: *All keywords containing* ***easy, design and web site***
Ad Group 3: *All keywords containing* ***create and web page***
Ad Group 4: *All keywords containing* ***create and web site***

We would continue this process with all permutations where the searcher's intent hinges on key adjectives, verbs and nouns (web page vs. web site, for example). Why do things this way? Is it really that important?

In a word, yes.

Although it may not be as obvious in the example above, it is important to create

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separate Ad Groups and separate *ad copy* for the different ways that searchers phrase their requests.

It doesn't matter if any given terms seem to be saying the same thing, albeit in a different way. Your copy needs to match as closely as possible to what prospects searched for.

The reasons for this are manifold. One primary reason is psychological.

People are simply more likely to click on an ad with words matching their search query. In fact, Google highlights any matching keywords in your ad title in **bold,** which further draws the prospect's attention.

Secondly, when you have a large arsenal of keywords at your disposal, you do *not* want to dump all of them into one Ad Group or trigger only one ad for the lot of them. Otherwise, you'll be left with a large amount of unorganized data to wade through when you check your campaign for click through rates and overall spend.

Adwords Guidelines and Tips:

What's your daily budget and how much can you afford to spend?

1. *Pull together what you think are your most highly targeted keywords.*
2. *Use a spreadsheet or pen and paper to record the estimated traffic and cost per click of each keyword.*
3. *Multiply cost per click by estimated traffic*

This will give you a general idea of the overall costs for your campaign, as well as what you can afford to spend per day on each Ad Group. Most experts recommend setting your daily budget as low as possible to start off.

However, there is one factor you need to check in order maximize your traffic:

How much does it cost per day to have your ad displayed every time someone searches on your keyword?

This is important because Google implements a rotating display process based on your budget. If you set your daily spend too low, your ad will not be displayed for every search, and you won't receive the amount of impressions you expected.

Let's say you have a keyword that receives approximately 100 searches per day, representing a *potential* 100 clicks per day on your ad.

If your minimum bid on the keyword is .05 cents per click, then your daily spend limit should be set to *at least* .05X100, or $5 per day.

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Secondary Impressions and CTR:

Google monitors the ratio of your ad impressions versus your ad click through and calculates what is known as the **Click Through Rate**, or CTR. If your CTR drops too low, Google will suspend your ad campaign and may disable your keywords, preventing you from bidding on them in the future.

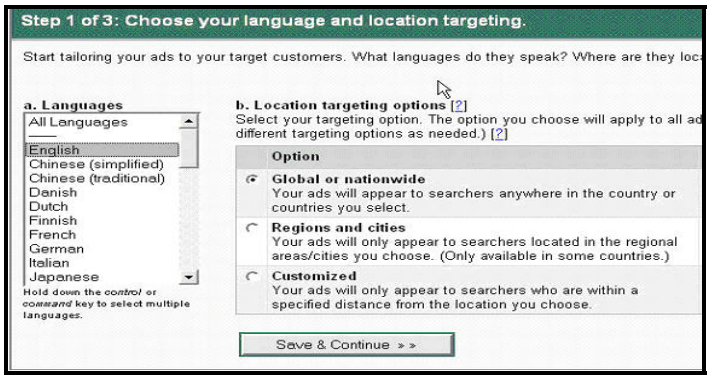
The easiest way to avoid this is to *turn off* content matching for each campaign.

Content matching is different from search impressions. A search impression occurs when a user types in a query into Google. A content match occurs on any one of hundreds of Adsense partner sites where your ad is triggered contextually due to matching keywords within the content on a partner site.

For most advertisers, this amounts to hundreds of wasted impressions and negatively impacts on CTR. So, turn off content matching and focus only on real search results based on real queries by real prospects.

A Behind the Scenes Look at An AdWords Creation:

Step A:



Step B:

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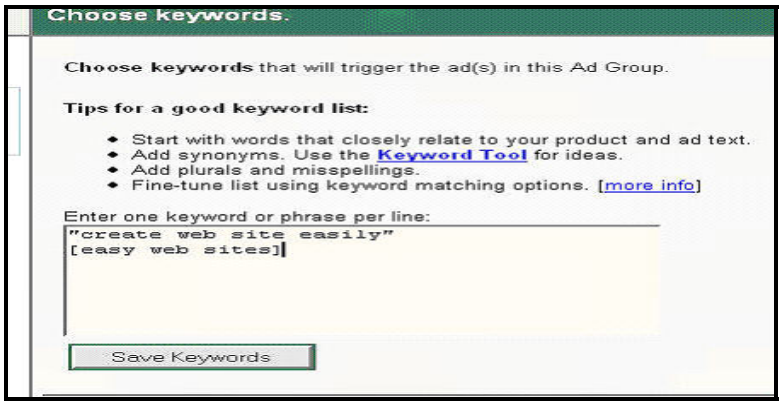
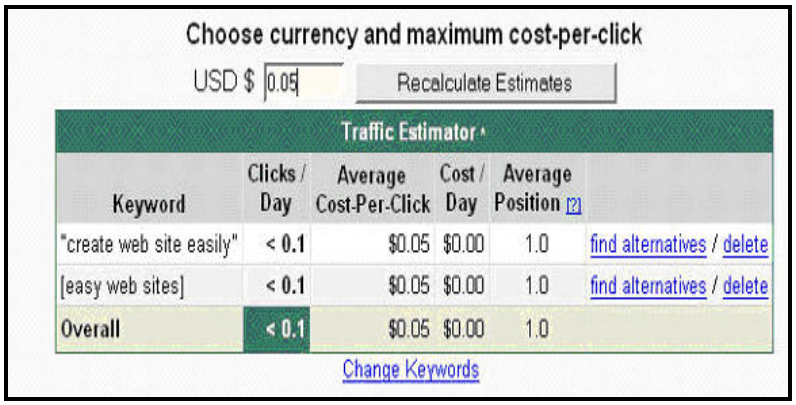
Step C:

Step D:



Step E:



Adwords Do's and Don'ts:

Do:

· Organize keywords into logical groups based on similarity
· Calculate all costs and set a reasonable daily spend to ensure your ad

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receives maximum exposure
· Use utilize Google's online faq'a and other help documents if needed. Take a test run through the "sign up demo".

Don't:
· Use content matching. It will negatively impact your CTR
· Don't forget to check your ads for spelling and punctuation. Avoid calls to action like "click here now". Any of these will cause your ad to be disabled and require editing before your campaign can continue.

Other Traffic Sources:

Pay-per-click traffic from Google Adwords should be your primary focus during the initial roll out of your system. However once you've established some traffic and collected leads to your autoresponder, you can begin building other sources of traffic. For example from:

- **Newsgroups and Message Boards:** Join discussions lists centered around your niche. Contribute helpful posts and include the link to your site in signature line. This will generate traffic from discussion group members as well as the search engines which spider those groups.

- **Write and distribute your own articles:** Having your articles distributed can generate traffic from the search engines if you optimize your articles for target keywords. You should also see traffic from e-zines and newsletters when your article is picked up and distributed. Remember to place your byline and the link to your site at the end of each article.

- **Co-Registration, Content Swaps and Link Swaps with Complementary Sites:** Find a site with a complementary focus and approach the site owner for a joint venture. This can be anything from a reciprocal link trade, an e-zine ad swap, an article swap or cross-promotion of products among respective lists.

Plus see many more traffic tactics here. You will also want to implement a method of testing and tracking as soon as possible. Ideally, you would implement this right off the bat. However, if you're new to internet marketing, it's a good idea to just get your site up and running.

You can add in a tracking mechanism once you get comfortable working with the technical aspects of site design and Adwords set up.

Important Reasons For Testing And Tracking:

- Determine which keywords and which ads bring you the most traffic
- Determine which keywords *convert* to leads and customers, regardless of the amount of traffic they generate

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- Eliminate under performing keywords
- Test your ad copy, your direct response copy and your sales copy
- Know *where* your traffic comes from – PPC? Message boards? Articles?
- Quality autoresponders typically have a tracking function built in. Keep this feature in mind when shopping around.

So begin your first push with Google Adwords and then make a plan for long term traffic using other methods. Remember to track your progress and optimize your campaigns.

When you're dealing with pay-per-click, do not be tempted to purchase traffic from any other source except a respected and well run pay per click service.

Similarly you shouldn't judge results too quickly, allow a minimum of at least 100 click through on any given ad. If it is underperforming, try re-writing your ad copy before dumping that keyword.

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Step #6: Back End Affiliate Marketing

The main focus here is to search for profitable back end opportunities using a higher end and/or residual income affiliate program that earn you higher/lifetime commissions.

This is the key to excess profits.

Back End Sales Are The Key To Generating Extra Revenue.

(Note: Secret Affiliate Weapon even allows you to make *back end* sales *automatically* – *click here to find out more!*)

The wonderful thing about back end products is that you don't, in this case, have to create them yourself.

What is a back end? It is any product or opportunity offered to the customer:

1. *After the sale*
2. *During the check out process as an added option*
3. *A special offer to members*

Types Of Back End Products To Consider:

- Higher priced affiliate products
- Memberships for residual income opportunity
- Two-tier affiliate programs of interest to your list. Have them sign up under *you*
- Any complementary niche product you can find

How To Find Back End Products:

With affiliate marketing, finding a complementary up-sell product is as simple as joining an affiliate program for a related product and marketing it to your list.

For higher priced or exclusive offers, you'll want to look into a joint venture with the affiliate site owners.

Keep in mind that the back end sales process need not involve bringing in new products right away.

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One of the most effective tactics is to joint venture with another site owner and have them place *your* product (if you've them) with *their affiliate link* on *their* order page while do the same for them.

Notice that both sides win in this equation. Each person receives additional profit and additional exposure and potential new leads. You are essentially sharing your traffic with each other and in this scenario, turning the affiliate owner into your affiliate!

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Step #7: Leveraging On Your Success

We've came a long way from Step #1 and covered a lot of ground. Give yourself a pat on the back for all the hard work. The question now is:

Where do you go from here to increase your success and make it even better?

The "Affiliate Money Machine" system has provided you with a *complete formula for profit.* So there're two main ways you can move forward with it from here:

1. *Nurture and grow what you have*

2. *Replicate the process*

When You Find Out That The "Affiliate Money Machine" System Works (As It Will), Keep Doing It With Different Affiliate Products In A Sub-Niche Market Or An Entirely New Niche Market!

There's no need to reinvent the wheel.

Once you've already set up your first "Affiliate Leads Capture" page, you could very well let it run on its own and see good profits with it. But I do recommend growing and nurturing the project even further.

As you test and track your results, you'll find *new* ways of optimizing your site, your campaigns and your content.

You'll find new products and new promotions to mix in with your existing base. Essentially, you have a money-making affiliate site that can only get better the more you work with it. And now that you've found something that *works - keep doing it.*

This is truly a lightning-fast method for niche market penetration as an affiliate marketer.

Imagine building little affiliate money machines over and over again until you have a network of dozens of them, each one generating leads and profits? Combine this with the back end selling model in Step #6 and it is surely the ***quickest and easiest way to grow and maximize your income online.***

The more frequently you build these sites, the faster you'll see results and the more you'll learn.

You will have both the skills and the *resources* to leverage towards your ideas and see them bloom into reality quickly. Eventually this will become so second nature to you that you won't waste precious time on losing ideas.

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You will be able to judge the profitability of your ideas sooner rather than later, and *keep forging ahead on what really works.*

Here are some thoughts to live by:

- Nurture each affiliate money machine that you build
- Keep working the system and replicating it across niches
- Re-invest profits towards growth
- Don't stop working it!

I sincerely hope you've found this special report to invaluable and extremely useful to your affiliate marketing ventures…

And if you want to take it *even* further, I urge you to join "Secret Affiliate Weapon" for continuous training and more proven information - ***it's just a ONE-TIME $9.97 while it's still available now…***

To Your Affiliate Success,

Ewen Chia

Click Here Immediately To Lock In Your *LIFETIME Membership* To "Secret Affiliate Weapon" For Just A One-Time $9.97!

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