WORKSHEET

A STEP-BY-STEP INSTRUCTION GUIDE

THAT WALKS YOU THROUGH ALL OF THE CHAPTERS OUTLINED IN THE MAIN COURSE

TABLE OF CONTENTS

Introduction 3

Picking a Product..... 4

Task 1: What products are available?.....4

Setting Up Your Virtual Real Estate..... 7

Task 1: Get a domain name and web hosting 7

Task 2: Setting up your squeeze page 8

Driving Traffic to Your Squeeze Page..... 10

Option 1: Paid traffic PPC advertising 10

Option 2: Organic traffic 11

Option 3: List building 13

Option 4: Create a blog. 13

INTRODUCTION

This workbook to be used in conjunction with the main Affiliate marketing manual. To get the best possible use out of it you should print it out and have it handy as you work through the manual.

Remember reading without action won't get you anywhere. This workbook provides you with practical exercises to follow (along with the main manual) and once completed will also provide you with a written record of your business model, which you can repeat again and again.

Try and follow each exercise as you come to it. The more you put into the planning and execution of this business model the quicker you will start to see results.

So, let's get started.

PICKING A PRODUCT

This can often be the longest part of the affiliate marketing process, but it doesn't have to be if you are methodical in your approach and consider each product against a set of criteria.

TASK 1: WHAT PRODUCTS ARE AVAILABLE?

Go into a couple of affiliate networks like Clickbank or Paydotcom.com and see what type of products they have available in your niche.

Step 1: Find 10 products you think you would be interested in buying if you were in the market for something to help with your problem.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

WORKSHEET

Step 2: With each of those products make a note of the following

Product Name and Number	Market Demand	Competition	Commission	History	Conversion Rate
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					

WORKSHEET

Step 3: Highlight 3 - 5 products that look really good and then answer the following questions about each one.

1. What does the sales page look like? Cluttered/clean, busy/simple; casual or homily/professional?
2. Are there some good graphics on the page?
3. Does the page have testimonials and bullet points?
4. Would you feel compelled to buy the product if you were a customer?

That last point in particular is really important. This should have narrowed your products down to three or less - make a note of those products here.

1. _____
2. _____
3. _____

TIP: If you don't think any of your initial products are worth promoting then go back to step one and start again - getting this part right is crucial to your business success.

SETTING UP YOUR VIRTUAL REAL ESTATE

TASK 1: GET A DOMAIN NAME AND WEB HOSTING

Step 1: Domain name: Try and get a domain name that includes your keywords or the product name. For example, you could use Yourproductnamereview.com" or "Bestproductnamereview.com"

Your Domain Name:

_____

Step 2: Web hosting: It is a good idea to pay for web hosting rather than use a free site. This is because you will have a lot more control over your business and content and don't run the risk of having your site pulled for a breach of TOS.

A web host like Hostgator.com is a good idea - it only costs just under $5 per month for hosting; or if you want to host a number of sub-domains chose their "Baby" scheme, which is only $9.99 per month.

Cpanel Login URL:

_____

Username: _____

Password: _____

TASK 2: SETTING UP YOUR SQUEEZE PAGE

A squeeze page is a page that you use to capture your visitors email address and name. This allows you to build a list of people who are interested in your offers that you can market to over and over again through an auto responder series.

Step 1: A good squeeze page has: (Fill in notes on each section).

Headline: _____

Subheading: _____

Opening Paragraph: _____

Bulleted List:

- _____
- _____
- _____
- _____

E-mail Capture Form: _____

Call To Action: _____

Guarantee: _____

WORKSHEET

Scarcity: _____

P.S. (Post Scripts): _____

Step 2: Offer incentives to your readers to opt-in to your list. Make notes on the ones most applicable to your niche, products and target markets.

Free Advertising:

_____

A Service (Proofreading/ Editing, Review, Setup):

_____

Free Domain Registration: _____

Cash Rebate:

_____

Free Products:

_____

Training:

_____

An Exclusive eBook: _____

TIP: In a lot of cases your readers will be looking for a good source of information, or great value for money. Work out which would be the most appealing to your target market before you set up your squeeze page.

DRIVING TRAFFIC TO YOUR SQUEEZE PAGE

All traffic is not created equally and if you want your affiliate business to succeed, then you need to drive quality and targeted traffic to your squeeze page and affiliate offers.

OPTION 1: PAID TRAFFIC PPC ADVERTISING

Choose your favorite or most cost effective option. A couple of options are listed below for your convenience.

1. Google Adwords (https://adwords.google.com)
2. Yahoo Search Marketing (http://advertising.yahoo.com/)
3. Search Feed (http://www.searchfeed.com/)
4. Clickable (http://www.clickable.com/)

Remember to be careful with your budget and target long-tailed keywords rather than really expensive main keywords.

Keyword: _____

Budget: _____

Keyword: _____

Budget: _____

Keyword: _____

Budget: _____

Keyword: _____

Budget: _____

OPTION 2: ORGANIC TRAFFIC

Step 1: SEO Articles - fill in the details below for at least five of your articles.

Keyword: _____ Keyword density: _____

Keyword: _____ Keyword density: _____

Keyword: _____ Keyword density: _____

Keyword: _____ Keyword density: _____

Keyword: _____ Keyword density: _____

WORKSHEET

Step 2: Product reviews - fill in the details below for at least three of your reviews.

Product name:

_____

Keywords:

_____

Product name:

_____

Keywords:

_____

Product name:

_____

Keywords:

_____

Step 3: Keyword rich domain name (see previous section)

Domain name:

_____

OPTION 3: LIST BUILDING

You will have covered most of the set up for this in the previous section. You will need to set up an auto responder sequence to create a relationship with your list members. It is also a good idea to promote more than one product over time: for example promoting three different (but similar) products over 20 emails.

OPTION 4: CREATE A BLOG.

A blog can be used as an addition to your website. It will encourage people to leave feedback for you on your posts and gives you some good keyword rich content to help drive traffic to your squeeze page and products.

Lastly, Have Fun!

If you use the techniques in this worksheet and the ebook companion, you find a way to do them, that's fun and entertaining for yourself, you'll see success sooner than you think. For only when you enjoy what you do does it stop becoming work!