Super Affiliate MARKETING Blueprint

Transforming Ordinary Affiliates Overnight Into High-Earning Super Affiliate Sensations!



www.SuperAffiliateMarketingBlueprint.com

This product is brought to you by

Moni Arora

Are You Frustrated by All the Useless, Non-Actionable Internet Marketing Information Out There??

Me too! So I've decided to go against the grain, and share REAL information that WILL make you money. This is not the typical **non-actionable material** you find out there. There is no fluff and no beating around the bush—just rock-solid business-building information designed to help you build an unstoppable Internet marketing empire.

Every month I release BRAND NEW, cutting-edge reports and courses focused on helping you build a strong business foundation, so you can take your marketing efforts to the next level.

Click here for my special offers only for you!

YOUR RIGHTS: This ebook is restricted to your personal use only. It does not come with any other rights.

LEGAL DISCLAIMER: This ebook is protected by international copyright law and may not be copied, reproduced, given away, or used to create derivative works without the publisher's expressed permission. The publisher retains full copyrights to this ebook.

The author has made every reasonable effort to be as accurate and complete as possible in the creation of this ebook and to ensure that the information provided is free from errors; however, the author/publisher/ reseller assumes no responsibility for errors, omissions or contrary interpretation of the subject matter herein and does not warrant or represent at any time that the contents within are accurate due to the rapidly changing nature of the Internet. Any perceived slights of specific persons, peoples, or organizations are unintentional.

The purpose of this ebook is to educate and there are no guarantees of income, sales or results implied. The publisher/author/reseller can therefore not be held accountable for any poor results you may attain when implementing the techniques or when following any guidelines set out for you in this ebook.

Any product, website, and company names mentioned in this report are the trademarks or copyright properties of their respective owners. The author/publisher/reseller are not associated or affiliated with them in any way. Nor does the referred product, website and company names sponsor, endorse or approve this product.

COMPENSATION DISCLOSURE: Unless otherwise expressly stated, you should assume that the links contained in this ebook may be affiliate links and either the author/publisher/reseller will earn commission if you click on them and buy the product/service mentioned in this ebook. However the author/publisher/reseller disclaims any liability that may result from your involvement with any such websites/products. You should perform due diligence before buying mentioned products or services.

This constitutes the entire license agreement. Any disputes or terms not discussed in this agreement are at the sole discretion of the publisher.

TABLE OF CONTENTS

Introduction 7

Who Should Read this Book? 8

Affiliate Marketing Roots at a Glance 9

Understanding Modern Affiliate Marketing 11

Creating a Concept-Based Rather than a Product Based Site 13

Expansion 13

Work with a Team 13

A Web Dialogue 14

What to Expect 14

Existing Affiliate Model 16

Why is Affiliate Marketing so Lucrative? 17

What you need before Getting Started 19

Stick to what you know 21

Creating a team 21

Set realistic goals 22

Time management 22

Dedication 22

Top Online Affiliate Networks 23

Click Bank 24

Share a Sale 25

JVZoo 26

Pick Premium Products with the Best Payouts 27

A Product that matches your expertise 28

A Product that fills a gap in the market 28

A Product that offers great affiliate incentives 29

Avoiding Affiliate Marketing Mistakes 29

Low Quality Equals Low Revenue *30*
Neglecting SEO is Affiliate Death *30*
Selling, Irrelevant Products, is Distracting *31*
Renovate to keep it Alive *31*
What Makes a Super Affiliate 31
How to Build Influence 32
Get a Peg above the Rest 34
Affiliate Marketing Constraints 35
Offering Incentives 36
Free Advertising *36*
A Service (Proofreading/ Editing, Review, Setup) *37*
Free Domain Registration *37*
Cash Rebate *38*
Free Products *38*
Training *39*
An Exclusive eBook *39*
A Killer Squeeze Page 40
Squeeze Page Elements 42
Headline *43*
Subheading *43*
Opening Paragraph *43*
Bulleted list *44*
E-mail Capture Form *44*
Call to Action *44*
Guarantee *44*
Scarcity *45*
P.S. (Post Scripts) *45*
Automating the Incentive Delivery through Affiliate Networks 45
Attracting Targeted Traffic 47

PPC Programs 48
Organic Traffic - How to Build Affiliate Sites that Rank High in Search Engine Results 50
Writing SEO Articles *50*
Product Reviews *51*
Keywords Targeting *52*
Domain Names *53*
Traffic from your own list 54
Great Customer Service *55*
Establishing Yourself as an Authority *56*
E-Courses *57*
Building a Responsive List 57
Tracking and Monitoring your Performance 58
Sum of the Parts 67
Summation 68
Resources 69
Affiliate Programs *69*
Payment Processors *69*
Analytical Tools for Affiliates *69*

CHAPTER 1

INTRODUCTION

WHO SHOULD READ THIS BOOK?

This book should be read by anyone interested in either making some steady extra cash or even earning a living through affiliate marketing. The beauty of affiliate marketing is that the affiliate has to do nothing more than sell other people's products; or promote them. There is no added hassle of putting hours and hours of work and resources into getting a top-notch product ready for sale, the affiliate just has to pick the "right" products.

You might be wondering, "if affiliate marketing is as simple as that, how come not every online marketer is a super affiliate?"

The answer is; you need to be a strategic marketer to achieve the heights of super affiliate stardom. This is exactly what this book tackles: the strategic marketing plan required to boost any affiliate marketing effort by eliminating any kinks in the loop.

This book has been written with a varied audience in mind so that anyone reading this book can take something away from it. It is crucial that we mention that at least a basic understanding of affiliate marketing is required to understand the principles and strategies outlined throughout this book.

The contents and information in this book has been laid out in a manner that takes you, the affiliate, from the beginning to the end of creating a successful affiliate marketing campaign. The workbook and checklists provided with this book are meant to reinforce the campaign

efforts outlined in this book by providing you with practical applications of the super affiliate marketing strategies.

The aim here is to provide a book with the essential accompanying material to convert any dabbling affiliate marketing effort into a robust and profitable business. The key to super affiliate success, as we will discuss throughout the book is to sell you rather than sell the product.

If you can forge a relationship with potential customers, you have the opportunity to make multiple sales to the same person. Once your customers know that what you are recommending is high quality they will not hesitate in making further purchases recommended by you. That, however, is not all you will need to get to the top tier of super affiliates, especially with all the misinformation spread about what makes for great affiliate success.

With this book, we hope to rewire the affiliate marketing construct in a way that once it gets running it will require minimal maintenance efforts to keep making you a nice chuck of change.

AFFILIATE MARKETING ROOTS AT A GLANCE



It is not essential that you understand where affiliate marketing originated from to become a successful affiliate marketer, but if you grasp the guiding principles it will be much easier to understand the entire workings of the process.

There is a lot of debate, without any conclusive evidence as to the origins of affiliate marketing. Amazon famously claims to be the originators of affiliate marketing, but that does not add up with the affiliate models that were around at least a couple of years before Amazon launched its own affiliate program.

What we want to briefly discuss through this history lesson, is the need for, and the creation of, affiliate marketing. Through popular consent affiliated marketing seemed to have originated in the online adult business models. Online adult business models are often considered innovators in online marketing because of their need for discreet and powerful marketing.

Most businesses can be spread easily through word of mouth, but adult industry products are not something most people like to recommend or admit to using. This is what created the need for affiliate marketing, where a percentage of revenues were paid for referred sales. At the end of the day, this is the basis for all affiliate models and marketing, to create a powerful "word-of-mouth" like campaign for any given product.

> "While it may be true that the best advertising is word-of-mouth, never lose sight of the fact it also can be the worst advertising."
>
> ~ Jeff. I. Richards (Advertising Veteran and Author)

Traditionally, small businesses in real life have thrived on word-of-mouth advertising but because of the lack of control, this type of

advertising is very limiting. The online affiliate model enables people to get the great benefits of the word-of-mouth advertising where they can still exercise control.

This was initially the basis for affiliate marketing; today it has evolved into a strategic marketing ploy with great incentives and minimum liability. To get the most out of your affiliate marketing setup you have to keep bringing your marketing model back to this founding principle of word-of-mouth advertising.

If an affiliate marketer strays too far from the word-of-mouth path with their marketing strategies they cannot effectively build the all-important golden relationships with “their” customer base that will keep bringing the customers back for more. So, tie a knot if you have to and remember that your marketing psychology should make you appear as a part of the crowd and not a hired sales person.

UNDERSTANDING MODERN AFFILIATE MARKETING

The basic guiding principles might be the same but the face of modern affiliate marketing and its models can be very complex and they might even seem intimidating to some. This is why we want to explain to you the workings of modern affiliate marketing before we delve into the meaty strategies.

To understand modern affiliate marketing you need to see affiliates as middlemen between the **“product owner”** and the **“customers”**.



The role of the modern affiliate marketer is getting the word out to the masses in a way that keeps both ends of their trade happy.

Achieving that is a four-prong process, you need to have:

1. Strategic marketing skills
2. In depth analytical tools
3. SEO driven content generation and
4. Programming skills or resources

If you take one of these essentials out of your affiliate tool bag you are breaking the affiliate loop! Without content, programming and analytics there is a fat chance you will ever drive a super affiliate campaign. We will discuss all of these constituents of great affiliate

marketing as we move further into the book, so just relax and know you are in good hands.

Here are some must-haves for successful affiliates of this evolving marketing generation:

CREATING A CONCEPT-BASED RATHER THAN A PRODUCT BASED SITE

This makes common sense to most yet you will see “seasoned” affiliates making this rudimentary mistake of developing a site based on a product rather than a topic. It can bring some good business if the product is literally “out of this world” and deserves a dedicated treatment. Even then, a topic/concept-based site can work better. As a rule of thumb, modern affiliate marketing demands that you do not dedicate your marketing efforts to one product but instead utilize your web properties to sell a bunch of great products.

EXPANSION

No matter what level of the affiliate marketing business you are on, always be looking to expand. Once one campaign is up and starts bringing back the profits, take it as a cue to move on to another. There is just no sense or success in sticking with a handful of sites when the Internet is evolving and the consumers looking in new directions every day.

WORK WITH A TEAM



If you are like many, many other affiliates and starting out as a one-man-band for your affiliate business, you will soon realize the folly of that. Treat your affiliate business like you would an offline business venture. Outsource and you can dedicate your time to strategizing, polishing and keeping your eye on the market.

A WEB DIALOGUE

With the advent of the interactive age in Internet marketing through web 2.0 standards, it is not a profitable option to ignore the interactivity of your site. Make your site a dialogue between the consumer and yourself to build trust and keep them coming back for more great service. Use social networking and Social media to build and boost sales without any push from search engine traffic.

We will be looking into value adding web properties and all the aforementioned aspects of modern affiliate marketing in detail in the coming chapters.

WHAT TO EXPECT

> “It's a very, very tough market. So unless you do a really good job, you buy the right products from the manufacturers, you service the customer, they keep coming back, they bring their friends in, it's all about numbers, numbers, numbers.”

```
~ John Ilhan
(Entrepreneur, dubbed the richest young man in
Australia in 2005)
```

Stiff competition and a rapidly evolving marketplace is what you should expect and even welcome as a super affiliate. What average affiliates often fail to realize is that this natural evolution of the online marketplace is a blessing and makes for new opportunities for affiliates, if they know what they are doing?

Always remember the reason for the evolution of Internet is to make it better and more accessible to more people and businesses, as an affiliate, you stand to benefit from both individuals and businesses only if you keep tweaking.

Beating out the competition to capture the consumer attention and getting the desired conversions is something of a delicate art, around which this book has been based. The next chapter deals with the existing affiliate models and now that you have a grasp of super affiliate fundamentals, you can easily understand and appreciate the content.

CHAPTER 2

EXISTING AFFILIATE MODEL

WHY IS AFFILIATE MARKETING SO LUCRATIVE?

There are many advantages of affiliate marketing which explain its popularity in the online community. The fact that super affiliates can make upwards of $100K a year is alone enough to drive anyone with a marketing eye to take a look, but add a great work from home lifestyle and being your own boss; you just cannot ask for more.

The natural question that arises here is; why is affiliate marketing so lucrative both for affiliates and merchants? The truth is, it is not, at least not for everyone. If someone tells you that they have a secret formula for online affiliate success that does not require any effort on your part, they are outright lying.



Affiliate marketing is very lucrative for the super affiliates who are willing to put in the initial groundwork for a successful business venture. That initial groundwork requires a lot of supervision, strategizing, negotiating and an ear glued to the proverbial ground for the “next new thing”. If you are one of those determined few that want to make a great living from home and are willing to put in the initial effort, **here are some of the reasons that will make your affiliate marketing choice very lucrative:**

1. Setting up an affiliate business requires very low startup investment compared to other ventures. Not just compared to

real life businesses but even to other online businesses. The kick being the affiliate marketer does not have to create the products or services but simply promote them.

2. Affiliate marketers often have access to remote online markets that cannot be targeted by the merchants themselves because of cultural and demographical differences. This provides the affiliates with the unique opportunity to introduce great products to mostly untouched market niches and profit from it.

3. Building an online presence is much easier if the affiliate marketer has merchant connections to direct their traffic towards. Advertisements from merchants like banners or links are seen as an endorsement of the popularity of a site and their connections in the industry. And if your website is popular and well connected, the customer is more liable to trust to connect to the merchant. This is the top reason why it is easier for affiliates to direct traffic and sales compared to other paid modes of advertising.

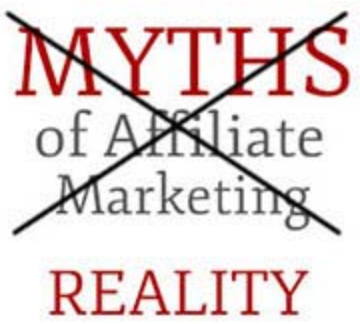
4. A great reason supporting the lucrative nature of affiliate marketing is that, as an affiliate, you can employ different modes of marketing like PPC (pay per click) ads, Banner ads, PPV (pay per view) ads and SEO optimization of your websites, all to direct traffic to one or a multitude of products. The customers can have access to any special offers you are offering and they can potentially have a choice of products to choose from.

5. As soon as your first affiliate business starts generating a respectable income you can start expanding. Affiliate marketing,

through its very nature requires little maintenance once up and running. Unlike a real life business or even a direct sales online business – there are no shops to close, merchandise to ship and claims to be satisfied. Once you are set up and running, you can move onto the next money making cash cow!

These are as we mentioned only some of the reasons you should invest time and resources in affiliate marketing. As you and your business grow you will realize the tenfold benefit of being your own boss and having the life you deserve!

WHAT YOU NEED BEFORE GETTING STARTED



The first objective you must achieve is clearing your mind of the plenty of affiliate marketing myths. Myths like anyone can sign up for an affiliate program and without any plan of action start making thousands of dollars! The idea is, at best preposterous. Not to worry though, as we have mentioned earlier a little dedication on your part and we will provide you with the strategic plan that has lead many a super affiliates to success.

A few other myths you should dispel before we continue any further are:

Myth 1: Affiliates can be successful without creating a dedicated website to post the information of the product and related content.

Myth 2: Putting random links on a webpage will drive any kind of sustainable profits.

Myth 3: Affiliates can have any kind of influence or sway with their audience without creating a list.

Myth 4: If the product is great, the affiliate can sell it without much effort towards the content or strategy of their marketing plan.

Myth 5: Promoting products that are irrelevant to the content of the affiliate's websites will still yield substantial commissions.

Myth 6: Affiliates do not have to create a "brand" in order to thrive.

Myth 7: An affiliate can create a viable source of income from just a few websites without any expansion.

If you are under the illusion that any of these myths will make you a super affiliate, you might be in for a surprise. The online market place is a rapidly evolving place and if you stick to just a few web-properties, there is little chance you will become a super affiliate.

Sure, there are a handful of super affiliates that have a few branded websites that they can make money from but the important factor to differentiate here is that they regularly update and reinvent their strategies to meet the changing demands of the market.

Having said all that, we want to reassure you that affiliate marketing can and will transform your life; only if you apply it intelligently and not take the great opportunities for granted.

Other than dispelling these misleading myths, you need to look into a few other things before you start on your affiliate marketing ventures.

These are:

STICK TO WHAT YOU KNOW

When it comes to affiliate marketing always choose to promote products that speak to you as a consumer. This gives you an innate edge over the competition as you can speak to audience with confidence. There is a world of products to choose from like eco-friendly fertilizers to kid's books, so fret not, you will find something that speaks to you.

CREATING A TEAM

When it comes to building a business, you will, if not at the beginning, need a team to work for/with you. Creating a team or outsourcing your work can be tricky, but a ploy that works for most is not hiring entire teams to take over your work but over the time build relationships with talented individuals that can become your go to people for certain things. Creating a good team is crucial to the success of any online business venture unless you are a multi-tasking genius, who is willing to spend hours in front of a computer screen with very little return.

SET REALISTIC GOALS



Before you start formulating any sort of plan or strategy for a business, you need to have defined goals pertaining to measures of success. Goals have a neat way of keeping you on target and are indicators/flags when something is not working. Set the goals realistic, not only just about the monetary gains, but also about how soon you want to get your site and its content ready etc.



TIME MANAGEMENT

Most super affiliates find that time management and quality control skills are the only two things that can guarantee any long term success in the affiliate business. Especially, if you are smart and looking to expand your affiliate business, it will do you good to manage your time well, through definitive deadlines and profit targets that you hope to achieve. Being your own boss means self-supervision and self-discipline.

DEDICATION

Do not quit your job when you start your first affiliate endeavor, instead test out the waters with dedicated research and free time awarded to your affiliate efforts. You might have to take a few hours over the weekends or the weekdays, but remember this dedication will pay off. Know what you are dealing with and what you have to do by

starting small and once you feel confident you can dedicate your full time attention to your affiliate business; bid adieu to your 9 to 5 cubicle!

TOP ONLINE AFFILIATE NETWORKS

When choosing any affiliate network, the simple logic is, the better the program the greater the profits. Choosing the "right" affiliate program is imperative. This is why, through this topic we will introduce you to not only the top tier affiliate programs but also provide you with the guidelines to choose the affiliate program that will meet and possibly exceed all your business needs.

So, let's get started with the five-finger rule to choosing the best affiliate program for your needs:

1. Choose a product you can connect with as a consumer and something that has demand in the market. Choosing a product that has little or no potential in the current market will not make you any profits.

2. Choose a merchant that provides affiliates with all the requisite material to support sales.

3. A good tracking system is essential to affiliate marketing. A sale can be made in a few days; hours or even weeks after you first directed the visitors towards the merchant site. As an affiliate you need to be sure that you are awarded with the due credit if and "when" the sale is made. Most of the affiliate networks have

60-90 days cookie that means if the visitor buys from your affiliate link within this period, you will get credited.

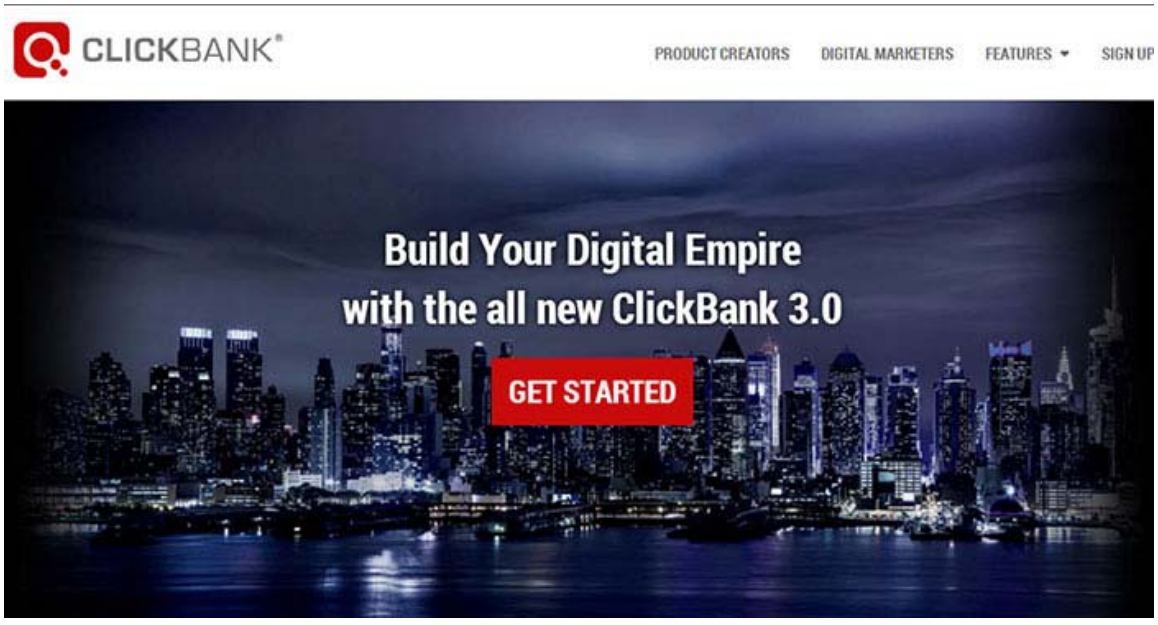
4. Choose a merchant that you can trust to bring out great products, one after the other, because a good relationship with a quality merchant will go a long way. It will be mutually beneficial to both the merchant and the affiliate.

5. Choose a multi tier affiliate program if you can. Two-tier or multi-tier affiliate programs are the real money buckets because they can double or triple profits for super affiliates.

These are the five rules to pick out the best affiliate programs but there are some fool-proof affiliate programs that you can join for ensured quality.

CLICK BANK

www.clickbank.com



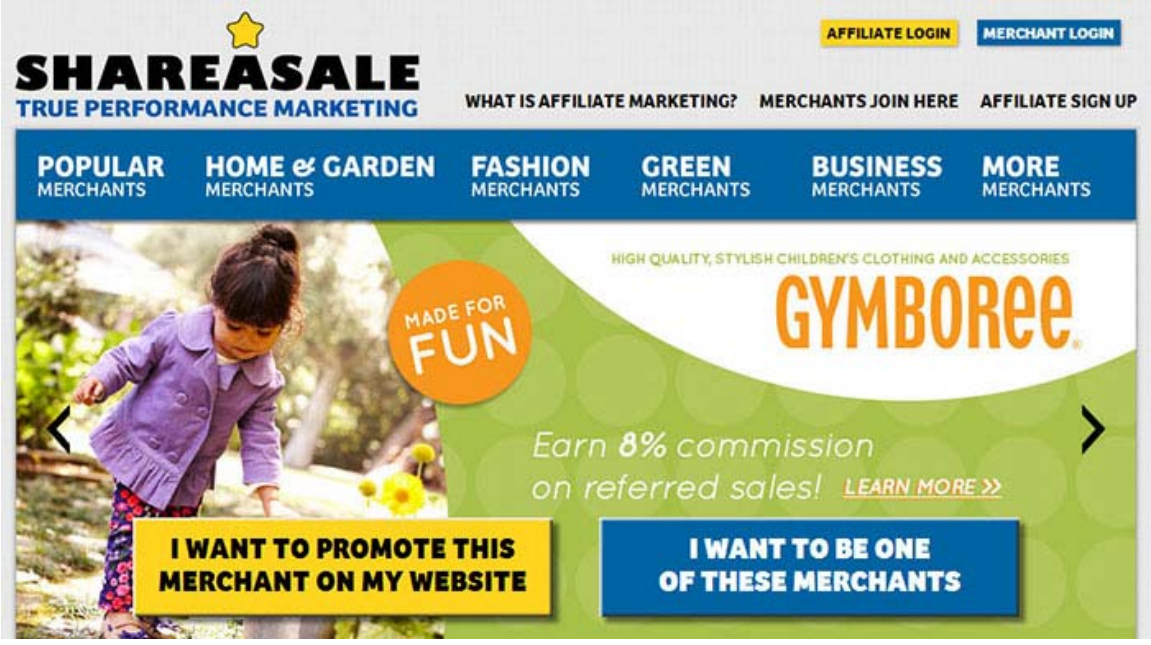
Without any doubt, Clickbank is the top affiliate program online, with tens of thousands of products to sell and great tracking systems offered by its merchants. The unique angle CB capitalizes on is marketing only digital products like e-books, software, training videos, membership sites etc.

CB merchants offer their affiliates huge commission percentages that can range from 1% to as much as 75%.

CB pays out its affiliates every two weeks and has an excellent track record for sales and analytics to help you pick the right merchant/product.

SHARE A SALE

www.shareasale.com



This affiliate networking platform offers affiliates a lot of variety (2,240 merchants) with ease of use.

It's easy to sign up for and manage with payments going out usually once a month to affiliates. ShareASale offers some dynamic tracking systems from its merchants with both flat rates per sale or a percentage commission available.

The products offered are mostly quality and though some are digital products most of the products are physical.

JVZOO

www.jvzoo.com



A relative newcomer to the marketplace, JVZoo has quickly become the 'go to' network for information product vendors and affiliates.

Because JVZoo are fully integrated with PayPal, commissions are paid instantly. Traffic stats are amongst the best in the industry so you can quickly and clearly see how much money you're making and from which products.

For vendors, JVZoo offers a substantial benefit over Clickbank as there is no product review or listing fee. Many vendors have now moved their virtual product businesses to JVZoo exclusively, and the marketplace is awash with top of the range products to promote.

PICK PREMIUM PRODUCTS WITH THE BEST PAYOUTS

Affiliate marketing success boils down to the most important core choice of picking the "right" product. Without a sellable product, no amount of genius marketing will have the cash pouring in. The best way to choose premium products is looking at the analytics/data provided by the merchants/affiliate network.

You can dig in a little for yourself by looking into merchant/vendor website traffic through Alexa (www.alexa.com). As a word of caution, never sell/promote anything you have not tried yourself. Most merchants/vendors offer affiliate discounts so take advantage of those when looking for a premium product.

The bottom line is that there is absolutely no substitute for quality. There are a few ways, which will help you choose the best products that rain in the cash. Use this next list as a checklist for finding the premium products that guarantee the best buyouts.

A PRODUCT THAT MATCHES YOUR EXPERTISE



The easiest way of choosing a product that will provide you with the best conversion rates is going for a product you know. Determine your area of expertise, which can range from eco-friendly technology to holistic medicine and choose a product corresponding to that expertise.

A product you can identify with, as a consumer will give you an innate edge of knowing not only the product but the customer as well. This insight can ideally provide you with creative marketing ideas for such product.

A PRODUCT THAT FILLS A GAP IN THE MARKET

This way of choosing the product demands a more seasoned approach, because you need to know if there is an unfulfilled niche in the market. If you can identify a product that has the USP (Unique Selling Point) of filling a gap in the market, you are onto a potential gold mine.



The added bonus here is the shrinkage in the volume of competition from other affiliates because this is a product average affiliate will not look into. And you will be tapping into a market need that was previously undiscovered,

potentially building yourself an online presence as an affiliate and more importantly a good and responsive mailing list.

A PRODUCT THAT OFFERS GREAT AFFILIATE INCENTIVES

As an affiliate, you will come across products that are not in your area of expertise nor are they speaking to a market gap, instead they are attractive because of the amazing promotional offers and success rates they boast.

There are no rules against choosing such product, but any smart affiliate would do their own homework before investing their time and money before they decide promoting such product.

Get some figures together on the kind of revenue the specific type of business generates in the online marketplace, the interest, it currently holds in the world, the level of competition from other affiliates and the promotional aid you will receive from the merchant. Looking through this data you can make up your mind about the product being right for you or not.

The most important thing to remember here is, to be patient with your product choice whether you are a rookie or a veteran affiliate; you are bound to pick some duds. Just learn from your experience and picking the right products will start coming naturally to you.

AVOIDING AFFILIATE MARKETING MISTAKES

Here are a few rudimentary points that you would think most affiliates would have the common sense to avoid but it’s often not the case. That

is why we are listing these for your benefit, so you, as a super affiliate is expressly forbidden to commit these affiliate marketing sins.

LOW QUALITY EQUALS LOW REVENUE



There are no conversions without quality. Consumers today are bombarded with advertisements and marketing ploys all day, every day and they are jaded to say the least. So, if you are one of those mistaken affiliates that think you can make great cash by just putting up a shabby website, you are in for a ride.

It is a marketing golden rule that you can sell an average product with great marketing with better results than a great product with average marketing. So, do the right thing, respect your customers enough to put in an effort on your site and you will reap the rewards.

NEGLECTING SEO IS AFFILIATE DEATH

Affiliate success, also depends on the affiliate site's search engine ranking. Drive traffic to your site anyway possible and not just through SEO but other advertising methods like article marketing, social media and many others.

There is absolutely no room for a "build it and they will come" mentality in the online marketplace. So, from the moment you start building your first site; keep your eyes on getting the high search engine rankings.

SELLING, IRRELEVANT PRODUCTS, IS DISTRACTING

Reiterating a fact we have discussed earlier, do not promote or sell products that do not correspond with the content of your site. They are reportedly as distracting as spam and rarely offer any targeted traffic for the product you are trying to promote.

RENOVATE TO KEEP IT ALIVE

Updates and maintenance is essential to keep a rapidly evolving business alive. Expanding is a great thing when it comes to affiliate marketing but do not lose sight of your cash-cows over the years. Keep on updating them regularly to keep the cash flowing in. This practice is also important because you cannot establish an affiliate brand if you keep leaving behind a trail of dead sites.

WHAT MAKES A SUPER AFFILIATE

A super affiliate is someone who consistently produces high grossing results for products/businesses it promotes. A super affiliate will have contingency plans in place in case their initial marketing efforts fail because they have the ability to read the audience through experience or talent.

Most super affiliates are creative visionaries who do not resort to the tried and tested methods of promoting products, but look to innovate and give themselves the edge most average affiliates will never have.

To become a super affiliate, you will not only need to be a great strategist, but also learn to be patient with the market. Some weeks

you might make $2K and others just $200, learning to deal with adverse markets is a challenge that will ensure a fast induction into the super affiliate alumni.

So be innovative, patient and keep an ear to the ground for emerging market trends and in no time you can leave the ranks of the struggling many to join the ranks of the super successful few!

HOW TO BUILD INFLUENCE

As a super affiliate, you will have the advantage of being a star in the eyes of the online marketing world; this will provide you with the opportunity to influence the marketplace if you wish to do so.

How to build the kind of influence that will help you sway the online marketing community? It's easy to build an influence because you have already proven yourself as a force in the industry and are recognizable enough that merchants are coming to you, instead of the other way around!



The easiest way to profit from your influence and reputation is through networking. Almost all super affiliates have blogs, where they share their insider info and tips to other affiliates and merchants and in return garner not only the

respect of the industry but they also have a say in the way the market heads.

It does not hurt either to put out some training material for aspiring affiliates or hold workshops in a convenient circuit to keep building on the influence and a steady secure income due to an industry celebrity status. In simple words, give back to the community to build a sway!

> “Being a super affiliate is all about strategizing your marketing campaign according to the market demands. When it comes to super affiliates, picking the right product is probably the most important part of successful affiliate marketing but so is picking the right affiliate program. Build it and they will come mentality does not work online so you need to be vigilant in your marketing efforts and should always be looking to innovate and distinguish yourself to gain the super affiliate advantage.”

CHAPTER 3

GET A PEG ABOVE THE REST

AFFILIATE MARKETING CONSTRAINTS

Affiliate marketing has its limitations and if you are hoping to join the ranks of super affiliates you need to be able to deal with these constraints. Working within boundaries and rules is widely considered a catalyst for innovation in the marketing industry and there are ways to make certain marketing constraints work in your favor.

As an affiliate, you will face constraints set by the merchants, the affiliate program and the search engines. Merchants often set limits on the kind of material and content they allow affiliates to use to promote their products. Most merchants do not approve of Black-Hat practices to promote their products and reserve the right to revoke the affiliate relationship if such practices are employed.

Only a handful of merchants, mostly dealing with adult products, allow the use of any black hat advertising to get the desired attention to their products.

Other limitations include the competition from other affiliates promoting the same products in the same market. This limits your options and sends affiliates scrambling to distinguish themselves. The effort is not helped by search engines, which do not favor duplicate or similar content to be replicated as the top search results.

Search engines also have a prejudice towards gambling and adult industries, completely banning them from most searches. Both gambling and adult industries are a great source of revenue for affiliates so overcoming this challenge is both important and lucrative.

Where there is a will there is always the proverbial way, and throughout this chapter we will be strategizing towards insulating your affiliate marketing efforts from the effects of marketing constraints. Starting with providing traffic with incentives to building mailing lists to bypass the search engines all together there are more than a few ways to work around the traditional routes.

OFFERING INCENTIVES

Using incentives is a great way to drive traffic whether or not you are having trouble getting consumer attention. It is just common sense to offer some value adding service to your site to generate interest.

Deciding on the type of incentives depends mostly on the kind of product you are selling and the target demographic for the product. Below we have listed the most viable value adding incentives to your site but before you pick one or two to apply to your site remember to innovate and tweak to make your own.

FREE ADVERTISING

It is very easy to create an “unfair” advantage over the affiliate competition by adding this little perk to your site. Free advertising is very easy to do and yet it requires a delicate balance to be maintained. If you start offering free advertising as a bonus for every product you are promoting you might not be successful and run the risk of devaluing your ad space.



Instead, weigh the commission percentage against the kind of interest your adverts can generate and accordingly adjust your free advert incentive.

And if you have a huge mailing list, flaunt it! Tell consumers this is a special offer they can ONLY get from YOU.

A SERVICE (PROOFREADING/ EDITING, REVIEW, SETUP)

Offering a service like proofreading, reviews and setups can be of great value to consumers, but you have to keep the product and its demographic in mind while creating this incentive. You can literally create a service out of any talent you have or if that seems too much... no one is stopping you from hiring someone inexpensively to do it for you.

Just weigh the cost benefit of running the service before you make the commitment to your site.

FREE DOMAIN REGISTRATION

Offering free domain name registration is a huge draw for most and it is easy to set up if you can affiliate yourself with a great hosting company. To our knowledge almost all hosting companies have affiliate programs for webmasters so it is easy to find one that pays great dividends and offers great value to your customers.

Most of the Web-hosting companies pay out affiliates every month for the continued business of their referrals. So it is easier to offer free domain registrations for a year if the customer is hosting their site with

the company you specify. Your investment is one month's worth and you make a profit of eleven months of commission plus you successfully add value to your other affiliate properties!

CASH REBATE

Cash rebates work more or less in the same way other methods mentioned above. E.g., if they join a membership site through your affiliate link, you pay them back their initial / first month's membership fee.

You make a percentage of it back because of the referral and the profit keeps rolling as the membership continues on. What could be simpler!



FREE PRODUCTS

Free products are again a great incentive to have in your arsenal; they instantly add value to your affiliate link and definitely put you a peg above the rest of the affiliates trying to sell the same product with little or no innovation/incentive added.

If you have a high commission product, offer an additional software or site membership that will help the consumer to put their knowledge or technology into action.

For Example, if you are promoting a new video camera you could add definitive value by adding a free membership to an exclusive videographer's club or offer a free (inexpensive) accessory that no one else is offering.

You can even pay a percentage of the sale to the customer directly if they make the sale through your affiliate link.

TRAINING

If you have any relevant expertise, do offer training material through your site with the purchase of a product. The only thing to be mindful of is keeping the content of the training the same as the product you are trying to sell.

You can even offer an accumulation of information from other noted authors and sites (with the permission of course) to offer through your site.

AN EXCLUSIVE EBOOK

The eBooks are a dime a dozen, so offering them as an incentive requires special innovation and attention to detail. Do not offer a shabby effort with your name on it or it will hurt your business in the long-run. Even if you make that first sale the customer will doubt your credibility and not buy through your links again.

The eBooks make good incentives when packaged according to the product itself, e.g. if you are promoting a revolutionary juicer, add value by adding an ebook filled with smoothie recipes.

> **Remember:** Whichever way you cut it; incentives are a great way to get your head and shoulders above the rest of the competition. Just make sure you are innovative in your approach to offering such incentives and that the incentives match the content of your promotions otherwise the consumer will not be interested.

A KILLER SQUEEZE PAGE

If you are thinking of becoming a super affiliate without having a mailing list, you are clearly out of your depth. A super affiliate can in no way rely on one-time sales from valuable customers bought to their website through a lot of hard work and paid advertising. Recurring sales are the only thing that differentiates an average affiliate from a super affiliate.

A squeeze page is the most effective tool in building that mailing list that you can rely upon to make the products you choose to promote a resounding success.

Imagine you have 1000 unique visitors to your site in a month and an average 50% which is 500 visitors' sign up for your mailing list because of the incentives offered through the squeeze page.

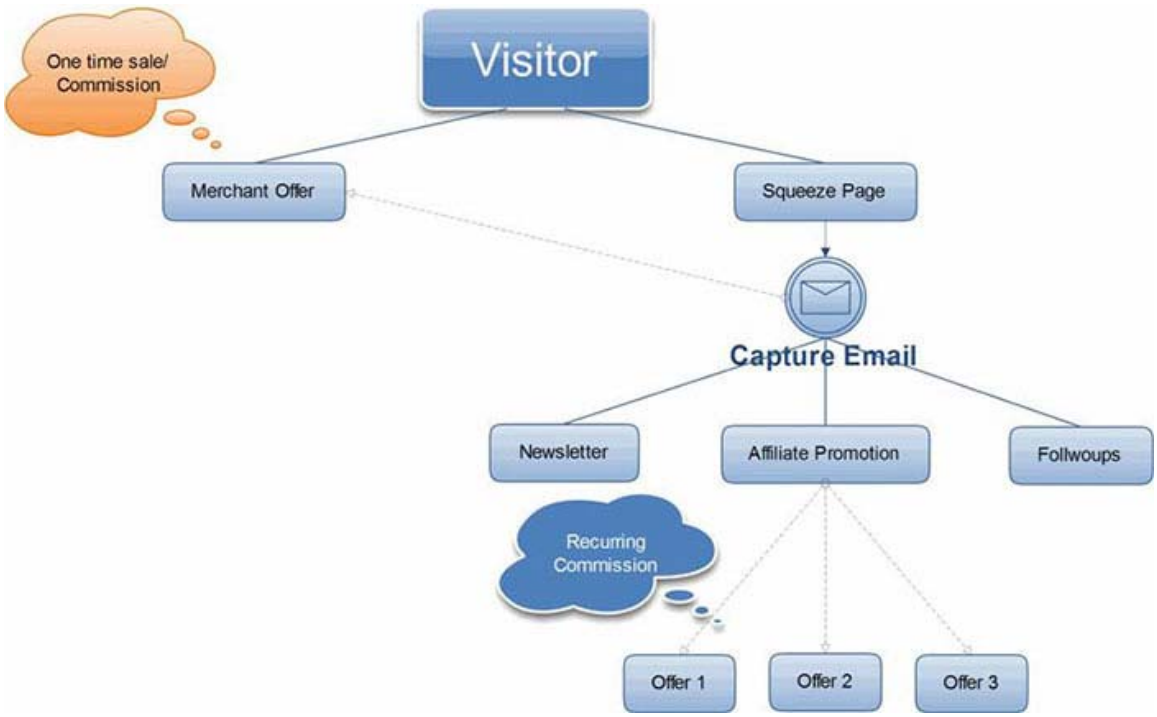
Now, the power of the mailing list takes over, every week your only job is to send out a newsletter telling your targeted subscribers what the

latest/greatest products are. Even if 10 people buy the product you have generated sales foregoing the might of the search engines.

Over the period of time, as you build your mailing list this same exercise will prove to be very profitable and will drive merchants to offer specials for your huge mailing list. Do you get the super affiliate psychology? It is not just about the first sale, but it is about keeping a customer once they show their interest in the valuable content/offer you provide.

A squeeze page is a tried and tested method of building the mailing list and put you above the competition. Below we will discuss the main elements of creating a converting squeeze page but again we would like to encourage innovation within these elements.

Sending leads to a merchant without creating a list is a fool's errand at best so invest some time in designing the perfect squeeze page and get the most out of your promotional investment.



The architecture of the squeeze page depends on the strategy you have laid out to drive traffic to the merchant page but a generalized version of the architecture running behind is provided here to help you get started on brainstorming the architecture of your own website.

SQUEEZE PAGE ELEMENTS

Use the elements outlined below to create a standard squeeze page and feel free to tweak it later to suit the content of your site and its personality.

HEADLINE

The headline carries the most weight in the squeeze page because of its job of grabbing the attention of a visitor and making them read more. A headline leads the squeeze page and is only a few sentences long but it sums up the entire pitch in an enticing way.

Think of it this way, an average Internet user take a little over 3 seconds to decide if they want to stay on a webpage or not. Your headline is the only pull you have to keep them from closing the window.

SUBHEADING

If the headline captures the attention of the reader, the job of the subheading is to generate interest about the rest of the offer.

A subheading should be the USP (Unique Selling Point) of joining your mailing list and it should be compelling enough to get the reader interested in reading further.

OPENING PARAGRAPH

The opening paragraph is where you develop a personal relationship with the reader by sharing a little bit of personal information and/or history with them.

Give them a genuine reason why you were first interested in providing information/service to consumers to keep their interest.

BULLETED LIST

Right after the opening paragraph, provide a bullet list (easy to read) listing all the direct benefits of signing up for your mailing list.

The bullet list should only add direct benefits of joining your mailing list and not indirect advantages consumers might receive.

The bullet list provides the consumers with all the salient points of your service and to capitalize on that value added frame of mind it is imperative to add the E-mail capture form next.

E-MAIL CAPTURE FORM

E-mail capture forms, are provided as free add-ons with most if not all autoresponder services/scripts and they are easy to integrate into any design, so you do not need to hire a programmer or an expensive software to set up a mail capture form.

CALL TO ACTION

A firm call of action is necessary to seal the proverbial deal. Tell the visitor what your want them to do and where to go, do not assume they have read everything else and can figure out what to do.

GUARANTEE

It is important that you guarantee that their information is safe and will only be used with discretion and never be subject to spam.

It is an important part of building the customer buyer relationship so you will not only have to guarantee “no spam” but also make sure your mailing list is secured from spammers and hackers.

SCARCITY

The psychology of scarcity is a wonderful thing when creating killer squeeze pages. People by default tend to want what they cannot have so tell them they might not be able to join your “special” mailing list forever.

Make it seem like a time limited offer because most interested people might get distracted and go away from the page deciding to come back later but if they think the offer will not be up forever... they join.

P.S. (POST SCRIPTS)

The Post Script has amazing converting properties; treat the P.S. as the final push to make the reader sign up for your mailing list. A P.S. could a reiteration of a USP or it could be a value-adding offer, anything that makes the reader sign up gives them the final push to click the button and join your elusive mailing list.

AUTOMATING THE INCENTIVE DELIVERY THROUGH AFFILIATE NETWORKS

We have been discussing how incentives can drive targeted traffic with great results and in regards to that we would like to provide you with the kind of systems available for making your incentive programs.

Just like auto-responders or e-mail capture forms; the option for automating incentive delivery is available through good affiliate programs e.g. ClickBank offers an IPN (Instant Payment Notification) and APIs to vendors, as well as affiliates which makes it possible, to programmatically automate the delivery of your bonuses/incentives.

JVZoo offers an integrated 'bonus' system, which allows affiliates to add their own bonus items to vendor's offers. After purchase, access to the bonus is delivered to the customer alongside the main product delivery within the JVZoo system.

With other independent or communal affiliate platforms you can ask the administrators or the affiliate manager to provide you with the necessary instructions to help make your incentives available to your customers. Most, if not all, merchants value their relationships with affiliates and would be happy to provide you with the necessary tools/scripts you need to make their products a success.

Bottom line, it does not hurt to ask.

> **Remember:** The single most powerful tool in a super affiliate's arsenal is their mailing list. To generate interest and have people sign up for your special offers, you will need to develop a killer squeeze page and add some incentives for the reader to join your mailing list. Adding incentives is by far the most effective way to beat out the competition and develop a hefty mailing list.

CHAPTER 4

ATTRACTING TARGETED TRAFFIC

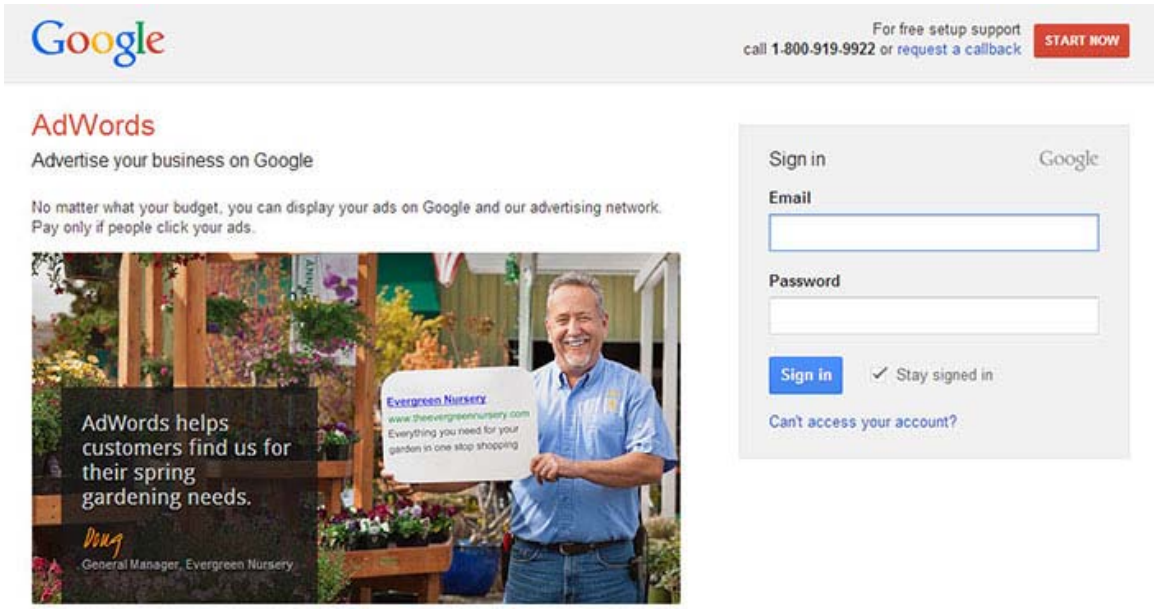
PPC PROGRAMS

Driving targeted traffic is a strategic art, one that cannot depend alone on great SEO efforts, especially for super affiliates. It is often necessary to explore other forms of advertising to get an edge over the competition. The Internet is an avenue that provides many opportunities and innovations in advertising and joining PPC or Pay per Click programs is just one of them.

PPC networks are very lucrative and relatively cheap compared to the profits they heave. Depending on the program you choose and the kind of money you are willing to invest in the PPC campaign.

With most PPC programs, the relationship between the advertising money you put up and the frequency with which your links are displayed is directly proportional. Thus, the more money you invest the better your chances of getting the traffic from that specific channel. In the end, you are only paying for the number of clicks so you're advertising money will not disappear, even when you are not getting any targeted traffic.

The most popular and successful PPC program is Google Adwords (https://adwords.google.com/).



Some other PPC programs you can explore are:

1. Facebook (https://www.facebook.com/advertising)
2. Bing Ads (http://advertise.bingads.microsoft.com/)
3. Advertise.com (http://www.advertise.com)
4. AdClickMedia (http://adclickmedia.com/)

There are host of other independent and rising stars in the world of PPC, so construct your PPC campaign well and market it through a channel that works in accordance with the product you are selling.

ORGANIC TRAFFIC - HOW TO BUILD AFFILIATE SITES THAT RANK HIGH IN SEARCH ENGINE RESULTS

Organic traffic is the kind of traffic you receive from search engines and other web-portals that you do not have to pay for directly. You as a web master do not have to advertise yourself through banners or other forms of advertising instead you can make your website search engine friendly and socially savvy to build in an audience.

Without beating around the bush, Google is by far the greatest source of traffic for most websites providing up to 75% of a site's traffic from its search engine results. Because of this reason, it becomes important that you as an affiliate capitalize on the traffic generation opportunities before your competitor does.

A few key ways to capture the interest of targeted traffic to your site are:

WRITING SEO ARTICLES

The most potent way to build an online presence is through quality backlinks, and there is no easier way to create a backlink convergence leading to your affiliate site writing and submitting articles to the popular directories.

Directories like About (www.about.com), Ezine Articles (www.ezinearticles.com), eHow (www.ehow.com) and Wikipedia (www.wikipedia.org) often take the top spots on the search engine

results page and having content on these article directory sites is a very lucrative way of building backlinks and targeted traffic.

The traffic builds through article marketing is very organic because without search engine prominence these sites can direct a chuck of their traffic to sites that share articles pertaining to the content of their site.

The issue of Quality vs. Quantity when it comes to article marketing is debatable and in the end it depends on the longevity of your affiliate marketing efforts. If you are in it for the long haul, it is imperative you put quality over quantity, but if you have a time sensitive product to promote, writing average articles in bulk might help you drive up the search engine results for your affiliate site.

PRODUCT REVIEWS

In the same way as Article marketing, product reviews have a huge impact on building organic SEO traffic. People love to read product reviews so you cannot go wrong with integrating these with the rest of your affiliate marketing campaign.



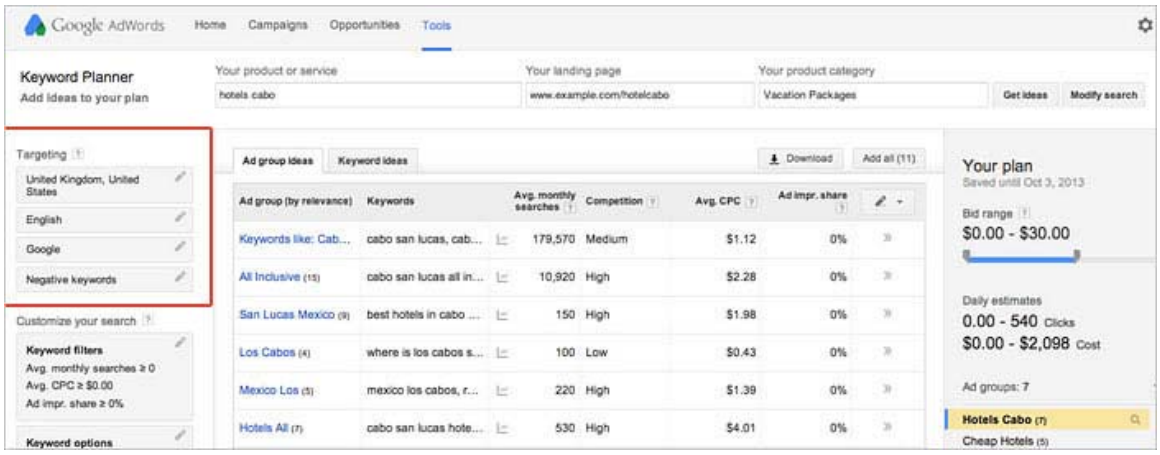
KEYWORDS TARGETING

This might just be the easiest thing to do to optimize your site for search engines and yet it is the one thing most affiliates get wrong. Keywords targeting works only if you do the ground work and stick with the keyword you have chosen.

Choosing the right keywords means you get the right analytical tools to provide you with the “full” picture of what the market is actually interested in. e.g. if you are promoting a video camera with special UV lens built in for flare ups, your keywords will not be based around the video camera but instead its USP, the UV lens.

To get the exact terms people are searching for you can use tool like Google’s free Keyword tool

https://adwords.google.com/KeywordPlanner) or other paid and more specialized tools available on the Internet.



Hiring an SEO company might be overkill if you just need to find optimal keywords because once you get a hang of it, you will realize it is no rocket science. A keyword density of over 2-3% is considered spamming by Google and Bing.

DOMAIN NAMES

Domain names play a part in SEO, however big or small that depends on the kind of product you are promoting and the volume of competition and the strength of the rest of your SEO campaign.

It is considered a good idea to get a domain name corresponding to the product when you are promoting an information-oriented product. There are a lot of people, so called SEO "experts that will tell you, "All the good domain names are taken". Not true.

There are more than a few great domain names available for almost every product you want to promote but the key factor in securing one

of these is acting fast. You can take the product name or the targeted keyword and add “product reviews”, “free deals”, “product bonuses” and many of the like to find a SEO domain name.

Putting hyphens between words is acceptable when other options are not available. In the same way, buying .com is the best option but if it is not available buy the .net or even a geographical LTD (e.g. the .co.uk).

If you are at all familiar with the online marketplace you will realize that the techniques discussed here for SEO optimization are only but scratching the surface of SEO. For super affiliates it will become simpler as they grow stronger with their business acumen, as they know from experience what works for them SEO wise and what does not.

If you are not sure I would encourage you invest some time in educating yourself with basic SEO techniques even if you intend to employ the services of an SEO company.

TRAFFIC FROM YOUR OWN LIST

Throughout the book we have been talking about the value of a customer – affiliate relationship and how it can elevate an ordinary affiliate to super affiliate stardom. This is where we discuss how to benefit most from your mailing list and build a relationship with them.

Because the traffic that joins your mailing list is interested in the content “you” provide not just the merchant you forward them to, it is then essential to build on the interest and keep providing your subscribers with more of what they want periodically. If you are able to

achieve that as an affiliate you will have not only a sizeable mailing list but have a great sway over them, increasing your value as an affiliate and a businessperson.

There are a lot of ways you can build a lasting rapport with your subscribers; some of the most important are outlined below:

GREAT CUSTOMER SERVICE



People respond extremely positively when they know they are being treated with respect and that they are valued by your business, even if they are not making an initial purchase. It is even better, albeit a tad harder to provide your customers with personalized attention every now and then.

What most super affiliates do to achieve a personal customer service level is they track their customers through very sensitive analytics tools and divide their limited time (or their team's time) on recurring customers. This personalized attention even to just 30 subscribers per week will make them loyal to your business and gives your business to spread through word-of-mouth from loyal customers.

Some other customer service tips include:

- It is important that you keep in touch with your mailing list even when you are not selling a product; send a content-rich generalized update to keep the interest alive. So, they do not feel like they are being milked for money.

- Let them know their opinions are important to your business and ask them if they find everything pertaining to your site satisfactory.

- Most people sign up or subscribe to a mailing list, because they see you as a person of authority on the content you provide. It is only natural then that educational material imparted towards your subscribers is considered a gift.

ESTABLISHING YOURSELF AS AN AUTHORITY

It is not easy to build a reputation from scratch, but it is definitely worth the effort because that is what will separate you from the crowd in the end. Research to death the content you provide through your site and know what you are talking about, it is the best way to lay claim to affiliate authority.

Knowing everything is fine but if you cannot flaunt your accomplishments then you will never be able to establish any authority over your subscribers. A few tips to help you build the credibility are:

- Talking about what you have achieved in your area of expertise and how many years of experience you have to back your opinions. This is why it is important to promote products you can identify with because it is easier to build credibility.

- Show people the proof of what you have achieved in life, through screenshots of your bank statements or through your certificates and/or diplomas on the subject.

- Testimonials are great ways to have other people talk about your achievements rather than self-promotion. The added benefits of testimonials are people trust other people like themselves benefiting from your expertise.

E-COURSES

An autoresponder series that educates the subscribers about the content of your site and the product is a great investment, in terms of showcasing your prowess as a veteran in the field. An e-course might not win you customers the first time around but after a few informative lessons they will start to respect your opinion on the subject.

BUILDING A RESPONSIVE LIST

A “responsive” list is a list that is interested in your emails and responds to any promotions you put up for them. Creating a responsive list is the crux of the entire list creating process.

The question arises, “how do you create a responsive list?” Simply by applying everything we have been discussing throughout this book. Keeping your subscribers interested is one thing but getting them to act on your bidding is a completely different matter.

This is where our incentives and add-ons come in handy, as soon as you come across a product you think is a viable marketing investment, you can put it to your subscribers as an offer. Before any other affiliate can create a site or some banners you can beat out the competition by sending an email with great incentives and add-ons to your

subscribers, telling them this is an opportunity literally available nowhere else on the web!

And what do you get in return?

Instant sales through a responsive list!

No search engines, no PPC just plain word-of-mouth advertising that gets the cash into your pockets before the rest of the competition can come up with a plan of action.

TRACKING AND MONITORING YOUR PERFORMANCE

A super affiliate needs to stay on top of their expanding empire at all time and the best way to achieve this through constant monitoring and supervision. You would be surprised at how easy it is to run analytics on your different sites and gather information that is helpful in further strategizing your business model.

Now that I have explained in great detail, how affiliate marketing can help you set foot in the Internet marketing world, I would want you to shift your attention to another important aspect of affiliate marketing, i.e. **Split testing.**



Don't get worked up with the terminology, it actually is a blessing in disguise for all affiliates marketers as it gives a chance to understand

what works and what has absolutely no effect on your readers. It involves testing of each element of your sales/ landing page and altering it in a manner that it attracts maximum prospects.

As an affiliate if you have a review page for the product, you could test everything right from headline to the buy button and revise color, size, and shape and tweak it, as you want it. In fact, you could make two version of same review and check which one would bring in more sales. Every change that you make in your page is actually an effort to make your affiliate link “clickable” and make sure that every visitor is so blown away with the presentation that he becomes your customer.

Split Testing would have many more dimensions if you were the owner of the product, but if you are an affiliate, you don’t really have control of several things (For e.g.: Products, Payment processors, sales funnel, etc.).

That leaves us to focus our attention on:

- Traffic sources,
- Bonuses/Incentives,
- Landing pages and
- Ads.

We would read about each in brief in following paragraph, but first let’s focus on the more pertinent question, **how do you do Split testing?**

Simply put, for Split testing you would require:

1. A technology that would randomly or systematically direct visitors to the different variations/urls.

2. A technology that would analyze the results, which are generated by actual testing and not random coincidence.

You can find variants of the technology that I was talking about here:

1. http://visualwebsiteoptimizer.com/
2. https://www.optimizely.com/
3. http://www.google.com/analytics/

Split testing your traffic source:

As an affiliate marketer it is very important that you understand which sources you get most traffic from, and fully exploit those which give you the greatest volume.

A few major traffic sources are:

- PPC networks like Adwords/Facebook/ Bing Adcenter
- Facebook groups and pages
- Twitter
- Your email subscribers
- Blog posts
- Articles
- Press releases

Most marketers would assume one major source and direct their efforts towards it. But, it is also good to evaluate various sources and check what works the best, don't only rely on the conversion numbers, but compare it vis-à-vis the cost of traffic.

Split testing Incentives

An incentive is an offer you make to prospects so that they buy from your affiliate link and not someone else's or from the merchant directly. Though many affiliates tend to overlook this important aspect, it needs to assess nonetheless. It would help you immensely during the launch of the product when many others are trying to hard sell. Also, an incentive need not be monetary; you could use your creativity and offer your prospects something that would complement the product you are promoting, which would be a great value to them. A few examples are listed below:

- A free interactive session with you.
- Your own products at a discounted rate.
- Webinar or group training on the product

For example: You could offer free session to educate your customer about "how-to-use-the-product" which could make all the more sense, if the product is technical and requires some set up. Such tutorials are very helpful and don't really cost you much time and effort.

Split testing Ads:

An affiliate ad for the lead has a lot to split test, from "headline" to "call to action" each part of an ad can be scrutinized and tweaked to bring

up better and even better results. Read about successful campaigns from the past and try to emulate what they have done.

It is easy to create an ad that would attract a zillion viewers, but making them buy is a different ball game altogether. And, that is what you should concentrate on while tracking an ad; track the number of sales and return on investment as well as simple click-through.

Split testing of landing page:

Getting straight to the point or in this case to “an affiliate offer” is no fun and gives away too much control to vendor’s sales process. That’s why creating your own landing page pre-selling the product you are promoting is worth every bit of effort and its split testing the most important aspect of the whole process.

Your landing page is made up of various components:

a) Headline: Okay, I know you have heard this a zillion times, but headline can instant attract or repel a visitor, so use various versions until you get it right.

b) Body: Short or long whatever the length of the body, may be, make sure you optimize it. You could also, opt for a video than regular text, for a better feel.

c) Various components on landing page: Colors on your landing page could also be of great effect you could experiment with various combinations and then you have various trust seals

that you can flaunt at your landing page so that the reader would understand the authenticity of the offer.

d) Affiliate Disclaimer: If you have been ignoring this little footer, you could be committing a major faux pas. Sometime even a harmless looking footer can make a sea change in the mind of the reader; so experiment and alter, you have nothing to lose anyway.

For example: While affiliate disclaimers have mostly a legal format that one should strictly adhered too, but an emotional appeal like, “A part of this affiliate income would help me feed homeless animals”, (if that’s something you actually do) could strike a chord with the lead and motivate him/her to buy from you.

Though every business is different and requires slightly different analytical tools to help you stay on top of things, there are a few great, generalized tools that can be customized to your advantage: The best analytics tool for affiliates is Conversion Prophet (http://www.conversionprophet.com/ver3.php) it is a paid tool but it is very powerful and well worth the investment.



You can access unprecedented amounts of data about the composition and dynamics of your traffic. Conversion Prophet provides you with the percentage of AIDA (Attention, Interest, Desire and Action) formula traffic to show you where exactly you are lacking in your marketing efforts.

This tool is specially formulated for affiliates dealing with their analytics need so it is sure to meet whatever specification you need from your analytics tools.

> **Gist:** Attracting targeted traffic is the initial goal of any online business because without any interest from targeted groups even the best products will never leave their digital shelves. Use SEO, PPC and other incentives to establish a relationship with your subscribers.

You could also benefit from its various tutorials that explain various aspects of tracking and conversion in great detail.

Check this example on their website, where they have analyzed a campaign and checked which headline, with what background and sub headline would convert more.

Conversion Prophet predicted that headline #2 in red color, with a dark gray background, and a subheadline without the "free" word in our sales letter was going to be the winning combination in this Taguchi testing campaign:

Factor/Version Name	Raw Clicks	Unique Clicks	Action/ Sales	Conversion Rate	Level 1: Attention	Level 2: Interest	Level 3: Desire
OVERALL CAMPAIGN STAT	76	73	1	1.4%	79.5%	64.4%	21.9%
Factor #1: Headline Text							
[illegible]	27	25	1	4.0%	64.0%	56.0%	20.0%
[illegible]	25	24	0	0.0%	91.7%	70.8%	29.2%
[illegible]	24	24	0	0.0%	83.3%	66.7%	16.7%
Factor #2: Headline Color							
Red	37	37	0	0.0%	81.1%	59.5%	8.1%
Blue	39	36	1	2.8%	77.8%	69.4%	36.1%
Factor #3: Background Color							
Dark Gray	39	37	1	2.7%	83.8%	59.5%	27.0%
Dark Blue	37	36	0	0.0%	75.0%	69.4%	16.7%
Factor #4: Sub Headline							
FREE	38	37	0	0.0%	75.7%	62.2%	21.6%
Without FREE	38	36	1	2.8%	83.3%	66.7%	22.2%

(Look how much info you can get with 73 visitors. You have pretty good idea about how each version will perform for 4 different variables)

This is one of the features of this extensive program, as an affiliate it would help you immensely, as it is not only effective but also is easy on pockets. Check out its pricing plans, you could opt for one time fee or tri-monthly payment.

You could also have a look at other options: They vary in terms of pricing and you could choose one according to your own budget.

1. http://www.xconversions.com/

2. https://www.optimizely.com/benefits

3. http://prosper.tracking202.com/apps/ (self hosted)

4. http://tracking202.com/home (hosted)

(basically the first one is a version you install on your server yourself, and latter is hosted on their server, so you do not have to worry about setting things up).

5. http://www.splittestaccelerator.com/

(one time fee but super costly)

6. https://www.improvely.com

7. http://visualwebsiteoptimizer.com/

CHAPTER 5

SUM OF THE PARTS

Rinse, Lather, Repeat! That's how they get you!" Famous dialogues with a little ring of truth to them. This is what you are essentially trying to achieve with the affiliate business model; expand. Once you set up an affiliate site, have your eye out for the next one and start the building process all over again.

There are a handful of affiliates that like to keep to their tried and tested sites and do not expand their web properties, but that in our opinion are wasting resources and talent.

As we mentioned earlier, as soon as your first business starts making money start nosing around for the next big opportunity. Once, you have a talented team built around you that understand your business requirements expansion will be much easier than the first affiliate site.

SUMMATION

Affiliate business is no doubt a tough nut to crack and becoming a super affiliate is not child's play, but with the principles outlined in this book and the practical applications in the workbook; you will get well on your way to becoming an affiliate force in the market.

Just be prepared for the initial dedication and research, never fail to value a good team member and you have the potential to achieve great heights of success. As a word of caution, do not lose focus on your targets and/or lose patience if you do not meet them right away.

Giving yourself some space to fail will take a load off your back and help you innovate in your affiliate marketing strategies.

"Often the difference between a successful person and a failure is not one has better abilities or ideas, but the courage that one has to bet on one's ideas, to take a calculated risk - and to act."

~ Andre Malraux quotes (French Historian, Novelist and Statesman)

RESOURCES

AFFILIATE PROGRAMS

A list of some of the most respected and popular affiliate programs on the net with ClickBank leading the way:

ClickBank – www.clickbank.com
Share-A-Sale – www.shareasale.com
JVZoo – www.jvzoo.com
Commission Junction – www.cj.com

PAYMENT PROCESSORS

Paypal – www.paypal.com
ClickBank – www.clickbank.com
2CheckOut - www.2checkout.com
Payza – www.payza.org

ANALYTICAL TOOLS FOR AFFILIATES

Google Analytics – www.google.com/analytics
Alexa – www.alexa.com