

Ewen Chia's Affiliate Of The Month™

Affiliate Of The Month™



The Complete Affiliate Of The Month™ Member's Only Affiliate Training Course

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About The Author: Ewen Chia



Ewen Chia has been marketing on the internet since 1997 and is one of the biggest internet marketing gurus online today who actually 'walks the talk'. He is the owner and CEO of Autopilot Internet Income Pte Ltd at <http://www.AutopilotInternetIncome.com>.

Ewen's expertise is in **helping ordinary people and small business owners start their own profitable internet business quickly and easily** using a proprietary and easy to understand step-by-step system.

Ewen has successfully taught thousands his proven system on how to live the internet lifestyle; quit their jobs and achieve financial freedom from their own internet businesses. If there is one person who can help you to do the same, it's Ewen Chia.

As a well-known and highly-respected marketer, Ewen is often called upon for his powerful and ingenious marketing advice, especially in the areas of affiliate marketing, affiliate management, list-building, email marketing, product creation and online branding.

Ewen is also widely acknowledged as the hidden '**secret weapon**' of many other internet marketing experts for his uncanny ability to trounce the competition and take on the **coveted #1 reseller spot** in almost every major marketing rollout.

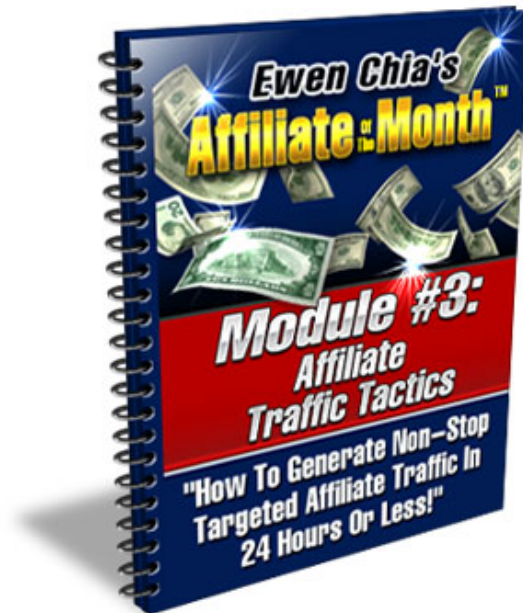
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Affiliate Of The Month™ Affiliate Training - Module #3:

Affiliate Traffic Tactics



**"How To Generate Non-Stop Targeted
Affiliate Traffic In 24 Hours Or Less!"**

Your Step-By-Step Traffic Generation Tactics For Promoting Affiliate Of The Month™!

We've finally come to the final module of your training course...

Remember, as a valued member here, you have the **unique** opportunity to **learn affiliate marketing while earning commissions** on sales of Affiliate of the Month™ memberships!

In this module, I'll show you both the "where" and the complete "how to" of affiliate advertising and promotion for massive traffic.

You'll be able to use the tactics I give you here to any affiliate program, but your hands-on training, to start, will be focused on what to do as an affiliate of Affiliate of the Month™.

And if you apply these methods as mentioned, you will be able to start generating targeted affiliate traffic fast, **often in 24 hours or less.**

We'll be discussing many different traffic strategies here...

Some of them will be **core beginner's strategies**. If you were to sit down and begin your campaign right this moment, these are the tactics you'd start with.

However, this *does not* mean that these tactics are less effective. Not at all. In fact, these are *tested and proven* methods every expert affiliate marketer uses on a *daily* basis.

Strategies in this area include: *Pay Per Click, Articles, Press Releases and Viral Reports.*

Other traffic strategies you'll learn will focus on **more advanced** affiliate traffic strategies.

These are 'off the beaten path' tactics that provide you with more free traffic. Some of them are considered 'advanced' because they *aren't* obvious to a beginner.

Strategies covered here include: *Social networking, social bookmarking, list building networks, ezines, free blogs, offline ads, forums and lots more...*

It's a very exciting time and learning process, so let us get started immediately!

Traffic Strategy #1: Affiliate Pay-Per-Click

What it is: Pay-per-click (PPC) advertising is also known as "pay for performance" advertising...kind of like affiliate marketing in reverse.

Most pay-per-click advertising opportunities are found on search engines such as **Google** – however -- sites like **Ebay** are also getting into the game these days.

You, as the advertiser, place 'classifieds' style advertisements which show up on the PPC search engine whenever someone searches on keywords you specify.

In other words, you tell the PPC program which targeted keywords you want your ads to show up on, and your ads are automatically triggered to display any time someone enters in those keywords.

The displays of your ads on the PPC programs (known as "impressions") are *free*.

However, when someone *clicks* on your advertisement, you are charged for that click. The amount you are charged per click depends in part on what other advertisers are paying.

Let's say one of your keywords/phrases is: "natural weight loss". The highest bidder on that key phrase is paying \$1.00 per click for it.

In order to be #1 in the results, you would have to bid \$1.01.

However, you don't necessarily have to bid that amount for your advertisement to appear *in the top eight* listing. The bid for the 2nd slot might be as low as 10 cents. It all depends on what you're competition is doing.

You could get away with bidding as low as 5 cents per click if necessary.

The good thing is that, with programs like Google Adwords, your ad-ranking is *dynamic*.

That number one spot is based on more than just being the highest bidder.

Google adjusts rankings based on click-through rate and other performance factors.

The better your ad performs, the more your bid *drops*...meaning that you could climb to that number one spot for *less* than the \$1.00 your competition is paying!

Why Use PPC: One of the biggest reasons pay-per-click advertising is so popular is that it allows advertisers to appear in the major search engines for their desired keywords and phrases.

You see, there are literally billions of web pages indexed in these search engines. In the most competitive or popular niches, it is almost impossible for a smaller business to rank in the top ten, *natural* search results.

Once pay-per-click hit the scene, businesses could begin advertising on any keyword of their choice.

In fact, overall reach is expanded because you can advertise on literally hundreds, if not thousands, of keywords you believe are targeted to your market.

This limitless targeting ability represents the true value of pay-per-click advertising.

You can advertise on any keyword you want, any time of the day or night. As long as people are searching on those keywords, your ad will be there in front of people.

Where: There are dozens of search engines offering pay-per-click advertising opportunities. The most popular is **Google's** program: **Google Adwords:** <http://adwords.google.com>

Now, fair warning is in order...

Due to Google's enormous popularity, you'll see far more competition (and higher bid prices), but you simply can't afford not to advertise on Google.

It's the number one search engine online, and receives the lion's share of daily search activity.

The next best source of PPC traffic comes from Google's competitor, Yahoo!

Yahoo took over a company called **Overture**, which used to manage activity on about a dozen other medium to small search engines.

This network remains mostly unchanged, but now goes by the name, '[Yahoo Search Marketing](#)'

The rest of the PPC game comes down a handful of mid-sized engines:

<http://www.LookSmart.com>

<http://www.Mamma.com>

<http://www.GoClick.com>

<http://www.Miva.com>

<http://www.Kanoodle.com>

<http://www.AbcSearch.com>

And if you're interested in doing some **PPC advertising on Ebay**, there's the newly unveiled **adMarketplace** <http://www.AMPKeywords.com>

Last, but not least, **MSN** recently launched its own PPC program to challenge Google:
<http://Advertising.Microsoft.com/microsoft-adcenter>.

Results are still coming on the effectiveness of MSN search, but it looks very promising.

How to: Now for the part I know you've been waiting for. How do create and run a successful pay per click campaign? What is that you actually *put* onto these sites?

Well, let's start with the basics...

The first thing you need is a ***list of targeted keywords/key phrases*** for your advertising. The best places to build your keyword/key phrase list are as follow (all are free)...

Wordtracker Free Keyword Suggestion Tool:

<http://www.FreeKeywords.WordTracker.com>

Digital Point Keyword Suggestion Tool:

<http://www.DigitalPoint.com/tools/suggestion>

Niche Bot Classic:

<http://www.NicheBotClassic.com>

Google AdWords Keyword Tool:

<https://Adwords.Google.com/select/KeywordToolExternal>

As an affiliate of **Affiliate of the Month™**, you'll want to target people who are looking for affiliate marketing opportunities and information.

What are some related keywords you can think of for this market?

Some quick ones I've come up with: "affiliate marketing tips", "affiliate marketing tips", "learn affiliate marketing"

Now, if you go to your favorite keywords research tool and run some searches on those terms, you can gather up an expanded list of keywords and key phrase variations, like these:

"affiliate marketing help"

"affiliate marketing opportunity"

"affiliate incentive marketing"

"affiliate marketing course"

"affiliate marketing make money", etc.

You want to collect as many of these as you can. I recommend setting up a spreadsheet or some similar type of document to organize all of your keywords.

Next: Once you have a good sized list of these keywords, you'll create "mini-classifieds" type advertisements for them.

You can create unique ads for each unique keyword, or you can create one ad to cover an entire group of close related keywords (eg, use the same ad for "affiliate marketing tips", "affiliate marketing hints", etc).

Style and Requirements of Your Ads:

This will vary slightly from engine to engine, but most all follow roughly the same format. We'll use Google's requirements for our example here, as they're the easiest to learn.

A typical Google Ad has the following characteristics:

- 1. A Headline**
- 2. Body Copy**
- 3. Display URL**

In the real world, your advertisement will look something like this:

Learn Affiliate Marketing

Make money while you learn..

Free report shows how.

<http://www.AffiliateOfTheMonth.com>

Let's look at the requirements:

Headline: Limited to 25 characters

First Line: Limited to 35 characters

Second Line: Limited to 35 characters

URL: Limited to 35 characters

As you can see, you have a very short space in which to work.

This is both a good and a bad thing. It's bad in that it will take you a little longer to craft an ad that fits into the allotted space.

Yet, it's good in that you'll get a crash course in brushing up your copy writing skills by learning to pack more power into fewer words.

Also, please note that **spaces, commas, periods** and any other punctuation all count towards reaching your character limit.

Things that are not allowed:

Google has some content rules you need to follow as well. There are certain words you can not use, and even certain spelling and grammar mistakes are not permitted.

The main thing you want to avoid is making universal "calls to action" in your ad copy. Google won't allow you to say things like "Click here", "Click this link", etc.

For an in-depth look at all the rules, check Google's Editorial Guidelines:

<http://www.Google.com/base/help/guidelines.html>

More How To: Ok, so what exactly are you doing with these advertisements?

Essentially, you're trying to get people to click over to your website. The **headline** of your advertisement will be a active hyperlink that people can click.

Now, the interesting thing is that Google allows you to have both a "destination url" and a "display url".

The destination url is the url visitors will be sent to once they click. The display url can be the same as the destination url, but usually we like to create something that looks more attractive to potential visitors.

For example, your affiliate link for **Affiliate of the Month™**:

<http://AffiliateOfTheMonth.com/go.php?offer=YOURAFFILIATEID&pid=1>

While your display url is simply:

<http://www.AffiliateOfTheMonth.com>

One neat trick you can use to grab attention is to put "power words" into your URL.

Let's say you create a special folder on your own website for a free report you're giving away:

www.YourWebsite.com/freereport

Set this up on your server and use it as both the destination and the display url. It should go to one of your landing pages, where you have your opt-in form ready to collect names and email addresses in exchange for the report.

This little trick has been proven to increase click-through. People love free stuff.

Now some PPC engines have limitations on where affiliates can send their clicks...

Google has made it harder for every day affiliates to link directly to the merchant's site via their affiliate link.

In order to get around this, you'll want to send Google traffic to your *landing* page, collect opt-ins and follow up that way.

Also, be sure that your landing page **does NOT** have any **pop ups** on it. Google doesn't allow them.

You'll need to check the rules with each PPC engine you use. If they allow you to use your affiliate link, you can go ahead with that and just link people through your affiliate link straight over to **Affiliate of the Month™**.

I'd recommend trying both approaches where you can (affiliate link versus landing page), and measure your results. A lot of marketers use PPC traffic just for building their lists, since they're paying for the clicks.

In most cases, I'll ask you to link directly to Affiliate of the Month™ via your affiliate URL as the easy way out – but, PPC is one case where it will probably be more cost-effective for you to send that traffic to your landing page for list building purposes.

Traffic Strategy #2: Affiliate Articles

What It Is: This method is pretty straightforward - it's all about content!

A well-written article can drive highly qualified traffic to your site. It's also a reputation-booster.

When you go to the trouble of writing truly helpful and informative articles, you start to gain credibility with people...

"This guy must know what he's talking about", they think, "since he's written all these great articles.."

Affiliate articles are designed to grab potential customers by educating them. There's never a hint of a sales pitch in the article, unless you're doing a product review.

Why Use It: Article marketing is a **proven** strategy. Some affiliate marketers have made fortunes almost entirely through article marketing alone.

Articles allow you to educate, pre-sell, target, promote and generate traffic all in one whack. This is because you're giving people valuable information they really need, for one.

Second, articles are "viral" traffic generators by nature.

You'll be submitting your articles to a variety of "article directories" online, and they'll be picked up and redistributed by other site and ezine owners.

Where: You've got tons of choices for distributing your articles, but the hands down best place to submit your articles is to the article directories.

Article directories are basically huge "content warehouses".

The idea behind them is that webmasters are always in need of more content for their website and/or ezine.

Likewise, there are plenty of authors who want to get their work in front of more people.

So, article writers submit their articles to these article directories and grant what's known as *free reprint rights*.

These reprint rights give other webmasters the right to re-publish an article in full, *provided that they don't alter the article or remove the author's byline*.

Keep that in mind, as it's important and I'll be discussing it in the next section.

Article Directory Resources:

<http://www.365Articles.com>
<http://www.SearchWarp.com>
<http://www.Alumbo.com>
<http://www.ArticleStop.com>
<http://www.ArticleAvenue.com>
<http://www.ArticleBlast.com>
<http://www.ArticleDashboard.com>
<http://www.ArticlesFactory.com>
<http://www.Content-Articles.com>
<http://www.EasyArticles.com>
<http://www.EzineArticles.com>
<http://www.GoArticles.com>
<http://www.iSnare.com>
<http://www.SubmitYourArticle.com>

There are lots more. I could probably fill a whole report with these. If you need more, just run a search in Google on 'article directories'.

The good thing about doing this too is that you'll find **HIGH-RANKING** article directories in Google itself.

How To: Remember the point I made above about the author's byline? This is where the real power comes into play.

For every article you write, you'll have an '**information box**' or **resource box** at the end of it where your byline goes. What you put in that byline is up to you.

You can link back to your sales page, landing page or have an email address that people can use to sign up to your autoresponder.

Here's a sample byline (resource box) to show you how this is done:

*John Doe is an up and coming affiliate marketer. He recommends all potential affiliates find a way to make money while they learn. After all, there's no better way to measure results than by cold, hard cash! If you're ready finance your affiliate education, John recommends visiting:
<http://www.AffiliateOfTheMonth.com>*

Ok, so, behind that link will be your actual affiliate link.

The reason is that you can write in a url into the 'display text' of a hyperlink...it looks like this behind the scenes:

http://www.AffiliateOfTheMonth.com/

One of the most critical aspects of affiliate article marketing is in making sure you write **KEYWORD-RICH articles** so you can tap onto the high-ranking article directories' search engines rankings.

The key is to ride on high-ranking and frequently spidered article directories in Google and other search engines to get free search engine traffic.

This effectively means you don't have to bother about search engine optimization on your own...just tap on the traffic and rankings of highly-ranked websites.

To do this, you need to write **300-700** word articles based around **at least one highly-targeted keyword phrase** in each article.

The longer and more precise your keyword phrase is - the more targeted your visitor will be, plus it's actually easier to get ranked for detailed keyword phrases.

The keyword phrase should be repeated at least **1%-2.5%** in your article - once in the title, introduction and the rest in the body of your article.

If you do not know what an article is yet, go to article directories to have a look at other people's articles.

After you've written your keyword-rich articles, submit them to the various high-ranking article directories as mentioned.

If you do this right, your articles will appear at the TOP of the search engines when someone does a search for that particular keyword phrase your article is written around...

What happens is the visitor will see your article, visit it and click on your URL in your resource box and you get completely free search engine traffic without doing any search engine optimization!

Article Writing Made Easy...

It can be a daunting task to write your own articles if you've never done so before, or if you just think you aren't a very good writer.

If you need someone to create content for you and you have the budget to pay for it, you can always hire a *freelance writer* through places like:

<http://www.Elance.com>
<http://www.RentACoder.com>
<http://www.ScriptLance.com>
<http://www.GetAFreelancer.com>

A resource I use regularly, which is a **database of ghostwriters** who will create unique articles (and more) for you in around 48 hours, can be found [here](#).

Otherwise, here are some simple tips to make article writing much easier for you if you want to create them yourselves:

- *You don't have to write a novel! Shoot for something manageable. As mentioned 300-700 words or so is a good goal to start.*
- *Check out existing articles in your industry to get topic ideas.*
- *Make use of "Tips" and "Top Lists" formats. For example: "Top Ten Ways to Save Money On Your Electric Bill" or "5 Quick Tips for Keeping Your Desk Free of Clutter"*

Believe me - **writing your own articles is EASY and SIMPLE.**

It may not sound that way if you haven't got your feet wet, but once you try a few times, *you can spin out your own unique articles in minutes from now.*

You just have to be casual in your writing and WRITE LIKE YOU TALK.

It's nothing 'technical', don't give yourself undue pressure or think too much – just write like you're sharing information with a friend.

Here's the 'trick' to writing your own unique articles easily...

'Tune' your mind by reading a few related articles first.

So if you're trying to create a dog training article, read a couple of dog training articles by other authors to get inspiration.

You can also find all sorts of articles using keyword search with the free content tool at <http://www.ContentRover.com>

Next, proceed to write your article FAST. Don't think, just write as fast as you can and edit it later.

This really works and you can easily churn out tons of your own unique affiliate articles...even if you've never written one before and you think you can't now.

I'd recommend you use an article template and create a 'tips' format article as mentioned.

For example, "7 Tips To Effective Dog Training In Under 7 Days" or something similar.

Here's an article template you can use:

Sample Affiliate Article Template:

Article Title
(Catchy and attention grabbing with keyword/keyword phrases included)

Article Introduction
(2-3 sentences with keyword/keyword phrases included)

Article Body
(3-5 tips/paragraphs with keyword/keyword phrases included)

Article Conclusion
(2-3 sentences with keyword/keyword phrases included)

Your Resource Box
(Provides benefit to the reader to click through your URL)

All you have to do is "fill-in-the-blanks" with a topic of your choice.

Try it and you'll be amazed! It's really easy.

One more thing to consider...

While articles and article directories are proven affiliate traffic generators, why stop at just article directories?

Did you know that there are dozens of high-traffic sites just begging for your 'how to' articles?

Let's take a look at one of the biggest sites:

<http://www.WikiHow.com>

WikiHow bills itself as the "world's largest how-to manual".

The site is based on the idea of *collaborative* (or user-generated) content.

Visitors are invited to write and submit their own how-to articles and/or edit existing articles.

Take a look at some of the topics people have covered so far:

How To....

"Fix a Running Toilet"

"Make Valentine's Day More Meaningful"

"Take a Slapshot in Ice Hockey"

"Take and Sell Celebrity Photos"

"Avoid Day Trading Mistakes"

As you can see, just about any subject is fair game.

This is great news for you because it means you can submit a how-to affiliate article relevant to your niche.

Let's say you're promoting **Ebay** market research software, for example...

First, come up with an appropriate how-to topic. It might be something along the lines of "How to Identify Hot Markets on Ebay by Spying on Completed Auctions."

Make sure the article you write really is helpful, not fluff.

Now, here's where the potential traffic comes in...

When you submit the article you'll have an option to specify **external links**, which will appear at the end of the article. ***This is where you put in YOUR links.***

If you need a visual example, here's a business related WikiHow article:

<http://www.WikiHow.com/Advertise-Your-Home-Business-Online>

Scroll down past the "Related WikiHow" heading, and you'll see the "External Links" section.

Notice that this person has included two of his own links: one to his blog over at Blogspot and one to his "30 Day Success Marketing Guide."

It's just that simple!

Where else can you use this free affiliate traffic method?

WikiHow is only one of several 'how-to' sites in this vein.

Here are a couple more which work on the same principle of placing your links in an external resources section.

Ehow: <http://www.eHow.com>

Note: The content at **E-How** tends to be held to slightly higher standards. There are options for submitted articles to be peer and/or staff reviewed.

When you submit your article, your links should be placed under the '**More Resources**' heading.

How to Do Things: <http://www.HowToDoThings.com>

At this site, your links will go into a box called '**Recommended Links**' that sits on the right-hand column of the page.

This site requires registration and login in order to submit articles

Helium: <http://www.Helium.com>

Note: **Helium** is a bit different from the sites I've listed so far. Right now it looks like there are no options for specifying external links, BUT I decided to include it for the following reasons:

- A)** It has a revenue sharing model in place where you get paid for your articles.
- B)** You can build up name recognition by posting articles here.
- C)** The site is in its infancy so its a good time to hop on board. There's always a chance they'll change the format to allow outside linking in the future.

Final notes:

The more thoughtful and helpful your 'how to' articles, the more potential traffic you can grab from these sites.

As you'll see, many of them employ a ranking process which helps drive the best articles to the top, often getting them listed on the front page!

Traffic Strategy #3: Affiliate Press Releases

What It Is: A press release is simply an announcement distributed to the news media (newspapers, TV stations, etc). The traditional purpose is to alert the public to breaking news and company developments.

Why Use It: You can use press releases to draw attention to 'other' types of news, like product launches. Press releases can be **serious traffic generators** too!

Any time a press release goes out; it gets *syndicated* to the various media and websites which are subscribed to news feeds.

If your press release is well-written (and, usually, if you pay an advanced distribution fee), it can appear in the news on major sites like Yahoo, Google, CNN, etc.

Press releases are also *very SEO-friendly*.

In fact, if you carefully optimize your press release for targeted keywords, you can get that press release to rank high in the search engines...sometimes *well* before you'd ever get your own website to rank for them.

Where: There are scores of places you can submit your press release to line...

One of the most popular is <http://www.PRWeb.com>

PR Web is a great place even for beginners to start. They offer editorial services to help you bring your press release up to standards, and they offer a range of distribution services.

Additional Press Release Distribution Services:

<http://www.Free-Press-Release.com/submit>

<http://www.PRFree.com>

<http://www.PR.com>

<http://www.i-NewsWire.com>

<http://www.SBWire.com>

<http://www.eReleases.com>

How To: In order to write a good press release, you need to understand the way press releases are structured, what type of content you can include in them and how write them in the proper 'tone'.

You see, press releases are a lot like newspaper articles.

They are usually written in a straight-to-the-facts, journalistic style.

The standard **news formula** applies here:

- **Who**
- **What**
- **When**
- **Where**
- **How/why**

In other words, who or what is this 'news' about? When or where is this news relevant? Why is it important? Also, you'll need to pay special attention to crafting your **headline**, **sub-headline** and **copy**.

The headline should grab attention. The sub-headline should elaborate on the headline.

Sometimes the sub-headline is taken from the beginning of the full press release, like a summary.

Here's a sample to give you a better idea of what your press release should look like:

Sample Affiliate Press Release:

Affiliate Marketing Gets Easier for Newbies (headline)

Unique, online training course lets would-be Internet moguls learn while they earn
(sub head)

February 28, 2007. Singapore -- *Achieving the dream of having a profitable, home-based business just got a lot easier with the launch of Ewen Chia's Affiliate of the Month affiliate marketing training membership site. This unique, online training course lets would-be Internet moguls earn while they learn.*

Thousands of people surf the web on a daily basis looking for income opportunities. More often than not, they stumble across sites proclaiming the ease and profitability of affiliate marketing as a business any average person can master.

However, the Internet is literally rife with competition among affiliates. The average man or woman usually finds that the business is not as simple as it's made out to be.

All this is about to change with Affiliate of the Month. The membership site, launched this year by Ewen Chia, a successful affiliate marketer in his own right, aims to teach complete beginners how to succeed in affiliate marketing, step-by-step.

Members enjoy access to current training materials showing them how to promote any affiliate program. The unique twist comes in member's ability to promote Affiliate of the Month itself, as a way of exercising their new affiliate marketing skills.

This allows members to earn affiliate commissions while they're learning the business. Interested parties are encourage to visit: <http://www.AffiliateOfTheMonth.com>

Now, along with the content of your press release, you'll also need to include contact information.

Most press release distribution sites will ask for this information from you, but you may need to work it into the end of the release as well.

Standard contact information to include:

Your name, phone number, email address and website URL (or your affiliate link)

You'll want to use your affiliate link with link tracking if possible...

If the press release distribution site makes this impractical, then go ahead and link to your opt-in landing page using a tracking URL instead.

Final notes...

Write at least one good press release and submit it to as many distribution sites as possible.

Give it about two weeks for full distribution to take effect. Monitor the incoming traffic and clicks. You should have this data through your link tracking software.

If your press release isn't performing well, go ahead and write up a second version and resubmit.

Fact is, **press releases are one of the easiest ways to get free affiliate traffic and search engine traffic (keyword-rich press release)** however...

VERY few affiliate marketers are tapping on them even till this day – so try it out immediately for **100% free traffic** you wouldn't have anyway!

Traffic Strategy #4: Affiliate Viral Reports

What It Is: A 'viral' report is basically just a short e-book, or mini-e-book, with a built-in incentive for distribution.

The incentive is accomplished through what is known as 'branding'.

The copy you give away will be branded with your website URL and affiliate links.

However, when you create the branding mechanism (using special software), you'll have a "re-brander" that you give away with the report as well.

This will allow those who download your report to re-brand some or all of the links in the report with their own affiliate links or website URL, thus giving them an incentive to pass the report on to others.

(Don't worry, you'll be able to control which links are re-brandable when you create the report.)

Why Use It: Viral reports can be powerful *traffic generators*.

Imagine giving away a report like this to your subscribers, some of whom may run websites of their own. Those site owners then give it away to *their* subscribers, and so on, putting your report into the hands of hundreds (even thousands) more potential prospects.

Where: As far distribution, there are a number of methods at your disposal. You can distribute your report by any of the following methods:

- ***Give to your subscribers***
- ***Give to other list owners or JV partners to give to their subscribers***
- ***Free e-book directories***
- ***Shareware/software sites***

Here's a quick list to get you started:

<http://www.EbookSubmit.com>

<http://www.Ebooks.com>

<http://www.Free-Ebooks.net>

<http://www.Free-Marketing-Ebooks.net>

<http://www.StartupInternetMarketing.com>

<http://www.Web-Source.net>

<http://www.MindLikeWater.com>

How To: In order to promote **Affiliate of the Month** with a viral report, you'll need to come up with a good **affiliate marketing related topic**.

Now, this might seem easier said than done since you are, by definition, still learning about affiliate marketing through your membership.

However, it doesn't matter what level of experience you have, there's always something you'll be qualified to put together.

For example, you could create a 'directory' of hot affiliate programs.

Let's say the report title is "25 Top Paying, High-Converting Affiliate Programs You Can Promote Today!"

All you'd need to do is a little bit of Googling/research to find 25 affiliate programs matching those criteria.

You'll definitely have an audience for it, because people would much rather be led to these types of programs than do the research themselves.

Now, if you're a little more advanced in skill, you could write up a case study.

Something like: "How I Went from \$0 to Affiliate of the Month in just 30 Days."

You could also do the usual marketing fare, on topics such as:

- **How to improve conversion**
- **How to find the right keywords for any affiliate program**
- **How to maximize results from two-tier affiliate programs**
- **How to create a killer, affiliate landing page, etc.**

Now creating your own affiliate reports is VERY easy. All you need to kick start your reports are the **source content**.

Think about where you can get your source content – Public domain? Private label rights products? Forum topics? The list goes on.

You can even use the articles you created earlier for your article promotion strategy.

All you have to do is compile a series of your related-themed articles, slap on a catchy title and there you go, you have your own little affiliate report.

Another nifty "trick" is to use OTHER PEOPLE'S ARTICLES.

Some article directories (for example <http://www.GoArticles.com> the last time I checked) allow you to move the article writers' resource boxes into an "Authors' Credits" section.

So all you do is compile the article content (without changes) in the main body of the report and have an "Authors' Credits" section at the report.

Make sure you check each article directory's terms of use if you want to make use of this strategy though.

Again, a very good free resource you can use to get *THOUSANDS of related articles* is at <http://www.ContentRover.com>

This site will show you all the related articles you specify by **keywords/keyphases** at one convenient location so you don't have to go to hundreds of article directories.

Building your affiliate report...

We need to discuss the technical end of things. You can create your report in almost any word processing program. I recommend using either Microsoft Word or Open Office.

If you use Word, you'll need a way to convert the Word document into a PDF.

There are a number of **free PDF converters** available online, but the problem with most of them is that they *do not* properly convert your links into live, clickable hyperlinks.

One way around this is to use Adobe's online conversion service which you can find at <http://CreatePDF.Adobe.com>

Alternatively, if you use **Open Office**, there's a built in PDF conversion feature that seems to handle hyperlinks just fine, and create great looking PDFs.

By the way, Open Office is distributed under an open source license, so it is **free to download and use**. You can download Open Office at <http://www.OpenOffice.org>

Finally, you'll need a program that lets you *brand* the report, as well as set up the *re-branding* mechanism so that others can re-brand your report.

One program I recommend is **Viral PDF** <http://www.ViralPDF.com>

It is a little bit on the pricey side, but worth the investment.

On the free side, you can use **PDF-995** or **PDF-Edit-995** to create the rebrandable links.

<http://www.PDF995.com>
<http://www.PDFEdit995.com>

Now, the question is: "What should you allow people to rebrand?"

Your goal, of course, is to funnel people through *your* affiliate links to Affiliate Of The Month™.

One approach is to allow people to rebrand the report with their website address, name and email. For example, instead of the report saying:

Brought to you by:

Your Name at www.YourWebsite.com

You can allow people to rebrand it to:

Brought to you by:

Their name at www.TheirWebsite.com

If necessary, you can also add extra incentive by recommending some *other* affiliate products that you don't mind having rebranded.

In other words, you'd keep your **Affiliate of the Month™** links in the report, but allow people to re-brand, say, the links to a link cloaking product with their affiliate links.

Make sure you implement link tracking in these reports, too, so you know how well they're generating traffic for you.

Once you've got everything set up, you're ready to start distributing the report!

Here's a sample template of how a simple affiliate report can look like:



[You can download the above template in Word format by clicking here!](#)

Traffic Strategy #5: Online Affiliate Classifieds Ads

The traffic strategies from this section onwards are what you'd termed as 'advanced' strategies. I think you'll find them to be an educational, fun and fascinating read.

Some of the tricks we'll cover are **really simple**, and don't require much work at all, yet they still produce good results.

One thing I hope you get from this section is a sense of just how easy it can be to generate free affiliate traffic when you use a little creativity.

New opportunities are popping up all the time. The key is to be on the lookout for them, and to think in terms of how you can exploit them ethically.

These tactics will be in ascending order according to level of difficulty, from the easiest to the 'hardest'.

Here's the first of the lot, **online affiliate classified ads!**

What It Is: You've probably used online classifieds yourself a few times...

They're just like newspaper classifieds, but often free (or very cheap) to use.

People buy and sell all sorts of things with online classifieds: furniture, homes, musical instruments, etc. There are job postings as well as business opportunity postings.

Why Use It: Online classifieds present a very affordable source of traffic and exposure. Hundreds of thousands of people browse through online classifieds each day.

Granted, not all classifieds sites are created equal. Some sites are filled with junk postings, and your ad is likely to get buried beneath the deluge.

However, once I show you **which sites** are your best bet, and **how to advertise on them for maximum exposure**, I think you'll find that online classifieds will work very well for you.

Where: This is one case in which the *where* matters as much as the 'how to'. As I said previously, not all classifieds sites are created equal.

By far the most popular source of free, online classified advertising is **Craigslist** at <http://www.Craigslist.org>

Craigslist works differently than most of the sites you're used to seeing.

When you go to the main site at craigslist.org, you'll see a list of cities to your right.

It is very important that you place your ad ONLY in your city or the closest city available.

Craigslist is very strict about what it considers 'spam', and does not allow individuals to post multiple ads across multiple regions.

You'll want to place your ad in the 'employment' section or the 'ETC' section.

For all the rest of the classified sites mentioned here, simply follow the instructions given.

Some will allow you to place ads nationally, while others may ask you to 'target' your ad similar to the way Craigslist does.

<http://www.Web-Ads.com>
<http://Classifieds.Yahoo.com>
<http://www.ClassifiedAds.com>
<http://www.USFreeAds.com>
<http://www.OLX.com>
<http://www.AdSubmitter.com>
<http://www.PostTree.com>

How To: Writing an online classified is similar to writing a newspaper classified or Google Adwords ad.

You'll have a set amount of space to work with, and this will vary from site to site. One reason I recommend sites like Craigslist, though, is because you have a virtually *unlimited* amount of words available for your ad.

Again, the headline is crucial to getting people to click on and read your ad.

In fact, it is even more so because these sites often do not display any summary text. Instead, a *link* to your ad is displayed, with your headline making up the clickable text of that link.

Here are some ideas for 'attention grabbing' headlines:

"Looking for an Easy, Home Based Business?"

"Earn REAL Cash While You Learn – Business Opportunity"

"Living Pay Check-to-Pay Check? I Can Help..."

"Affiliate Marketing = Passive Income. Find Out Why!"

The body of your ad:

Now, for the meat of your ad. Again, you'll want to keep this sharp and to the point.

The goal is to get people to click through your affiliate link for more information.

Example:

"Looking for a Real Home Based Business?" (link/headline)

Are you looking for a real home-based business?

I've got the answer for you: affiliate marketing!

Affiliate marketing is a time-tested business model that's almost as old as the Internet itself. Online merchants need people just like you to help refer traffic to their sites, and generate sales. Plus, they're willing to pay you to do it!

This isn't a fly-by-night business opportunity. Affiliate marketing does require skill and effort. However, it's easier than ever to learn this business, and get paid while you do it.

For more information, visit: <http://www.YourAffiliateLink.com>, and you can be on your way to earning real affiliate commissions today!

Ok, that's somewhat of a "long version" advertisement...

Let's look at an example of what you could do when your space is more limited:

"Affiliate Marketing = Passive Income. Find Out Why!"

Looking for an online business you can start with virtually no overhead, and unlimited potential?

Affiliate marketing may be the answer you've been looking for. Top notch, step-by-step training from the ground up.

<http://www.YourAffiliateLink.com>

Ebay Classifieds (aka 'Ad Format Listings'):

Why, you ask, am I listing 'Ebay' here?

Well, the reason is that Ebay's **Classifieds listing** option is still relatively new, and not everyone knows about it or thinks to use it. However, it is definitely gaining popularity, especially among affiliate marketers.

It's important to note that, while I'm referring to these ads as classified ads. Ebay actually refers to this type of auction as an "**ad format listing**".

Further, ad format listings are restricted to just a handful of categories right now, but this shouldn't be a problem if you are promoting information products.

How it works:

Sign up for an Ebay account if you don't have one already at <http://www.Ebay.com>.

You'll want to login and choose "**Sell**" from the navigation options. This will take you to the first page of the auction set up process.

Now, we're going to assume here that you're promoting some type of information product.

When asked to choose a category for your listing, choose **Everything Else** as the main category, and then **Information Products** as you sub-category.

After you save and continue, you'll arrive at the second page where you fill in all the details of the listing like product description, price, pictures, etc.

Towards the bottom of this page you'll find a section called **How You're Selling** and, under that, **Selling Format**.

The options are: **online auction, fixed price and ad format**.

In order to place the ad, you'll want to choose **ad format**.

Notice some of the options you have. You can run the ad for 30 days, 60 days or 90 days. Ad format listings start as low as 10 cents.

Your ad content:

Ok, now you know the technical details about how and where to set up this type of ad on Ebay, but what do you place *in* the ad?

This is the great thing about advertising this way on Ebay...

You've got *much more* space (and more options) to work with than if you were just placing a regular classified ad.

In fact, you get to list your item in as much detail as you would for a regular auction.

Things you can include:

1. *Product images*
2. *Embedded videos (eg tutorials, video testimonials)*
3. *All or part of the sales letter*
4. *Link direct to your landing page or..*
5. *Link direct to merchant page via your affiliate link*
6. *Email or other ways to contact you in necessary*

Beginning to get the idea?

Basically, all of the powerful sales-pushing and lead qualifying material you've *wished* you could put into regular classifieds *can* be placed into an Ebay ad-format listing!

Better yet, unlike in traditional Ebay auctions, you are ***free to link*** to your heart's content.

You don't have to bury them in your About Me page like you do with regular auctions.

You can finally take advantage of the massive traffic generating power of Ebay without all the limiting rules! Keep this to yourself 😊

Now, yet another important feature of online classified ads is how you can tap on them to get free search engine traffic.

To some, this may be even more important than actually getting eyeballs to your direct ad from the classified sites. As mentioned previously under the section "**Affiliate Articles**"...

Use your KEYWORD-RICH classified ads to get into the search engines on the tails of highly-ranked and search engine spidered classified sites like CraigsList and Ebay.

All you have to do is include your main keyword/key phrase once in the title and at least 1-2 times in the body of your ad. Nothing complicated.

Again you can use Word Tracker's free keyword suggestion tool to source your keywords or key phrases:

Wordtracker Free Keyword Suggestion Tool:
<http://www.FreeKeywords.WordTracker.com>

Make use of affiliate classified ads today and you'll be surprised at your results!

Traffic Strategy #6: Affiliate Review Pages

What It Is: Affiliate review pages are just as they sound. There are entire websites dedicated to the **sole purpose of publishing reviews of affiliate programs, networks, practices and policies** – all for the benefit of affiliate marketers.

Affiliate review pages are typically "user submitted" - meaning that an affiliate writes up a review of his experience with a particular affiliate program or affiliate network.

Affiliate reviews can be *positive* or *negative*.

People are looking for information on what to watch out for/avoid as much they are for glowing reviews.

Why Use It: This method should be very effective for **Affiliate of the Month™**, because your audience will consist of other affiliate marketers!

Where:

<http://www.Affiliate-Review.com>

<http://www.ClickQuick.com>

<http://www.ClickAffiliate.com>

How To: There are two approaches to writing your affiliate review. You can write a **positive** review, or you can write a **negative** review.

Now, for Affiliate of the Month™, you'll want to write a positive review ;-)

However, here's an insider review "trick":

You can write a negative review of some other program which you've found not to work, and then suggest Affiliate of the Month™ as a better alternative.

Guidelines for positive reviews:

- *Include name of program, program owner or merchant*
- *Include product price and affiliate commission*
- *Discuss what the affiliate owner does for affiliates to make their job easier – eg, providing graphics, email copy, etc*
- *Discuss your overall success with the program. Is it converting well for you?*
- *Discuss other conversion factors – eg., strength of product, how easy it is to 'sell'*
- *Any perks, bonuses or affiliate contests available through the program*

Guidelines for negative reviews

- *No slander/name calling. Just stick to the facts*
- *What was your experience with the program, and why was it negative?*
- *Are commissions too low?*
- *Does the product fail to convert?*
- *Is there a high rate of returns/refunds?*
- *Is the affiliate manager hard to reach?*
- *Does the program fail to pay on time, or not pay at all?*
- *Follow up with a recommendation for a similar, but different affiliate program*
- *Explain how the alternative program excels where the other program fails*

An affiliate program review should be pretty easy to write.

It's really just a short article, and all you have to do is stick to the facts, and to your own experience. **Here's an Example...**

Sample Affiliate Review:

*As an affiliate and student of Ewen Chia's **Affiliate of the Month**™ site, I'm pleased to report some fantastic results. First, though, some background...*

***Affiliate of the Month**™ is based on a simple premise: It's best for affiliates to put their skills to work while they're learning them. Theory trumps practice.*

*When I first joined the site, I was starting from ground zero, but Ewen's training materials brought me up to speed in a matter of weeks. I began promoting **Affiliate of the Month**™ within my first week, and earned my first sale about a week after that.*

The training provided is excellent, and Ewen maintains excellent communication with both his affiliates and his paying customers. He pays on time, and the commissions are generous at X % per sale.

*Highly recommended for both newbies and experienced marketers alike.
<http://www.YourAffiliateLink.com>*

This is, of course, an abbreviated example. You might want to write a bit more than that, but hopefully you get the general idea.

The key is to **share your experience** as an affiliate of Affiliate of the Month™, while also providing all the necessary facts about the program's structure, policies and benefits!

Traffic Strategy #7: Affiliate Forum Traffic

This is a time-tested method. Part of your market research should include a list of **forums, bulletin boards or discussion groups where your target market congregates.**

Your goal is to set up an account/join these groups, and become a regular contributor to the discussions.

This will allow you to do several things:

- ✓ ***Find out what your market is looking for***
- ✓ ***Uncover their hidden biases or needs when it comes to being sold***
- ✓ ***Build up your own reputation and credibility by contributing valuable information to the group – earn yourself an 'expert' status on the niche subject.***
- ✓ ***Refer members to products via your affiliate link***

It's important to stress here that you need to really contribute to any group you join.

You can't go in and begin posting advertisements. That will only get you flamed, and possibly banned from the forums.

Instead, start off by setting up your profile to include a *signature* with your affiliate link.

For example:

*Have questions about the most effective low-carb diet? Get answers now!
Find all the low carb diet resources and information you're looking for here:
<http://www.YourWebsite.com> (or <http://www.YourAffiliateLink.com>)*

All you have to do to find the **main top-ranking** forums, bulletin boards and discussion groups within your niche is to:

Go to <http://www.Google.com> and type in "**YOUR NICHE + forums**" for example.

Traffic Strategy #8: Quick Affiliate Traffic (Instant Buzz, Traffic Swarm, Your Lucky List)

What It Is: This strategy entails you using quick traffic generators like Instant Buzz, Traffic Swarm and Your Lucky List.

However the secret to success is in applying the concept of **LEVERAGE** on them. Let us take a look at how it works...

Instant Buzz

Instant Buzz is a traffic network which you can surf and access from the instant buzz toolbar, which you install into your web browser.

As a member of Instant Buzz, you'll be able to place *your* affiliate link in as the website that you want displayed to other member's surfing the network.

The amount of views you receive depends on how much you surf other Instant Buzz sites. You earn credits towards more displays of your site for every site you visit.

While there are TONS of traffic generators out there, Instant Buzz is really the 'king' of them all and one that actually gets results if you use it properly.

Traffic Swarm

TrafficSwarm is a traffic generator similar to Instant Buzz, but does not rely on a browser toolbar.

Instead, you log into your TrafficSwarm account and begin surfing from your 'Start Page'.

Also, you have some additional choices concerning which sites you want to view. All member's create '**mini ads**' for their sites, which are presented in a list on your start page.

Each time you click one of the ad links to view the site, you earn credits which determine how often your site will show up on other people's start pages.

You can also add to your page views by *purchasing* credits.

Your Lucky List

Your Lucky List is a *list building network*. In order to make use of this service effectively, you'll need to build out your Lucky List "Matrix".

You can build your matrix out by referring others to the service. Once you build up your list (or 'downline'), you'll be able to send them emails on a weekly basis.

Why Use It: Traffic generating and list building services are **mostly free and inexpensive**, and **relatively easy to work**. Further, these services tend to attract other internet and affiliate marketers, so you'll have a great target audience at your disposal.

Where: Sign up at: <http://www.InstantBuzz.com>, <http://www.TrafficSwarm.com> and <http://www.YourLuckyList.com>

How To: These are all quite simple to use. For TrafficSwarm and Instant Buzz, you just need your affiliate URL, your web browser and some time or money to spend racking up credits.

For Your Lucky List, I recommend upgrading to a Pro account if you can, because you'll be able to take advantage of more frequent mailing schedules, as well as earn commissions on anyone in your downline who decides to upgrade, too.

Now here's the 'twist', it's VERY simple but effective:

What you want to do is to build up your referrals and list at Your Lucky List.

Remember, having a list built up means you can email to them over and over and over again instead of wasting the traffic.

The way to do this is by advertising your personal Your Lucky List REFERRAL link in Instant Buzz, while building YOUR Instant Buzz downline (which gets you more credit and mileage) with Traffic Swarm. You then promote your affiliate link to your Your Lucky List referrals.

Traffic Strategy #9: Free Affiliate Blogs

What It Is: Have you caught the 'blogging' craze yet? A blog is like an 'online diary'. Your entries or "blog posts" are displayed like a regular web page.

The only difference is that a blog is able to turn your entries into HTML on the fly, with no coding on your part, *and* you can have multiple posts all appearing on the same page.

Why Use It: Blogs are the **perfect solution for newbies** who don't know how to create their own web pages. You can have your very own website up and running in under an hour!

Blogs are easy to use and maintain. Plus, since they tend to be content heavy, the search engines love them.

There's also a **community aspect** to blogging.

You can get very valuable reciprocal links from your fellow bloggers. You can also link your blog into social bookmarking sites (discussed later in this module), which provide even more free, targeted traffic.

Where: The quickest and easiest way to get your own free blog is to sign up with **Blogger** (now owned by Google) at <http://www.Blogger.com>

Your blog address will be something like:

<http://nameofyourblog.blogspot.com> (no, that's not a typo...Blogger URLs default to 'blogspot.com' rather than 'blogger.com')

You can also have **Blogger redirect your blog to your main website URL**, so that your blog appears to be installed on your domain, eg, www.LearnAffiliateMarketing.com

How To: The only 'hard' thing about blogging is coming up with the content. You've got to come up with topics, just like you do for articles.

Since you're promoting Affiliate of the Month™, you'll want to focus on content which pertains to affiliate marketing *and* gives you an opportunity to *optimize* for targeted keywords.

You can post any of the articles you submit to articles directories on your blog too. You can also post affiliate reviews to your blog.

In order to get "instant" traffic to your blog, you'll need to "ping" some blog update notification services, such as <http://www.PingOMatic.com> and <http://www.TechnoRati.com>

These types of sites are kind of like newsfeeds for the blog world. They constantly index and display the latest posts from the thousands of blogs that they monitor.

By sending out a 'ping', these sites' spider's will come crawl your blog for new posts, and display them to their visitors.

Many people discover new blogs by visiting these blog directories and, often, they'll search through categories in order to find blogs of interest.

So, you'll want to make sure you choose the right category 'tags' when you submit your blog for a ping. That way, your posts will go into the relevant portion of the directory.

Traffic Strategy #10: Affiliate Ezine Ads

What It Is: Ezines are opt-in newsletters. Many popular sites run ezines in order to provide additional content not otherwise available on the main website.

You can find ezines for just about every niche, but there are tons of them targeted towards internet and affiliate marketers!

Why Use It: Ezine advertising is an effective way to reach a **ready pool of targeted prospects**. You also reap some of the benefits of the trust and credibility the ezine owners has built with his subscribers.

Where: You'll want to do some Google searching to find as many relevant, affiliate marketing related websites as possible, and check to see if they're running ezines.

Some of the more well-known affiliate marketing sites with ezines are:

<http://www.AssociatePrograms.com>
<http://www.AffiliateProNews.com>
<http://www.AffiliatesDirectory.com/ezine>

Many of the sites you visit should have a link to information about advertising in their ezine.

If you can't find the information on a site you're interested in, try to contact the webmaster. In some cases you might hit pay dirt by finding an ezine owner who is willing to allow third-party advertising, but simply hasn't implemented it yet.

How To: Prices and policies will vary from site to site. Ezine owners with a lot of experience and a huge list will usually have their advertising rates and policies broken down into categories, like so:

- **Top Sponsor Ad** -- appears towards the top of the newsletter ('above the fold')
- **Mid-Level Ad** – appears roughly in the middle of the newsletter
- **Bottom Ad** -- appears roughly towards the bottom of the newsletter
- **Solo Ad** – Dedicated advertisement sent separately from the newsletter (similar to mailing to your own list, gives you the most amount of ad space for your money)

Solo ads and Top Sponsor ads will be the most expensive, but that's because they usually outperform other ad placements.

For a Top/Mid/Bottom level ad, you usually have a limited amount of space, *similar to an Adwords ad*. So, your copy writing skills will be important here.

Sample Top Level Ad

BECOME A TOP AFFILIATE FOR ANY PROGRAM!

*Learn what it takes to be the 'affiliate of the month'
for any program, and start earning today.*

<http://www.YourAffiliateLink.com>

Solo Ads provide you with a unique opportunity to present your offer to someone else's list, almost as if it were your own.

You'll have *much more* room to present your offer. I recommend grabbing solo ad opportunities if your budget permits.

Sample Solo Ad

Hi First Name,

This is YOUR NAME of <http://www.YourWebsite.com>. As a subscriber to EZINE OWNER'S NAME's list, I know you're interested in the latest affiliate marketing information.

Well, I've got some fantastic news for you today about a new program you probably haven't heard of until now.

Imagine if you could access a treasure trove of affiliate marketing training materials that will help you boost your existing commissions AND help you start earning if you aren't already...?

*Look no further than **Affiliate of the Month™**...*

<http://www.YourAffiliateLink.com>

Affiliate of the Month is a unique membership site where affiliates gather to learn from one of the top affiliate marketers in the field, Ewen Chia.

Learn how:

**To start your own affiliate marketing business*

**Boost performance in your existing affiliate business*

- *Generate massive targeted traffic for an affiliate program*
- *Boost your affiliate copy for maximum conversion*
- *Earn money referring other affiliates to this great resource?*

I'm not sure how long Ewen will leave memberships open at this price, so it would be in your best interest to check this out ASAP.

<http://www.YourAffiliateLink.com>

You could be the next affiliate of the month!

To your success,

Your Name

<http://www.YourAffiliateLink.com>

Traffic Strategy #11: Affiliate Offline Ads

What It Is: As the heading suggests, *offline advertising is any advertising you do off the Internet*. This can be anything from newspaper classified ads to business cards to bumper stickers!

Why Use It: Although offline advertising usually requires more of a cost investment, the price can be well worth it. A lot of marketers forget about offline advertising, or simply don't see how their product or program could be advertised anywhere but *online*.

Hence, you have a lot less competition advertising offline, and the visitors are MORE targeted ironically.

It's even better when your advertising is local.

Although you won't always be able to target people as narrowly as you would online, you'll still be able to reach a sizable group of would-be home business owners in your own hometown.

Where: The resources you have available may differ based on where you live and, of course, how much money you can spend. In this case, it's better for me to give you a list of ideas you can implement to fit your own needs.

Consider:

- **Your local newspaper**
- **Any 'free' local or national papers (e.g., Greensheet, Thrifty Nickel)**
- **Air time on local radio stations (esp. community/non-profit or college radio stations)**
- **Print up business cards you can give out, tack onto bulletin boards or leave on restaurant tables**
- **Print up bumper stickers to put on your car, family car, friends cars ;)**
- **Billboards**
- **Sponsorships – eg, contributing money to various causes where donors names are announced or otherwise listed on printed material.**

How To: In most cases, you're going to have limited space. This means you need to get in the important information, first and foremost, and any additional 'selling points' when you can.

Let's say you decide to run a newspaper classified ad...

Your ad will most likely be placed in the 'business' section. Some papers charge upwards of 50 cents per word, so you've got to **maximize space**.

This means you *MUST* have an attention grabbing headline.

The headline needs spark intense curiosity, while also giving people at least some clue as to what the ad is about.

So, something like this would work:

***Want To Make Massive Money
Selling Other People's Products?
<http://www.YourWebsite.com>***

Now, since you don't want to have an obvious affiliate link the ad, you'll need to either:

- 1. Use your own website, and you'll direct the visitors either to your opt-in landing page or you can set a longer ad on your web page, giving more detail, then have you affiliate link there for them to click through.*
- 2. Set up a 'dummy domain' that redirects visits through your affiliate url to Affiliate Of The Month™*

You'll probably want to use some variation or other of these tactics for all of your offline advertising, since you'll be presenting people with a web address they have to *type in* manually.

For that reason, you'll need an address that's easy to remember, easy to spell, etc.

Traffic Strategy #12: Affiliate Social Network Traffic

What It Is: You're probably familiar with social networking already. Ever heard of [MySpace](#) or [Friendster](#)? Chances are, if you don't have a profile on one these sites, your children or younger relatives do!

Social networking began based on the principle of "six degrees of separation".

The theory is that everyone in the world is linked together by at least one acquaintance. So, for every 6 people you meet, you'll find a connection to *any other* person in the world if you keep following the trail six deep.

This idea is, of course, used in business networking as well, and many business-focused networking sites have sprung up as well.

Why Use It: These social networking sites allow you 'meet' literally hundreds of thousands of people through your profile. When you join, say, MySpace and create a profile, you can add existing friends to your friends list, or search profiles for new people and ask them to 'friend' you.

Every profile displays links to the profiles of that person's friends.

So, you can search profile after profile almost indefinitely to meet/add new people, discover connections you didn't know exist, etc.

Musicians and other artists are already making use of MySpace to great success. All it takes is a featured artist profile to gain attention, and thousands of MySpace users start spreading awareness of the band in a viral fashion by friending them, posting their songs onto a personal playlist and lots more.

So, imagine for a moment if you could get this same viral exposure for your affiliate business?

Where: Here are some of the most popular social networking site:

<http://www.MySpace.com>
<http://www.Friendster.com>
<http://www.FaceBook.com>

How to: We'll use MySpace for our example here, as its likely your best bet for maximum exposure.

First, go to the site, sign up and create your profile...

You need to create a profile that *matches* the niche you're promoting.

So, for example, if you're promoting golf-related ebooks, you'd want your username and profile name to be something like "Golf University".

Next, create a content rich profile...

MySpace is cracking down on SPAMish profiles, as well as blatant affiliate marketing. So, what you *don't* want to do is set up something that just posts your affiliate links all over the place.

Instead, you need to create a MySpace'd version of your sales page.

Provide information about the product and its benefits. Include product images in the free image hosting area. **Make use of Myspace's blogging feature**, and use that to post real, valuable content, such as articles.

Within your profile, as well as your blog posts, you'll want to have links back to your real website. Mainly, you want to link back to your opt-in page.

Then, start the "Friend Virus"...

Now, you need to get some actual friends. There are a couple ways to go about this.

1. *Seek out friends manually by browsing through profiles, and requesting an 'add'.*
2. *Make use of "MySpace Automatic Friend Inviters" or "MySpace Train Submitters". Be careful, though. These programs seek people out in an untargeted fashion. They're also not that popular with MySpace's management.*
3. *Purchase a targeted, pre-existing MySpace account on Ebay <http://www.Ebay.com>*

This phase of friend building is what takes the 'longest'. I'd shoot for at least 100 or more friends before moving on to this next step, which is...

Kickstarting the 'Buzz'...

Now, it is time to reach out to your friends to help you generate some buzz for your business. There are a number of ways to do this.

First, you can leave comments for your friends on their profiles and on their blog entries.

Make sure, though, that if you're leaving a comment on someone's blog, the content of their post was actually *relevant* to your business.

The general comments section is easy to hit up, though. In fact, you can leave a comment as soon as someone adds you as a friend.

I'd recommend having a "Thank You" graphic made up, that's branded with the URL of your site. As soon as someone adds you as their friend, post a comment like this:

:”Hi, Profile Name! Thanks so much for the add!”...

..and then include your "Thank You" graphic along with that.

Second, make use of the Group Bulletins feature.

The group bulletins allow you to post messages to all of your friends. These messages will appear in the Recent Bulletins section of each of your friends' profiles.

You can craft your bulletins to be like “**mini follow ups**”, same as you'd have in your regular autoresponder. Come up with a catchy headline to get people to read, and then include some incentive in your message to encourage your friend to help promote you.

Sample Bulletin:

Headline: Free Golf Lessons?!

Body:

Hi Everyone!

I just wanted to send you a heads up about my new business, “Golf Universe”. I'm offering tons of great golf tips as well as golf ebooks which can help anyone, novice to pro, improve their golf game.

However, I need your help to spread the word. So, I want to 'bribe' you...:)

I'm giving away a FREE copy of “Golf Tips for Beginners” to everyone who reposts this bulletin, then emails me with a heads up that the bulletin has been posted.

Just copy and paste this entire message into a new bulletin post, keeping the same headline. Hit submit, then email me so I can check your profile and verify that the bulletin is up.

I'll write you back ASAP with a link to download “Golf Tips for Beginners”, absolutely free.

Thanks!

Your Name

Third, consider starting up a MySpace Group.

MySpace hosts traditional groups/message forums, just like Yahoo and Google. Users can create groups on virtually any subject, and have them placed in targeted categories.

So, you could create a "Golf Tips" group, for example. All you'd need to do then is send a mass email out to all your friends inviting them to join it.

Fourth, try out MySpace's "Event Invitation" feature.

This could work really well if you're looking to recruit people onto a teleseminar or other special event that you're hosting (or it could even be used to invite people to your site while you're running a special offer).

Wrap up...

This covers the main points you want to hit on sites like MySpace. Don't forget you can always ***cross-build traffic and friends***.

Put reciprocal links from one profile to another. For example, have a link to your MySpace profile on your Friendster profile, and vice versus.

Also, consider placing links to your profiles on your main web site. And have fun!

Traffic Strategy #13: Affiliate Social Bookmarking

What It Is: Social bookmarking is a collaborative phenomenon.

The idea behind social bookmarking is that information can be organized and retrieved in a more orderly fashion by allowing real web users to share their bookmarked sites.

There's really only so much room in traditional web directories to list some of the most useful or popular websites. So, a lot of very good sites actually get *lost* in the shuffle. Maybe they don't rank well in the search engines, or can't get listed in any of the major directories, such as DMOZ.

However, out of the millions of people who use the web, the *law of probability* says that more than one person will have come across one of these 'lost' sites, and bookmarked it.

This led to the rise of 'social bookmarking' services, which allow users to:

1. **Share their bookmarks**
2. **Click on 'bookmarking' links which link back directly to bookmarking sites.**

What all this does is cast a wider net across the types of content available online.

More importantly, it gives **visibility** to sites which might otherwise languish in obscurity.

Why Use It: Submitting your own links (and allowing your site to be specially bookmarked) is a **free, easy way to get a flood of traffic.**

In fact, if people like your site enough, there will be a viral effect.

You'll not only get more visitors, but you'll also get more incoming links back to your site, which can boost your page rank and search engine placement.

Where: In order to get started with social bookmarking, you need only visit one of the many social bookmarking sites.

One of the longest running and most popular is <http://Del.icio.us>

Here are some additional sites to check out:

<http://www.Digg.com>

<http://www.Listible.com>

<http://www.Furl.net>

<http://www.30DayTags.com>

<http://www.BlogHop.com>
<http://www.FeedMarker.com>
<http://www.Google.com/notebook>
<http://www.StumbleUpon.com>
<http://www.Simpy.com>
<http://www.BlinkList.com>
<http://Scuttle.org>
<http://www.Wists.com>

Wists.com is actually a "social shopping" network...

The cool thing about it is that users can submit links to products on their 'wishlists'. Could be very targeted for some niches!

How to: Ok, there are **two main ways** to go about this...

The first is to go onto these sites and submit a link to your website(s).

In fact, the best thing would be create a list of links not just to your site, but to all of your published articles, your blog, etc.

The second method actually requires that you make use of a blog of your own.

You can set up a blog for free via <http://www.Blogger.com> or see if you can get **WordPress** <http://www.WordPress.com> installed on your own site.

You'll need to create some actual content for your blog. Just write a couple quick articles for blog posts.

Next, make sure that your posts are "tagged".

How do you do this? It's fairly easy on most blogging platforms. You need to specify *categories* for you content.

In other words, let's say you set up a category called "weightloss". All of your posts/articles will be placed into that category each time you post. The blog software will then *append* your links with the appropriate "tag".

So, instead of having a generic post link that looks like this:

<http://www.yourblog.com/posts/2006/November/13/10-fat-loss-tips.html>

You'll have this:

<http://www.yourblog.com/posts/weightloss/10-fat-loss-tips.html>

Now, its time to head over to one of the social bookmarking sites...

You might want to start out with Technorati <http://www.Technorati.com> because it allows you to use the services of **three major social bookmarking sites at once** (technorait, delicious and socialize it).

When you sign up, specify the 'tags' that you're using, and then submit a request for the service to "ping" your blog.

A basic, untagged Technorati link looks like this:

```
<a href="http://www.technorati.com/tag/category" rel="tag">category</a>
```

Let's say that you put up a post on Blogger, and tagged it with the category "affiliate marketing". Your properly tagged Technorati link would look like this:

```
<a href="http://www.technorati.com/tag/affiliatemarketing" rel="tag">affiliatemarketing</a>
```

Finally, grab the code Technorati gives you to put a social bookmarking link *onto* your blog.

What this will do is create a bookmarking link at the end of each post, which users can click on to automatically bookmark your site into the bookmarks list they're collecting through their account with the social bookmarking service.

That's it!

Stumble Upon (with Firefox Extension):

Here's an easy 'bonus tactic' to enhance your social bookmarking efforts!

What It Is: First, check out the main site at <http://www.StumbleUpon.com>

Stumble Upon is social bookmarking with a twist. Similar to a traffic exchange, Stumble Upon lets you surf through sites contained in its library.

It works in concert with a Firefox browser plug-in that creates a **Stumble Upon Toolbar** in the top of your browser.

Just click the "Stumble!" button and you're automatically directed to a random website that matches the categories of interest you specify when you register with the service.

If you come across a site you really like, you can press the 'thumbs up' or 'thumbs down' button to further refine your interests, as well as boost the number of times that site gets shown to other users on the network.

Why Use It: In addition to uncovering some hidden gems you might be interested in... *Stumble Upon also allows you to recommend any website for inclusion...even your own site.*

Where: <http://www.StumbleUpon.com>. You'll also need to download the **Firefox browser** if you don't already have it, as well as download and install the **Stumble Upon Plugin**:

Download Firefox: <http://www.Mozilla.com/en-US/firefox/>

Download Stumble Upon Plugin: <https://Addons.mozilla.org/firefox/138/>

How to: Navigate in Firefox to your own site, or whichever page it is that you want to send to traffic. Look on the Stumble Upon toolbar, and find the button called "I LIKE IT".

A new window will open asking you to review the site, as well as select a category for it.

Next, select the appropriate category for site. Write in a few sentences describing the site. Add any categorical tags, if necessary.

Hit submit, and you're done – FREE affiliate traffic automatically!

Social Sites Similar to Stumble Upon:

<http://Magnolia.com>

Magnolia offers users the ability to share bookmarks both within and outside of the network.

It also allows users to share bookmarks based on contacts and groups – in other words, you can place your link into a '**community**' of like-minded people for better targeting, rather than having it served up randomly to the entire network.

<http://www.Shadows.com>

Focus on creating links 'communities'.

<http://www.CoolSiteOfTheDay.com>

This one isn't technically a social bookmarking site, but it fits in the sense that you can get your site **into rotation** to be served up to visitors.

Traffic Strategy #14: Affiliate Q&A Traffic

What It Is: They've got questions - you've got answers. This is another easy method to promote your affiliate link by sharing 'how to' information, and gain some expert reputation at the same time...

All you got to do is help answer people's questions!

Where: The two biggest Q&A sites on the web are:

Google Answers: <http://Answers.Google.com>

Yahoo Answers: <http://Answers.Yahoo.com>

Google Answers has 'closed down' at this point of time unfortunately, leaving Yahoo! as the main Q&A site. You can still browse Google Answers though for ideas on what you can do.

How To: Yahoo Answers allows people to ask questions on just about any topic.

On Google when it was still operating, the user asking the question can offer a 'cash reward' to the best answer received. On Yahoo!, however, there's no monetary incentive.

I'm not sure why this is, but I've found that people tend to receive *more* answers of *lesser* quality on Yahoo! Answers.

You'd think it would be the opposite, and that people would flood Google Answers for the monetary incentive – but, just the opposite.

In either case, this works well for you because:

You're liable to have the 'best' answer at Yahoo!, and stand out that much more.

I hope this method is fairly self-explanatory. All you need to do is create an account with Yahoo! Answers (you can post anonymously at Yahoo!, but I don't recommend it), and begin looking for questions relevant to your niche.

Let's say you find someone asking: "How Do I Get Started in Affiliate Marketing?"

If that's your niche, bingo! All you have to do is post a helpful reply and direct them your related links.

In fact, you can likely stand to be a little more obvious in your self-promotion.

For example, you could wrap up your answer with something like this:

"I hope I was able to help. [Niche Topic] is my area of expertise and I'm always glad to share what I know. If you need more information please feel free to visit my website at www.YourWebsite.com."

Or another example...let us say someone has posted a question related to your recipe niche. For instance, someone asks: *"What's the best recipe to make an authentic Curry sauce?"*

If you're promoting a cookbook of Indian recipes, then this is your chance to shine!

Basically, you go in and answer the question in detail.

Treat it the same you'd treat writing an article. Provide information on the different types of curries (red vs yellow), the main ingredients in each type, the necessity of toasting all the spices before you use them, etc...

Then, at the end of your response, you can pop in your affiliate link or link to your landing page:

"I hope this was the answer you were looking for. If you need any additional information, or would like to discover some additional Indian recipes, please see my site at: <http://www.YourWebsite.com>"

The reason this method works is because it's not just the original poster of the question who'll see your answers. There are literally **thousands** of people just browsing these "answers" sites each day.

You can also apply this method at similar sites like:

<http://www.eHow.com>
<http://www.WikiHow.com>

The central idea at the above two sites is the same, but instead of posting answers to existing questions, you create and contribute original content in the form of "how to" articles that people can search on.

By the same token, ***you can also ASK questions instead and find some ways to link in your URL 'under the radar'.***

A simple way to do this is ask a question in this manner:

Hey, I've come across this golf product and wonder if anyone have seen this?

<http://www.YourAffiliateLink.com>

Etc. etc.

It's a little on the 'sneaky' side but it can produce good results as well.

Either way, you'd want to exercise discretion in blatantly promoting your links in some cases as it may get your account banned at Yahoo! Answers.

If you do it right though – it is a PROVEN source of free affiliate traffic and sales!

Traffic Strategy #15: Affiliate Video Traffic

This method will require a little extra work to get set up, but is **very effective** and is still so new that it's on the cutting edge.

The central idea of affiliate video is to create presell content.

For example, **product tutorials, affiliate reviews or demonstrations** – on the video which you then distribute to the various 'viral video' sites on the web, like [YouTube](#) and [Google Video](#).

Let's say you're promoting 'desktop recording' software that lets people compose and record their own music right on their computers...

You could create a screen capture video which shows you composing a simple song.

The video might include shots of you choosing instruments, cutting and pasting tracks, adding effects, etc. to show easy to the product is to use. Then, at the end, you'd play the track to show off your composition.

At the start and end of the video, you could announce (or roll in credits) something like:

"Want to create your own music on your PC? Learn how at <http://www.YourWebsite.com>"

You see, you're simply directing them to your site where you capture their information, then send them on through your affiliate link (you could also just set up a domain that redirects through your affiliate link).

This method is powerful for a number of reasons:

- **Social Proof:** *Viewers see someone else (you) actually using the product, so they get a sneak peek at how it works, and how it might work for them. |*
- **Live demonstration of benefits:** *Some benefits are harder to put into words, but with video, that problem is solved because the benefits are demonstrated to the prospect right before his eyes.*
- **Higher quality content:** *Multi-media presentations are fun to watch, and easier for some to take in versus traditional sales letters. You're doing more than just "selling" to the prospect; you're giving him a real taste of ownership of the product.*

Also, this method can really generate **high traffic!**

The sites I mentioned before (YouTube, Google) are just two of dozens of such sites online

that receive **millions of hits and viewers per day**. The sites are set up to make *sharing* of videos as easy as possible.

Here's an important traffic spin-off:

Popular videos get redistributed from one site to another, and even onto individual websites and blogs.

When someone wants to share a video, all they have to do is copy a little snippet of code and that video is embedded right onto their site.

How to create your affiliate videos:

In order to create your video, you need to decide on your presentation and format. Some products will be well-suited to *screen capture* video presentations, which you create right on your own PC.

Other products may call for a demonstration that requires you to record the info with your own home video camera.

It's important to note that with most **information products**, you'll be able to do just fine creating the **screen capture type videos**, so you can usually stick to that (it will make easier).

The most popular way of creating screen capture video is by using the [Camtasia](#) software.

For a small investment, you can grab a copy of **Camtasia Studio Screen Recorder**, which will allow you to capture video of everything you do on your desktop.

So, for example, when you're demonstrating a particular product, you'll be not only to capture all of your mouse movements and actions, but include "information screens" (similar to Power Point presentations) with your own text and bulleted items.

You can professionally edit the presentation to include a splash page, title, URL and other information, as well.

Distributing your affiliate video:

Once your video is finished, you need to let it loose on the web. The first thing to do is submit/upload the video to *as many free video sites as possible*.

Main video sites to hit:

<http://www.YouTube.com>
<http://Video.Google.com>

<http://www.Revver.com>
<http://www.iFilm.com/viralvideo>
<http://Video.Yahoo.com>

After you've got your video posted to these sites, you can get the ball rolling by sending some traffic to generate more viewers.

Email your list, first off, to have them view the video. This should help get some 'word of mouth' traffic rolling for you.

Next, consider *advertising* your video.

You can advertise it via PPC just like you do for other promotions.

As mentioned previously, you can also advertise by placing an "**ebay classified ad**". In order to do this, you need to set up what's known as an "Ad Format" listing.

Ad Format listings are typically (for information products) set up in the eBay category called "**Everything Else**", with your subcategory being "**Information Products**".

What you do is go into your account and start off by setting up a regular auction. However, when you're filling in your auction information, you'll see an option to change your listing from a regular auction to a "buy it now" or an "Ad Format" auction.

Choose Ad Format and you'll be able to set up your listing just like a regular classified ad. In your ad, you can include all sorts of things your normally wouldn't be able to with a regular auction, such as:

- ✓ ***Outside links to your site, or your affiliate link to the merchant's site***
- ✓ ***Additional contact information, and...***
- ✓ ***You can embed your video right on the page!***

These types of listing start out at a cost of about 10 cents, and you can run them anywhere from 30 to 90 days.

This brings in **serious traffic** and it's a largely unused and undiscovered method at this point of writing!

Here's a **FREE screen capture software "Cam Studio"** for your use, which is very similar to the \$300.00+ Camtasia - [**Click here to download it now!**](#)

Or you can try this [**amazing free resource**](#) that helps you quickly and easily create slick presentations or ebooks in flash with hyperlinks and no experience...

Just type, click and drag. You can save in flash or .exe format!

Take Positive Action And You Will Succeed!

I've given you a blueprint for promoting **Affiliate of the Month™**...

However the more important thing is - I've also given you a 'how to' guide for promoting just about ANY other affiliate program you join.

All of the strategies you've learned here can be applied to other programs...and even to marketing *your own* program, with its own affiliate program, once you're ready to make that leap.

Remember, though, that the key to success is more than just knowing the right tactics. You've got *apply* what you know, and do so consistently.

You *can* make real money with affiliate marketing, and in marketing **Affiliate of the Month™** IF you put these lessons into *practice*.

Make sure you set up a promotional schedule you can follow, and follow it every day.

I look forward to seeing *you* become one my top affiliates of the month!

To Your Affiliate Success!

Ewen Chia