

# AFFILIATE “PROJECT X”

## *The Launch Copy v1.2*



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## PART 1 – WELCOME...TO PROJECT X

### Introduction (updated October 2<sup>nd</sup> , 2006)

Welcome to the Project X manual. This is the book I never expected to write...

A little over a year ago, I got started in Internet marketing, and – seemingly like everyone else – I started off with affiliate marketing. I knew there was money to be made, but I just could not seem to get it working. Failure begets failure, and pretty soon I was on a losing streak. None of my promotions worked, and the sales didn't seem to come. It wasn't easy, and it got worse...

Then, I stumbled onto a few successful techniques – which in turn made many of my campaigns profitable. Just a few techniques was all it took. This gave me the confidence to experiment and uncover new methods. Pretty soon, I was making a good income from my affiliate marketing methods – and within a few months I became a self-employed affiliate.

My core area of competence was always Adwords – hence me writing the de facto guide on Google's PPC engine back in April of this year ([www.adwordsmiracle.com](http://www.adwordsmiracle.com)). The guide showed me what it was like being a Clickbank merchant, and generated a few more ideas. The guide also put me in touch with thousands of affiliates – many of whom I spoke to personally, and in private. Pretty quickly something became clear to me: there was a fundamental error with the way most affiliates went about their business. I delved deeper.

The vast majority of them seemed to be going broke quickly (not just the “newbies”) – and yet a select few were absolutely raking it in. Being the curious marketer that I am, I quizzed the successful ones and tried to see what they were doing that the rest weren't.

*Pretty quickly, I started to see patterns emerging.* The affiliates who were making a good income were very selective in the products they were promoting. They seemed to know exactly when to push a product, when to start a PPC campaign, and when to pull away from a promotion. This intrigued me and I dug deeper still – coming up with several product selection methods that are in this guide. (Note: product selection is very, very, very important for affiliates. Push the right product and you are laughing).

These guys (and several gals) also had certain skills – many were good copywriters (writing convincing sales letters), and a large minority were in the process of building lists. A vast majority used free articles as a promotion method and **all** had five to ten promotions going at any one time. In short, the “super” affiliates flocked together in the same way that the ailing affiliates did.

Moreover, I consider myself a successful affiliate, making six figures per year from other people's products, and I noticed that I was doing the same as the successful affiliates. This all fed my curiosity further, and I delved deeper still.

Meanwhile, many of the so-called “gurus” in the game seemed to be advocating that affiliates do the exact opposite of what was working “in the field”, both on their affiliate pages, and in their overpriced products. This pissed me off quite a bit – as I considered this misinformation the main reason that it took me so long to get it all working. It got me thinking...

The stage was set for a super product that would settle the score and tell the affiliate marketing what worked and what didn't. And so, I began to devise the product that is now known as “Project X”. In the end, I felt the best way to approach the guide was to write a collection of competitive advantages that could be used on their own, or as part of a wider strategy. A tool-kit for super affiliates in 2006.

Project X, then, is a collection of the most profitable affiliate strategies on the planet. At times, I will go into some depth as to why a given technique works. I will also stick to my guns and use British English spelling, much to the chagrin of the same customers who bought Adwords Miracle and complained that I spelt “specialize” with an S. Please forget about the typos, and focus on the techniques – that's what counts on both sides of the Atlantic.

When Project X was created, I decided to *handpick* a select group of “newbies” and intermediate affiliates and so I mailed out my list asking for volunteers to beta-test the product. In the end I chose a dozen affiliates from a short-list of 100+ and drip-fed them the techniques over a three-week period.

By the last week of September, the results were startling. Of the 12, fully half were making \$100 or more per day in net profit using the Project X strategies. Four of the remaining six were making \$50 per day, and the final two did not invest the time required to make it work (although they both still earned over \$200 in less than two weeks).

Part of the reason was that I was there to encourage them, and I constantly pestered them for their latest results. You won't that luxury, but do know that the only thing that stands between you and financial freedom is your own work ethic. Everything else has been done for you. I hope that thought empowers you to be the next testimonial on my sales page. Truly, I do.

These strategies, when taken together, have the power to make you \$100 per day within the space of a few weeks. But, you must be prepared to commit *some time*, and *a little capital*. Also, remember that there are literally tens of thousands of products for you to promote – and choosing the right product is of vital importance (I will drill this into you by the time I am done). So, you will need to do some research when choosing your products, and have a portfolio of products that you are promoting / considering promoting at any one time.

For some of you, the techniques will completely new. A few marketers may say that they “know” one or two of the methods. If that is the case, and you ever find yourself saying that, I want to make two points: firstly, pay close attention to the emphasis I put on certain parts of the techniques. All pre-sells are not created equal, and saying you have “tried pre-sells in the past and they didn't

work” is like saying that you saw a trailer for *Goodfellas* and decided you didn’t like any *Scorese* movies. Generalizations are pointless here, and a few subtle nuances are very often the difference between a super-profitable campaign and a dud. That sounds counter-intuitive, but try to internalise it.

I really want to drill home here that the methods are broken down step-by-step and you should try and “copy and paste” the techniques as closely as possible.

I will be sure to emphasise the really important points, but if you try and freestyle your way to financial freedom it won’t work. If there ever was a blueprint for you to follow, this is it. Just be sure to follow through and if you have “tried” a method “before”, try and work out what you were doing differently to the blueprint and make amends.

There is a **deceptively** large amount of material to get through here. When I created *Adwords Miracle*, one criticism that a few people had was that my font was too large and it seemed to “fill out” the material (I couldn’t have seen that one coming). Project X is straight to the point, and written in the smallest font known to mankind. If you want fluff, I suggest you head over to Google and make use of the vast amount of free content in the public domain.

If it’s in Project X, it is making someone somewhere rich (someone I know, someone I “borrowed” a technique from, and yours truly of course). If you feel overwhelmed with the information and don’t know where to start, then I suggest you start slowly and begin to use the techniques as and when you feel comfortable. This isn’t a race, but make sure you do start off. This is not another e-book you want to let sit on the shelf. Trust me.

Now, onto the layout of the guide.

First, I want to cover the basics of affiliate marketing, and then I will move onto the Project X methods. Read and re-read the guide several times over if necessary, and then get started. You will be making money in no time. Once more, thanks for the purchase: now it’s on you to make this work.

Chris, *Project X* author

September 2006

## PART 1 - THE BASICS (...BUT LET'S BE BRIEF)

### **What Project X isn't**

Firstly, be aware: Project X is not an exhaustive “welcome to affiliate marketing” manual. I explain what you need to know, but I don't spend 300 pages waffling about the basics. A large part of the manual is focused on the actual methods you need to make money – with a bit of background thrown in here and there. All the information you need (whether beginner or pro) is here, but not a drop more. Time is money, so let's get going...

### **A bit about affiliate marketing**

Affiliate marketing is: *the promotion of products by third parties in exchange for a commission / cut of the sale.*

To explain with an example, let's say I am selling an e-book called “Project X” and I want to increase my sales by getting affiliates to market my product. I decide to list Project X on *ClickBank*, an established affiliate network that I will return to later. One day you are browsing the marketplace and see my product – it pays out a 50% commission, and you like the look of the sales letter. In short, you think the product will sell and you know how to market it. You promote it using the methods outlined in this book, and sell three copies.

The product sells for \$97 which means you earn a little over \$44 after fees for each sale. In a few days, you have generated an additional \$132 for yourself. That is the affiliate marketing that I know – and that you shall soon know too.

### **A bit about Clickbank**

ClickBank (<http://www.clickbank.com>) connects over a hundred thousand affiliates with thousands of information product vendors. In case you are wondering what an “information product” is, you are reading one now. Information products include e-books, video tutorials, audio teleconferences and software – basically anything that comes in a digital form (i.e. not physical).

From your point of view, you sign up to Clickbank, get a free affiliate account and look for products you want to promote. Whenever you get a sale, your account is credited with your affiliate commission and checks are mailed out every two weeks.

The reason I love Clickbank is the large commission on every sale. You see, since Clickbank specializes in information products (where the product

vendor's costs are tiny), a large commission is passed your way – often as much as 50-75%. It is far easier to get rich earning 75% of a sale than 5% of one (which is what you will get with many products on other networks such as Commission Junction and LinkShare).

For these reasons, the majority of this guide will be focused on strategies for ClickBank affiliates.

One section of ClickBank that you will be visiting over and over again for the next few months is the *ClickBank Marketplace*, which can now be found at [www.clickbank.com/marketplace.html](http://www.clickbank.com/marketplace.html). The ClickBank marketplace lists all of the products that are currently being sold by vendors – so that affiliates can browse through and pick one to start promoting. There is no need to apply to promote products with ClickBank, you just enter your ClickBank name and get started.

You can browse the product categories at ClickBank or search for a specific product or keyword. You may for example, choose to click on the “Marketing & Ads” category to *browse* through all products in that sector, or you may decide to *search* for all products with “betting” in their description.

You can also arrange products by the following factors:

\$/sale	How much affiliates have earned per sale in the past (taking refunds into consideration)
%/sale	How much you earn as a percentage of the total price of the product (50% is the norm, 75% is a great percentage)
% referred	How many of the sales made are referred by affiliates (so a percentage of 50% means half the sales are made by affiliates, and have come from the product vendor's own promotions)
gravity	How popular the product is – how many affiliates have sold the product recently. This is not a real number (so a gravity of 100 does not mean 100 affiliates have sold a copy in the last two weeks), but generally the higher the gravity, the more popular the product is.

Here is an example of a page on the ClickBank marketplace – note how the products are arranged in order of gravity.

Also note that the above factors are listed for you to review, so you can click on the product title and take a closer look if you see something you like. You can see all of the above factors below the product title and description highlighted in green:

**Search the Clickbank Marketplace**

Category: <span style="border: 1px solid #ccc; padding: 2px 5px;">Marketing &amp; Ads</span>	Subcat: <span style="border: 1px solid #ccc; padding: 2px 5px;">All Sub-Categories</span>
Keywords: <span style="border: 1px solid #ccc; display: inline-block; width: 150px; height: 20px; vertical-align: middle;"></span>	Sort by: <span style="border: 1px solid #ccc; padding: 2px 5px;">Popularity</span>
Show: <span style="border: 1px solid #ccc; padding: 2px 5px;">10</span> results per page	<span style="border: 1px solid #ccc; padding: 2px 10px; margin-right: 5px;">Go</span> <span style="border: 1px solid #ccc; padding: 2px 10px;">Reset</span>

**1) Pays 70% Butterfly Marketing Manuscript! The Marketing Strategy That Changed The Internet Forver! Go to TheButterflyMarketingManuscript.com/affiliate for awesome tools.**

**\$/sale: \$51.92 | %/sale: 70.0% | %refd: 89.0% | grav: 198.9**

[view pitch page](#) | [create hoplink](#)

**2) Acv Now Pays \$33.90! Affiliate Cash Vault Now Pays \$33.90/Sale As Of 6/15/06! Still Highest coverting (1:20) on Cb! Happily Making Affiliates Rich!**

**\$/sale: \$29.17 | %/sale: 75.0% | %refd: 85.0% | grav: 296.33**

[view pitch page](#) | [create hoplink](#)

**3) The Rich Jerk. Stop Being a Pathetic Loser and Start Making Millions. Top Affiliate earns \$30k+month.**

**\$/sale: \$31.30 | %/sale: 75.0% | %refd: 74.0% | grav: 241.35**

[view pitch page](#) | [create hoplink](#)

**4) Ultimate Wealth Package. Affiliates Must See - High Conversions 75% payout.**

**\$/sale: \$30.00 | %/sale: 75.0% | %refd: 83.0% | grav: 115.0**

[view pitch page](#) | [create hoplink](#)

**5) Wanna Quit Your Job With Google Adwords? Affiliates! Make \$44 / sale, now 6.4% conv! Insane update this week! Get in quick!**

**\$/sale: \$41.20 | %/sale: 50.0% | %refd: 72.0% | grav: 129.51**

I will return to all of these factors later in the guide, as and when they become relevant for the different Project X methods. For now, just make a note of each factor and what each one means.

## A bit about Commission Junction

Commission Junction is another affiliate marketing network, like ClickBank. Commission Junction (or “CJ”) also brings together affiliates and product vendors, but CJ doesn’t just specialize in information products; it also offers physical products for its affiliates to promote. CJ has many large brand names on its site, and is extremely well established.

Once more, its free to sign up as an affiliate (or publisher as CJ calls it); CJ also has a series of indicators which show you how popular a product is – the most important of which is, “EPC” or estimated earnings per click. This indicates the value of 100 visits for affiliates who have sent this affiliate program traffic.

In other words, if an affiliate program on CJ has an EPC of \$56, then sending 100 visitors through your link should result in an average of \$56.



## A bit about Google Adwords

Adwords is Google's "pay per click" engine: in other words, you pay to appear on ads shown on Google whenever someone searches for a term. *Each time someone clicks on your ad, you are charged a small fee* – typically of \$0.20 to \$0.70 – although that figure varies quite a bit depending on how competitive the keyword is. As we will soon learn, keywords are not created equal and it is not wise to avoid the more expensive keywords, as tempting as that may be.

Adwords uses several factors to determine how much you pay per click, the most important of which is "click through rate" or CTR – if your ad is shown 100 times and clicked on 10 times, your ad is said to have a 10% CTR, which is very good (2-5% is generally good, although once more it depends on the keywords in question and other factors).

The easiest way to increase CTR is to be *relevant* to the keyword in question (don't try to sell laptops on the keyword "Desktop computers"), and to use the keyword in question several times in your ad.

Here is an example of a search for the term "ClickBank"; you will see the organic results (these guys are not paying to be there) down the middle, and the Adwords ads running down the right-hand side under "Sponsored Ads" – the guys on the right are advertising and are paying between \$0.30-0.70 per click to be here:

The screenshot shows a Google search for the term "clickbank". The search bar at the top has "clickbank" entered, and the search button is visible. Below the search bar, the results are displayed. On the left, there are organic search results for "clickbank", including links to "Digital Products Retailer: Affiliate Program & Sell Online - Clickbank" and "Sell Online: eBook, Software or Digital Product - Clickbank". On the right, there are sponsored links under the heading "Sponsored Links". These include "Google Adwords UK", "Type Simple Online Forms", "\$30 000/Month. PT/FT", and "The Clickbank Lifestyle?". Two red arrows point from the organic results to the sponsored links, indicating the relationship between the search results and the ads.

Adwords can be a bit intimidating, and you may want to consider buying my Adwords guide – [www.adwordsmiracle.com](http://www.adwordsmiracle.com) at some point in the future. If you prefer, you can spend some time searching for free material, then be my guess - this should at least get you through the basics and you can return to AWM when you feel inclined to. There is no need to buy AWM now for the purposes

of the techniques inside Project X (I will teach you everything you need to know about Adwords to put the PX methods in place).

But, I do suggest you check out AWM at some point in the future. I am biased, but then again it those techniques have got me rich, quick. So I am going to recommend it until the day I die.

### **A bit about your *product portfolio***

One thing that all of the super affiliates I have spoken to have in common is that they have a collection of products that they are thinking of promoting / are promoting. In short, they keep their ear to the ground and are aware of products that are launching, products that have launched, products that have been successful for others... these guys are spoilt for choice when it comes to picking products to promote.

This means that they can be very selective when it comes to what they *do* decide to push, and they can afford to invest a little bit of time in several different projects at once. Then, they can see what works, and throw themselves into it a bit more.

This is in stark contrast to the ailing affiliates I spoke to – who had no concept of the product portfolio and just seemed to promote one thing, flop, and then move onto the next product.

It is important that you have a constantly changing list of products that you are either promoting or are considering promoting at any one time. With tens of thousands of products out there, you must know how to separate the good products from the bad – and a large part of this guide is focused on sourcing hot products. In fact, there has never in the history of the world been a more comprehensive set of techniques for discovering products.

I suggest you start building your own “product portfolio” as soon as you have finished the manual. Throughout Project X I will return to this point.

## PART 2 - THE PROJECT X METHODS

Now that we have covered the basics, let's move onto the “meat and potatoes” of the Project X manual – the actual techniques themselves.

I am not going to waffle on – I will save that for the other “filler” books on the market. Once more, let's dive right into the first method – and one of my favourites...

### **METHOD # 1: THE “LEECH”: THE ART OF THE PRE-SELL**

One very effective way to generate great income as an affiliate is to pre-sell a product and then send the visitor to the merchant's site feeling that they are ready to buy. Of course, as with anything, there is a right way to pre-sell and a wrong way.

It should come as no surprise to you that 99% of affiliates get it wrong. And you should also expect that I am about to tell you how to do it right.

#### **The method:**

- 1) Find a popular information product on Clickbank
- 2) Can you create a bonus that adds value to the product? Real value? If so create it using one of my 80/20 methods.
- 3) Write a pre-sell – the right way (see below) – push the product and your bonus
- 4) Buy Adwords clicks on the product's brand name – *only*.
- 5) Get paid in large denominations.

But, before I explain the art of the pre-sell, my way, let's start with the basics.

#### **“What is a pre-sell?”**

A pre-sell is an article that warms the visitor up to the product you are recommending. The idea is not to hard sell the product, but rather to come across as a satisfied customer who is writing a genuine, positive review. Pre-sells range from 100-2000 words in length; very generally, the longer the better. We are going to try and write a 500-1000 word pre-sell.

#### **“Great, but it's always better to explain with examples, so...”**

If you really have no idea what a pre-sell looks like, my advice is to sign up to a dozen newsletters from the most popular “gurus” out there, and see what they are promoting and how. Whenever a product recommendation comes your way, print it off and read it. Pay particular attention to the writing style – the way the offer is presented. You can even create a “cheat sheet” for certain lines

and ideas that you like. I suggest you set-up a hotmail account for this purpose and sign up to 12 newsletters – expect to receive lots of offers very quickly.

**“So, a pre-sell is like a review, right?”**

Kind of. The difference between a pre-sell and a review is that review pages generally include several products in some kind of head-to-head. A pre-sell is one page explaining what *you* think about this one product – whether it works, who it is going to be best for, and pros/cons. Also, I will not use the word review here because... well, we are trying to make money, not provide some kind of socialistic review service, so let's accept our role as capitalists – and call it a pre-sell. Bear that distinction in mind when you get to work. I suggest you only promote products that you genuinely like – this will make the pre-sell come out far better anyway; and, as I say, we are writing a pre-sell and at some point you will need to use a bit of hard sell (most gurus suggest you avoid this, but you will see why it is necessary later).

**“Can I see the perfect example of a pre-sell that you have done – a live example that is making you money now?”**

Yes – this is a very successful example that I am going to break down for you into minute pieces that you can rearrange and use to create your own. Head to <http://www.killyourjob.com> to see a promotion that I did for Keyword Elite – this particular pre-sell generated about \$5000 in net earnings from an ad spend of about \$300 in the month of August 2006, all from Adwords traffic. This is a perfect example of what you need to do to make this work. I generally get about 100 clicks per week from Adwords for this one, which is more than enough to generate this kind of income: *quality over quantity* is a very important point, and one which I will be returning to later.

Take note of exactly what I have done – absorb my writing style, and notice how my bonus does actually add real value to the KE program. Now let's stop for a second: \$5000 in profit from a single web page isn't bad – imagining multiplying that by 5 or 6 and you will see why I like this method.

You can also see an example of a pre-sell for my Adwords Miracle product that I love - and this also did extremely well - at <http://www.andrechaperon.com/adwords-miracle-review/> : this was written by a “guru” who I do actually like (I gave his list an Adwords Miracle exclusive, I like him that much).

Apart from being likeable, Andre has also written a pre-sell that does everything it needs to do in the right order. After letting him know that he was mentioned in Project X, Andre told me he was already working on a guide for writing pre-sells, which did not surprise me one bit. I promptly told him he had his first customer.

## Choosing a product

Let's head over to our new homepage, the Clickbank marketplace – <http://www.clickbank.com/marketplace.html>. I very rarely encourage affiliates to promote the most popular products on the market – too much competition, too tough to make it work. But guess what, for this method, the more popular the product the better! We are going to get our traffic from laser-targeted terms (we are only going to bid on the brand name of the product for traffic, so clicks are going to be in low supply, but I have a solution for that too).

In this case, we want a product with a gravity of at least 60, preferably higher. This method will often work with slightly less popular products – even products with a gravity as low as 15 can receive as many as 150 brand name searches per week – which will make the method profitable, but, by on large, it is better to stick to the more popular products.

The second thing that you need to consider when choosing a product is, *are you going to be able to add value to the product in the form of a bonus?* That last point is vital to our success (especially if you are promoting an internet marketing product). Don't feel intimidated when I say "add a bonus"; it isn't as tough as you think. But, that being said, you will need to add a bonus of some kind to add value and get them to want to buy via your link.

I will return to that point later in some depth.

## Writing the pre-sell itself

Now that we have our product in mind, and we know what we are going to for our bonus, lets get started on the pre-sell itself.

In many ways, a pre-sell is very similar to a good sales letter; it uses the same language, has a headline, a call to action... in fact, in many ways you are going to write a *good sales letter*. In many ways, the quality of your pre-sell is going to determine whether you make \$1500/month from your little web page, or you crash and burn.

But don't go to pieces on me. You can do this and you will – I know you can because I am about to break the entire process down *forensically*.

You may want to open my earlier Keyword Elite promotion up as we run through the components one-by-one.

Firstly, you need to write an eye-catching headline – one that is going to pull people in and get them reading your pre-sell further. A quick point about the people who are going to be visiting your site – remember, they have *already searched for the product* on Adwords – they are already pre-sold to a certain extent and are thinking of buying. These are not the kind of clicks you get on general search terms. So, don't try and hard sell them on the product straight

away in your headline. This will put a lot of them off, as they want some gentle prodding and a little more information before buying.

Instead we are going to try and make a subtle dig at the product, raise questions about its performance, something like this:

“Affiliate Project X – the true affiliate saviour... or a complete waste of your time? The shocking truth finally revealed. And it is not what you think...”

or

“The truth about Project X – its flaws, its failings... and whether it really can catapult you to financial freedom. Warning: read before you waste your money...”

The point here is that, your headline needs to raise some genuine doubt in their head about the product in question. If they search for Project X, thinking of buying and you appear to be launching a mild attack on it, do you think they will read everything you have to say? *Damn straight they will.* And the more they read of our pre-sell the better for us.

So, start your product with a headline that implies that there may be possible failings in the product – and they *have to read on to find out exactly what these fatal failings are*. If you think that attacking the product head-on, or even in an implied way, is a little too hardcore for you, then fine: just attack the genre (“Is Project X another over-hyped, flaky affiliate guide – like all the others...”).

Now, the first thing to remember about your pre-sell is that its largely about your experiences, with a product that you purchased – so get conceited and write a story about how you ended up buying the product.

Go back and read my KE pre-sell and notice how I start by implying problems with keyword research tools in general, and then begin explaining how I ended up with the product. People enjoy stories and very often the logical part of the brain disconnects when you launch into a story, making them susceptible to all kinds of sales techniques – so it’s “*advantage, us*” from the get-go. Nonetheless, let’s try and make it interesting – throw a few twists and turns in there, don’t just say “I got the product, and ...err used it”.

To make it as simple as possible, you should answer these questions in order:

- Who are you (as relates to the product, try and make yourself sound an authority – how long you have been marketing for, mention any successes you have had, your areas of expertise, just build some authority so they take what you say seriously)
- What convinced you to buy? What held you back (make a note of anything that stopped you from buying and try and convince them of why you decided that wasn’t a reason in the end but don’t launch into a hard sell just yet)

- What happened when you bought? First impressions – what was it like (NOTE: at this point you should slowly start to sing the product’s praises: before this point you should have been mildly negative about it, you were a cynic but the product is now to starting to work its magic on you – but again, don’t go hardcore, you were turned *slowly*)
- Results – if you have good results, then say so! Explain in detail how the results came, and which features of the product you used (without giving too much away). Gradually become more and more excited about the product – and explain in detail why it is so great.
- Raise a seed of doubt – yes, the product is great; yes, you made a million from it, bedded Jessica Alba, whatever... but there was *something* missing, something that wasn’t quite there (hint at this a paragraph or two back to ensure they are still reading by the time they get to your bonus)
- Introduce your bonus and spend a paragraph hard-selling your bonus for anyone who buys via your link – your bonus solves whatever failing you introduced in the product a step back. **Important**
- Use a call to action and provide your cloaked link (see section 3 for cloaking) – explain that they need to buy via your link to get this bonus. Hard sell the bonus and explain that they really need the product and the bonus for 2 or 3 reasons.

Now, take your pre-sell and compare it to my own Keyword Elite pre-sell, and ideally – the pre-sells the gurus sent you that you should now have sitting in your Hotmail account. How does it stack up? Break the above sections down with a sub-headline and provide some images (of the product, of your Clickbank screen shot, etc). Spend a bit of time on presentation. You can save and edit my own layout if you like.

You may also want to spend some time looking through the most popular products on Clickbank –and see how they are marketing their site. Spend some time reading the sales letters, and taking notes. These guys are “hard-selling” their products, whereas you want to “soft sell” the product you are promoting and “hard sell” your bonus. Note the distinction. Even with this difference, there is still a lot you can learn from them.

As I say, it’s important that you stick to the above guidelines and read through plenty of pre-sells for this technique to be successful.

## **Create a bonus**

You now need to create a bonus for the product in question – an e-product of some kind, either a training video, e-book or short guide. The default option is an “advanced owners manual” for the product you are pre-selling. Try and fill in the blanks with the product in question.

Your product **must add value** to the product in question – and information products are the easiest to create, but other than that you should just

brainstorm until something hits. The product needs to be a natural extension of the product, and fill a genuine need for whoever is going to buy the product.

Several successful marketers have 2 or 3 bonuses that they give away for many of the products that they promote – so an alternative is to write a “one size fits all” bonus for Clickbank products, one for dating products, one for betting products, one for affiliate marketing products. This might sound terrifying, but remember that you probably own several information products: take what you learned, add your own spin, and voila, you have your bonus. Several successful marketers actually just copy and paste a single technique they now and send it out as their bonus as part of their e-mail.

If you want to create a short guide or e-book, then do it in Word and use PrimoPDF (a free PDF converter) to make an Adobe Acrobat file out of it: [www.primopdf.com](http://www.primopdf.com). If you think a training video would help (a great bonus for anything complicated, such as software or any kind of server code, basically anything technical), then you can get a free 30 day trial of Camtasia Studio at [www.techsmith.com](http://www.techsmith.com). Camtasia allows you to record your pc screen and do voiceovers for training videos. My advice is to take what you already know from the e-books you have, personalize it, and come up with your own product. Brand it and try and explain in your pre-sell how it adds value to the product in question. If in doubt, an “advanced training guide” for the product you are selling is a good fall-back option.

There are going to be parts of the product that are not explained well, techniques that s/he doesn’t give examples for. Filling in the blanks and putting together an “extension” pack for the product in question will work wonders with the right pre-sell.

Tip: you can also use your bonus for other promotions you do for this products, using ezines, articles, your list – and the other techniques I will cover in depth later on.

## **Get Adwords traffic – leech off the brand name**

With this particular method, we are only going to buy very targeted traffic – we are only going to bid on the **brand name** of the product in question, no other keywords and **leech** off the pre-sold searches that the product merchant is generating. In other words, if you did it for Project X, you would bid on

project x  
affiliate project x  
[project x]  
[affiliate project x]  
“project x”  
“affiliate project x”

And no other keywords. That’s it, at least for this method.



Note: I call this method the “leech” because, in truth, our pre-sell is about convincing them to buy via our link as much as it is about getting them to buy the product in general (that’s why we hard-sell our bonus). Many of the guys hitting your page off these search terms are going to buy, the question is will they buy via your link?

Generally, you will get very few clicks for these keywords – typically between 5-40 per day even if the product is very popular. Also, the clicks are going to be expensive - \$0.50-\$0.80 per click. However, these clicks are super-targeted, and that *more* than justifies the price. *Think of it as buying a \$1 million mansion for \$200,000.* A lot better than buying a \$50,000 flat for \$70,000, I think you will agree. At the start of the guide, I mentioned that there are plenty of variables separating the broke affiliates from the wealthy ones: being prepared to pay top dollar for the right keywords and being weary of “dirt cheap” keywords is one of them.

Remember, if someone is searching for a product, they will already have been **pre-sold** on it by someone else – many of them will have their credit cards in hand. All this means that you will generate great returns if you bid on these keywords only – don’t be tricked by the low volume and high costs. Keywords are not created equally and this is as good as it gets.

When writing your ad, there are two important techniques that you will want to use to ensure you get as many clicks as possible (remember, these clicks are super qualified, so we really want as many as we can get our greedy mitts onto – with Adwords’ system, lots of clicks also means a lower cost per click).

First method: attack the product head-on in the headline, for example:

“I hate Project X”

“Project X is for losers”

“Project X? For fools”

“Project X scammed me”

Remember that anyone searching for a product by name is very close to buying, and if they think that you are going to tell them that the product is a scam etc, then they will click on your ad (and remember, we are even going to start by attacking the product / genre in our sales letter, so they will click and stay there as we continue our onslaught before we switch the game up and start our plug).

Secondly, use the word “**free**” in the ad – this is the perfect time to pre-sell our bonus. For example, let’s say we are promoting Project X, and offering an e-book you have written. Here’s a guaranteed high click ad:

“Project X? Are you a sucker?  
Find out why you might be.  
And get a **Free** report on PX”

Note the fact that I have put “Free” in capitals – it really is a word that is going to pull a lot of people in, and given how laser targeted our keywords are, we want all the clicks we can get. *Adwords 101* says that you should never have the word “free” in your ads, but this is one exception to that rule.

More clicks means more sales, and, with the Adwords relevancy and CTR system, a lower cost per click. Using these techniques, some of my keywords generate 20% CTR which means I get a lot of clicks and a lot of sales – all from my one little web page and one simple ad.

Tip: If you start off by setting up your review page on an old site of yours such as [www.daverecommends.com](http://www.daverecommends.com) and start to see good returns, you should invest in a domain specifically for the product in question.

Ideally we want to make our domain sound as if it is the **official site** - for example [www.projectxguide.com](http://www.projectxguide.com) - the more the domain looks like that of the merchant (remember they are searching for the *actual* product itself, some are searching because they don't know the official domain name), the higher the chance of someone clicking on our ad. And, remember, these keywords are super-high-converting so we want all the clicks we can get.

If you find a product early (and suspect it is going to blow up soon), you may want to register a domain that is *very* similar to the official one and put a cloaked link up there – see section 3 – you will very often get a few sales per week passively from people who type the URL incorrectly, e.g. [www.adwordsmiracles.com](http://www.adwordsmiracles.com) instead of [www.adwordsmiracle.com](http://www.adwordsmiracle.com) - I learnt that one the hard way).

Tip: you may want to use my “workhorse” method to promote your pre-sell via organic traffic (i.e. put the pre-sell on an article site and try and get it ranked for the name of the product in question). I will return to this method later.

Summary: this method is one of my favourites, and generates returns of between 200-700% for the promotions I run. I have seen conversions as high as 20% in some cases. Remember, this really comes down to your pre-sell and your bonus. So, spend some time reading mail-outs and crafting your letter. The process is: pick a high volume product, write your pre-sell, create a bonus that adds real value, and set-up your Adwords campaign.

## **PROJECT X METHOD 2: THE AFFILIATE DIARY**

One way to make piles and piles of cash is with an opt-in list. I remember a talk I had with a friend who was pretty short term about the returns he wanted from affiliate marketing – “I don't care about having an asset, I am just interested in the immediate returns for minimal effort”.

*Hmmm...*

And so it is for 90% of people out there. But, at the same time, a lot of the money **is** really in the list. And a lot of *short-term* money is in the promotions that you can cue up from day one. The idea is simple; someone signs up to one of your mailing lists, and gets 10 e-mails recommending a few different products within the first month. At some point in the chain, they make a purchase (by day 30 they have been hit by so many different sales letter techniques, and so many pre-sells, that they have to admit defeat and purchase at some point!).

Most affiliates have issues with setting up an autoresponder, and queueing up twenty emails – and building trust, and all this other *long-term stuff*.

And that's understandable - I didn't want to take the long-term route when I started either, and that's why the affiliate diary technique is as efficient and effortless as possible. You aren't going to waste your time writing dozens of articles, and the returns should come in nicely from day one. I will explain how the method works, and what kind of returns you can expect. Once more this method clashes with traditional internet marketing paradigms.

## **The method**

- 1) Find a niche with desperate beginners with lots of products to choose from
- 2) Set-up your squeeze page using the methods outlined below / or use the drop down box on the pre-sell page you use
- 3) Write your "welcome" email
- 4) Choose 3 products to promote and queue up 10 pre-sells (created the easy way, I will return to this)
- 5) Promote your site using one of the methods outlined below

## **Why this method works**

When it comes to list building and email marketing, most marketers fall into one of four camps. The first are guys who truly believe in the value of a list, but either don't have the inclination or knowledge to build one. Many of this group could be persuaded to list build if someone showed them the right way. The second group can't be bothered – these guys are a dead loss. The third group is comprised of marketers who understand the list, are in the process of building one, and yet heavily under utilize their list (ie they spend too much time building trust and not enough time making money, and this is something that the guru's can be partly held guilty for). I learnt the hard way that it is better to over-sell than under-sell.

There is a fourth category of email marketers – who understand the value of a good, responsive list, but also know that the aim of list building is to make money and not friends. These guys introduce themselves, build some trust *and then get right into the promotional material*.

You will notice that many of the big names in the internet marketing industry spend their time selling their own and other people's products rather than providing masses of free content to their list. The same guys will recommend that you spend months building trust with your list and then – almost as if you should feel guilty about it – send out a soft-sell and hope they buy.

We are going to take their lead and do as they *do* and not as they *say*; we are going to focus on the short-term moneymaking side of things, *without* compromising the trust our list has in us. Let me show you how...

### **Find a niche with lots of desperate buyers**

For this method to work, we need to find a niche with lots of beginners who are desperate for information on a certain area – two good examples are gambling and any sub-niche of internet marketing. That is a general point that will aid you in your quest to find profitable niches.

But how **exactly** do you find your niches?

Well, I find the majority of my niches using the product selection methods outlined later in this guide such as the “thief in the night” method and the “copy the best” method – you should follow my lead and build your product portfolio as detailed later in the guide.

I will return to these points later, but as you will see, product selection is an ongoing process that leverages off other people's work.

**Time for another paradigm shift** - hot products are not discovered by the “neat” and “in a box” keyword research tools in most cases (at least not in 2006). The process is, to a certain extent, about keeping your ear to the ground and hustling through many possible candidates while you constantly refine your short-list – using the methods that super affiliates use, the same ones I uncover in my later methods.

I suggest you move onto the next step and wait for me to explain my product selection methods later. Then, choose your niches off the back of the “hot” products you discover.

To be continued...

### **Set-up your squeeze page**

Now that we have located our niche, we need to set-up our squeeze page and try to solicit names to our list. A squeeze page, remember, is basically a one page website with the *sole purpose of collecting names to our list*.

A good squeeze page can attract signup rates as high as 70% (some say higher, although I haven't seen it), meaning many subscribers entering your

marketing “funnel” to be sold over and over again by repeated e-mail promotions.

Our squeeze page has the following features:

1. An eye-grabbing headline that attacks the majority of products in the industry
2. An introduction – *who are you?* – build authority and empathy (you were like them three months ago, you learned what worked and what didn’t, were successful and now you can tell them how to do it too)
3. Bullet-points: what you are offering to anyone who signs up
4. Call to action
5. Privacy statement
6. Signup box

All of that information should fit on a single web page without the user having to scroll down (the information is said to be “above the fold” of the page when the user does not need to scroll down). This, coupled with the above techniques, will ensure a high subscription rate, which leads onto our next stage.

Now for the important bit that most list builders miss...

### **Re-directing signups to recoup all of your advertising costs fast AND still have a name to market to in the future**

When a user signs up to your web page, you will want to send them to a page that makes you short term money – this is a very important point, and I am about to explain to you how we can have the best of both worlds.

Now, there are essentially two options here: the first option is to simply send all signups through to an affiliate link for a product you are going to be recommending. A second, more advanced, option is to send the subscriber through to a pre-sell page for one of the products you want to promote (I discuss this below).

Whenever a person complies with one request (in this case, signing up to your newsletter), they are far more likely to comply to further requests from that person (in this case, purchasing a product). This is due to a psychological principle called “commitment and consistency”.

Tip: if you decide to redirect subscribers to your pre-sell page, try and get them to make an impulse purchase to ensure maximum sales and recoup your ad spend fast: there are two ways to do this.

Firstly, offer them a bonus that is only available from that page – you already know about bonuses (see the leech method above). One thing that will guarantee maximum conversions is to redirect your subscribers to a pre-sell page that offers a time-sensitive bonus.

In other words you are going to state that this bonus is only available via the “thank you for joining us / pre-sell” web page, and that they will only have one chance to order the product and get hold of the package with the bonus.

Using time sensitive offers is something that the most successful product vendors know about and use regularly (Mike Filsaime talks about the use of the “one time offer” a great deal in his “Butterfly Marketing” product and manuscript - <http://www.butterflymarketingmanuscript.com/> ). However, very few affiliates put it to good use and it’s a shame because it is a very powerful technique.

One theme that I should have pushed on you by now is that the most successful affiliates add value to their promotions and break away from the competition (I wouldn’t want to compete with an affiliate using all of these techniques, but I sure would want to buy from them). They really make it so that the buyer does want to buy through their link. If you use the time-sensitive bonus off the back of a squeeze page, then you should recoup your ad spend costs extremely quickly – in many cases you will return all of the costs of your ad spend right away, leaving the potential of your list as pure profit.

One final point about your re-direct page: you should use your star product, the one you believe will do the best for you and push that hard via your pre-sell. If you set-up the squeeze page and yet your returns aren’t as high as you expected, you should consider promoting another product – using a recycled version of the pre-sell and bonus you already have. In fact, you can test different products over and over again, and track the returns.

Now, it’s time to set-up our auto-responder series.

## **Write your welcome e-mail**

Now that you have created your squeeze page, your re-direct page and set up your auto responder, we need to create the first e-mail that will go out to our list – this is the *welcome* e-mail.

In my welcome e-mail I like to do three things and I suggest you do them too:

- Introduce yourself: explain who you are, and why they should listen to you – remember you must build both trust and authority if they are going to buy off your recommendations, so do not sell yourself short
- Explain what is about to come: pre-sell your recommendations so that when they come, real anticipation is already there **Important**
- Give them some tips – spend some time on this, it’s the only pure content section that you will be giving out after this. I suggest you spend some time jamming a lot of good info into this one article.

For example:

*Hey [name],*

*Thank you for subscribing to the Cut-throat affiliate newsletter. You have made a very wise decision.*

*Affiliate marketing can be immensely profitable, but it can also be truly unforgiving for those who don't know what works and what doesn't.*

*This newsletter is about getting you on the right side of the curve, using the techniques that I learnt the \*hard way\**

*My name is Jim Bob, and I have been an affiliate for a little over six months – my first four months were unsuccessful, and it was only when I hit on certain underground methods that I finally cracked the code. No-one told me these techniques, and I had to discover them the hard way. Over the next few days, I will pull you into my inner circle and let you in on what I learnt.*

*As of June of this year, I became fully self-employed and told my boss where he could stick his job. I am going to show you how to achieve the same success as me in much less time. I am currently making a little over \$300 per day promoting other people's products, and I set this site up to show people like **you** how to do the exact same.*

*Specifically, over the next few days, I will show you:*

- How I set-up a \$340/week income stream in a little under an hour*
- The best kept secret in affiliate marketing (they don't want you to know this one!)*
- The underground "five sigma" method for finding and copying super affiliates*
- ...and much, much more...*

*In fact, I am going to explain to you exactly how to go from where you are now to professional affiliate – using the exact same methods, products and techniques I used.*

*Today, I want to give you quick snapshot of what is to come.*

*The three techniques I want to talk to you about today are...etc etc....*

Notice how their appetite has been whet for what is to come. As I say, try and cram your content into that first e-mail – good content.

This email serves all of our purposes, and has established you as a trustable authority, while building interest in our future emails.

## Choose four products to promote

In truth, you will probably want to find the products you are going to promote right at the start of this process – and *fit the method onto the products rather than the other way around* (everything follows on from having great, well converting products). As I say, I spend real time covering my underground product selection methods later, but let's start off with the “basic” method I started off using to choose niches.

This is useful when you think a niche is hot, and prefer to buck my advice and “fit the products to the niche” (ill advised but it can be done if the niche is hot enough), then you should do the following...

We need to choose a niche that we know something about – you don't have to know too much about the niche, but you should know about *something* (it will make everything else far easier). (If that brings you to a dead-end, then wait for my product selection techniques coming up later...)

When you have a niche in mind, you can research and find products any number of ways, all of them extremely simple:

- 1) Post a request on a forum in the niche, simply asking “what products are best in the niche” – very often the dialogue will turn into a big argument as purists vex their own opinions, but it's a very efficient way of letting those in the know do your research for you **Important**
- 2) Search related terms on Adwords and make a note of any information product that you come across that has an affiliate program
- 3) Use some of my other product selection methods (see later in the manual for these) **Very important**
- 4) Search through the ClickBank marketplace

Once you have a shortlist of possible products, you will need to check the affiliate page of the merchant, and see if he has a “standard” pre-sell, in other words, a pre-sell which he provides which you can automatically send out to your list (or in our case, queue it up).

In many cases, the merchant will have one sitting there for you to appropriate.

Tip: don't just copy and paste his pre-sell. The standard pre-sell will have lots of good content, but we should edit it, taking parts we don't like and cutting them, and adding our own spin on things. Also, preface your pre-sells with a paragraph or two of content – and *then* launch into your pre-sell.

If there is no standard pre-sell given, then you will need to e-mail the Webmaster and ask him for one, and if he doesn't have one, then you will have to create your own, which brings us onto the next step.



## Writing the pre-sell

So, now we have chosen three products to promote, created our squeeze page and our one-time offer redirect page, and written our welcome email. Very often either the product owner will have a standard pre-sell for you to edit and tweak to your liking, but if not, you will need to write your own.

An e-mail pre-sell/recommendation is pretty much the same as the one you would do for a website – so see the above guidelines if in doubt.

Given that the pre-sell is going to be in e-mail format, though, there are a number of additional pointers.

Firstly, since you have their e-mail address, you will want to write a follow-up too. The best follow-ups are interactive, and create a sense of “everyone who is on this list has bought this product, and we are all ecstatic. I assume you were one of the smart ones, but if you haven’t got it then get it right away!”

Secondly, remember that – unlike the earlier pre-sell – the people we are sending the e-mail out do not know about the product. They did not search for it, and they are not pre-sold, so we will need to sell the product to them.

Finally, for this method, you will need to sign up to the newsletters I mentioned earlier and pay very close attention to how products are recommended by the gurus: watch how they lead into the promotion, how they call the subscriber to action... just read as many of them as possible and absorb the writing style.

Other than that, refer to the earlier pre-sell information.

You are also going to need a “follow-up” to your pre-sell; a follow-up is, as the name suggests, a second e-mail that follows up on the earlier e-mail. We pre-sell the product a second time, repeating the benefits of the product and recommending the product a second time.

Once more, this follows on from the pre-sell guidelines outlined earlier.

Once you have done that and you have written your pre-sells, queue up your e-mails as follows:

- Day 0 – welcome email
- Day 1 – content email
- Day 2 – content email
- Day 3 – product 1 email
- Day 5 – product follow-up
- Day 9 – product 2 email
- Day 11 – product 2 follow-up
- Day 14 – product 3 follow-up
- Day 16 – product 3 follow-up

## **Promote your site**

Now that we have our site set-up and our messages queued up, all we need is traffic. When promoting your site, you have several options – firstly, you can get traffic using the article method outlined next.

The problem with this method is that it is slow and takes time to see returns. You may also only be able to target so many keywords for each product / niche; this is fine if you have ten products to promote, but your squeeze page ties you to this one niche.

I suggest you do use the article method, especially if your budget is tight, and you have more time than money – but make it part of a wider promotional strategy.

Secondly, you can use Adwords to promote your site. I suggest you start off with as large a keyword list as possible to promote your site (see the keyword research methods in the workhorse method below), and use Google's conversion tracking to see where the signups are coming from: this should become very clear within 50-200 clicks.

You can then cut / lower the bids on the poor-performing keywords and up the bids on your better converting keywords. Adwords will provide you with a solid return on investment, especially if you use the instant rebate + bonus pre-sell page as detailed above.

Thirdly, you may want to consider using the “underrated promotional methods” outlined in Section 3 of this manual. These techniques will generate good returns time and time again.

Tip: setting up your squeeze page and queuing up your auto responder messages takes time. You may want to only write your squeeze page and queue up a small number of messages before you start promoting the page. Then, if you start to see signups (along with a few sales), you can go ahead and finish what you started.

Full disclosure: I have a friend who will put up a squeeze page with no content in it. The subscriber is added to a list that in effect doesn't exist, and is redirected to a page telling them that their name has not been added, not to try again, and that there is a fatal error with the signup process.

He lets it run for a few days, tracking conversions, until he is sure there is a potential niche there. This method is extremely effective but may make some of you feel bad for deceiving people. If you are going to do this method, I suggest you let the buyer in on what is going on and send them some kind of bonus: also let them know that you have deleted their e-mail. Don't try and use their e-mail later on. Just delete their names from your database and move on.

## PROJECT X METHOD # 3 – THE “WORKHORSE” METHOD

### Introduction

One problem that affiliates always seem to have is that they want a "fool proof" way to make money - one that will allow them to quit their job and make a full-time living from affiliate marketing. Does that sound familiar? Well, if that sounds like you, I have a question for you: how bad do you want it? Because, I have exactly what you are looking for, but it involves a bit of grunt work. So, how bad do you want it?

*Hold that thought...*

Just imagine for a second... waking up at 11am for a relaxed brunch, and banking over \$100 in near passive income everyday. It sounds great, doesn't it? Well, I do it every single day of my life, and I can tell you it is utterly incredible (I am pretty vindictive and I love to find a breakfast bar near a train station and sit down at about 9am checking my e-mails while I watch everyone scurry to work).

Why do I bring all this up? Simple. Because this next method I am about to tell you involves some work, and it **will** bore the hell out of you when you do it - but if you follow my steps you **will** be making between \$40-200 per day in affiliate commissions when you follow through, typically within 30 days of reading this sentence.

And, yes, the work is dull and boring - which is why you must always have that image of me sitting in that breakfast bar, chilling out while I watch people like the *old* me go through the corporate ringer.

Now, this method isn't stylish, and it isn't clever, but it provides results and you don't need any capital whatsoever to set it up - unlike some of my other techniques. But it will take some "brute force" i.e. work on your end, and that's something you should remember. Just picture me, relaxed as hell wearing my casuals in that breakfast bar, checking how much I made in my sleep and you will do well.

### Summary of the technique

This is a real idiot proof one. In fact, if you hear an affiliate bragging on an Internet marketing forum about how he is doing *this* for a living, there is a good chance he does this method in some shape or form. Basically, we are going to find a product with an affiliate program, then write several articles that rank well in Google (with a little link to the product we want to promote), get some free traffic for our work, and *repeat the process*.

If we do this the right way (and it has to be done the right way - read on), and we repeat it enough times (a good number of times - how bad do you want financial freedom?), we will generate \$40-200 per day in affiliate

commissions with zero capital investment. And we will do it within 30 days of reading this sentence. Sounds good?

I will explain how it works, and how I do it - the rest is on you.

## **Find a product to promote**

Note: you can use one of the other product selection methods such as “the opportunist” method, the “copy the best” method, or the “thief in the night” method here (all to come). I suggest you have a constant portfolio of products you intend to promote using these methods. Alternatively, you can use the following “general” selection method below – or you can use some combination of these methods to build up your “**product portfolio**” - this is a term I use to describe a short-list of products you are thinking of promoting, almost all the super affiliates I have spoken to on my travels have one of these. You need one too – and you can use the product selection methods outlined in this guide to build yours. Now, on with the “general selection method”...

### ***The general product selection method***

Head over to <http://www.clickbank.com/marketplace.html> and click on any category, and arrange the products by gravity. Then browse through and draw up a shortlist of 10-20 products that have a gravity of between 10-70. Above 70 and the product is already being marketed well, and less than 10 and the product has not proven itself yet (to generalize).

Now, return to your shortlist and have a read through the sales letter of each product. Does the sales letter look *persuasive*? The "good" sales letters generally have a certain style to them - with lots of benefits ("revealed, the five simple steps to catapult you to financial freedom!" - that kind of thing), lots of testimonials, and have a very "sales-like" feel to them. If you want to check out what a standard issue sales letter looks like, please check out the following sites:

<http://www.affiliateprojectx.com>  
<http://www.adwordsmiracle.com> \*  
<http://www.horsebettingracingsystem.com>  
<http://www.gotrythis.com>  
<http://www.adwordsblackbook.com>  
<http://www.butterflymarketing.com>  
<http://www.keywordelite.com>

\*My two products. Not modest, am I?

Those are only examples, but you should start to see commonalities in the writing style (benefits, benefits, benefits!), and you should also note that the presentation is clean in all cases. Never promote a product that is not

presented well. There are plenty of examples I could give (anything on Clickbank with a gravity of over 50 has quite clearly proven itself with good copy), but those are ones that I like – and they all demonstrate persuasive “standard issue” sales copy. Take note.

That's our due diligence done (we aren't going to commit too much to refining the list down at this stage), and we should now have a shortlist of the 10-20 products we want to promote. We will whittle this list down as we move through the stages so we don't need to be laser-focused to start.

## **Do your Keyword research**

Remember, when we write our articles, we are going to get the majority of our traffic from search engines, largely Google. The reason for this is that Google tends to rank articles on the sites we will be posting on well. You will also get some residual traffic from Yahoo and MSN, but experience shows that it is best to focus on Google and get some secondary traffic by chance, rather than the other way around.

We find keywords that are relevant for our product, write articles based around those keywords, and get free traffic off the back of Google and the articles site – if we repeat this process enough times, we will generate substantial income. This method has allowed many affiliates to quit their jobs and work from home. It's slow and painful, but a “fool-proof”, zero capital way to make money as an affiliate. If you hate your boss, have lots of time, and little capital, this may be the one for you.

When you use this method over and over, you will become a master at keyword research. Researching keywords several times per day has a habit of doing that to you. When we choose to promote a product, we are often going to be at a complete loss as to what the relevant keywords are. Quick question: what does someone interested in learning how to play golf search for? I am sure you can come up with a few ideas, but after 5 or so terms you probably run out of steam.

Now at this point I want to slide into a little sales pitch: if you are really serious about this method, then I suggest you invest in Keyword Elite - I offer a series of advanced training videos for anyone who buys the product via my link – see <http://www.killyourjob.com> as mentioned earlier. If you can't afford to shell out for the program, at least not yet, then read on.

There are a number of ways to collect keywords for our product, and I tend to take a “scatter gun” approach to draw up keywords and then filter them down later. Once more, this is not an exhaustive list, and it is not a “clever” set of steps, but as I say this is a brute force method that works – not a sly workaround.

1. Check out the affiliate page of the product – see what keywords the merchant recommends you promote his/her product on. *But don't stop there.*

Very often the product vendor will have an affiliate page with relevant keywords on it - these are intended for Adwords advertisers, but they will work just as well for our keyword-articles. There are two points to bear in mind here.

The first is that you should also do a quick search for competitors and look at their affiliate pages too (very often they will have different keywords that you can use).

Tip: The second point is that most vendors will provide many vague, semi-related keywords that don't convert that well. The rationale here is that the product vendor will have 1,000 affiliates all promoting his product across hundreds of keywords. By the time those guys realize that strategy doesn't work and give up, a new crop of affiliates fill their place. *Great for the product vendor, not so good for the affiliates.*

2. Use Google and Yahoo's suggestion tool

You can take a broad keyword and enter it into both Google and Yahoo's suggestion tool - this will throw up new keywords for you to use (for example if you throw "google adwords" into Google's suggestion tool, one of the suggested keywords is "make money with adwords"). You can head to <http://pixelfast.com/overture> for the suggestion tool.

3. Browse resource sites

Take one of the keywords relevant to your product (the more general the better), and type "[keyword] directory", "[keyword] wikipedia" or very simple [keyword] into Google. If we browse directories related to our keywords, we will see lots of "niche specific" keywords that we wouldn't have hit on before.

*Wikipedia* (the online encyclopaedia) is great because doing a search for the relevant term will very often bring up a list of *other* terms (along with an article with lots of keywords in it, many of which will be links themselves – so they stand out in the article). Finally, if we just type our keyword into Google we can peruse related sites and scour them for any keywords that we otherwise wouldn't have found - very often we can draw up a shortlist of 50 or so possible keywords from these three sources in around 20 minutes.

At this point, we should have a list of 30-100 possible keywords for each of our products. We now need to filter these down to a manageable number - time for the next stage.

Tip: one keyword you are *definitely* going to want to target is the title of the product itself. In fact, writing a review or pre-sell and targeting the keyword of the title of the product can be very profitable for two reasons. Firstly, remember that anyone searching for the product is super targeted. Secondly, it is very often easy to rank well for the keyword of the product title as merchants have very few genuine back-links (they may have 100 affiliate links pointing in at any one time, but the site may well have a Page Rank of 0-2, It is

not uncommon for a popular ClickBank product to not rank in the top position for its own term. Many successful affiliates will write their pre-sell, add it to a site like USFreeAds or Ezine Articles and send Adwords traffic to that page. That way they get their Adwords clicks and organic traffic, all on the same page.

## **Filtering your keywords**

All keywords are not created equal. Someone searching for "project x affiliate guide" is a very qualified prospect, worth *twenty times* as much to me as someone searching for, say, "make money" (at least to me and my affiliates).

If you were advertising on Adwords, you would pay possibly five-ten times as much per click for the former. Of course, here we aren't using Adwords, and so we can't throw up an ad and track conversions (and using guesswork to try and predict which keywords convert is ill advised). But, we can still use Adwords to our advantage.

Adwords can be a profit monster in the right hands. Anyone who owns a copy of my Adwords Miracle guide knows that. But, Adwords can also be a ruthless, cutthroat business.

Anyone bidding on a keyword that doesn't convert will generally pull his or her ad in a matter of days. *Over time, only the profitable ads survive.* For this reason, the ads that show up on Adwords for a particular keyword will give you a clear window into what the people searching for that keyword are after. If you have ever tried advertising a product as an affiliate on a competitor's keyword, you will know how difficult it is to maintain a good ranking.

If we do a search for "Adwords Miracle", we will see that nine out of ten ads are promoting Adwords Miracle (and I doubt the guy advertising something else is profitable). If we type in our keyword and look at the ads being shown, we can see what the people searching that key term are interested in (some would say the ads shown are more relevant than the organic terms, since the advertisers pay a heavy price if they are not relevant).

The point: If there are several products similar to the one we are going to advertise currently being advertised, then it would be a good idea to target this keyword with our article. Because, chances are *it converts for products like ours.*

However, we are not done yet. While Google loves the sites we are going to use to create our articles, it does not love them more than well-established, hub sites. To give you a flippant example, we are not going to rank better than Google for the search term "google".

Likewise, certain terms (such as "poker", "credit cards", etc) are going to be insanely competitive and we have zero chance of even ranking in the top 100 searches for them with our article. We really do need to rank in the top ten for

our term, and so we will need to go a bit lower down the tree to pick our keyword.

Of course, the problem with going too low is that we need some traffic i.e. we need people searching for the term that our article will show up under. Too low and we won't get the traffic, too high and we won't be able to compete.

But there are some gems – fairly popular terms that aren't too hard to rank for – and we *can* find them.

The first step we need to take is to head to Overture (Yahoo)'s suggestion tool over at <http://pixelfast.com/overture> and enter the term in question. The figure on the right is the number of times that particular term has been searched for in the past month.

We are going to want to target a term that has been searched for 300-5000 times per month, so if any of your keywords fall outside that scale, cross them off the list.

Now that we have the search volume down, we need to ensure that the term is *not too competitive* and that we are going to be able to rank on the search page. Google ranks web pages in a pretty funny way at times (I can't summarise exactly how they do it in a book, if I could I would be charging \$2,000 for Project X and people would pay)... but we can gauge roughly how competitive a term is by looking at the results that are currently in the top ten. And to get it right most of the time, that's all we need.

Pay attention to three factors: Alexa rank, PageRank, and the title of the page. If you are a Firefox user (you should be), you can get a free extension called SearchStatus (<http://www.quirk.biz/searchstatus>) which will display PageRank and Alexa rank automatically for every page you visit - a great time saver.

Just to explain, PageRank is Google's method of measuring how many links point to a particular web page. If all the pages in the top ten for our keyword have PageRanks of between 0-3 then, that is a good sign. If they are all PageRank 5 and up, that is a bad sign.

Alexa rank is a rough measurement of how popular a website is - and the lower the number, the more popular the site is (Yahoo.com has an Alexa rank of #1, it is the most popular site online).

Generally, if the majority of pages in the top 10 for our keyword have Alexa ranks of less than 100,000, that is a good sign. If there are more than a handful of sites with Alexa ranks of less than 20,000 then that is a bad sign. Finally, look at the title of each of the web pages - do the titles include the keyword in them - if so, there is a good chance that the page has been "optimised" for that keyword, i.e. the webmaster is deliberately trying to compete on that keyword, and it will be harder to rank for that term).



Provided our keywords have search volume of between 300-5000, and the competition isn't too tough on Google, we have a keyword that we can target. Now, we can move onto the next stage which is creating the article itself.

## **Writing the article itself**

If you're like me, you don't like hard work, which is why I am going to recommend that you always write articles similar to ones that have already been written.

In very simple terms, if you are writing articles on "make money with adwords", search for articles on that subject, draw out what the points you like and start to write your article. Your article really does not have to be genius, it just has to be a solid 500-700 word piece. Don't just put out any piece of junk, and if in doubt, rely on others articles (copy ideas, but do not steal words wholesale – this is well within the law in case you were wondering). But then again, don't think it needs to be Shakespeare. It doesn't.

One important issue with the article itself is *keyword density*. Keyword density refers to the number of times a particular word or keyphrase appears on a web page.

For example, if I write a 500 word article, and mention the keyphrase "make money with adwords" five times, then the article has a keyword density of 1%. I generally aim for a keyword density of between 3-6% - too low and Google won't think we are relevant for our keyword; too high and Google will think we are spamming to get a good search ranking.

You can copy and paste your article to check keyword density) at <http://www.live-keyword-analysis.com/>

You will also want to mention the keyword or key phrase once at the start of the article (in the first paragraph) and once in the final paragraph.

Finally, you will want to add an author resource box to your article - this is the *\*most\** important part of your entire article (it is where you convince people to click through to your link, in this case our affiliate link). The resource box should include three pieces of information: your name, the benefits of the product you are trying to sell, and a call to action.

Study other articles that show under your keyterm and see how their resource box links – as I see we don't get rich by being innovative.

## **Submitting your article**

There are literally thousands of article directories to submit your articles to. And a beginner would think that the best thing to do is to submit your site to 100 of them. After all, the more sites, the better, right? Not quite. Google will penalize articles that are the same as others (called duplicate content), so it won't endear us to Google. Moreover, many article site owners don't like you submitting duplicate content. That said, you can still do it for some extra traffic, it's just that Google won't rank you well for those articles.

I suggest you submit your article to one of three sites:

Ezine Articles ( <http://www.ezinearticles.com>), SearchWarp (<http://www.searchwarp.com>) and USFreeAds (<http://www.usfreeads.com>) - I suggest you sign up to all three and alternate between them - Google seems to love all of them (although USFreeAds is not an article site, Google loves it and it will work for purposes. You can submit ads for free, or become a paid member to speed up the process).

Once you have submitted your article, you should expect to show up on the first page of the results within a week, and you will generally stay there for between 3 weeks and 2 months. You will of course need to repeat this process to make it work - I suggest you write 3 new articles per day, using this method to make \$50-200 per day within the space of 30 days.

If you do or do not decide to use this method (its a lot of work), be aware that it is a "fool proof" way to make a living from affiliate marketing - and its there if you want it.

You may want to use some of the tracking methods that I cover in Section 3 (so you know where your sales are coming from), and I suggest you cloak your links too, once more using the information in Section 3).

## **PROJECT X METHOD 4 – THIEF IN THE NIGHT**

### **Or... how to steal from the super affiliates**

There are plenty of affiliates who will brag about the fact that they are making \$300-400 per day, or more. These same guys will often post on forums regularly, and have some of the sites they are promoting in their signatures.

If you ever see a thread in a forum entitled "how much do you make per day?" (a regular theme in many money-making forums), have a browse through and look for affiliates claiming to make \$100/day and up. As I always say, the product you choose to promote is the most important aspect of any given promotion.

So, what we are going to do here is try and find out where this guy's \$100 per day is coming from. We then clone his promotions and take a cut for ourselves. The best capitalists are very often the least inventive.

The way we do this is by heading to Google and typing in his or her hoplink plus "clickbank" or "hop" – this will show us any articles or websites that have this affiliate's hoplink in e.g.

"affiliatenickname hop" or "affiliatenickname clickbank"

Please note that product vendor account names can be used as hoplink, and this will make it tough to filter out what the guy is promoting as an affiliate, and what are his vendor links (with affiliates promoting *him*).

Note: you can use this technique to search for vendor ids too – then find the affiliates promoting the vendor and take a look at what they are doing, and repeat the search for their ids.

That said, in most cases, the affiliates we target will not be product vendors and/or they will use a different hoplink for their affiliate promotions anyway. Also, note that this method isn't exhaustive – it won't pull up every promotion the affiliate is doing – but it will bring up quite a few.

Surprisingly, most affiliates will have one Clickbank account for all their promotions, or at least a couple – and you will see a lot of what the affiliate is promoting.

We can build a short list of 5-50 super affiliates who we spy on, and let them do the product research – then we just check back in every few weeks, and see what they are pushing recently.

Then we copy their products and promotions and share in the spoils. I have successfully cloned ten or twenty such affiliates over the last few months, generating me a sizeable additional income (and saving me hundreds of hours of product research).

This technique works especially well with affiliates who promote heavily via article sites such as Ezine-Articles or USFreeAds - for the simple reason that Google loves these sites and will index their pages very quickly. If you notice that an affiliate has three or four articles on the same product, then he is very probably making money from them – so, guess what...

We copy what he is doing and start promoting the same product. You may want to do some research on the product in question and consider promoting it via articles (targeting similar keywords to our super affiliate, why reinvent the wheel?), or possibly on Adwords (you can run an ad on the keyword that the affiliate has targeted with his article and see how well it converts, if you get sales, you can then write an article, and possibly even leave your ad running if the conversions hold up).

Look at the keywords he is targeting with his ads, and see how many views the article has received (this will be displayed somewhere for pretty much every article site).

If you want to promote the product on Adwords (if you see our affiliate is up there, or just like the look of the market), I suggest you use the Copy the Best part 2 methods, which is coming up now.

## **PROJECT X METHOD # 5 – COPY THE BEST PART 2**

Note: this method is a spin-off of the “copy the best” technique in my *Adwords Miracle* guide – hence the “part 2”. This method also involves you getting a copy of Keyword Elite – which I suggest you do (I almost didn’t include this as I felt it would upset people who don’t want to shell out for another product, but really it is that great a method and I just had to include it – in fact, this one technique may mean that you never have another losing Adwords campaign again). Enjoy.

### **Steps**

- 1) Get Keyword Elite
- 2) Find either a keyword / niche / product which may be profitable
- 3) Find an affiliate (or several) promoting on those keywords
- 4) Use the “spy” project in KE to watch the ad for a week
- 5) If the ad is running a week later, it is profitable. Quickly set-up an Adwords direct-linking campaign using the cloaked link method. Use the ad copy of the first ad to generate the same CTR.
- 6) Run it for 100 clicks. Profitable? If so, expand and tighten. If not cut.
- 7) Repeat this process – spy on as many competitors as possible at any one time. Have a “portfolio” of ads that you are watching.

### **The background**

This method involves Keyword Elite, the sophisticated keywords / Adwords research tool developed by Brad Callen. As I mentioned earlier, Keyword Elite is a great product, and I promote it regularly as an affiliate. I use it even more regularly and if you want to really make good money from Adwords, then I suggest you consider getting a copy for use with the following method.

Before, I start, I should let you know that KE has five pieces of software to it, and each has its own use. If you want a full video training series on KE, you can get it from the review page I mentioned earlier at <http://www.killyourjob.com>. Couldn’t resist a cheap plug, but I really mean it...

One very underrated part of KE is the fifth and final project which is “Spy on Adwords competition”; the idea behind this tool is that you can keep track of the ads that your competitors are running. Why would you want to do this?

Well, the simple reason is that an ad that has been running for a week or longer is making money for the guy who is running it. There is one truism in life and that is, *affiliates do not like losing money on Adwords*.

In fact, the second that they start hemorrhaging cash to Adwords, they will pull the ad – often too soon. As such, any affiliate ad on Adwords that has been there for more than a week is going to be making the affiliate money.

As you can see by now, there are so many ways to research and promote products. What I like to do is find products and keywords I am considering promoting, and do a quick search on Adwords for some of the main keywords.

For example, if we do a search for “make money”, you will see that there are ten ads shown. *Do a search a week later and the majority of the ads will be different*. Why? Because the majority of people advertising on this untargeted, super-obvious keyword are newbies who go after the most competitive keyword out there, lose a lot of money fast, and then disappear.

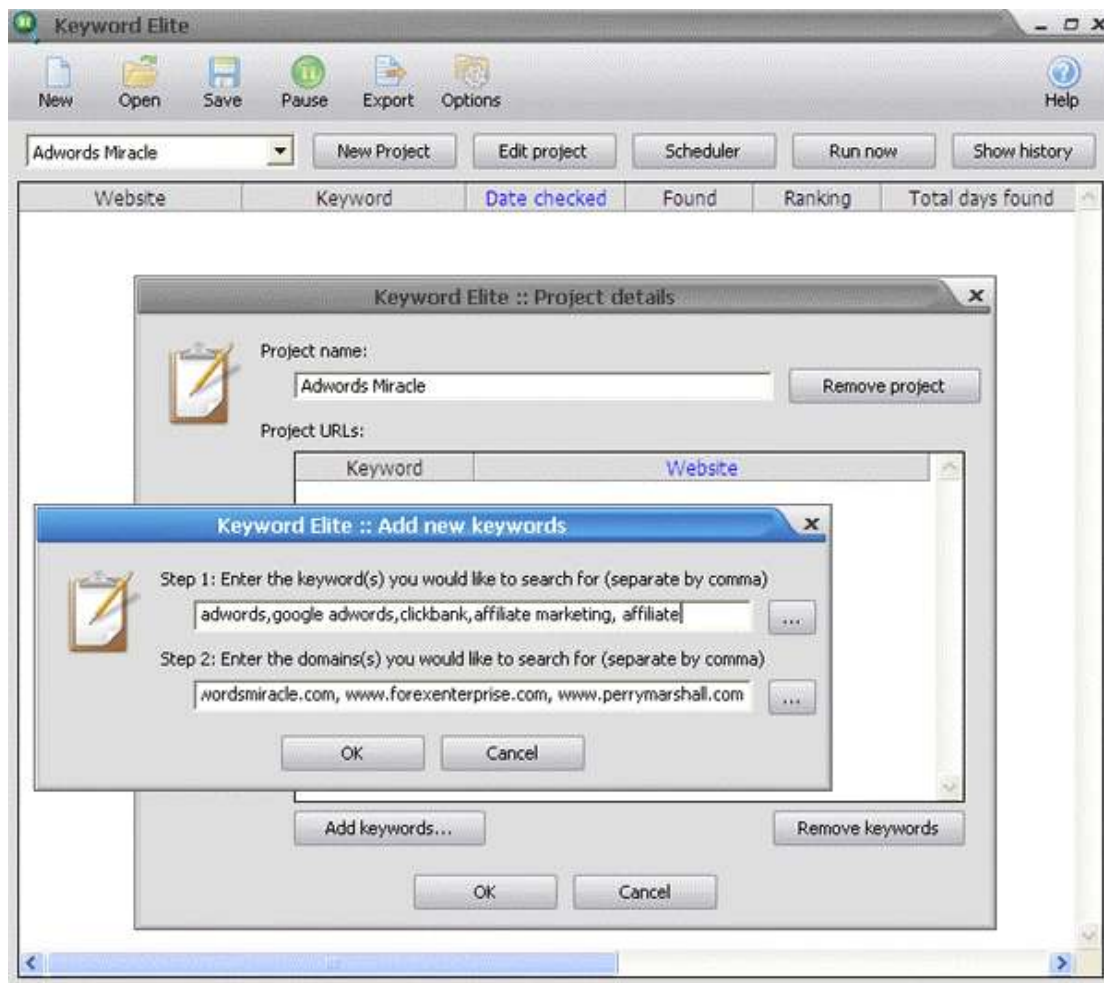
On the other hand, if you search for a product title (such as “Project X”, or “Keyword Elite”, or “Adwords Miracle” etc), you will see that the same ads run day after day, week after week.

In other words, these are profitable keywords (remember how I said all keywords are not created equal). By on large, we want to find keywords with low ad turnover (i.e. lots of profitable campaigns running week in week out), and then run similar ads on that keyword.

Ideally, we want to find affiliates who are running direct linking campaigns for extended periods of time (i.e. they just link direct from their ad through their affiliate link with no pre-sell, and no review page).

If someone doing that is making good money, then there is definitely potential there for us to copy them and do the same. If we add 5 new ads a day to KE, then we will be adding 150 per month. If only 20 of those generate \$5 profit per day (which is conservative on both counts), well... you see why I like this method.

In case you were wondering what Keyword Elite looks like, here is a quick shot of the “add keyword” feature. It doesn’t look like much is going on, but trust me, this is big...



## The Method

Anytime you find a product you want to promote, do a quick search on Adwords for a few of the keywords – and build up a short list of four or five of the most popular key terms for that product.

For example, if we found Adwords Miracle, we might consider that four good terms to check out would be “Adwords”, “Google Adwords”, “ClickBank” and “Adwords Miracle”. I generally like to choose three high volume keywords along with the title of the product giving me four keywords to keep an eye on per product.

We then search these terms and look for any site that is promoting our product via direct linking / squeeze pages / pre-sell pages. Finally, we add them to “spy on Adwords” project tool in keyword elite, and let it run everyday for a week.

Any time you hit on a new niche, find a keyword you might want to consider promoting on, or find a product you like a look of, take a few minutes to repeat this process for the major keywords, and add a few new campaigns to the tool. By on large the cut-off period is seven days: if an ad is running for seven days you can be sure its profitable.

I generally like to keep a portfolio of 10-30 keywords at any one time. Someone on a forum might mention a product they are promoting, I do five minutes worth of keyword research, see some affiliate ads and add them to KE's spy tool. You should do this five or six times per day, and every few days you will find a new profitable Adwords campaign to add to my roster. I strongly suggest that you do the same yourself – it's a great way to spend 20 minutes per day.

Like I say, think of the spy tool as a portfolio that you can glance over every morning, scanning for campaigns that just keep running. Then you quickly test them with a small campaign (using the cloaking method to get around the double serving problem), and if they work, put a little more work into them.

Every so often, I see an affiliate has been running an ad through his hoplink for the full week, and I just use the cloaking method to set-up a new ad – on similar keywords as him, using a similar ad, and run it for 100 clicks and then check my sales.

Copying competitors means that you will find several profitable campaigns per week, and it adds up very quickly. If you commit to this, and continuously feed new keywords and domains into your portfolio, you can feasibly make between \$50-100 per day within the space of one month using this method.

Tip: you may also decide to target any such keywords you find by writing articles targeting those keywords, using the methods in the “workhorse” method. In fact, if you like, you can do all of your keyword research using this technique: if an Adwords advertiser is making money even while paying for clicks, I guarantee that you will from traffic to articles you don't even have to pay for.

Note: you will need a copy of KE for this. I suggest you order it from my link and get hold of the free video explaining how I do advanced keyword research with KE: <http://www.killyourjob.com>

## **PROJECT X METHOD 6: THE “OPPORTUNIST” METHOD**

### **The background**

One constant about Internet marketing is that the newest products always convert the best – in my experience a product at launch may convert two-ten times as well as a product that has been out for a few months – and that is *especially* true if the product launch is massive. Generally the larger the Internet marketer behind a product, the more names he will hit as soon as he launches (some marketers can reach over a million names within the first week of launch via his JV network, hence the insane figures they do).

All this means, the “easy sales” have already bought by the time you roll into the market two months too late.

In a nutshell, timing is pretty important.

With that in mind, there are several techniques that you can use to source new / on the rise products, and then promote them using the methods I will cover in step 2.

## **Finding hot, new products**

Firstly, it is time to return to our Hotmail account and check on the products that the gurus are promoting. By on large, many of the big names are going to be “ahead of the curve” when it comes to pushing a product. They get to launch the product most of the time, which means that you can spot the hot products a mile off. Also, if you see two promotions for a product, then three, then four... then you know what to do.

Tip: if you see two or more gurus pushing the same product within a few days of one another, chances are its new and there is money being made. It's time to join them and share in the spoils.

A second cool way to find hot, new products is CBTrends (<http://www.cbtrends.com>). As the name suggests, CBTrends displays a visual graph of the Clickbank statistics including gravity, \$/earned per sale and % referred.

Note: This is a slimmed down (but fully workable) version of the *Rising Star* method, which can be found in my Adwords Miracle handbook.

By now, you should be building up a constant portfolio of products to promote, using the many product selection methods in this guide. You may want to run any product you find in CBTrends to see whether the product is on the way up, or on the way down.

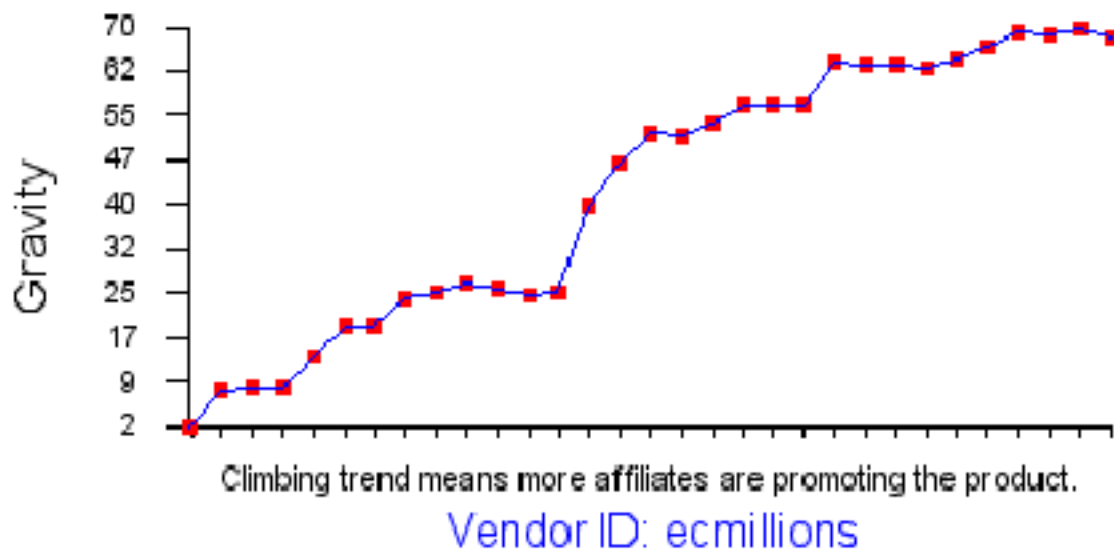
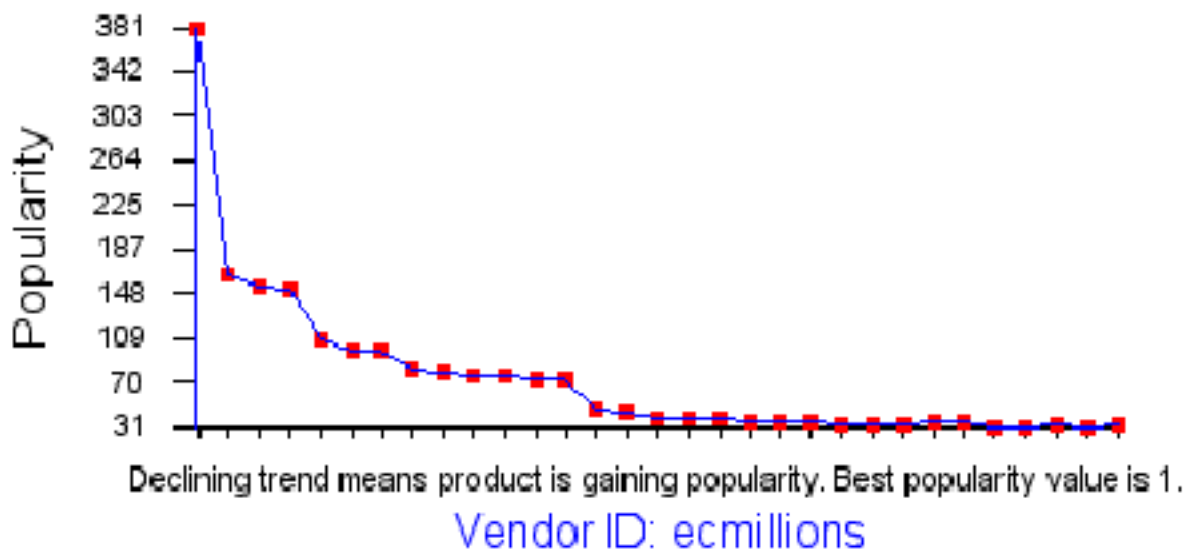
You can do this by entering the product vendor's account name into the CBTrends search page at <http://www.cbtrends.com/vendor-search.php> - pay particular attention to the gravity graph and the % refd graph – if both of these are on the rise, then the product is going to get bigger and bigger.

You should run any products you have in your portfolio through CBTrends – if both gravity and % refd are on the rise, then the product is about to blow and you should consider pushing the product hard over the coming weeks and months. I will return to how we promote these products later.

In case you are wondering what a hot, on the rise product looks like, here is an example:



## Category: Money & Employment



Note how the product is increasing in gravity, and rank.

This shows us that the product is on the up. As you can see, the sharpest increase often takes place when the product increases in gravity from 20-30 to 50-70. Typically a product that makes this jump is going to stay popular (few products, in my experience, suddenly drop down from 70 back down again).

As such, the greatest profits can be made promoting products that are rising up from a gravity of 20-30. This brings us onto the final, and most advanced of the opportunist techniques – this last one involves catching products at an even earlier stage, literally the first week that they are released.

The third and final method to finding hot new products involves a tool called *Affiliate Alert*: <http://www.affiliatesalert.com> . The professional version costs \$50 every three months, which is why I suggest you start off using the first two opportunist methods and return to this one when you are already making some money with the Project X methods.

Affiliate Alert is a pretty cool tool that lets you search for Clickbank products by a series of indicators – including momentum and newness. In other words, we can see how fast a brand new product is selling – and jump on it while it is still insanely hot, getting in way before 99% of the market. If you have your own list, or are thinking of building one, congratulations: you have just recouped the cost of this manual many times over, using this one technique.

We will want to search for products once per week, and choose the following search terms: “newer than six days”, and “rank on top of 20”. This will bring up a shortlist of 10-50 products that we can skim through and consider promoting, and adding to our product portfolio. You may also want to feed the products in question back into CBTrends to get a graphical view of how the product is doing.

With Affiliate Alert, we are concerned with one factor in particular: *what is the rank of the product in question in its respective category*. The higher the rank, the better. That said, bear in mind that all categories are not created equal. A product may rank in the top ten under the sub-category *society > charity*, and yet sell very few copies, as that is really not a competitive sector.

**Tip:** if a product ranks in the top 30 for its top-level category (i.e. “business to business” instead of “business to business > industrial” which is a sub-category), then pay very close attention indeed (it does happen half a dozen times per month or so and you can spot them a mile off on Affiliate Alert). These are products that have become big, fast, and you should take a closer look at the product – and seriously consider promoting it.

One more point: you will also want to quickly look at the % earned and \$ earned categories to see if the product pays out a big enough commission to make it worth your while, but generally the rank is the most important factor to consider.

## **Promoting the product**

If a product has proven itself as a rising star, on its way up the rankings, there is money to be made. The first thing that you should do is to start promoting the product on Adwords (using the “link cloaking” method detailed in Section 3).

What we want to do to start with is to only leech our Adwords traffic off the keywords of the product name in question; we can expand this keyword list and promote on more general terms if and when the promotion proves

profitable. This should generate profitable clicks right away, and will continue to do so until the “me too” affiliates come into the market.

When that happens, you will find yourself pushed out of the market, and you will have to increase your bid (and at this point you will know if its worth doing so) and continue to send traffic through your cloaked link to the merchant page.

You may well decide to write a pre-sell using the “leech / art of the pre-sell” method – you can do this if you think the product will continue to be a star, and if the product launch was especially massive.

Tip: Affiliate marketing is a process, and **not** a destination. I suggest you periodically check back on your promotions and see how they are doing; check your return on investment and decide whether you want to continue your promotions with no change, drop the promotion, increase your bid but maintain, or create a full on pre-sell.

## PART 3 - PROJECT X ADVANCED TRICKS

### LINK CLOAKING – MASKING YOUR HOPLINKS

One problem affiliates run into is that it is obvious that their links are affiliate links, which results in lost sales (other affiliates notice and steal your sales), and downright confusion (beginners see *hop.clickbank.whatever* see the link, and think “what the hell is that?” and won’t click on it).

One solution to both problems is to cloak your link so that your hoplink looks like this:

<http://www.yoursite.com/whatever.htm> where *whatever* is the name of the product you are promoting

There are a number of products on the market that will cloak your links for you, but the process can be done manually at no cost. For more information, visit this site (I didn’t come up with the idea, so I don’t want to copy this guy’s code and give what isn’t mine away):

<http://www.adwordsmiracle.com/cloaker.htm>

You can also keep track of how many hits your web pages hit (which you can’t do with Clickbank’s own hoplinks), which brings me onto *tracking*...

### TRACKING AFFILIATE SALES

There are a number of products out there that can track sales for product vendors and affiliates. However, the main problem for affiliates is that the products all need to install some code on the server of the product vendor to keep track of sales.

Product vendors can be jumpy about this for two reasons: firstly, would you want someone installing some alien bit of code on the thank you page of your website? I don’t think so, and most product vendors are not technically advanced enough to know what the code means. Secondly, customers may pay via their own hoplink, cutting the affiliate out of the cut.

In most cases the affiliate won’t even know,... unless he has a third party tool clocking the sale in which case he e-mails the vendor pissed as hell that he has lost a sale. It’s not really the vendor’s fault – but he can’t very well pay the affiliate for a commission that the customer has stolen. As such, most vendors will not let you install a tracking code on their server – it is simply not in their interest. Also, most affiliates go about this the wrong way and stand no chance of getting their code installed.

There are two issues here: firstly, understand that you will lose the odd sale to commission thieves, and there isn't that much you can do about that (especially in internet marketing markets where everyone knows they can pay via their own hop-link).

I prefer to make it in the interests of the buyer to want to pay via my hop-link (see the leech technique). It's far easier to get the customer on your side than to wrestle your commission back from someone who wants to save themselves 50% or whatever.

Tip: Getting e-mails from busy merchants. When requesting the merchant to add your code, do not email the merchant right off the bat and ask them to install your conversion tracking. Most won't and it will just make you pissed at the merchant. Instead, wait until you have sold a few copies (I generally wait until I have sold 5 copies of his product), Then, send the merchant an email asking a very simple question that he will want to answer, for example "I have sold five off ppc, and am considering mailing it out to a few of my lists, do you have any standard pre-sells for me".

Nine out of ten marketers will respond to an email that could lead to a mail-out, and by on large you will get a reply.

At this point you then send out an email asking them to add conversion tracking. Why did I do it that way?

Well, a while back, I was getting about 200 emails per day and I am not ashamed to admit that a few of them didn't get answered. I could always claim I didn't receive the email, after all.

The more savvy ones would email me a random question like the above, and then, when I replied, they would send me their genuine question. At this point, I realize what is going on – but they know I am there, and I can't very well ignore them since they are trying to start a dialogue (the very savvy ones baited me with the first question just like the above).

The point is, don't expect busy merchants to answer your question unless you  
1. start a dialogue first  
2. make sure they think there is something really good in it for them.

Then, when they reply, you can e-mail them saying something like this):

*Dear Mr X,*

*I have been promoting your product for one week now and have sold five copies of your ebook – receipt numbers ---- and ---... I am gradually phasing in my promotions for your product and expect to sell between 5-10 per week for the next few months off PPC and other promotions, which would generate between \$9,000-\$12,000 in sales. That figure is in line with other promotions I am running, although I imagine it is small relative to the number of sales you log.*

*Before I do that though, I am writing to ask you to add conversion tracking to your sales letter so I can keep track of what keywords convert best (so I can focus in on those to get us both more sales).*

*As you can see, I am going to be making us money for a while now, and would appreciate you setting up the code (see attached).*

*Hopefully I can make you some extra cash*

*Thanks*

*Chris*

This two-email approach will get a response out of many product vendors, but don't go to pieces if it doesn't. It's not personal, and many product vendors have dozens of affiliates – just like you might promote dozens of affiliate programs. And whether they respond or not says more about them than it does about you.

If they don't respond after the above, then we can fall back on the simplest method of conversion tracking known to man – setting up multiple ClickBank accounts and assigning each ClickBank account to a promotional method – for example, one ClickBank account for each of our ad groups on Adwords, one for Ezine articles, one for USFreeAds etc etc.

This way, we can see where our sales are coming from for each product and act accordingly (you will of course need to keep track of what promotional method matches with what ClickBank account). If we see a massive amount of sales coming from one ad group, we can increase our CPC / spend time improving our ad copy / etc.

Tip: having several ClickBank accounts can be emotionally draining unless you are making a lot of cash. With ClickBank, you do not receive an email when an affiliate sale is made (the product vendor does, you don't), and so you need to log in to your account manually. That's great if you are making \$4,000 per day. But, you probably aren't – and it can be very draining logging into your ClickBank account and seeing lots of zeros. Now imagine that for five accounts or more. Trust me, it isn't pleasant.

For this reason, I suggest you get a product called ClickBank Accountant – <http://www.clickbankaccountant.com/> - it does lots of great things that improve upon ClickBank's reporting system – and it keeps track of all your sales on the desktop, so no more logging in and out to check your sales,

When promoting your sites, you may want to track *clicks* as well as sales. Tracking clicks means that you can see the raw traffic that each one of your promotions is generating, be it Adwords, article marketing etc: you can then compare this to the sales you are getting and react accordingly.

To track clicks, you will need a tracking tool. For tracking tools, I suggest: <http://www.adtrackz.com> (\$77 at the time of writing), or [www.clickaudit.com](http://www.clickaudit.com) (free) to keep track of your clicks (you will still either need to use alternate Clickbank accounts, or get the merchant to install code, to track sales).

Tip: you can track clicks with your web host and the cloaked links mentioned above. You do it by sending visitors through multiple cloaked pages then check the stats in your web host (almost every web host will give you free stats), and see how many page views each one has got, This involves a bit of logistics, but then again the cost is pretty appealing.

## **BACKEND SALES – ADDING 30% TO YOUR AFFILIATE INCOME**

Whenever someone purchases a product from you as an affiliate on Clickbank, you receive a sale in your Clickbank account, along with an email address for the person who ordered the product.

Most affiliates do not follow up on these names, but I generally do – and send an email thanking them and providing them with a bonus. Typically, adding a buyer to follow up email series can add 20-40% to the revenue I receive from my sales.

For example:

*“Dear Jack,*

*I hope you don’t mind me emailing me, but I am the affiliate who referred you to the site of x – and I just wanted to say thanks for ordering.*

*I got x back a few months ago, and found it very helpful – I especially loved the y section.*

*If you need any help from someone who already owns x, please feel free to drop me an email and I will do my best to give you a no B.S. answer.*

*I have also gone to the trouble of setting up a free bonus – z – for you at my website: [www.mysite.com](http://www.mysite.com) . I normally sell this for \$50 but since you ordered x I thought you might appreciate it. I thought it would be helpful because of x,y,z.*

*Let me know if you need help with the product*

*Take it easy*

*Chris*

As you can see, I offer my help with the product and *then* refer them to my website where they sign up for my free bonus (important: do *not* just add their name to a list, they will have to opt-in first, and they will if your bonus is good enough and tailored to the product in question).

This might seem like a lot of work to get a signup, but remember that these guys are super-targeted for future promotions (they have already bought) and are likely to buy from any promotions you send them. Secondly, it only takes a few minutes to write the e-mail and then you just copy and paste it. And, finally, letting the buyer know that there is a third party who has a stake in the sale and is willing to help will cut down on those dreaded refunds.

## **UNDERRATED PROMOTION METHODS FOR AFFILIATES**

### **MSN AdCenter**

Many affiliates know about Google Adwords (although few know how to use it properly). Likewise, a lot of affiliate marketers are at least aware of article marketing (with the above proviso).

One promotional tool that few affiliates know about (or indeed practically anyone), is MSN AdCenter – MSN.com’s answer to Google’s Adwords pay per click engine: <https://adcenter.microsoft.com>.

Like Adwords, you pay for each click that you receive. However, unlike Adwords, since very few advertisers know about AdCenter, the clicks tend to be far cheaper than on Adwords (and indeed Yahoo Search Marketing).

Further more, the visitors on MSN.com tend to be less “on it” than their counterparts at Google and Yahoo – they are generally less savvy, and are exposed to fewer sales letters. For this reason, conversion rates tend to be higher than on the competing search engines.

This will probably stay that way for the next six months to a year, before Microsoft really start to push their pay-per-click engine on advertisers.

Microsoft must approve your ads before they go live on MSN.com, and they tend to be a bit anal about affiliates advertising on their services (in fact they tend to be a bit anal about everything). However, if your links are cloaked, they probably won’t be able to tell the difference. You may also need to submit and resubmit your ads several times before they are approved.



But, as I say, AdCenter is a high-value promotional tool (for any of your promotions), and will continue to be for some time now. Take advantage while you still can.

## **E-zine promotions**

This method is particularly useful for promoting your own squeeze page – but it will also work for direct linking promotions.

An e-zine is an electronic magazine or newsletter, where we can advertise our products (via “solo ads) for what is very often a small fee (sometimes as low as \$20). There are typically other kinds of ad available, but in my experience, it is the solo ad that allows you enough space to plug your product or squeeze page to maximise conversions (solo ads allow you to plug away for several hundred words).

You can find a list of e-zines at:

<http://www.ezine-dir.com>

<http://www.directoryofezines.com>

<http://www.ezineadauction.com>

In my experience, the best e-zines have the following features: they are updated regularly (ideally every week), they have a subscriber base of between 1000-5000 (generally modest sized lists are far more responsive than bigger lists, and we will get a far better return on investment with lists this size), they fit your budget (how much can you spend? I suggest you start small and build up as you start to see sales).

Firstly, ensure that the e-zine is targeted to the product in question (don’t promote an Adwords product to a gambling list).

Secondly, look at the above factors and decide whether the e-zine in question is worth promoting on.

Finally, you will need to write your solo ad copy (i.e. the pre-sell that will be sent out to the E-zine membership base). If you are promoting a product using the direct linking / cloaking method (i.e. sending traffic direct to the vendor’s sales page via your hop-link), then you should use the standard pre-sell supplied by the product vendor. You may want to edit it as stated in the section of Project X on opt-in lists. If you are promoting your squeeze page, you may want to provide a bonus for anyone who subscribes (remember the bonuses from the “art of the pre-sell method”?). This will ensure you get as many signups as possible – signups you can then send your promotional material too.

Tip: when you find an e-zine that generates a positive return on investment, don’t just move on. You have a winner and its time to ride it. Look for similar products to promote on that e-zine: try and milk the e-zine dry as many times as possible.

## 4. PROJECT X – WHERE FROM HERE?

Now that you know what the super affiliates do to trounce their competition. These techniques will allow you to seek out the super affiliates and copy their hard work, steal profitable Adwords campaigns (and only the profitable ones), build a list and still generate a positive return on investment from day one, write pre-sells Gary Halbert will be proud of, find red hot products that are about to blow (before 99% of affiliates catch on), and quit your day job with zero capital (if you're up to the task).

In short, you now have a deadly tool-kit at your hands, one that will but guarantee success if you put the techniques in place. You should give yourself a few hours off, and then return to the guide and decide on a plan of action. The techniques can be used in isolation, or together, and it may take some time for everything to soak in. You may, for example, decide to write a pre-sell with a bonus and throw in the instant rebate for good measure. Expect your Adwords competition to try to copy you within a few days.

You could decide to source products with Affiliate Alert and CBTrends, and write articles targeting the brand name keywords (mixing the opportunist method with the workhorse method).

Perhaps you overhear an affiliate bragging about his success. You spy on him, and realise he is pushing a particular niche hard: you take three of the products he is pushing, and run them through CBTrends. All three are on the rise so you set-up an affiliate diary and promote it on e-zines and Adwords and use the instant rebate method to super-charge conversions...

It's up to you. But I do suggest you get started right away.

Two more things: firstly, I am going to be adding even more to Project X. Adwords Miracle almost quadrupled in size since it launched – and the buyers were always given access before the rest of the market. I have a lot more in store for PX, so watch this space. And a lot of the powerful stuff has been saved for last. I also have some big surprises that are going to come to PX buyers in the coming weeks – just as you see your first big ClickBank check.

Secondly, I suggest you check out the Project X affiliate program: one thing you will know by now is that the hotter the product, the better it converts. Since you have a launch copy in your hands, you should take advantage and ride the wave as early as possible:

<http://www.affiliateprojectx.com/affiliates.htm>

To your success

Chris  
Author, Affiliate Project X