

by Gary Shawkey & Brian Garvin

Gary Shawkey's Secrets

Become an Expert Affiliate Marketer Overnight



"Gary Shawkey's Secrets"

by Gary Shawkey and Brian Garvin

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"Gary Shawkey's Secrets"

by Gary Shawkey and Brian Garvin

Dear Marketing Friend,

Welcome to "Gary Shawkey's Secrets".

I must say that interviewing Brian Garvin was the very best experience I've had in my Internet Marketing career. He is an encyclopedia of knowledge when it comes to Affiliate and Ezine marketing. In fact, it was a major chore just to get him to spend the time to make this happen, because he's so incredibly busy!

In addition to being a top reseller in most of the popular programs you keep hearing about, he also runs an advanced software development business.

Yes, Brian is quite an amazing individual.

You've made a very smart decision in downloading this eBook, because inside I have convinced Brian Garvin to show you for the FIRST time EVER exactly how he is earning \$172,349.00 a year with affiliate programs!

This is amazing stuff.

Brian has spilled his proverbial guts to me and now I share it with you.

The affiliate marketing world changes daily, but there are always techniques that work over and over again that affiliates just seem to forget about. These are the techniques Brian, myself and other super affiliates use to earn a full-time

automated income online with affiliate programs.

We've ALL been waiting too long for this!

Just to clear the record, you have full rights to sell this eBook or give it away as a free bonus for subscribing to your newsletter, joining your membership site, or becoming a customer of yours. Even compile this in a CD-ROM!

You won't find this information anywhere else!

Sincerely,

Gary Shawkey and Brian Garvin

<http://GaryShawkeysSecrets.com>

P.S. This eBook comes with Resell Rights, so feel free to send this along to your friends or offer this as a free bonus. Sorry, we don't offer customization services at this time.

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"Question and Answer Time with Brian Garvin"

Hi guys, this is Gary Shawkey here. You probably know me better as the owner of the Business Opportunity Alliance and Pro Money Mail.

Today, however, I have the pleasure of interviewing one of the most exciting and successful affiliates marketers on the 'Net. He is Brian Garvin, my top student!

Last year Brian earned over \$172,349.00 with affiliate programs alone. That doesn't include Brian's other product sales!

Most of this income was completely automated.

You might better know Brian as the owner and marketer of the one and only [Opt-In Lightning](#) and [Lightning Track](#), as the #1 Affiliate for the famous Big Dogs affiliate program, and for the new TV infomercial selling the [BizOpp Gold CD](#), which contains Brian's software.

It's getting hard to find a place around the Internet Marketing community where we don't see his name.

I'm talking about Brian Garvin, Mr. SUPER Affiliate himself.

Today I'm going to vigorously question Brian about how he became a Super Affiliate and how you can do it as well. Also, we will be talking in depth about earning LIFETIME COMMISSIONS with affiliate programs, which is something I'm very interested in.

So let's get started.

Question: Brian, before I ask any questions, I should give you a chance to tell the readers a little about your products and how you got started online.

Answer: Thank you, Gary. I started selling Reprint Right CD's online in 1999 before I understood the power of affiliate programs and automated marketing. I'm sure lots of marketers have purchased those Reprint Right CD's, definitely a legitimate product and I got hundreds of customers for it.

Then one day I was surfing the Internet for an opt-in email management system that offered resell rights. There weren't any that were at all decent. What I did come across, though, was a pop-up on a web site. The owner of the site was Gary Ambrose, and I didn't really know who he was so I emailed him.

I asked Gary how the pop-up worked since he conceived the idea and had it on one of his web sites. Gary said it was giving him a surge of extra subscribers. So we co-developed the project, each adding ideas we thought would make the product more automated and user friendly. Then we made it public.

Anyway, I mentioned a list of features I wanted included on the software. And Gary had plenty of his own ideas. He's a brilliant programmer and one of the few that truly understands the marketing angle of things as well. We put a support and installation system in place BEFORE we launched it. Now it's the product people are still buzzing about called [Opt-In Lightning](#).

(Go to <http://google.com> and do a search for Opt-In Lightning. You'll notice this software on thousands of web sites.)

Since [Opt-In Lightning](#) was doing so well, I knew I needed something to help people track ads now that they were properly managing Ezines.

So Gary Ambrose, my partner, hooked up with another young genius programmer named Robert Plank (I met Robert through Gary) and a senior in high school. Gary and Robert got together and developed Lightning Track.

It's been a HUGE success from day one.

It also outsold [Opt-In Lightning](#) by 500% in its first month, so you can imagine how excited we are about it. Plus, we learned so many lessons from Opt-In Lightning that Lightning Track, we were proud to say (due to extensive beta testing), was completely bug free at launch.

I had [Lightning Track](#) developed from a marketing standpoint. I wanted a program that would store ad copy, login information so an affiliate could be involved in 50 or more programs and not have to search all over their hard drive to give the URL to a prospect or to place an Ezine or banner ad.

If you go to the [Lightning Track](#) site and view the other features — like sales tracking, auto delete and split testing — it beats everything else on the market. And the permanent price rests at only \$47.00, so we don't hit you with an unaffordable price. I like to call [Lightning Track](#) the Super Affiliate's Swiss army knife. There's no ad tracker close to it.

Question: This is a rather blunt question, but why are you successful with affiliate programs when 95% of affiliates are not? You're a Super Affiliate, no question about it, so what makes you so different?

Answer: I have a definite method that I've developed almost into a science for promoting any affiliate program.

1. NEVER use the materials given to you by the company. Always use a personal endorsement instead.
2. Purchase the product you plan to promote. Only a user of the product or service can give an honest testimonial about how well it works.
3. In every Ezine or newsletter promo, include an AOL link:

AOL click here

About 5-7% of ALL Internet Marketers are AOL users. This being the case, you will lose 4-6% of your leads from all your promotions if you don't do this (only 1% copy and paste the link in their browser).

4. On the bottom of every Ezine ad you send out, include your name, email address and telephone number. The easier you make it for prospects to reach you, the faster you start building relationships, which is the key to success for any business — and even more so on the Internet because the Internet by nature is so spread out and distant.

Which brings me to this point: some Ezine publishers are against letting you use an AOL link. They say it messes up the format of their Ezine. Go somewhere else if they tell you this.

5. Run your own list and test the ad on your list first. This is a MUST. Don't waste money on Ezine ads except to do a low-cost test, and that's only if you don't have your own Ezine. No Ezine? Do a test at GuaranteedMoney.tv. It's a super great puller and very reasonably priced.

I sent an ad three times to my own list, tweaking the headline and certain components of my ad copy before I found the best combination. The first ad pulled 345 hits. The second one pulled 267 hits. The third ad pulled 749 hits. It's amazing how much you can increase your hits and ROI (Return on Investment) just by tweaking your ad copy. Once you get that winning ad by testing it, you're ready to blast it all over the Internet. That's when the money pours in.

What do I mean by this? I use <http://leadlightningtools.com>. Check out the section on Ezine ads and top sponsor ads.

6. ALWAYS put a P.S. statement with an offer to subscribe to your free newsletter. You'll get a small percentage of the Ezine publishers' leads for each ad you place. This can add up and give you a very high-quality, targeted list after placing enough Ezine ads.

Question: What's your definition of a Super Affiliate?

Answer: Hmm... Here I am a Super Affiliate and I'm scrambling for a definition, Gary. I would describe a Super Affiliate as someone who is always on the lookout for ways to drive qualified traffic to a program they are involved with. This is an ongoing process.

If you're an Internet Marketer, you're in the email collection business. If you're trying to market on the Internet but are not collecting email addresses, you're doing something wrong. You should look for ways to capture email addresses from as many Ezine publishers and web sites as possible. The more you practice, the better you get.

Here are a few of my favorite ways just off the top of my head. They are the lazy man's and the 'Lightning' approach to building your opt-in list.

1. Place a P.S. statement at the bottom of ALL your Ezine ads.
2. Run an affiliate program and use [Lightning Pop-Up](#) or [Opt-In Lightning](#) on your site to capture email addresses.
3. Use various opt-in email co-registration services. My personal favorite is [Lead Factory](#) run by Marty Foley. The leads from this company are delivered at almost 100 per day and are automatically inserted into your MySQL Database if you're using Opt-In Lightning. Yep, most of Marty's customers are Opt-In Lightning users! You never have to import them!

Question: Most affiliates think joining a thousand affiliate programs and putting a thousand banners on their web site is going to make them rich, but in reality it's going to get them nowhere. This is the big question I get asked every day: What advice would you give to people who are just starting out online and need assistance getting started?

Answer: This is probably one of the simplest questions you've given me, Gary. I use this formula: I find out what the top earner in a program I want to promote is making. If they are making \$40,000.00 per month, then I know for a fact I can make at least \$10,000.00 per month if I promote it right!

I would definitely recommend multiple income streams, but not TOO many. Don't sign up for an affiliate program unless you have a bona fide plan to drive lots of quality traffic to it. And more importantly, never depend on spillover or a "Heavy Hitter" in a two-tier program or MLM program. If you want to be successful promoting one-tier, two-tier or web-based MLM programs, learn to carry your own weight.

But to answer the original question, go for 10 to 20 income streams. How much for each? There's no formula. You just need to do your homework on each program and, find out who the top earners are by contacting the owners of the systems. In many cases they've got inside information on the top earners and would be happy to share it with you. It's only in their best interest.

It's not unrealistic to expect to average \$2,500.00 per month in residual income with about 10 programs within 2-3 years if you work hard and develop a system. You have to be careful at first, because the average person's ad budget will be low.

To get upfront cash to even start competing successfully with the other top affiliates in a program, I've written a separate article that's part of this eBook called "[Mining the Internet for Money](#)." It discusses pay-per-click search engines, which is where I recommend EVERY broke affiliate should start out. This should get anyone moving.

Question: Brian, give me the most useful way you've used to capture lots of hot, targeted email addresses.

Answer: Gary, remember Big Dogs? Stan Stuchinski, the owner of this program, has sold over 22,000 copies to date. I set up a site for members to get additional information and tools. The entire purpose of this site was to provide detailed training on how to use the Big Dogs program. How to sign up for the programs, how to promote them, ad copy, where to advertise, etc.

This site was the primary reason Big Dogs became an icon on the Internet in 2001 and made the owner and me a fortune. To date, I have at least 8,000 Big Dogs who are STILL on my list. Some of them followed me into quite a few

different programs I've announced to my list. This and Opt-In Lightning are probably the reason my list out-pulls almost all the rest of the lists on the Internet for biz opp seekers and network marketers. Many people depend on my A+ Marketplace newsletter.

So the rule is, take a popular program and set up a detailed support site on how to promote it. Then capture subscribers through a Pop-Up. Make sure the site is nice, not just junk. Let the owner know. Most of the time the administrators of these programs, even the best programs, offer only marginal support. But if you have a quality support site ready to go, you can get hundreds or even thousands of leads and earn at least a couple thousand dollars monthly back-ending them with solid, reliable lead programs that are totally duplicable.

By complementary program, I mean if you've made a support site for SFI, FFA-NET or some other web-based MLM, why not back-end your subscribers?

If there are 1,000,000 SFI members and 1% get on your list, that's 10,000 leads! But what's to stop someone with more time on their hands than I have from making ten of these sites?

Do you see where I'm going with this?

Question: If you could give the readers one method that has made you successful, what would it be?

Answer: I started out with the pay-per-click search engines. That gave me thousands of leads to launch Opt-In Lightning with, so I'd say this was my "jump start" (since I was broke when I started).

Question: Obviously your own newsletter is a big earner for you. What advice would you give budding affiliates on creating a responsive opt-in list? They really need solid advice to ensure their success.

Answer: Yes, Gary, the A+ Marketplace newsletter makes a killing, upwards of \$6,000.00 per mailing. I've even marketed simple eBooks and have made almost \$2,000.00. These questions are actually answered in a separate article I wrote which I titled "[10 Secrets of the List Kings](#)." (You'll also find that article

at the bottom of this interview.)

Question: Collecting email leads is the life blood of any Internet business, especially for affiliates, but if they don't want the hassles of creating and running an Ezine, what would you recommend?

Answer: There is another way to market on the Internet without running an Ezine. That method is to use an AutoResponder service like [GetResponse](#).

Question: I talk a lot about collecting email leads and putting them into an intensive follow-up series with an AutoResponder. Is this something you would recommend? How would you do it?

Answer: I absolutely recommend this technique, Gary.

In fact, some of the better web-based MLM companies send you the leads of people who have requested a free report, so you can put them right into an AutoResponder. The best affiliate programs in the future will do this through a pop-up, and will even send them their own series of follow-ups with your affiliate ID# instantly tagged.

A word of caution, though, is to be careful not to confuse an AutoResponder with an opt-in list. Most AutoResponder services won't handle or let you email to big lists, but the underlying concept is the same.

Here's some more insider information.

Gary Ambrose and I have released a new software product called <http://lightningpopup.com> which is an Opt-In Lightning pop-up that will seamlessly interface with ANY AutoResponder. So AutoResponders CAN be used as opt-in list. You just don't have anywhere near the same control over it as using a stand-alone application that is running on your own server.

We're releasing this new product so people will at least have the choice and still get to use the pop-up. If you're promoting a serious program, eventually you're going to be collecting at least 10,000 leads, so you need to be careful and choose a reliable AutoResponder service like the one we will be releasing soon,

which is Lead Lightning. This will be the Internet Marketer's ticket.

Question: Brian, there are mixed views about sending people directly to a web site versus using AutoResponders to advertise. Please let us know the benefits, if any, of using AutoResponders.

Answer: Sure, Gary. I'd definitely choose AutoResponders to put all over the 'net in place of a regular web site link any day of the week and twice on Sunday. Give me a second to explain why.

When you advertise using an AutoResponder, it keeps following up with your prospects until they either get off your list or purchase from you. This is no joke. I had to disable a couple of my AutoResponders because I was getting too many inquiries for the programs I was promoting with them

(I'm just one person).

When using an AutoResponder, make sure you make it easy for someone to ask for info. Don't just put the AutoResponder address in your Ezine ads. Format the link using the subject tag parameter as well (?subject=xxxxx). See the example below. It will save the prospect from having to type in a subject. You want to make it as easy as possible for people to get more information from you.

Include BOTH formats in all ads you place to cover AOL users as well. Below is an example.

<mailto:my@followup.com?subject=sendnow>

```
<a target="_blank"
href="mailto:my@followup.com?subject=sendnow">
aol click here</a>
```

Question: There's a huge amount of talk about mini-sites lately, but to be honest, everyone and their dog is trying to make a fortune off mini-sites that just don't work. Any mini-site I create will have three purposes: collect leads, collect leads, and collect leads. Would you agree or disagree with that?

Answer: I agree with the concept of mini-sites or BBL (Buy, Bookmark or

Leave) sites. They are the only sites I like to build and promote. If I'm promoting an affiliate program, it better be a BBL site or I won't touch it. It shouldn't have too many external links, and no more than one ordering option. Also, it must pay at least a 20% commission.

There's no doubt the larger, multimillion dollar giants have no idea what to look for in running a good affiliate program. It's the sharper, smaller businesses and smaller groups of sharp people that have taken the time to develop a marketing relationship with me that I've made the most money with.

I agree with the concept of collecting leads. Internet Marketers not in the email lead collection business better reevaluate where they are going or they'll be on the fast road to nowhere. All your money, time and traffic generation efforts to your website are completely useless unless you're capturing email leads on the back end. Once again, if you're in the Internet Marketing business, you're in the email collection business.

Question: Do you also have any examples of how you are using mini-sites to make profits?

Answer: I have a real simple method with mini-sites. Set it up as nice as you can. Check for typos and layout. Then drive all the targeted traffic you can afford to it after testing the product with your list, as described earlier.

Question: What type of affiliate programs would you first start promoting? I know you're a big fan of affiliate programs that pay you lifetime commissions, or that pay you every month.

Answer: Heck, time permitting I'll promote anything if it meets the following criteria:

1. Pays \$50.00 or higher commissions

OR

2. Pays \$10.00 per month or more residual income.

BUT

Any program I promote needs to meet some other criteria as well:

1. Not too many external links.
2. Only one ordering option.
3. The company must pay promptly and regularly. Make sure you get a steady check monthly.
4. Support. Do they have affiliate managers there to answer your questions as they come up? If you have to wait three days for an answer, I'd generally ditch the program.

Affiliate Powertip: You can become one of the top resellers for any affiliate program by promoting a program that is complementary to a product you own.

For example, people that purchase Opt-In Lightning need a good, reliable hosting. We went to extra effort to make sure Opt-In Lightning was 100% compatible with [BOIAB Hosting](#) servers.

Question: Brian, are there any other benefits you can think of for joining and promoting a good affiliate program?

Answer: Gary, it's wise to spend lots of time learning how to become a top affiliate in a popular program. There are "hidden benefits" no one talks about. Let's analyze the benefits of [BOIAB Hosting](#):

In addition to the hundreds of people I've put on their network, there are thousands more that have bypassed our link and signed up under someone else or were already members and decided to stay on the network just because they liked our software so much. In fact, we're directly responsible for building at least 30% of [BOIAB Hosting's](#) business.

As you can imagine, we have a ton of pull with the owner.

By the way, when you order hosting at <http://www.boiabhosting.com>, you'll get Opt-In Lightning, Lightning Track and possibly other products we'll develop in the future FREE. Even better, you'll pay NO installation fees because both software products will include an auto-install program. So you'll just click a button in the web ePanel and setup the software. Sorry, but this program doesn't offer a monthly referral program. This is because we can't afford to, due to the low price of this service and all it offers.

So what I'm saying is that being the top affiliate in a popular program (or a program you've made popular ;0) opens doors you would never know existed.

Question: Brian, if you have a big budget and want to be a “Heavy Hitter” to make, say, \$100,000.00 per month with a program within a year, what program would you promote? ...And give me your marketing plan.

Let's go ballistic for a minute. I must note that this question is reserved for very advanced marketers with lots of money to promote. It's only fair to design this questionnaire for everyone, so if you're on a low budget, please read the following answer with a grain of salt.

Lay it out for the Heavy Hitters, Brian.

Answer: Okay, Gary, the program I'd promote is [ProMoneyMail](#).

Here's how I'd promote it (my marketing plan).

1. I'd test my ads on my list three times and use the ad that produced the largest number of leads and keep it on file. I'd also send at least half a dozen follow-ups to my list on how good I'm doing with the program. Boy, this trick works EVERY time. I wouldn't lie, but if you're the top reseller, for crying out loud blow your own horn. It brings a larger number of potential clients into a program because people always feel more secure signing up under a “Heavy Hitter” that's producing massive business volume.

I'd also send Ezine promotion instructions and ad copy to my entire list a few days later so they can start putting ads out as well. This is a leveraged technique using other people's money to lock some legs, build your downline and cause a

ripple effect.

2. Next, I'd blast this ad all over the Internet in all the best pulling Ezines which I have listed at <http://leadlightningtools.com>. I'd do this every two weeks for three straight months. If you have a REAL high budget, blast the ad in every Ezine you can find but always track your results. You never want to go over \$1.00 per lead no matter what. There are too many places that will give you qualified traffic cheaper.

3. I'd go to <http://leadlightningtools.com> and view the top sponsor ad section and place top sponsor ads to about a million people every two weeks. This will get you tons of leads.

4. I'd go to <http://leadlightningtools.com> and view the forum section and post ANSWERS to questions once a week and include a small signature file with my program at the bottom to all the forums. You'll definitely get a steady supply of leads this way.

5. I'd create a free eBook that has info on the product with resell rights, and I'd sell it on eBay for one penny. I'd give them download access to it, telling people to "preview" it for free. Get the drift? Ride the coattails of a site that gets more traffic than you could dream of. Since your own personal list is free to mail to, give them your eBook also.

6. Then I'd go to <http://leadlightningtools.com> and view the banners section. I'd negotiate a deal for 10,000,000 impressions with each of the companies listed on the site. If they want \$10,000.00, I'd make sure I got them at \$6,000.00. After writing off advertising costs, I'm getting 10,000,000 banner impressions for about 45% of retail. People say banner advertising doesn't work; well, it does. The trick is you have to cut a good deal.

You need to purchase banner impressions in large quantities to take advantage of the deep discounts.

7. I cut a deal with [Get Response](#) and I can purchase 10,000,000 smart ad impressions for \$14,999.00 whenever I need to or 1,000,000 for \$1,499.00. This alone will give me about 62,000 hits (I tested this with a million already and it

got me 6,200 hits). The hits trickle in over a 4-6 month period when you order a million impressions. This slashes lead costs to under 25 cents per lead, which is much cheaper than placing Ezine ads.

That is THE Heavy Hitter formula, or at least it's mine. Executing a Marketing Plan like this can easily crash a server. ;0

Question: On another related subject, I read one of your articles about creating a viral marketing eBook. In this article, you created two free eBooks in which you put your affiliate links and gave everyone who downloaded the eBook the rights to sell it. But the thing that amazed me is that you were selling them via eBay! Could you explain in more detail what you did and how the test went?

Answer: The goal is to leverage the extreme traffic of eBay to start the viral effect of your eBook. It's also the perfect product to give away to new subscribers.

Question: Is there any way you could have improved what you did? Most people think that promoting Internet Marketing-related products is the “light bulb moment” they were looking for, but there are a lot of other really good niche markets out there, wouldn't you agree?

Answer: I absolutely agree, Gary. Don't be myopic about what you promote. With the right targeting and marketing plan, you can make \$500,000.00 per year selling treadmills, for example. If the company doesn't have affiliate tracking software, they might set everything up JUST FOR YOU if you convince them you're serious. The SKY is the limit on the Internet.

Question: Viral marketing has become a bit of a buzz term on the Internet lately, but I really believe Yanik Silver had a big impact with his books, “Autoresponder Magic” and “Million Dollar Emails.”

As you know, he created two great eBooks that gave the purchaser reprint rights to the books. This allowed people to sell the eBooks themselves and keep 100% of the price. But the great thing is, the books were full of Yanik's affiliate links, so now he has an army of people promoting his affiliate program links without him doing any extra work. My question to you is, how could the average person

do what Yanik did? What steps should they take?

Answer: Please see my answer on Heavy Hitters, but take away the banners and trim the frequency of the smart ads and Ezine blasts to just one. I'd go with Ezine ads and about a \$3,000.00 budget max — and your list, of course. This is the kind of product where you'd have others pick it up and run with it.

Yanik spends a lot of time producing exceptional products. I think if someone wants to do what Yanik did, they just have to find out what the world is lacking and fill the need. People like that, and Yanik understands this concept well. Our company is duplicating what Yanik is doing, but with software that people really need — except we don't offer resell rights to our software, but plenty still promote it.

Question: One final question, Brian. What marketing methods are you using right now to make money with affiliate programs? Is there anything you're willing to share that has been a big money-puller for you?

Answer: Well, my secret to success in this program or any other program is to get my downline hot on promotions real quick. You snooze or lose. Make a quick strike as soon as possible so you can capture a large market share of that program early on. If you start early, you'll always have the market share. Banner ads work, but they are “after the fact” advertising. Nothing in the world works better than Ezine advertising. Think about it. Do you know a marketer making more than \$100.00 per month that's not advertising on an Ezine of one of the marketing experts out there?

So the rule is, if you want to capture the market share of a new program, and retain it forever, do an Ezine blast all over the Internet and promote the program in every Ezine you can before everyone else starts to. One Ezine blast with the right program could make you \$500,000.00 or more in the long run.

I promoted at least six programs heavily last year that turned out to be dead ducks. So another lesson is never quit. You just have to pick up where you left off and charge the next program after doing more homework on it.

Question: Thanks for the interview Brian, but before you go, I just have to ask

this. Are you planning to take a break and letting us catch up to you yet? :-)

Answer: Well, Gary, I'd be lying if I told you I plan on spending the next two years in the Bahamas. I plan on living very modestly. Doing this will keep me more alert and focused. I'm making it my mission in life to give Internet Marketers the tools they need to help their businesses run smoother.

Those of you that are my fans will follow me, and I will make a personal commitment to provide you with the tools and information you need to win the Internet Marketing game. I really hope you're with me, because I value every struggling marketer. I'm here to help you achieve your dreams, just as the Internet has helped me achieve mine. I will continue my mission to help improve the Internet Marketing community.

Thank you for taking the time to interview me, Gary. The Internet Marketing community has a lot to offer to people like us and we're looking forward to the challenges ahead.

*** SPECIAL OFFER TO READERS OF THIS MANUAL ***

We have good news for all our eBook readers. You have a chance to get Opt-In Lightning and Lightning Track 100% free by purchasing the Business Opportunity In a Box (B.O.I.A.B.) BizOpp Gold CD for only \$79.95! You'll have to look at the \$1,000's worth of add-ons you'll get also (including your own version of this ebook!)

Here's the link:

[Get Your BizOpp GOLD CD Here!](#)

So AFTER all of Brian's great information, if you still think you haven't learned enough from him, you have the opportunity to save \$86.98 now instead of paying retail for Opt-In Lightning and Lightning Track.

Plus, the BizOpp Gold CD even offers lots more traffic-generating tools and a very special hosting offer. I highly recommend every Internet Marketer get this CD as soon as possible. You even get a \$25 commission as a reseller selling the BizOpp Gold CD, and with Opt-In Lightning and Lightning Track on it, who

wouldn't want it? [Click Here to get started saving money with your BizOpp](#)

[Gold CD now!](#)

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"Questions From Affiliate Newbies Answered"

Below, Brian has answered dozens of questions in extreme detail that beginning affiliates who were new and just plain frustrated with Affiliate Marketing and even experienced affiliates have asked. Over 25 subjects were interviewed. Brian has put them all on the right track and after you read these, you'll be on the right track as well!

Question: What's your definition of an affiliate program?

Answer: An affiliate program is a program where the affiliate, the person promoting the program of the merchant, owner, gets compensated for sending qualified leads and sales to the program. These fees can be one time commissions, or residual or monthly income. When you're building monthly income, your efforts might not seem like they are paying off at first, but do the math. \$10.00 per month for 10 years is \$1,200.00 one customer is worth to you.

If you place a \$100.00 ad to get this customer, it won't seem to pay off at first, but in the long run, over a 10 year period the ad paid off 1,200%. That kind of interest rate beats any bank hands down!

Question: Is it really possible to earn a full time income online with affiliate programs?

Answer: Not only is it possible, but there are thousands of people that are doing it right now and can give you documented proof if you asked them. They are making enough to pay off their mortgage, car payments, alimony payments, take vacations and even send their kids to college. Even low cost affiliate programs that charge \$19.95 per month can earn you upwards of \$4,000.00 per month or more. There are even free programs that offer residual income on a one tier or two tier structure and people are earning thousands monthly with lots of these programs. The traffic sources and knowledge is all in this eBook. It's up to you to take action. No amount of knowledge is any good unless you act on it.

Question: Brian, if you're making so much money with these types of programs, why would you blow the lid and tell others? I mean that would cut into your income because tens of thousands are gonna be doing what you're teaching.

Answer: Well, this question brings up a whole different set of variables. First of all, I already know I've "made it" to multi millionaire status by the end of this year, so more competition won't kill me. But more importantly, there's so many different programs out there, and pay attention everyone, that there really is no such thing as competition, especially on the internet when you reach a global audience. Right when you think a city is saturated with McDonald's restaurants, what happens? Another one pops up right by your house right? Better yet, think of a good Handyman, a good skilled Handyman. Sure, there might be 100,000 good Handymen out there, but if you're skilled you'll still get your fair share of business no matter what.

If you're not the first to hit an Ezine with a Web-Based MLM program you might not be the one to practically dominate it, but if you're a "Skilled Handyman" in the affiliate game, you'll know where to go to get the leads to ensure you're successful with the program and get more than your fair share of the profits. So what I'm saying is that there can be 100,000 people out there with

my skill level and I can still find my niche in the 23 Billion Dollar Per Year and growing affiliate marketing industry. And you don't have to depend on Heavy Hitters to do it.

Question: Off the top of your head, what's another way to get lots of free exposure for your program. Throw us valued customers "a bone" Brian.

Answer: Eat this bone. Go around the internet and give the owners of programs testimonials about how great their products are. Include your name and Web Address in these testimonials. Remember, each person is paying big money to get traffic to these sites. And, when you get your testimonial on different sites around the web, people keep seeing your name Pop-Up. It's a great feeling. This is a free way to start branding yourself.

Question: Brian, I'm real hungry for information today, show me one more way to bring in a steady supply of qualified prospects. Throw me another bone.

Answer: Here's another bone. Do a search at one of the major search engines for keywords relating to the program you're promoting. Write all the webmasters a compliment about their site. But, add in a personalized plug to each of them explaining to them in detail how they would benefit from your program if they joined it but don't include the affiliate link on the first email. Make them request it. This covers your rear for spam issues. The personalization part is so important, because this way you can't be accused of spam. When you send out emails to people one at a time like this, and they are personalized to them, in the eyes of your hosting service there's no way you could have sent out that same email in mass numbers, since the content wouldn't make sense, in almost all cases you won't get in trouble.

You can send out at least 200 of these letters per day this way in a few hours and at a 1% closure rate for your program that's like 2 sales everyday you do this. Some people call this a living. Others call it having a clue. You make a living in this business by making contacts. You make contacts by sending out these letters. It's a numbers game, but by doing this through email it makes it all free. I've never heard of anyone getting in trouble doing this and I've been very active in this business for a couple years. You can literally make a living with your favorite affiliate program or Network Marketing program just sending out

these letters. All you're doing at that point is practicing free speech. Remember why writing these letters are so important. Once you get someone to purchase from you once, they are more likely to become your friend and you can sell to these people over and over and even get them on your Opt-In List.

Here's an example of a letter I might send out for bartering/selling:

<!-- start lead generating letter -->

Hi George,

My name is Brian Garvin, the owner of OptinLightning.com. The reason I'm writing you is because I checked out your model train site. It's a most excellent site, and I've never seen those model engines you're selling anywhere. I'm telling you as someone that has studied Model Trains for over 3 years now.

The only thing I happened to notice is that you're not capturing email addresses and following up with prospects that visit your website. Running an Opt-In List and following up with your prospects can increase your sales by at least 350%.

If this is something that might interest you, please call me or email me and I'll send you a link to check out some excellent software that will help you do this easily and efficiently. It's not my intent to disturb you and whatever your decision I wish you the very best in your business.

But hopefully, we can find a way to work together in the future for the mutual benefit of both. I'm always open to any ideas you may have. Thanks again George for your valuable time.

Cheers,

Brian Garvin

<!-- finish lead generating letter -->

Question: Brian, you talk about removing white space from your ads to avoid unnecessary line wrapping. Please explain this process in detail.

Answer: Doing this is pretty simple actually. Follow the instructions below for EACH line in your ad, whether it's a Top Sponsor Ad, Classified Ad or Solo Ad.

1. Hit the 'END' key on your keyboard. You'll know if there's white space because there will be a space from the last character in the line of your ad verses the cursor.
2. Hit the 'Backspace' Key (this removes the white space).
3. With the cursor flush with the last character in the last line of the ad, hit enter. This will cause the line break you need to ensure there is no text wrapping. You can test this and ensure there is no line wrapping by pasting your ad in an email and sending it to yourself.

Question: Brian, my product has nothing to do with Internet Marketing. People reading this manual will also want to know how to promote ANY product on the Internet. Tell me how I'd zone in on my niche market promoting Chili Powder through Ezines. If you can show me how to do this, I can easily sell anything with slight variations of this method.

Answer:

There are paid and free Ezine directories I'm listing below to help you find your perfect market. I'm convinced after researching these Ezine directories anyone can find their perfect market for any product or service. Keep in mind there's a category of products that are called Me2 products. Me2 products are products or services ANYONE can use. These include food items, legal services, health care or anything every John and Jane could use. There are more Me2 products than you might think there are.

Your objective with Me2 products is different. Your objective with these is to reach the most bona-fide subscribers you can afford to reach. You're simply analyzing Value Per Visitor at this point.

Below are a few of the best free Ezine directories that will let you search out the Ezines that will allow you to best target your market:

NewsLetterAccess.com

Ezine-Universe.com

Etext.org

Below are some services that charge you to do this. I personally recommend both of them because they can both come in so handy and both offer life-time memberships for very reasonable prices.

TopEzineAds.com

DirectoryOfEzines.com

Selling Chili Powder - To promote Chili Powder, first I'd setup a Website what was easy to navigate and make it super simple for people to make single orders or recurring orders. Super Simple are THE key words. The less confusion the better. I should be able to hit your main page and order within seconds should I want to. If your site isn't setup this way then you've lost most of your business right off the bat. Recurring orders are orders in which the customer is billed monthly or even weekly, say \$14.95 per unit, and has Chili Powder delivered to their restaurant or house each month or week. Your big orders would be restaurants ordering your product on a weekly or monthly basis but your lion share of income would be single people who would just order one unit per month. You can get a great shopping cart from Dansie.net that will do this and get a merchant account to handle the single and recurring billing. The Dansie site lists over 12 merchant options that are compatible with their shopping cart.

The next thing you want to do is to install Opt-In Lightning and Lightning Track on the site. You want to capture all the email addresses you can for visitors. Then, send them 26 follow-ups. These follow-ups could be 26 free Chili Powder recipes all sent 7 days apart. After your customer receives each Chili Recipe, once every 7 days, you remind them at the bottom of the email how easy it is for them to order the Chili Powder FROM YOU and how great it will enhance that recipe or any other recipe they had in mind.

Did you know that if you charge under \$20.00 per month for just about any

decent product or service like this over 80% will never cancel simply because they're too lazy to cancel their recurring billing? That's why building a big customer base is SO important.

Next, I'd search all the Ezine directories with keyword **food**. Write the owners a small letter asking them to advertise in your Ezine. There are hundreds of these Ezines and they are your perfect target market. You'd also be surprised at how good selling Chili Powder for example would pull in a Money Making Ezine. Opportunity seekers ARE your target market also. Why? Think about it. They ALL eat. So test an Ezine at random here and there. The freebie Ezines (keyword 'freebie') could pull you in a ton of customers. Have small packets of Chili Powder made and give them one free packet just for visiting. Just charge them S&H and make sure the S&H covers the cost of your packet AND shipping. You always want to break even on costs even when giving out samples. When you send out your samples, make sure you include a cool flyer where they can fill out a simple form and mail in their order and let them know the EXACT page to order online.

When the orders start pouring in, you can even setup automated fulfillment at Ifulfill.com. For a small percentage, they will ship the orders to your customers for you.

Your goal is to earn at least 50% profit after production, packaging, shipping and fulfillment costs. So if your overhead is \$10.00 per item, charge \$19.95 per month plus S&H for the product. This will help you define your goals which if your a home based operation we'll make a goal of 10,000 recurring customers.

If each customer is worth a net profit of \$10.00 per month to you, then each customer is worth \$120.00 net per year. This would make you roughly \$1,200,000.00 a year net profit with only 10,000 customers. If everything is setup properly, you should reach this objective after emailing 10,000,000 real people based on average conversion ratios.

Question: Thanks for answering the question above Brian. What's the difference between a Classified Ad, a Top Sponsor Ad and a Solo Ad?

Answer:

Solo Ad - A Solo Ad is an ad that goes out all by itself. These ads usually out-pull Top Sponsor ads 2:1 and Classified Ads by at least 3:1 because you have so much more room to get your point across. In almost all cases, publishers will give you the entire dance floor and not limit you by number of lines.

Top Sponsor Ad - A Top Sponsor ad is a Classified Ad that gets the best position possible in an Ezine, usually at the very top or very close to the top. They are also commonly known as Top Placement Ads or Top Ezine Ads. They are in almost all cases limited to about 4-7 lines with 60 characters per line, but it can vary slightly depending on the Ezine you advertise in. Top Sponsor ads also have great pulling potential, because visitors HAVE to see it or at least skim by it to reach the main articles of that Ezine.

Classified Ads - Classified Ads are ads usually thrown in with several other ads in the middle or the bottom of Ezines. They **can** have good pulling potential, although most don't. This doesn't mean they are not worth testing. I say this because they are often MUCH cheaper than Top Sponsor Ads. For example, a classified ad in DEMC Magazine with 260,000 subscribers they claim to have is just \$45.00 as of the time of this writing verses a Top Sponsor Ad in the same newsletter that would cost \$197.00. Just like any other Ezine ads, it's the cost per lead you are concerned about. If you pay \$10.00 for a classified ad and it pulls 30 leads, then that's only about 33 cents per lead and that's awesome! You'll only know if it's worth it or not by tracking the ad. If you are almost broke, Classified Ads are a good way to break into the Ezine ad business, kind of like playing nickel slots at the Casino verses playing Roulette but the odds of winning are much better.

Question: How do you get the attention of a Guru?

Answer: First of all, once you read this manual, you will have all the foundation knowledge of an Affiliate Marketing Guru, and Affiliate Marketing is by far the most popular form of marketing on the web for Small, Independent Home Based Business Owners. I'll use the Tongue in Cheek approach and tell you what NOT to do. You'll never get the attention of a Guru by hitting them up with your offer, ESPECIALLY when they're in the middle of a heavy

promotion of their own product. Most will flat out ignore you. A few will politely tell you they are not interested. Their mind is solely on marketing their own products.

So how? The best way to "get in" with the Guru's is by joining them! Pick your favorite Guru and use this manual to learn how to make good money with one of their programs. But don't do it with demented intentions thinking "If I make guru so and so a lot of money, he'll join my program". Just make it a goal to do it anyway. Money is money. Once you're one of their Top Sellers in whatever program, they will know YOU. Then, drop them an email just to introduce yourself but NEVER to up-sell them. Just get to casually know them. Getting in with a Guru is possible but you have to be smarter than everyone else slamming them with compliments and offers all day. Maybe your offer is great but maybe they have a full plate. Instead, bring your reseller skills to the table instead of a load of baloney. This way, they will have respect for you as a professional and this is REALLY what you want.

If you do this long enough, you WILL eventually get a direct line of communication with them. I know if you were making me a few grand a month and you asked for my number saying you were reseller xxxx and were making \$3,000.00 monthly in Lead Lightning, I'd give you my phone# at the drop of a hat as long as you were brief. If I got an attempt to talk my ear off, up-sell me or tell me about Aunt Thelma or how this latest program or Widget will make me a fortune and I should drop everything else I'm doing to get involved with you, I guarantee I'd make an excuse to get off the phone and I'd be on guard next time you called. Hey, if I didn't have so much on my plate, I wouldn't be bothered by small talk but my business and responsibilities to my people in my programs have to come first, so it's never anything personal, and I won't hesitate to totally cut someone off if they put my business in Jeopardy or even if I start to feel "black clouded" or slowed down.

If you do ever get a Guru on the phone, you're 90% there and here's how not to blow it. Be straight to the point and never fly off on Tangents about your personal life and how you lost 20 acres of land in Wisconsin because you had to move to the city. Most gurus are incredibly busy and only care about your career with them as their affiliate. Think about this for a second. Most Gurus making \$20,000 to \$300,000 or more monthly have HUGE networks and

groups to worry about, not to mention cutting checks, accounting, taxes and the list goes on. They might hear you out that time as not to be rude, but their ears will cringe next time you call.

So just practice relationship building and over time, you'll be glad you did. Maybe when you're making \$13,000.00 per month in a program run by a Guru, they just might just meet you somewhere for lunch sometime. I'm just speaking for myself but I know I would, if for no other reason than to thank you for helping me and congratulate you for breaking the six figure income veil. So I can safely say that building relationships in Affiliate Marketing is NO different than doing it in Network Marketing. People are people. What goes around comes around and if you show loyalty to them, *most* will do the same to you. The TRUE gurus will. If they don't, find another Guru and still steal his money you've worked for. EITHER way YOU win ;0

Question: What do you think is the most important aspect of succeeding in an affiliate program. Is it the quality of the program itself or getting traffic to it?

Answer: It's both. But, traffic will prevail any day of the week and twice on Sunday. If you can get enough traffic to even a marginal program, you could earn upwards of \$1,000.00 per month with it. A good program with lots of traffic and the sky's the limit. It all depends on how many qualified leads you're willing to pay for by placing Ezine ads, using ProSTEP, etc..

Question: Why should someone be in the work at home field?

Answer: The reason is the lifestyle. The fact is, you'll always make more working for yourself than someone else. Also, the self-respect, less work hours, flexible work hours and more independence will not only help you financially, but will help you grow in all areas of your life such as relationships.

Question: I want to read everything I can about Internet Marketing Free. I want to increase my knowledge in a big way without spending money. Besides this eBook which is an excellent start, what else do you recommend?

Answer: Here are a couple of websites that will help tremendously:

<http://bizpromo.com/free>

<http://BizWeb2000.com/articles.htm>

Question: Brian, what's your theory on those Guaranteed Signup Programs?

Answer: Guaranteed traffic strikes out every time. I don't recommend any type of program like this. Here's an example of how one would work. The owners of the programs charge you a buck or so per lead. Then they turn around and give 50 cents for each person who signs up for your program. So people signup just for the 50 cents. The company makes the other 50 cents in profit. So, what happens is yes, you get legitimate signups but they are totally unqualified. In other words, they only signed up for the 50 cents. Stay away from guaranteed signup programs. Don't waste your hard earned money.

Question: Brian, fill me in on ProSTEP. What's the scoop?

Answer: ProSTEP is a 100% legitimate Lead Generation service that will provide guaranteed leads to anyone serious about succeeding in Network Marketing. I am currently a member of ProSTEP and yes, I do recommend them. They have been operating for 8 years with honesty and integrity. Most of the Network Marketing studs are using this service. It even comes with an affiliate program, and the top earners are making over \$50,000.00 per MONTH with ProSTEP.

Here's the normal process. A Network Marketer signs up with ProSTEP so they can get their downline in ProSTEP also. This will not only produce the marketer with leads each month, it will produce all his downline with leads each month as well. This is known as "duplication". Duplication in downline size proliferating faster. Even better, ProSTEP itself offers a lucrative comp plan so the Marketer can earn a 2nd residual income stream from his entire downline getting them hooked up with these guaranteed leads. Now the leads from ProSTEP are about 30 cents higher each (if you purchase the leads at retail) compared to advertising in the top quality Ezines, but, the leads from ProSTEP are very, very good with an average of 2% conversion rates. Once you get 10 personally sponsored members you become a Corporate Consultant. 20 personally sponsored members and you become a Master Consultant.

You can build your Network Marketing business as fast as you want to basically depending on how much you want to invest in ProSTEP leads. It's good to know this, because even though the leads are about \$1.00 each if you purchase the Basic Membership, you can get these leads as low as 16 cents each in large quantities!

Question: Brian, what's your view in getting involved in Co-Op's run internally by Affiliate Program Managers and Network Marketing Companies?

Answer: My view of Co-Op's is that at the best they will produce "average results". I say this as a general rule because once in a blue moon someone running a Co-Op just MIGHT know something about low-cost lead generation. Now of course this depends on who is running the Co-Op. But, keep in mind, the people who run these usually aren't experienced marketers, they just go for the "standard" advertising methods which are Card Decks, Post Cards or whatever. And don't even think about doing this if they are taking a program that's designed to be online and advertise it offline. Your cost per lead will be \$7.00 or more when you can get the same leads online for 25-30 each all day long if you use the Pay Per Click Search engines or purchase Smart Ads in bulk (1,000,000 or more). So if the Co-Op cost you \$100.00, would you rather pay \$100.00 for 15 leads or \$1,499.00 for about 6,000 leads? Be honest with yourself and answer this question.

I'm passing on this information because I've spend thousands in wasted advertising, thousands I hope you never blow. The other problem with a Co-Op is the trust factor. Do they take a 10% fee for even running it for you? This means you'll lose 10% of the potential leads you'll receive right off the bat, no matter how bad their advertising is. Do they even tell you this or do they just take it? Will they even run your ad equally or is it your upline who might give more leads to "their favorites"? With all the potential pitfalls of this, I'd recommend advertising yourself, tracking your ads and I feel you'll get at least 500% more bang for your buck each and every time. Plus think about this. How will you EVER have a chance to become a better than average reseller if you're doing what the average people are doing? Like the old saying goes, "If you want a job done right you better do it yourself".

Question: Do you have to be one of the first people to join a program to make

most of the money with it?

Answer: It always helps to be the first one to send an Ezine announcement across the internet on a new program, but it's not necessary to make money. The response rate for any program being promoted heavily in all the Ezines drops about 70% after 3 months. But great money can still be made with affiliate programs even after this. For example, you can promote the program on the areas of your website that receive the most traffic. You can also continue to promote the product to your list and place it in AutoResponder follow-ups which could get you a steady supply of sales if you're getting traffic there. After the Ezine party is up after 3 months, you can get a steady supply of sales using ProSTEP, eBay, Viral Marketing, Lead Factory and Get Response Smart Ads. As you can see, your options aren't much more limited once you know the facts.

Question: What technical skills do you need to be a Super Affiliate?

Answer: You don't need any technical skills to be a super affiliate, but if you're gonna promote the program on your website, it wouldn't hurt to know how to at least edit basic HTML and how to upload files to the web. [HTML Writers Guild](#) runs classes on HTML, Graphics and more for \$25.00 each. I'd suggest you take one if you're concerned about how your computer skills are.

Question: Are all affiliate programs free to join?

Answer: Not all affiliate programs are free to join. In fact, some of the most popular and best affiliate programs cost a monthly fee. There are however, some excellent programs that do offer great residual income potential that are free to join.

Question: What traffic sources would you recommend affiliates stay away from when trying to build their affiliate business?

Answer: I would under NO circumstances ever purchase guaranteed traffic except for Pay Per Click Search Engines. NEVER purchase guaranteed Pop-Up Ads. They are big losers every time. You can spend up to 10K on that kind of advertising and get 1,000,000 unique visitors and zero sales. This is because their mind isn't on your offer, and the motivation for them reaching your site is

"after the fact", after they've seen another site so they're not looking for what you're selling. So, I say stay away.

As a more general rule, always avoid offline advertising to promote an online product, especially an affiliate program. This includes ads in the back of opportunity magazines, card decks, postcards, etc.. Plus, once you learn online marketing you won't need to advertise this way (*and you won't want to*) again anyway. Your lead costs will be about \$5.00 to \$7.00 per lead, when you can get the same qualified lead on the internet using a much wider variety of options for 30 cents per lead all day long. In the end making big sales and becoming one of the top resellers in a program depends on how many low cost, qualified leads you can either afford or negotiate, and the cost of offline leads are just too high for an online program.

Pay Per Click Advertising, Ezine Advertising, ProSTEP, Lead Factory, Get Response Smart Ads and Banner Ads are good, reliable sources of advertising. But no matter how good the advertising source is, always test it first and never spend more than \$100.00 for a test. Never go for \$1,000.00 deals until you know for a fact your ad will pull. If they make you spend more for a test don't use them unless you can get reliable information that the resource actually works like they promise. You may think you have a winner and have a campaign that bombs, or on a positive note, you may be unsure of something and it's a big winner!!

Question: How can you ensure you won't get ripped off when placing an ad?

Answer: Never pay for an Ezine ad through PayPal, Western Union or Money Order up front. All these methods are the equivalent of sending cash and you have no way to reclaim the money if you get ripped off. If you place an ad, they deliver and your campaign bombs, then it's not the companies fault who ran the ad and you have no legal recourse other than not to do business with them again. But, if they don't deliver at all, they are ripping you off. So, when you send them any kind of payment other than a credit card payment, you are putting yourself in jeopardy of being the victim of a potential scam. Never put yourself in this kind of a vulnerable position. You always should pay by credit card, so you can do a chargeback if you find out the company doesn't deliver.

Question: What types of affiliate programs should you avoid?

Answer: If you want to make it big in the affiliate marketing industry you need to think big up front. Never promote get paid to surf programs, get \$5.00 for signing up programs, programs that offer guaranteed traffic, downline clubs, gifting programs, send cash in the mail programs, undoable matrix programs, chain letters, etc.. I call these programs "cheesy" programs. I've made a couple mistakes promoting these programs as a newbie myself, so I speak from experience, although I won't associate myself with them anymore. They will just give you a cheesy reputation if you keep promoting them. The more money you make and the more you brand your name, the worse it can hurt you if you promote these.

In general, it's best despite the competition to *"stick with the herd"* and promote the popular, established programs that operate with efficiency and integrity from day one of your career as an affiliate. There are plenty of long term lead generation sources that are available to the average people at reasonable cost, such as ProSTEP and Lead Factory that will help you to build your affiliate business at a consistent rate, even after the program might seem exhausted with the Ezines. The key is to have the attitude that you're in this for the long-term. Your affiliate business might seem to crawl at first, but over the long haul people will respect you for sticking to your guns and doing your own thing and your checks will show it, and you and everyone associated with you, including family and friends will be proud of you that you had the insight to stick with it.

Question: What are some ad copy tips you use?

Answer:

1. Don't bash another program to promote your own. This will damage your credibility. There's a BIG difference between saying xxx company is the best verses our company is better than xxx company. General statements saying you are the best are fine, but don't directly tear into other companies, especially popular ones or you'll get nasty emails for sure. Big companies have a lot of loyal followers so you need to make sure you think about the ad copy you send out to thousands of internet entrepreneurs before you release it.

2. Put quotes around your headline. This increases response rates up to 18%.
3. Add a sub-headline.
4. Add at least one testimonial to your ad copy.
5. Focus on features and benefits of the program you're promoting rather than hype. People are getting wiser and seeing through much of the hype, simply because there's so much of it out there. This points back to being original. Make your ad copy original, so people know it's coming right from you, not just "another affiliate".
5. Include an AOL link. This is covered in the [Interview section](#).
6. Include your name, email, phone, cellular or other way someone can 'immediately' contact you at the very bottom of each solo ad you send out. Even a Top Sponsor ad should include a phone number at the very least. When I'm too busy to take calls I put the number of my associate in there. This increases credibility because it shows people you're not hiding behind a link. Some people just won't sign up for a program unless they can contact someone to ask a few questions about it first.

Question: Explain in detail how one would promote an affiliate program on ebay since they only allow the direct selling of goods and services (not from a third party)?

Answer: The rule on eBay is you're not allowed to sell products from Third Party companies but you are always allowed to sell your own products, no matter what they are as long as you're the sole owner of them. So let me give you an example. Say you're promoting a Network Marketing Company. Write an eBook giving 50 tips based on your personal experience on how to succeed in Network Marketing. People LOVE to purchase those tip books. This eBook is a tip eBook, at least this Q&A section is!!

There are "Work at Home" type categories on eBay so you can always target your audience. Since the eBook was made by you, you can sell it for \$5.00 or whatever for download and you profit on the front end, at least pay for your

\$1.00 listing.

At the end of the eBook, you use a bit of finesse and casually back-end them with your Network Marketing Opportunity. You leave your name, email and phone number in there for them to call you. Since you'll at least break even on your listings each time, this is like a steady supply of free, fresh leads for your Network Marketing program. And eBay is a very high traffic site, and even general listings for \$1.00 usually get at least 100 views!

That's like a penny or LESS per lead!

So say you sell 3 eBooks per week. That's \$60.00 per month on the front end, minus a \$1.00 listing fee for 4 weeks so \$56.00 profit on the front end, but what if one person per week on eBay out of the 3 you sell the eBook to converts into your program? That's 52 people you personally sponsored into the program within a year, not counting the fact that this technique is somewhat duplicatable, meaning you can teach your downline how to do this also. This surpasses the sponsor one per month rule or at the bare minimum will allow anyone to at least attain the one per month which over a year would produce phenomenal growth in your organization.

Question: Help! How do I get started with this affiliate program I just joined? I'm totally stuck on what should be my first step!

Answer: Each program has different sets of rules. If the program is decent, you should be able to contact customer support for the program and get a response within a reasonable amount of time. If not, I'd ditch the program completely. I mean if they don't respond to a simple question could you depend on them to respond to an emergency? This eBook will certainly help you to promote your favorite affiliate program, but the affiliate managers are responsible for basic supporting of their affiliates. They should also show at least a reasonable amount of interest in helping you or I'd question their motives real quick. That doesn't mean that they need to provide phone support however. In fact, most of the best and most profitable affiliate programs don't even provide phone support! But they do usually answer within one working day if you send them an email or fill out an online support ticket.

Question: I just signed up for this great affiliate program that gives me all the ad copy and sales letters I could ever use, so I'm thinking about using their material as it will be quicker and easier, do you think this is a good idea?

Answer: NEVER use the EXACT material the affiliate manager gives you. Sure, I'd definitely look at it just so you can see what the program is all about. But earlier I gave you some great ad copy tips so I'd always tweak what they have so it falls into the rules I discussed for making ad copy earlier, using AOL links, putting your contact info at the bottom, etc.. Each time you put an ad out or even send something to your newsletter, you want to do everything you can to prevent roadblocks into your lead generation efforts.

Question: I want to advertise but I have cold feet. What should I do?

Answer: In general, if an advertising resource is legitimate, they will have testimonials on their website. If you plan on paying \$100.00 or more for an Ezine ad, ask that you speak with a couple people using their services regularly. You can do a search on the resource and tack the keyword scam or fraud to the end of the search phrase of any major search engine to see if there's any dirt written up on the web about the company. You never know what you'll find, good or bad until you do a little research. You can even send an announcement to your entire list and ask for feedback.

Question: How about promoting an affiliate program offline?

Answer: If you want to promote an affiliate program offline, you'll definitely need either a redirection URL or to use a domain registration service that offers free URL redirection.

There are quite a few free redirect services you can use to give you a shorter affiliate URL. You especially want to use these if your affiliate URL is more than 60 characters, because some email programs Ezine publishers use will break it up and some email clients will as well. One free one you can use is http://www.arrive.com/Free_Web_Names/. Also, go to <http://www.google.com> and do a search for 'free domain names with redirect services' without the single quotes and you'll find quite a few other free services that offer domain redirection as well.

Here are a couple of reasons you might use domain redirection:

1. It's free, so why not?
2. If the affiliate manager changes over to different affiliate management software and you have a lot of ads out, this will kill your campaigns. With free domain redirection, simply login and update the new affiliate link for the program and you're okay.
3. Shorter URL's are SO much easier for people to remember.
4. Doing this is easy and only takes a few minutes.
5. Shorter URL's are much easier for people to enter.
6. Shorter URL's won't have problems with breaking up on certain email recipient email clients.

Your other option is to actually register the domain of your choice, which I highly recommend for your top program(s). You'll pay a small fee each year for the domain and they'll forward it to the URL of your choice. One that comes to mind is <http://www.simpleurl.com/>.

You'll just need to upload an 'index.html' file to your root directory with the redirect code. Below is sample code to a simple redirect page. It's purpose is to redirect any domain to any affiliate program you're promoting instantly and it works every time and for any program you wish to promote. Just save it as an 'index.html' file, replace your affiliate link and upload it to your server.

On the code below, simple replace '0' with the number of desired seconds before the page refreshes to the affiliate page. On the two green links below, simply replace these with your affiliate links and make program name textual changes where appropriate.

```
<!-- start auto redirect code -->
```

```
<HTML>
```

```
<HEAD>
<STYLE type="text/css"><!--A
{ text-decoration:none }A:hover { color:red }-->
</STYLE>
<META HTTP-EQUIV="REFRESH" CONTENT="0;
URL=http://www.bizoppalliance.com/memberxxxx>
<META NAME="ROBOT" CONTENT="NOINDEX,NOFOLLOW">
<TITLE>Welcome to Our Website!</TITLE>
</HEAD>
<BODY TEXT="BLACK" LINK="BLUE" VLINK="BLUE" ALINK="BLUE">
<BLOCKQUOTE>
<BR>
<CENTER>
<FONT FACE="TAHOMA" SIZE="+2" COLOR="MAROON">
Welcome to BizOppAlliance!
</FONT>
</CENTER><br>
<FONT FACE="TAHOMA" SIZE="2">
Thank You for Visiting our Website! You will be redirected to the BizOppAlliance Wbsite Immediately. If you haven't
been redirected there within 10 minutes, <a target="_blank" href="http://www.bizoppalliance.com/memberxxxx"
TARGET="BLANK">please click here</A>. If you still have problems, call Gary Shawkey about this amazing
opportunity at Toll Free 1-866-SHAWKEY.<br><br>
</BLOCKQUOTE>
</FONT>
</BODY>
</HTML>

<!-- finish auto redirect code -->
```

Question: What is the cost per click or cost per lead you should shoot for when running an Ezine ad?

Answer: The answer to this question totally depends on what you're promoting. If you're selling a high ticket item that costs over \$250.00, you won't need a big conversion rate to make a good profit. If you're selling a product over \$250.00, I'd create a free eBook and give it away with free information related to the product you're selling and convert them on the back end. For most good programs, you'll do okay with lead costs up to 80 cents per lead. Residual income programs pay off big in the long run, so your lead costs can even be higher and even though you won't see a profit the first month, you will eventually months down the road. Residual income has a way of creeping up on ya'. Since every program is different, and there are so many variables, the key is to start with one test ad that will only cost you \$50.00 to \$100.00.

Question: Is it true that long domain names like www.internet-marketing-ebooks-for-sale.com would get a higher ranking in the

search engines due to the amount of keywords?

Answer: Search Engines have so many different algorithms built into them so it's almost impossible to predict where you'll show up. I definitely wouldn't compromise the domain name I'd select just for a possible high ranking in the search engines. There are so many other ways to get high quality, qualified traffic other than using these. Plus, even being at the top of one of the major search engines might only get you 20 unique visitors per day. I think people put way too much emphasis on search engines, which is what I mentioned before "after the fact" advertising. You should name your domain based on what customers would like, not search engines. As a general rule, the shorter the better. Slick, short names are what you should go for.

Question: Everyone seems to be promoting money making or work from home affiliate programs, should I do the same?

Answer: There's certainly nothing wrong with promoting an affiliate program that relates to Business Opportunities. You can definitely do this and make \$1,000.00 or more real easily. I sure do. But, there is an entire world out there of other programs that have nothing to do with MLM, Network Marketing or Biz Opps that will make you a solid income each month. There's health related products, singles sites, music sites the list goes on.

Eventually with affiliate program software getting cheaper and cheaper and ecommerce companies getting more flexible with their payment processing methods, don't be surprised in 2-5 years if you'll be able to earn residual income on any of the 2,500 industries in existence. And the principles inside this eBook will show you how to promote any one of these programs and turn a good profit. It's just a matter of choosing which one(s) you want to fly with.

Question: I just joined this amazing 2-tier affiliate program where I get paid money just for signing up people for free. All I have to do is sign up a bunch of people and wait for them to start promoting the products and I earn money from their hard work. Pretty sweet deal?

Answer: I'm sorry to burst your bubble here but this approach just doesn't work. I've signed up hundreds of affiliate in some of the most popular programs on the

internet with their 2-tier programs, and all I got out of it was \$75.00 in 2-tier sales within one year. That's not the most promising way to go about doing affiliate business. In short, this method just doesn't work and I'd recommend staying away from it. Focus on learning to carry your own weight.

Question: I've been using FFA sites and free safe lists for months, but I haven't made any money. What am I doing wrong? I'm following exactly what the affiliate program manager told me to do.

Answer: The problem is that you're listening to the affiliate manager and his only interest is keeping you on the network as long as they can. If you email people from FFA sites and Safe Lists, for the most part you are wasting your time. You should spend the same time doing Pay Per Click Search Engine Bidding, concentrate on how you're gonna build your Opt-In List and that kind of stuff.

Big Dogs is a perfect example. I highly recommend the eBook because I think some of the 10 Big Dog secrets helped me reach millionaire status, and the underlying core concepts will teach someone an awful lot about marketing, so I have nothing against the eBook or the owner of the program Stan Stuchinski. He really is a good guy and works hard.

But I think the leads are almost completely worthless although I think the compensation plan is pretty darn good because most of the programs offer residual income. Not the best but pretty good. I say the leads are "almost" worthless because people emailing all those leads faithfully all month even if they are a part of all the programs, get about 160 leads and the cost of the program to join all the CHIP programs is about \$230.00 per month. I can get this many leads by dropping one Ezine ad for \$100.00 in <http://resource-a-day.net> and save the 30 hours each month sending out all those emails.

Question: I hear pay per click search engines are getting more and more picky with search terms. Is it really possible for an affiliate on a budget to make any money with them?

Answer: Make no mistake about this. There is still a lot of money to be made in

affiliate programs with Pay Per Click Search Engines. You just need to be more industrious and work a little harder to get the same traffic that's all. What I mean by this is that Overture.com isn't the only PPC SE out there. There are others and you should be submitting all the Key Words you can come up with to all of them. Check out [Mining the Internet](#) for Money for more information.

Question: I've created this huge content site with lots and lots of information and it receives thousands of hits a day, but it's not making any money, what am I doing wrong?

Answer: I have tried the mall method. It made money for me, but it required a huge investment of both time and money...AND it only produced about 1/10 the amount of income my approach produces in the same amount of time. For example, I spent 2 weeks setting up an instant magazine store promoting 3,000 magazines. I thought it would make me \$20,000.00 per month. I got over 95 pages on that site, submitted it to the search engines and made \$37.00 within the last 12 months. I'm sure I could be making a lot more if I did Pay Per Click Bidding though. I just haven't had time to pursue it.

I've also used the free content method. I have built up a site with 1,640 pages full of targeted specific niche content. The problem was that it took 7 times the effort to sell anything on that site since everyone was there for the "Free" stuff. This approach does work to a point, but nothing like Ezine advertising but it will get you some leads you can put on your Opt-In List and back-end them later.

Question: What the heck is an Opt-In list? and why is everyone telling me I should have one!

Answer: An Opt-In list is the most important tool in your arsenal of marketing tools. It can make the difference between success and failure in almost all cases. When you send out a mailing with your Opt-In list, it's not spam because people have specifically requested to be notified of your offers.

Everyone needs their own Opt-In email list because leads are like cash. Each lead is worth \$1.00 to \$5.00 or more per year depending on what you market to them. Sending out a mailing is like Cash on Demand. "Your Opt-In email list is

like having a Legal, Money Printing Press in your Basement". If you're not collecting email addresses on your website, and it's purpose is to make you money, you might as well shut it down. I say this because once you send out a mailing, orders start pouring in sometimes within minutes.

Question: So what's the best way to capture email addresses from my web site?

Answer: I've covered different methods of capturing leads and getting them on your Opt-In List on the [interview page](#). The best method of capturing email leads is through an [Opt-In Lightning](#) Pop-Up. I explain in detail why when you visit the site and read more about the software.

Question: What is spam and how do I avoid people accusing me of spam?

Answer: Spam is known as Unsolicited Commercial Email. Spam is when you send someone an email that hasn't asked to be on your Opt-In List. This is highly discouraged and can get you fined, assure you lose your ISP and even cause you legal problems. In short, don't spam. Only send mailings to your Opt-In List, do Ezine swaps with established Ezine publishers and rent legitimate Opt-In Lists.

Question: I'm developing a free 5 day lesson series that I'll advertise in Ezines. My question is, after the prospect requests the 5 days and I deliver them, do I have the right to follow up with my prospects or do I need to try to get them to Opt-In again to a mailing list?

Answer: No, once a prospect agrees to receive mailings from you, you can market to them as many times as you want until they choose not to receive any more emails from you. The purpose of sending them a free report series was to get them to agree to Opt-In to your email list in the first place SO you could keep marketing to them over and over. That's where the big money is at.

Question: What are your opinions on Opt-In vs. Double Opt-In?

Answer: The software we offer allows for Single or Double Opt-In. We ONLY offer that option because some hosting services require it. Keep in mind though, that single Opt-In is definitely the way to go to build a good list quicker. The

problem with Double Opt-In is that you lose at least 80% of your leads. So a list of 500 single Opt-In subscribers would only give you 100 Double Opt-In subscribers. The problem with Double Opt-In is that people are just too lazy to confirm their subscription.

Question: Do you know of a website that will keep me up to date with spam rules?

Answer: There are actually lots of websites that will keep you updated on Spam Rules, and will do it free. Go to Google.com and do a search for 'spam rules' without the quotes. You'll find plenty of good websites here.

Question: What tools and resources should all budding affiliates be using?

Answer: One important tool any affiliate should be using is up to date ad resources. In other words, where to advertise, what ad copy is being used and weekly results of these ads. Gary, you are the only one I know who is doing this. [Shawkey's "Boot Camp" Letters](#) are hot!

The other tools I constantly use daily or at least when I'm running a promotion are Opt-In Lightning and Lightning Track. I might use another tool once in a blue moon, but it's not that often because I can't even think of it now. These 3 tools are all I really use.

Question: Should I concentrate on creating my own product first or should I start with affiliate programs?

Answer: I would definitely start with an affiliate program if you're on a low budget. It will give you some experience in marketing that you need. However, never ignore the benefits of having your own product. You'll almost always make a lot more money with your own product and here are a couple reasons why:

1. You can run special promotions. Since it's your product, you can price it how you want.
2. You can barter it. This means you can trade it for ad space or other marketing

materials or anything else that comes to mind.

"Inside the Mind of Brian Garvin" IS your own product. You purchased it with complete rights so you can do anything with it just as if it were your own product. The only thing you're not allowed to do is alter the content of this eBook or your dealer site.

Question: I've been hearing so much about residual income affiliate programs, but what are they and how do they work?

Answer: Residual income affiliate programs are affiliate programs that pay you each and every month for each referral you give the company. An example would be a Hosting Service that pays \$10.00 per month per referral. One customer that stays on the network for 10 years is worth \$1,200.00 to you. Although \$10.00 per month might not seem like that much up front, over time this kind of income can add up big. In fact, I'd recommend making residual income programs the primary program in your overall Internet Marketing Strategy.

Question: I'm sick of promoting money making affiliate programs so how do I go about finding affiliate programs in my target niche?

Answer: The answer to this question is simple. The search for the program of your dreams might take a little more sifting though. Go to AssociatePrograms.com and browse the different categories. You can sell sports equipment, magazines, travel accessories and probably even model trains. This website has over 5,000 affiliate programs.

Question: What are some of the best free and low cost ways to promote affiliate programs?

Answer: Well, distributing a free eBook like this one is a great way to promote some of the major affiliate programs out. So is Pay Per Click Bidding and selling on eBay and placing low cost Ezine test ads. Each of these techniques are covered in depth in this manual.

Question: I know I should track all my advertising, but what's the best low cost

way to do this?

If you want a low cost way to track your Ezine ads, you definitely want to pick up a copy of [Lightning Track](#) It's not shy on the features. It offers everything anyone could dream of in an Ad Tracking system for only \$47.00. Wow!

Question: I've been hearing so much about mini affiliate sites or mini sites, but what are they? Can you give me an example?

Answer: Affiliate Mini Sites are excellent sales tools. The concept is to make a one page Buy, Bookmark or Leave (BBL) site that asks for the sale right up front. Meaning, visitors don't get distracted by all kinds of erroneous content. The webpage is usually only one page with a few support pages, but no other sites are mentioned. This way visitors "funnel through" and buy. Do I endorse this concept? Yes and highly. [Lightning Track](#) is a BBL site. You have 3 options, purchase the product, bookmark the site and return later or leave.

Question: What should I look for in a good web hosting company?

Answer: Finding a good web host isn't the easiest thing in the world but here you'll find a good one. Some features I'd demand in one would be Support, at least 100MB of Server Space, at least 10GB Site Traffic, Pop Email, Unlimited Auto Responders, Unlimited Email Aliases, Unlimited Web Site Stats, FTP Support, Email Support, Real CGI-BIN, Mail Manager, MySQL Database, Web Control Panel, Web Based Email, Front Page 2000 Ext, Secure Server, Web Creation Tool, Crontab Manager, Webpage Counters, File Manager, Protected Dirs, Real IP Address, SSH Telnet Support, PHP Support, Perl, FormMail Support, Shopping Cart and a Search Engine.

Actually, I wouldn't demand all of the above from a web host, but I would require some of these features. [BoiabHosting.com](#) offers all these features. It's designed for Internet Marketers. If you are a member of this hosting service, there's no need to purchase Opt-In Lightning or Lightning Track. BoiabHosting.com offers Auto Install Services for Opt-In Lightning and Lightning Track. You can access OIL and LT right from the Web ePanel and set everything up without any assistance!

Question: I'm really worried about merchants not paying me the commissions I earned. How do I protect myself so this doesn't happen to me?

Answer: The best way to make sure of this is to contact an affiliate and verify that they actually pay commissions each month. Do this by posting inquiries about the program to some [marketing forums](#). If there's dirt on a program, SOMEONE in the forums is bound to know, usually one of the regulars.

Question: I run an affiliate program for my web site, but I can't seem to find any super affiliates to promote my products. What's the best way to go about this?

Answer: Finding super affiliates to promote your program isn't always easy. Most are very choosy about the programs they promote. But there is a light at the end of the tunnel. Since this manual teaches ANYONE how to become a super affiliate, you should have a bigger selection of qualified resellers to choose from. So since we now both know this manual will give them the SKILLS, your only objective now as an affiliate manager would be to find people SERIOUS about building their affiliate business by promoting your product or service. How would you do this? Contact people you know with some starting cash, let them read this manual and have them get to work!

So since the 'skills' variable has been removed from the equation, because this manual will properly train them, your ONLY objective now is to find SERIOUS people that have money to invest in advertising your business. With unemployment rising, people by nature are getting more serious about starting an Internet Business anyway. If your program is setup right, and you follow the advice I give on setting up a good affiliate program, which I mention on the [Interview Page](#) from a resellers perspective, then you can eventually form a good team of 3 - 10 serious people to help grow your business. These are the people you should spend most of your time with and work with.

You can slowly develop relationships by posting advice on Marketing Forums, meet them on eBay by giving away a free eBook or even place a low cost Ezine ad. These people CAN be found.

Question: What are negative qualifiers and how will they affect my response rates with various marketing mediums?

Answer: When you Negative Qualify an ad, that means putting some restriction(s) to "pre qualify" visitors before they decide to click your link or banner. Negative Qualifiers are most commonly used in Pay Per Click Search Engines and Pay Per Lead Banner Advertising. The most common Negative Qualifier is a price. The objective is to always put a price on all your Pay Per Click bids. Why? Because you don't want to waste even a nickel on a lead unless that prospect is ready to make the appropriate monetary commitment. You need to know this before they ever reach your website.

In other words, and this might not make sense at first, you actually want to write the ad to make them think twice about visiting your site. You will lose "visitors", but the people who DO visit your site will be highly qualified to purchase your product, you'll spend less on leads and your conversion ratio will rise at least 350% accordingly. If you don't do this, you'll get killed by the freebie seekers and tire kickers every time. I'd rather get 20 daily visitors to a site and close one sale each day verses bringing in a hundred and closing 2 per week. Traffic is completely useless unless it's qualified.

Question: What principles should I use when creating an AutoResponder course for my product or content to include in my free lead generating eBook?

Answer: The best course you can create is to offer 35 tips in your area of expertise. Lets say you offer a model train site and sell model train components, everything from the little houses, train tracks, trains, engines and the whole works. Offer 35 free tips on how to get involved in the model train industry and how to construct a model train environment. Offer 5 tips every 3 days for 21 days. Doing this will help you develop a relationship with your prospects. Your goal by giving them all this free info is to get them to "loosen up" and purchase your products. You can also send an initial welcome letter and a closing letter. You can even wait a month and run them through this same follow-up series again.

Question: Brian, I've read your eBook and I felt like I've been hit with a truckload of knowledge. If that's the case, how come I'm not able to beat you in some of your programs?

Answer: Have you ever read a book on Geology? It's the study of pressure and time. Little by little you chip away at a brick wall with a tack hammer and eventually it will crumble. It has to. There are NO other variables, it HAS to crumble. The more force you exert on it the quicker the wall will crumble, but you'll also get tired quicker. So the goal is to chip away at this brick wall slowly, a little each day. Relate this analogy to Pay Per Click Search Engines if you're a beginner, it's by far the best way to start.

You bid on 100 keywords here and there for this affiliate program or that one, in this PPC search engine or that one. You're chipping away that wall when you do this. Be scientific in your Internet Marketing efforts. You might not see anything happening overnight but it's happening. One universal truth in marketing is traffic = sales. You shouldn't care what people around you are doing and thinking, all you should care about is breaking down that wall. In this case, once that wall is broken, you wake up 4 months later and find out you're getting about 1,230 or so low-cost leads each day to your programs and making \$4,280.00 each month from the Pay Per Click Search Engines like I was. It has nothing to do with luck. It's the lifestyle you should choose for yourself. Why? Because it will pay off for you the rest of your life.

You don't care if you get a Bonehead editor that rejects most of your Keywords. You resubmit them over and over until you're happy with how many they've accepted, but you don't stop the process of finding other keywords. If I was ever flat broke again I'd go to the Pay Per Click Search Engines to save my hide!!

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by Gary Shawkey & Brian Garvin

Gary Shawkey's Secrets

Become an Expert Affiliate Marketer Overnight



Mining The Internet For Money By Brian Garvin

If you are a beginning Internet Marketer and are flat broke, I feel the best way to start marketing is through the pay-per-click search engines. Before I came out with my own products and started paying a thousand dollars or more placing Ezine ads, I built my entire business on pay-per-click bidding.

I'm convinced anyone else can do this also. The truth is, products never sell, *traffic* sells. But you still want to promote programs that meet certain criteria.

These are:

1. Look for programs that pay your over \$50.00 per sale.

OR

Search for programs that pay you \$10.00 per month or more in residual income. One customer is worth \$1,200.00 to you in 10 years.

2. Look for products to promote that don't have more than one or two external links to other programs. If you're going to pay good money to send people to a web site, at least make sure you're sending them to a functional money funnel, not a funnel with 50 holes.

3. Look for products with limited ordering options. You don't want to send people to a site if you only get credit when they pay by credit card, and lose people because the site also accepts payment via PayPal (most people don't

know how to integrate PayPal with their current affiliate software) or some other payment method.

4. Try to find sales sites (Buy, Bookmark, or Leave sites).

Finding Programs to Promote:

Visit <http://associateprograms.com> and find five programs that meet the criteria above. It will take some digging, but they are there. Think of yourself as a marketing predator on a treasure hunt.

Let's say you're promoting treadmills, for example.

Now, you want to find as many applicable keywords as you can relating to treadmills. You can find lists of keyword variations for treadmills or any product or service by going to <http://jimtools.com> and clicking the 'keywords' button at the top.

Now, you can do keyword searches and find every variation of the word treadmill. Save all your keywords in a text file.

Place bids at all the major pay-per-click search engines you can think of. Here are some.

<http://www.overture.com> - I recommend submitting about 25 daily by hand. This one will be tough to list keywords with. They are very critical but they will bring you the most leads.

<http://www.findwhat.com> - Also delivers GREAT traffic

<http://www.bay9.com>

<http://www.ah-ha.com>

<http://www.kanoodle.com>

<http://www.sprinks.com>

<http://www.searchandconquer.com> - This one is Free

<http://www.payperclicksearchengines.com> - Here's more!

The key to making huge profits with pay-per-click search engines is to bid on as many keywords as possible. Bidding on 1,000 keywords, for example, is like getting 1,000 links back to your web site!

POWER TIP: When submitting your listings, ALWAYS put the price. You want everyone who clicks through to your site to be prepared to break out their wallet. If you don't, you'll get killed by the freebie seekers every single time.

So let's say you submitted 350 keywords relating to treadmills or health to EACH of the search engines above. All totaled, they give you a combined 150 click-throughs per day. Lets assume only one out of every 300 people purchases because this is a high-ticket item.

If you sell one treadmill and make \$150.00 per sale that's one sale every two days. If your average bid is 10 cents per lead, it's costing you \$30.00 in advertising to make \$150.00. So each month you could average \$1,800.00 from just this one product in net profit. This is called doing the math.

So what do you do now? Try to find five products like this. If a company/web site doesn't have an affiliate program setup, try calling them and asking if you could strike a special deal with them. Tell them you can guarantee to send them highly qualified traffic if they can create a system to make sure you get properly compensated. Every company wants to move their products, so you'll be surprised how cooperative many of them will be with you.

"You don't get what you deserve, you get what you *negotiate*."

The beautiful part of this marketing technique is that after you set up one income stream using this method, and you've tested it and it's working, you can start on another one. You can promote one or 100 programs. You can literally set your own desired income this way.

Late last year I was earning close to \$3,000.00 each month doing this before my other products were launched. I've promoted everything from Viagra to treadmills and even a casino site, so I speak from experience. I could have made **A LOT MORE** if I had kept doing this and hadn't gotten sidetracked with other projects.

Plus, by doing this, you build relationships with the owners of these programs most of the time. Next thing you know, you have a network of people you're working with. If you follow this article closely you'll be drawing more targeted traffic to programs you promote than most of the high traffic sites that just have a simple link to the product in question.

Yes, there's work involved in this **AT FIRST**, but it's the most guaranteed doable marketing technique I personally know of. I'm certain this is a technique anyone can do that wants to earn some extra money and needs a few more paychecks coming in.

It's a “set it and forget it” technique. Once you're earning your desired income, you literally do nothing and collect multiple paychecks each month! The traffic comes in automatically.

Once you start making enough money with the pay-per-click search engines, you can invest some of this money in your own idea or business on the Internet that you want to start, or simply take the easy way out and make more and more money promoting other people's programs.

As the Internet matures in the next few years, there will be more and more companies offering solid moneymaking opportunities to experienced resellers (not just Internet marketing, but in every field imaginable), so do your homework and learn this stuff now. You can spend the night watching TV, or do a bit of work and collect an extra paycheck next month. The choice as always is yours. Good luck and remember, traffic sells!

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10 Secrets of the List Kings By Brian Garvin

Owning a list is without a doubt the most profitable online marketing tool in existence. In fact, there's not a time when I send out my mailing to the A+ Marketplace that I don't make \$300.00.

I built my list effortlessly to over 6,800 subscribers within five months and now I have over 35,000 subscribers by using some highly effective tactics. Below is a summary of those tactics, which anyone can use to develop a huge, targeted lead list.

1. Popup Email Capture -

There are four reasons why your business should seriously consider using Popup Email Capture today.

Reason #1:

10x As Easy To Subscribe ~ Once you visit the [OptIn Lightning](#) site or any other site [OptIn Lightning](#) is installed on, you'll notice that it captures the visitor's email address WITHOUT the visitor having to fill out a form. They just have to click "OK." This is known as Auto Info-Capture or Popup Email Capture, and makes it 10x easier for people to subscribe to your list! Obviously, the easier you make it for people to subscribe the quicker your list grows. It's at least 1,000% easier to click an 'OK' button than to fill out your name and email address on a form. Just think about it!

Reason #2:

Capture 6x As Many Subscribers ~ These are not prefabricated numbers. We have plenty of references available from our customers that will verify this to you. People that were averaging one subscriber per day are now averaging six. People that were getting five subscribers each day are getting 50-60 subscribers each day. This is nothing short of incredible!

Reason #3:

Capture Only "Real" Emails ~ When you use [Optin Lightning](#), you capture the email address from the visitor's client browser. The number of Hotmail and Yahoo addresses is practically zero. The few Hotmail or Yahoo addresses you do capture are the ones they configured in their browser, and will go right into their main inbox anyway instead of them having to retrieve them over the 'net. This means your list will pack 8x the "Pull Ratio."

Let me give you an example using the A+ Marketplace newsletter. When I had just 5,100 subscribers, I made 81 Big Dog eBook sales in one weekend and got over 550 hits throughout the week. This kind of "pull" for a list with 5,100 subscribers is absolutely unheard of! I send out a mailing every Friday night to my A+ Marketplace subscribers. I still get sales and hits the following Thursday, six days later! In fact, my "small" list of 5,100 subscribers provided me with over \$3,100.00 in monthly income within 10 weeks, just by sending out mailings once each week. This software is the primary reason I'll be well within the mid six-figure income range by the end of this year.

Reason #4:

Protects Your List from Pollution ~ Why is this, you ask. Because when you use a regular or "traditional" subscribe box, you subject your list to what I call "pollution." What I mean is, nothing is stopping people from populating your list with FFA confirmation email addresses, AutoResponders, Yahoo and Hotmail addresses and just general junk! If you ever decide to run solos or sell ads, your advertising clients will get angry as your list grows because they will expect their ads they paid good money for to pull more.

Using the old method over time will hurt your business. This is why Terry Dean and other Internet Marketing experts all agree that Ezines that get larger lose all or most of their pull. Now you know why. But it gets worse...

Someone using the traditional subscribe method can put all their friends, relatives and so called "associates" on your list, subjecting you to spam complaints. This is called "List Bombing" and by using Popup Email Capture only, you will avoid this completely.

We are thoroughly convinced that by avoiding these problems from the start, you'll slowly and steadily grow a solid clientele hungry for your products and services. Ask Terry Dean, Lee Benson, Shelley Lowery, Ian Herculson, Host4Profit, Teresa Williams, Diane Hughes, Joe Bellshaw, Cliff Cross, Jimmy Brown and almost every serious Internet Marketer that has endorsed [Optin Lightning](#).

2. Email Personalization -

I always personalize each and every email I send out. This gives people on my list a feeling that I'm not just another newsletter editor, but I'm their friend and that I truly care about their success (which I do). This also increases my sales by at least 200%. There are lots of top marketers already on the A+ Marketplace. I have a strong feeling it's because of the personalization aspect of this. You want to shoot for the feeling where you actually become one with your list. It should be no different than sending a note to your dad, sister or cousin. That's when you know for a fact you have a following.

3. Always send out on Friday -

I always send my newsletter on Friday at noon PST. This way it reaches the East Coast at 3:00 p.m. and readers have A+ Marketplace sitting in their inbox when they get home from work Friday night. They will have the entire weekend to read it, when they are relaxed. It's nice to know that I can send a mailing out Friday night, take the weekend off and come back Monday to find a stack of orders.

4. Offer Free Bonuses -

Each subscriber to the A+ Marketplace gets free bonuses just for subscribing with no obligation to remain a subscriber. Doing this builds a level of trust with new people who don't know you.

5. Use Email Follow-up -

Every subscriber receives a series of AutoResponder follow-ups from me automatically. Each follow-up is a sales letter to a residual income product I'm selling, an MLM program I'm promoting or a product I'm selling. There is no free content and these sales letters don't beat around the bush.

I make thousands per month using email follow-up alone. I get an occasional flame and some unsubscribes, but this is exactly what I want. I'm slowly building up my list and the follow-ups actually WEED OUT people who aren't ready to make some kind of monetary commitment. This ensures my list is ready to receive offers in my upcoming newsletters. Every day I wake up with at least two orders in my Inbox doing this. One day I had nine!

6. Don't use the free content approach -

My newsletter differs from traditional thinking in that I offer virtually zero free content except articles I write or articles from Joint Ventures I've formed selling another product or service. This gives the reader nowhere to go. They either get involved with what I'm doing or they get off the list. Amazingly, this approach works! I'm still getting over 100 subscribers each day (which I didn't expect to happen).

7. Don't accept any form of paid advertising -

In my opinion, accepting paid advertising only tends to pollute your list and deviates from your newsletter's main theme. The main theme of the A+ Marketplace is to keep its readers informed of MLM and Residual Income programs.

If I started accepting paid solo advertising and classified advertising, sure I'd

make some money upfront, but my list would just be “another list” and advertisers would be advertising off-theme products like get-paid-to-surf programs and other garbage. As you can see, I'd be losing LOTS of money over the long run, because the serious MLM'ers and Residual Income folks would unsubscribe from my list.

By keeping total control of my list, I can keep it topic-oriented. Over time, it will be a haven the entire Internet can migrate to and depend on a newsletter with a consistent theme. In other words, when people think of A+ Marketplace, the only things I want them to relate to is MLM's, Residual Income and Direct Response Marketing Strategies.

8. Don't put copyright info on it -

Some lists do this and I don't know why. At the bottom of the A+ Marketplace, I tell them to please forward this to all their friends and associates that might be interested. It's a lot easier than using a refer-it script and it's been working for me.

9. Purchase Subscribers -

Every email address is like gold. I'm currently running a Joint Venture with Marty Foley where he recommends Optin Lighting on his sales material and web sites if I simply post a link to his resource for people who have purchased [Optin Lighting](#).

I won't link to resources that I don't believe in, so I tested his service. If you paid any attention to this article, early on I mentioned that I won't collect subscribers any other way except for using a popup. Well, this is an exception because I was extremely impressed with the quality of leads generated by Marty's service. You can read more about it at...

[Profit Info](#)

You can purchase 1,000 subscribers for \$197.00. I was surprised by the amazingly low number of Hotmail and Yahoo addresses added to my list. His programming staff has a way to make the service work seamlessly with Optin

Lighting, so if you're an Optin Lighting owner, just mention that to him and his staff will know what to do. I've recently spent \$997.00 for 5,000 subscribers, and I plan on being a long-term customer of Marty's.

This service is recommended by Terry Dean and Jim Daniels and now by myself after thorough testing.

10. Include a little bit about yourself as the publisher.

This may sound corny or awkward, but people like to do business with people they know and trust. When you include personal information about yourself, people will get to know you as a person. This helps break the ice and makes it easier to do business with people.

In summary, how you manage your list will affect the rest of your Internet Marketing career. Make sure you follow the rules of success, and success will have to follow.

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