How to Start Making Serious Affiliate Profits...

...Stealth techniques, ideas, tips and secrets to get you bigger affiliate checks.

Contents

Bonus Items

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Introduction

Do we need another course or product about selling products through affiliate programs?

I almost didn't write this. But then I realized how many tips and tricks I have to share that don't seem to appear in other courses on the subject.

There are also LOADS of great ideas that people overlook because they've been written in courses that were either free or came with free reprint rights, so they bought the book and just tried to resell it without reading the information and trying it for themselves.

So here's a great free tip for you: All those ebooks you've downloaded for free or that have come bundled with a package you bought - have you REALLY looked through them?

Don't get me wrong here, a lot of those free books are junk, just a bunch of links to other products, etc. But at the same time there are some real gems out there. I'm going to include a few with this report that I've read and have found some great information in. I am not saying that every work is awesome - but that they are worth going through to pick out ideas to try for yourself.

I'm going to avoid repeating too much that's already out there, but at the same time some of the basics have to be explained just so that this course can work for you.

The best trick in this report and why
dozens of you could miss the point

The best 'trick' I have found for promoting products that aren't over-exposed gets explained in this course. But that comes towards the end of the report. **BUT DO NOT JUMP AHEAD!**

Too many people skip through reports like this one all too fast and miss the key points that lead up to 'the big secret' or 'the master tip'. If you skip over the basics, the best part of this report will make no sense to you, then you won't apply it, and you've just thrown a huge profit opportunity away.

I know that people do this, because when I made 'Internet Profits The Quickway' available, I had numerous people buy it and then email me asking 'how can I promote xyz'. Or 'what should I do first?' If they had **REALLY** read the report they'd know.

OK. Let's get started...

Part One - Some Basics.

First of all let's consider the 'normal' way that people approach affiliate programs.

They sign up for a program and then do one or more things:

1. They run ads in their own newsletter.
2. They add links to their web site.
3. They buy classified ads in e-zines.
4. They use banners on their site.
5. They create a doorway page and register on search engines
6. The arrange solo mailings

Is there anything wrong with these techniques?

Yes and No. Let me explain...

The biggest problem, and the biggest factor in why these people don't see good sized affiliate checks is that they do these things but they use the standard/suggested ads that the product author has provided. They use the supplied banners to put on their page and they use the provided solo ad copy.

What's wrong with that?

Nothing if you are one of the first to promote it and you only use the pre-written material to get things started. But when everyone is using the same copy, and people see the same ad over and over - it becomes ineffective.

Perhaps you recall classic ads like the one that was used for a product called 'The Cookie Cutter'?

'A crazy little ad that pulls like...' - yeah you remember the one. I didn't personally promote the cookie cutter, but I know of people who did. What was interesting was that some people kept selling that product when other people considered it long dead, and the reason they did well was that they didn't use the two or three standard ads the product owner provided.

When I launched 'Internet Profits the Quickway' I provided some sample ads, but after a few weeks I pulled them out of the members area. Why? Because I wanted people to be successful at promoting the product, and as unpopular as I was for taking the ads down - it drove people to think for themselves.

Since the product included an entire section on constructing ad copy, I told those who emailed me complaining that they'd do better to actually **READ THE REPORT** and try out some ads of their own.

Many people probably didn't bother, but some that did contacted me later and thanked me because they were having far greater success promoting it than they'd had with other products.

They had that success because for the first time someone FORCED them to think for themselves.

Let's cut the BS and get real...

There is no short-cut to making serious money online. There are several tools you can use and things you can do to speed up certain tasks, but there is no over-all super fast way to line your pockets with cash.

I started my online business part time and ran it for a few months before I saw my first check.

It was another few months before I had things at a level where I was earning a living comparable to doing a 9-5 job. But it was just a living and I was working a hell of a lot more hours than I'd ever done before.

But the pay off is that when you invest in YOURSELF and you invest in YOUR OWN BUSINESS, with both time and money - if you stick at it, and don't quit too soon, there is no reason for you to fail.

I know I am digressing a little, but its VITAL for you to see that building streams of online income does take time. OK.. back to the point...

Write your own ad copy...

Writing your own ads isn't half as scary as it sounds. There are dozens of free and low cost reports and courses online that contain all of the basics. Remember in the introduction I mentioned that there are often gems of information in free e-books or e-books that have resale rights and people don't read them properly because either the book was free and therefore they don't attach any value to it psychologically or they only bought the book because they could re-sell it? I bet you have e-books on your computer right now that have some solid tips on writing great ad copy - and you've probably never read them. If you have read them - you probably haven't applied what they say.

If you don't have anything on ad copy - I've included as a bonus chapter an excerpt from the first book I ever wrote on Internet marketing. That book is no longer available except to members of my Inner Room private site (http://www.succeed4u.com/ir2000).

By writing your own ads, no one will have seen the wording hundreds and hundreds of times. Assuming you've written a good ad (see bonus chapter on 'testing') this results in a far higher click through. In other words, more chance that someone will check out what it is you are advertising.

But let's not stop at writing your own ad and sales messages...

Part Two - Your paying to send people WHERE?

Lots of affiliates are insane.

Why? Because they go to the expense of buying ad space, then they run an ad that sends people directly to the affiliate product sales page.

But isn't that what I want to do?

Well think what you are giving away. When you do that, its the product owner who gets to capture the prospects email address. Even if they don't buy, they have the chance with pop-ups and other sign up forms, to capture that prospects information. It's then them who gets to market other products and services to that person. The person that you invested time and/or money into getting to the site.

So how do we stop that happening?

We don't stop it exactly (although later I'll be tipping my big secret which doesn't just give you the first bite of the cherry - it can often get you the whole cherry pie. But that's later). What we can do however, is give ourselves a chance. Not only at grabbing the prospects details, but also at ensuring that YOU get the sale instead of any other affiliate.

How can you do that?

Before I tell you - promise me... no... promise YOURSELF, that you're not going to get put off by this. Remember, this all takes a little effort - but the payoff is worth it.

You are going to create a web page. Now if you've never done that before it can seem a scary, but there are dozens of easy to use web page packages, in fact you can get **Netscape Composer for FREE**. And you don't have to create anything fancy. In fact look at many of my mini-site style sites, they're nothing more than a 1 x 1 table with a white background on a darker page background and some text. It's easy stuff.

So what you are going to do is create a mini-site that leads them to purchase the product you are promoting. But the advantage here is that not only do you get to give the product an extra sales plug, you can also offer an incentive when they buy it from you, AND... you even have a chance at capturing the email address of the prospect **EVEN IF THEY DON'T BUY** the product.

Offer an incentive...

I'm going to touch on affiliate link hi-jacking a little later, but what I'm going to explain here alone reduces the chances of anyone trying to hi-jack the link with their own to get the product at a discount. It also increases the chances of someone purchasing through your link rather than another affiliates later on. If you accept the widely held belief (widely held because it's basically true) that a typical prospect needs to see the sales message at least **SEVEN** times before they'll buy, then here's something to think about...

What if Mr Prospect see's your ad for the product within the first few of those 'seven' times. And you do all you can to trap his email address, and make him bookmark your page (I'll give you a little piece of Java code that helps make them bookmark your page in a moment). Later on Mr Prospect, now ready to buy, sees an ad for the product that someone else is running. But he remembers your sales message from a day, a week, or even a month ago. He recalls how you offered him an extra incentive... $50 worth of information or software FREE if he got the product through your link... **What do you think will happen?**

The chances are he will hunt through his bookmarks, or dig through his email for the follow up messages that you sent, **re-visit YOUR page** and **purchase through YOUR link** - and **YOU get the commission**.

What incentive can you offer?

It would be a mistake for you to go grab a big bunch of free e-books that anyone can get for next to nothing or that most prospects would already own, because that wouldn't be a strong enough reason for someone to want to order through your link.

By far the best thing to do is create a unique incentive. So you could write your own mini-report. It doesn't have to be much - just a few pages on a subject that's related to the product you want to promote.

Don't be freaked out about writing a report - it's really not difficult to do. And if you really can't write something like that, then compile some useful resources. For example, go through your favorites list and make a list of the sites you go to for information or services related to the subject matter. Create a list of these and you have an instant 'report'. 'Twenty powerful but FREE web promotion tools and links that you can't live without'. Or something like that.

You can also compile a series of really good articles by experts in the field, get their permission to use their article in your report in exchange for a link back to them. Try to add at least a page or two of your own writings if you possibly can, it will make your offering really original that way.

I could go on, but if you really want to learn how to QUICKLY create hot info-products that people want, whether it's so you can sell them or use them as incentives, you should really read 'Info Product Magic'

Here's that code I promised you that creates an easy way to get people to bookmark your page:

```
============================================================
Script:    Bookmark This Page Script

Functions:

   In IE browsers, the script automatically opens the dialog
   to add your bookmark to the visitor's favorites. In other
   browsers, the message in the txt variable is shown.

   Update 07-03-01: see tech note at end to use an image
   instead of text for the link.

Browsers:  IE 4.0 and later (degrades gracefully in others)

Author:    etLux
============================================================

Put the following script in the body of your page.  Set the
font with tags around the script as shown.

<font color="#000000" size="2" face="Arial">
<script>

// (C) 2000 www.CodeLifter.com
// http://www.codelifter.com
// Free for all users, but leave in this  header

// message to show in non-IE browsers
var txt = "Bookmark Us!"

// url you wish to have bookmarked
var url = "http://www.codelifter.com";

// caption to appear with bookmark
var who = "CodeLifter.com Software and Scripts"

// do not edit below this line
// ========================

var ver = navigator.appName
var num = parseInt(navigator.appVersion)
if ((ver == "Microsoft Internet Explorer")&&(num >= 4)) {
  document.write('<A HREF="javascript:window.external.AddFavorite(url,who);" ');
  document.write('onMouseOver=" window.status=')
  document.write("txt; return true ")
  document.write("'onMouseOut=" window.status=')
  document.write("' '; return true ")
  document.write("'>'+ txt + '</a>')
}else{
  txt += "  (Ctrl+D)"
  document.write(txt)
}
</script>
</font>

============================================================
```

```
===========================================================
Addendum: Using an Image instead of Text for the Link.

You can use an image instead of the text for this link by
using the following in the txt variable:

var txt = "<img src='some.gif' width='100' height='30' border='0'>"

Use an image name (and full http:// path if needed) as shown
above.  Take special care to use single quotes where shown!

===========================================================
```

You can copy and paste it from the above box into your HTML code.

Another way to get a good incentive product is to buy rights to one. The key is to find products that are not too old and that the rights actually cost something to get. All those free rights products won't cut it here.

There are products that do allow you to use them as incentives in this way and the rights are under $100.

And it doesn't have to be a book or report. How about...

- A Free classified in your newsletter or e-zine.
- Email consultancy in your field of expertise.
- An course delivered by autoresponder.
- A piece of software you've written.
- An audio recording in MP3 format

So you advertise and drive people to your own page, even if your only intent is to sell that one product, you can still include ways to capture emails, etc.

When people come to your page they see information about the product you want to promote and also a sales pitch for the thing you're going to give away as an incentive. Don't just list it as an incentive and hope it's enough - you really have to SELL it to them.

Write copy for it as if it was something you were trying to get them to pay for, tell them why they need it, tell them what it will do for them. Then hit them with the way to get it.

On the same page give the product you're promoting a boost. If the product is something you own and use this won't be hard. If it's not something you've seen - you shouldn't be trying to sell it.

Read that again if you have to...

If the product is not something you own or have seen, and you don't truely believe in it - do not try to sell it to others. It will damage your reputation, and lose your credibility if it turns out to be a piece of junk. I always have to have seen and checked out any product before I'll consider telling my e-zine readers about it.

Part Three - Affiliate Link Hi-Jacking.

Most link cloaking tools aren't worth a dime...

First of all for those who don't know what link hi-jacking is, I'll explain it for you.

It affected Clickbank products the most, although it does happen with others too. The basic problem is that there are thousands of Click Bank affiliates (you can promote clickbank products with a free account), and when a product is sold through Click Bank it's really obvious that it's a click bank order.

So in many cases, when someone who was a Click Bank affiliate would want to purchase a product, they'd simply type in the hoplink into their browser that they'd use if they were promoting the product. Then they'd place their order so that they would get the commission on their own order - even if they were referred by someone else.

In all fairness to Click Bank, they have improved their system a little, but it really doesn't stop anyone who knows about cookies from ensuring they get the commission on an order. They even have a handy double check on the second order page with ClickBank as it gives the referring affiliates ID in brackets at the foot of the page. So if they want to make sure they steal the commission - they have a way of checking that it's really coming to them.

So does link cloaking help?

Link cloaking is a way of encoding a link so that it doesn't look like an affiliate link.

That's fine, except I doubt many link hi-jackers are stopped. They follow your link, and then by looking at the sales page or the order form, they can work out the ID of the owner, and in no time they can delete the cookies and construct their own link to the product.

But it's not such a big problem...

Firstly I don't think link hi-jacking is as big of an issue as people make out. Sure it happens, but it has to be considered an occupational hazard. Just as some people purchase a product that has a money back guarantee and then ask for their money back within 10 minutes of ordering. If someone wants to cheat you out of a commission - they'll probably find a way.

One of my top affiliates sends out mailings to his list and uses the standard Click Bank hop link. He pulls in a LOT of orders. And there's hardly ever a case when he has an ad running that I see other odd affiliate ID's in the sales chart. Most of my sales, come from a handful of really good affiliates who have bought my products and asked how to promote them. So generally its the same affiliate ID's that I see in my reports all the time.

So even with an ad with open affiliate links - he doesn't appear to be losing any commissions.

If you really want to encode your links, you go for it. But there are better ways of protecting your commissions...

For example, in the last section we looked at adding incentives. If your incentive items have a high enough perceived value, that value should appear more than the potential commission on the sale. That way the would-be commission thief will at least think twice, and hopefully decide its worth having the extra bonuses.

Part Four - Unless you meet the right criteria... forget 'lifetime commission' deals...

100 Year Cookies can mean no money for your efforts...

Some affiliate programs boast about how if you can keep a customer for life. And because they create a 100 year cookie or a lifetime cookie on a clients computer, if that person comes back at any time and buys the product, even if they came back through someone else's link - you get the commission.

Unless you have a HUGE list and you are in right at the start of one of these affiliate programs, the chances are, you are going to refer a lot of traffic and it will pay you nothing.

Usually there is a huge initial promotion for a new product, and its often the real heavy hitters who are up front and in the lead with the advertising. So by the time you join the program and start advertising it... even if you offer incentives - because that person first saw the product through big hitter Franks link, it's Frank who picks up the check.

A golden rule comes out of this...

Always read the terms and conditions of the affiliate program before you join. Sure, those 'Affiliate Agreements' can be long and drawn out, but its in your best interest to know exactly how the program works, how and when it pays out, etc.

If a program says it will pay you 80% commission on a $40 product, but in the small print it says that checks are only issued when an affiliate has accumulated $1,000,000 in sales... you're not going to see your money.

Yes, that's a silly example, but if that was in an affiliate agreement and you didn't read it until you'd made a few thousand in commissions and not got a check... you'd be annoyed to say the least.

Although these days almost all affiliate programs are pay-per-sale, there are still some pay-per-lead and pay-per-click programs out there. They are usually the ones with regulations about earnings in their small print.

Part Five - OK, so what else can you do now you've got lead in pages and incentives...

For now I will assume that you're going to create your own web page because it has many advantages. But I do want to make it clear that if you really can't create pages to begin with - just writing your own ads and linking directly to the program is a good start.

However, creating these lead-in pages really isn't too difficult. It's just a matter of sitting down and doing it.

One of the best thing about creating your own page apart from being able to capture email addresses, and offer incentives is that your page becomes a keyword rich search engine register able document.

This isn't a book on search engine secrets, and I certainly couldn't cover a huge topic like that properly in just a small section of this course. But I will give you a couple of quick tips that I've found invaluable.

First of all, really take your time over getting keywords right. Don't just stick the first dozen or so words that spring into your head in the meta tag. Study your competition and see what keywords they use, ask your friends and family what they'd type in if they were looking for a site like yours.

When you are ready to submit your site, I have found the low cost service at www.ineedhits.com to be worth the tiny investment.

Ineedhits.com tip...For the last two years ineedhits has been offering their basic submission service for just $2.50, it always says the sale is ending, but it never does. It's that $2.50 service that I suggest you try out.

Another advantage your own pages have is that you can get accepted for pay-per-click advertising. Some pay-per-click companies don't let you list a page that isn't your own or isn't unique. But they don't stop you from linking to anything. Your incentives page is going to be unique. This also applies to a lot of directory listings that you couldn't get normally.

With your own page you can use pop-up's...

OK, I know pop-ups can be annoying, but if they are done right, you won't upset too many web users (and those that really hate pop-ups have already either disabled javascript or installed a pop-up blocker anyway). **Pop-up ads work.**

I recently added a pop up window to one of my mini-sites that only came up if they left the site without ordering. The pop up offered them a free subscription to my e-zine. My e-zine sign ups went through the roof. In fact I gained 300 new subscribers from that pop-up ad in ONE WEEK. So it shows that even with the massive array of pop-up blockers, etc - these ads still get seen and still get acted upon.

Also remember that I chose to use a pop-up that only appears if they leave my site without ordering. So I am only trying to capture the email address of someone that I'd have lost anyway.

Here's the java script for an on-close type pop-up...

```
============================================================
//This code goes between the head tags.

SCRIPT language=javascript>var exit=true;
<!-- Hide JavaScript from Java-Impaired Browsers
function exitcnsl() {if
(exit)window.open("subscriber.html","popup","toolbar=no,location=no,status=no,menubar=no,scrollbars=yes,width=550,height=590,r
esizable=no");}
// End Hiding -->
</SCRIPT>


//After the </HEAD> tag you need to add onUnload="exitcnsl()" to your
//body tag.  For example;
<body topmargin="0" leftmargin="0" rightmargin="0" bottommargin="0" marginheight="0" marginwidth="0" text="#FFFFFF"
onUnload="exitcnsl()">

//Now to make it so the window only opens up when they leave your
//page and don't order you need to add something to the links on
//your page.  Example:

<a ONCLICK="exit=false" href="page2.html">Page Two</A>

//When the visitor clicks on that link, they WILL not get the
//pop up ad appearing.  I add the onclick statement to all my
//links, and that way the only time they see the ad is when
//they close the browser or type in a different site address.
============================================================
```

You can see that in action at http://www.infoproductmagic.com/

Visit that site and click on the various links and notice that no pop-up appears. Then either close the browser or type in a different URL into the address bar and provided you have javascript enabled and you don't have a pop-up blocker installed, you will see a window appear that entices you to subscribe to my e-zine.

Don't go pop-up crazy!

There are many different types of pop-up, but its important to pick the best type for the job and also it's vital that you don't over-do it. Pop-ups got a bad name because many sites had pages that opened more than one pop-up, and then those pop-ups triggered other pop-ups, and some of those triggered still more pop-ups when you tried to close them, etc. It's that kind of tactic that just annoys people.

A single pop-up that only appears once or only comes up when you close the page you were viewing, in most cases won't upset anyone - provided its related to the subject matter in hand. We've all seen that X10 camera ad that comes up on sites like Yahoo Groups and the about.com pages.

It's not a well targeted ad, you could be reading about pets or cookery or any other subject that has nothing to do with 'spy cams' and then that pops up. What's worse, that ad came up so much that people developed an automatic reaction to it - hit the close button.

I strongly recommend that you look into building a list, it doesn't have to be an e-zine or newsletter that's published on a very regular basis, although those do build your credibility the best. I have tried a number of ways and actually have three lists I maintain at the moment, and each of them is run differently.

In the next section I'm going to talk about list building and running lists and give you some *very* easy ways to start one, even if you're hopeless at writing content.

Part Six - List Building and emailing your list... even if you suck at writing!

If you are going to promote a product, capturing email addresses is a must. We've already discussed how people often won't buy the first time they hear about a product. So following up prospects is vital.

The trouble is with affiliate programs, you would normally send someone directly to the sales page for the product you are promoting and let the product owner capture the prospects information. With some programs that is acceptable, because you will still get the commission on an eventual sale anyway. But at the same time, that program owner will undoubtedly promote other products, many through affiliate programs, to that prospect list, and those people will buy other products on which you don't make a dime - and the list owner does.

Screw that!

I'd say about 60% of my Internet income comes from the back-end sales made to members of my lists. It may be more. Now it took a lot of time to build those lists, and many people get put off trying to build a list because they know its going to take some time. But if you could build a list WHILE you were generating affiliate sales, and the work involved in maintaining it was minimal, wouldn't it be worth it?

The great thing about this is that you don't have to invest anything financially into starting your list. I suggest you use a list mailing service, if for no other reason, there will come a time when you email your legitimate list and some idiot forgets they subscribed and reports you for Spam mailing. Sadly, many ISP's have such a ridiculous zero-tolerance approach, they don't even check the facts - they just close you down. If you use a list mailing service the list is automatically maintained, unsubscribe requests are all processed for you and the emails go out with the providers IP number and not your ISP's which can be traced back to you.

If you are starting out on a shoestring budget, you can use a service like Topica which is free. But remember, you get what you pay for. Topica does have down time (they always fore-warn you of this) and once your list reaches 1,000 subscribers you have to upgrade to a paid service or accept them placing their ads in your emails.

The advantage of using something like Topica to start with is that they give you the code you need to insert into your pages to provide a sign up form and you literally just copy and paste that code into your web page editor.

They also give an easy way to download your list, so that if you want to switch to a new list mailing provider or use a script and do it yourself, exporting your existing subscribers is easy.

Many web hosting providers give you a mailing list service as part of the hosting deal. If your provider gives you such a service, then use that. At the time of writing I have just struck a deal with a web host that I've been using for UNIX based hosting for some time, and we will soon be able to provide an ideal hosting package for people wanting to build information sales sites. It's ideal because it will be low-cost and will have all the features you need including list hosting. Keep your eye on the member bulletins I send out from time to time for news of that. Or feel free to email me for information if you want to get started right away.

But what about content?

There are three ways to get content. One way is to use other peoples articles, but the problem with that is that you are not providing anything fresh. One of the biggest reasons for someone to read your email newsletter is for what YOU have to say. That is what makes your publication unique. So that brings us to the second method - write your articles.

But I suck at writing!

OK, well I said there were THREE ways. The third is pay people to write original content for you. You can find people who will do that through sites like elance.com

But I suck at writing AND I can't afford to pay anyone!

If you can't afford to have someone write content for you just yet, then you will have to write some for yourself. But don't feel you have to write long articles. One of the things people like most about my free newsletter at http://www.succeed4u.com/ is that each issue contains a 'quick tip' which is always written by me. That quick tip is never any more than 4 paragraphs and it's usually only 2. A quick tip has an advantage for a reader, its quick to read, easy to understand and apply. And the advantage for you - they are easy to write.

The content for these could be something as simple as *'I found a neat free program that makes xyz really easy. You can get it from www.nameofsite'* If you want to embelish it a little and explain how it makes the job easier - all the better.

My formula for my e-zine now is simple and short, and people love it. In each issue I start with a table of contents, then an editorial, which is really just a welcome message and maybe a tidbit of news. Then I have my quick tip article (2 or 3 paragraphs written by me), and then I have a guest article.

Each issue takes me less than an hour to write, the longest part of the job is usually finding a really good article by someone else that I don't think has been seen too much. How do I do that? I subscribe to a LOT of e-zines and free newsletters. I don't always read them all, but I scan them and read the article titles. You'll be surprised how much you remember.

Over time you will get better at publishing your free newsletter.

Here's a really good article by Willie Crawford that explains a lot more about e-zine publishing, I've included it here because it contains some great tips and advice...

Publishing Your Own Ezine
Revised 2002 by Willie Crawford

I receive a lot of email from subscribers wanting to start their own ezine. For those of you who haven't discovered this "secret" yet, this is one of the most effective online methods of marketing there is. You have hundreds, and then thousands of prospects invite you to place your email offerings directly in their email boxes - week after week. If you do a good job, they anxiously await each issue, and they look over your offers. THERE IS NO MORE-EFFECTIVE ADVERTISING MEDIUM AVAILABLE TO INTERNET MARKETERS!!! So there is the why - now on to the how.

If you look at the abundance of ezines out there, you soon realize that to publish an ezine all you need is: a theme, ads, and articles. You need a theme to differientiate your ezine from all the other ezines out there. Readers certainly have a lot of ezines to choose from - so you need to give them a reason to choose yours. You also need to give them a reason to stick with yours - OR THEY WANT!!

Next - you need articles. You can write you own, and you can use other writers articles. Most of the writers who have articles posted on my site gave me permission to post them for two reasons. They hoped ezine publishers will email them asking for permission to reprint their articles - thus building their online image, and - they know the more places their articles appear, the more free publicity they get. Having their articles appear all over the web establishes them as an expert. Visit my archives for tons of great article on internet marketing that you may be able to use in your ezines. You can literally get a free marketing education by reading these articles.

Your second option for articles is to write them yourself. One of the things that make an ezine a cut above the rest is FRESH articles. So if you are a good writer with a lot of experience or a good researcher, you should write your own articles every now and then. I have found writing ezine articles very satisfying. It's especially satifying when you see you work translated into another language or posted on someone else's autoresponder. That tells you that you have produced something of real value! But - I digress :-)

Now that you have your theme, and articles, you want ads. You want to put your own ads in your ezine because this allows you to present your wares to your target audience. Make sure you offer your readers only reputable offers

and real value. If you do, many of them will become your customers over time. If not, they will grow disappointed and unsubscribe very quickly.

To gain more exposure, you may want to trade ads with other ezine publishers. You publish their ad or press release; they publish yours in exchange. You both get twice the exposure, and at a fraction of the cost. Then, you want to sell ad space. You need to build a large subscriber base to be able to successfully sell ad space. I know I only buy ads in the larger ezines. In fact, I usually look for customer testimonials on the success their ads have had in a particular ezine BEFORE I will even consider paying for an ad in that ezine. From a practical business sense, that is one of the criteria I use, and one that you should use too. After you have built up your subscriber base, look at what others with similar circulation are charging and charge a similar fee. The more methods of payment you accept, the more customers you are accessible to!

So now that you have your ezine, you need subscribers and you need to get it mailed out. To get subscribers the simpliest way is to list your ezine on the many boards and lists around the internet that offer to list a complete description of ezines FREE. There are many lists out there. They generally list a description of ezines along with instructions on how to subscribe and sometimes ad rates. Write me if you need contact info on these site at willie@williecrawford.com. You can also place ads in ezines offering a free subscription. Finally, you can email all of the folks you correspond with regularly telling them of your great ezine. If it's any good, you will find your subscriber list growing fairly fast.

Finally, you need to mail out your ezine. I have noticed three routes here. You can mail it out yourself using your email program. Publishers use Eudora Pro, Pegassus,or even Outlook Express to mail out their ezines with no real problems. Each of these programs has it's plus and minuses and I have articles posted on my site about them. I have tried Eudora Pro and Pegassus, but found that I out-grew them for sending out an ezine to a large subscriber list. I still use Eudora Pro to send my basic email and to filter much of my incoming email.

A second option is to use a professional list management program offered by your ISP or to use a professional list management firm. If you'd like to know what service I recommend, just drop me a line.

Two other issues you have to deal with are how frequently to publish and what types of ads to accept. I recommend publishing weekly because most publishers need this much time to put together each issue. I also recommend that before you send out each weeks issue, you email it to both yourself and to a friend for proofreading. This way, you will catch and can fix mistakes before presenting them to a very unforgiving world. You friend will catch mistakes that you didn't notice simply because you are seeing what you meant instead of what you wrote.

On the issue of what ads to accept - realize that even though these ads may not be your offers, if you publish really questionable offers this will inevitably tarnish your image. Also, limit the number and size of ads you publish in each issue. Your readers are most interested in the information packed articles you

publish but may be looking for a product to use or add to their line too. The ads are a side issue in the minds of most of your readers - remember this to keep subscribers.

Willie Crawford has taught thousands the secrets of operating
a successful on-line business through his free Internet
Business Success Course. It's more extensive than many $197
courses. Sign up today and start building your *successful*
online business: http://williecrawford.com/

Part Seven - A quick Summary and some extra tips before I show you the big 'Secret Weapon'

Don't skip ahead, but in the next section I'm going to show you the secret weapon I discovered that will get you earning commissions on products that other people aren't promoting, and you'll sell product even if the sales copy the author wrote sucks. More on that in a moment.

Here's the important stuff:

1) Write your own ads. Even if you never do your own lead-in pages, at least drive the traffic to the link using an ad that is unique to you.

2) It's better to drive the traffic to your own page about the product. Offer incentives for the prospect to order via your links, and at the same time capture their email address. Use your own page like a 'lift letter' to get the prospect excited before they read the main copy.

3) Publish an email newsletter. That way you get to market to and build credibility with your own client base. You also get to profit from back-end sales.

Now I know all of this sounds like work - that's because it is. But there's no such thing as a free lunch. The thing is, none of this is hard.

But I'm saving the best until last.

Imagine finding a great product that has an affiliate program, but its a product that isn't selling well because the owner has a really bad web site. You know the product is good despite the sales page or web site that promotes the product.

Now imagine being able to write your own sales page (if you're not good at that you can use one of those instant sales page making packages) and then promote the product as if it were your own - without the prospect ever seeing the owners bad copy. And of course you'd still get full commission on every sale.

Plus you can capture the prospects email address, etc.

The S.I.A.Y.O code enables you to do just that. Sell It As Your Own (SIAYO).

And in the next section I'll not only show you how to make best use of it, and how to track down products it works with, but I'll give you the HTML code you need with easy to follow instructions.

This technique is easily worth a LOT more than you paid for this course - I know because its responsible for me earning 40 - 50% commission checks on some great products that no one else has heard of. One guy contacted me to find out HOW I was selling his product because he'd been trying for months to make even ONE sale. I used this technique and got him 31 orders the first time I promoted it.

I've also used this technique to sell a product that had good sales copy, but it was targeted at a very small niche market. The product itself actually had a far wider appeal than the author realized, so I made a few adjustments to their sales copy, used the SIAYO code and promoted it to that wider audience.

And remember - the best thing here is that the mini site is yours, so you get to capture email addresses through e-zine sign-ups, autoresponder offerings, etc. You virtually make the product your own.

I won't tease you any more, lets look at how it works and what you can do with it...

Part Eight - S.I.A.Y.O. - The Basics

Let me start off by telling you how this discovery came about...

I was looking for good products that I felt visitors to my site and subscribers to my e-zine would benefit from. But I also wanted to find the lesser known about products, things that weren't already over-exposed and over-advertised. So I set about purchasing a few things (I never recommend something I've not seen), and in many cases the product was so terrible I just got a refund.

I was looking through ClickBanks selection of products, and I deliberately was checking the products closer to the bottom of the rankings in their market place. In fact most categories have a 'New Products' section, so that is where I headed, and then I started at the bottom of the list and worked my way up.

It wasn't long before I'd reviewed a few products, a couple of them were fantastic. But there was a problem...

The sales page for the product was dreadful. In many cases I suspected I was their only customer ever, because I was searching for good products to promote I'd read between the lines in most instances.

If only I could avoid having to show the prospect that page and show them a page I'd written instead...

Then it struck me - there probably was a way to do just that.

After much experimenting, I found it. It wasn't perfect, but it was getting there.

A lot more trials and I got it exactly right.

In order to explain what goes into making this work, we first need to understand how Clickbank tracks its affiliate sales and referrals. Other programs work in a similar way, so this can easily be adapted - but for now we will assume it is a ClickBank product that you want to promote.

When someone follows a referral 'hop link', a cookie is created on the vistors computer. That cookie is used to figure out who gets the commission when that prospect buys.

So if we can get that cookie created with our affiliate ID, we will get the commission. But cookies can't be faked. So we need to somehow get the visitor to go to that page without reading it and then get them to go to our page and order.

I found two ways of doing it. I'll explain both and also how to decide which one to use for any given product you wish to sell.

Part Nine - S.I.A.Y.O. - The Templates and how to use them.

For the sake of explanation I am going to assume that you will create a new folder on your web space and direct traffic to www.yoursite.com/foldername, that way you can make the folder name representative of the product on offer, and the main file by default in that folder will be index.html

What we are going to do is create a page that consists of two frames. One frame is only 1 pixel in size and so whatever loads into that section will not display to the web browser. In that frame we are going to load the owners sales page by calling your affiliate link.

In the second frame we are going to load a page that says 'Please wait.. Loading..' or something to that effect.

The entire framed page will automatically refresh after 2 seconds and load your own sales page for the product.

That page will call the products normal sales links, but because of the initial affiliate link call, the cookie has been created and you will get the sales commission.

Further to that, if the owners sales page contains any pop-up window code, we will use some code of our own to kill their pop-ups and of course if we want to, replace them with your own pop-up code to encourage people to subscribe to your newsletter or mailing list.

Method One

The first method works for sites that do not have any pop-up code. So the way to determine this is to visit the link in question, and first of all wait and see if any timed pop-up appears (be sure to turn off any pop-up blocking software you might have), then try closing the browser session and see if there is an 'on-exit' pop-up.

Provided no pop-ups appeared then you can do things the easy way...

What we are going to do is create a framed page. Into one frame we are going to load the default sales page using the click bank hop link. However that frame will only be 1 pixel in size and so the viewer won't actually see the page. Then into the other frame, we're going to have our own sales copy.

You will need to know the clickbank order link for the product in question. This is easy to get. Simply open up your web browser and go to the sales page for the product you want to sell. Find the link in that copy to the Clickbank order form. You need to copy that link. You can do it in one of two ways. Firstly if you know a little about HTML you can view the source of the page. Usually this is done by right clicking somewhere on the page and choosing 'view source' from the pop up menu that appears. If the page has had right clicking disabled, then there is an option on the 'File' menu which will do the same thing. An easier way is to find the link and then right click on it and choose 'copy shortcut' from the menu.

You will use that order link exactly as-is on your alternate sales copy.

Here's why this works...

When the hop link is called (hidden by the clever frame layout), the ClickBank cookie gets created on the prospects computer. So when they've finished reading your alternate sales copy, and click on the order link - you get the commission.

Here's the code for that:

Index.html (this is the frame page)

```
===========================================================
<html>
<head>
<title>(Type a title for your page here)</title>
<meta name="GENERATOR" content="www.seriousedge.com">
<meta name="FORMATTER" content="www.seriousedge.com">
</head>
<FRAMESET COLS="">
<FRAMESET ROWS="1,*" FRAMEBORDER=0>
<NOFRAMES>
<title>(Type a title for your page here)</title>
<p>
//Replace the hop link here with your hoplink to the product you want to sell.
<a href="http://hop.clickbank.net/?succeed4yo/jjjones3">Please Click Here to find out
more about...</a>
DESCRIPTION OF THE SITE HERE, KEYWORD RICH
</p>
</NOFRAMES>
//Replace the hop link here with your hoplink to the product you want to sell.
<FRAME SRC="http://hop.clickbank.net/?succeed4yo/jjjones3">
<FRAME SRC="mysalespage.html">
</FRAMESET>
</FRAMESET>
</html>
===========================================================
```

mysalespage.html - this will contain your alternative sales copy

```
==============================================================
<html>
<head>
  <title>Your title here.</title>
  <meta name="description" content="">
  <meta name="keywords" content="">
</head>
<body bgcolor="#FFFFFF" text="#000000" link="#0000FF" vlink="#0000FF"
alink="#0000FF">
Your sales copy here, etc.

// Replace the link below with the link to the order page for the product you are selling

<center><A href="http://www.clickbank.net/sell.cgi?jjjones3+1+underbizideas">Order
your copy NOW</A> using your credit card or check<BR></center>


</body>
</html>
==============================================================
```

Part Ten - S.I.A.Y.O. - Method Two.

Method Two

This second method is my preferred way. Mainly because it also provides a way to hi-jack any pop-up windows that the products main site may have.

Why is this important?

A lot of sites use on-exit pop up windows to capture the email address of the prospect when they don't buy the product. They generally use the code that we provided as an example earlier.

The problem this causes us, is that if their site has such code, and we used method one to sell the product with our own sales copy - when the user left the page, either by closing the browser or following the order link (the code detects when you leave the site), their pop up window would appear, and they'd be the one capturing the prospects details.

To get around this we are going to open the page in a 1 pixel frame as before, give it enough time to initialize and create the cookie and then force that hidden page to close. This in turn will ensure any on-exit pop-ups try to open. By using a little code of our own we are going to force that pop-up to close. If you want to you can then open a new pop-up window with your own subscription form in it. More on that in a moment.

As before you will need to know the clickbank order link for the product in question. (See method one for instructions on how to get this).

You are also going to need to know the name of the pop up window that appears. For this you are going to have to look at the HTML source of the page. (see method one for explanation of view source)

Once you are looking at the html code, somewhere usually close to the top of the page you will see a line that looks something like this:

window.open("subscriber.html","popup","toolbar=no,location=no,status=no, menubar=no,scrollbars=yes,width=550,height=590,resizable=no");

We are interested in two main pieces of information at this time. The first is the name of the file that gets opened in the pop-up window (subscriber.html in this case) and the name that this window is given by the java code (popup in this instance).

Let's look at the code examples. They are commented as before so you can see what parts you need to change to make them work for you.

Here's the code for that:

Index.html (this is the frame page)

```
==============================================================
<html>
<head>
<title>(Type a title for your page here)</title>
<META HTTP-EQUIV="refresh" CONTENT="2; url=mysalespage.html">
<meta name="GENERATOR" content="www.seriousedge.com">
<meta name="FORMATTER" content="www.seriousedge.com">
</head>
<FRAMESET COLS="">
<FRAMESET ROWS="1,*" FRAMEBORDER=0>
<NOFRAMES>
<title>(Type a title for your page here)</title>
<p>
//Replace the hop link here with your hoplink to the product you want to sell.
<a href="http://hop.clickbank.net/?succeed4yo/jjjones3">Please Click Here to find out more about...</a>
DESCRIPTION OF THE SITE HERE, KEYWORD RICH
</p>
</NOFRAMES>
//Replace the hop link here with your hoplink to the product you want to sell.
<FRAME SRC="http://hop.clickbank.net/?succeed4yo/jjjones3">
<FRAME SRC="pleasewait.html">
</FRAMESET>
</FRAMESET>
</html>
==============================================================
```

mysalespage.html - this will contain your alternative sales copy. And in this case will also call a pop-up window of the same name as the programs sales page ('popup'). The HTML for the window you need to pop up is given later.

```
==============================================================
<html>
<head>
  <title>Your title here.</title>
  <meta name="description" content="">
  <meta name="keywords" content="">
<SCRIPT language=javascript>
// Open the self closer to hi-jack the original sales page's pop up window.
window.open("selfcloser.html","popup","toolbar=no,location=no,status=no,menubar=no,scrollbars=no,width=5,height=5,resizable=no");
</script>
</head>
```

```
<body bgcolor="#FFFFFF" text="#000000" link="#0000FF" vlink="#0000FF"
alink="#0000FF">
Your sales copy here, etc.

// Replace the link below with the link to the order page for the product you are selling

<center><A href="http://www.clickbank.net/sell.cgi?jjjones3+1+underbizideas">Order
your copy NOW</A> using your credit card or check<BR></center>


</body>
</html>
============================================================
```

pleasewait.html

==
```
<html>
<head>
<title>Please wait...</title>
</head>

<body bgcolor="#FFFFFF" text="#000000" link="#FFFBF0" vlink="#FFFBF0"
alink="#FFFBF0">

Loading...
```
==

selfcloser.html - This is what kills the main sites pop-up

==
```
<html>
<head>
<META HTTP-EQUIV="refresh" CONTENT="0; url=javascript:self.close()">
</head>
<body>
</body>
</html>
```
==

So briefly, here is what happens. The browser opens index.html which loads the affiliate
page into a hidden frame and a please wait message into the other. There is a 2 second
pause (long enough for the Click Bank cookie to get created and then the page re-
directs to your alternate sales page. If there were any timed pop-ups on the products
normal sales page, they won't have had time to appear. However any on-exit pop up will
spring up. So in mysalespage.html we open a pop up window of the exact same name
(which forces it to use the already loading on exit pop up) and throw into it the HTML
code to make it close itself.

The only downside to this, is that for a split second the person viewing it will see the pop up appear and vanish. So what I like to do is add some pop-under code to create a window the same size and with the same look as the window that tried to open. That way it looks like a pop up was loading as they entered the page and then placed itself under the main window. Here is the code to do that:

```
==============================================================
//Pop-under window- By JavaScript Kit
//Credit notice must stay intact for use
//Visit http://javascriptkit.com for this script
//specify page to pop-under
var popunder="subscriber.html"
//specify popunder window features
//set 1 to enable a particular feature, 0 to disable
var
winfeatures="width=550,height=590,scrollbars=0,resizable=0,toolbar=0,location=1,men
ubar=1,status=1,directories=0"
//Pop-under only once per browser session? (0=no, 1=yes)
//Specifying 0 will cause popunder to load every time page is loaded
var once_per_session=1
///No editing beyond here required/////
function get_cookie(Name) {
  var search = Name + "="
  var returnvalue = "";
  if (document.cookie.length > 0) {
    offset = document.cookie.indexOf(search)
    if (offset != -1) { // if cookie exists
      offset += search.length
      // set index of beginning of value
      end = document.cookie.indexOf(";", offset);
      // set index of end of cookie value
      if (end == -1)
        end = document.cookie.length;
      returnvalue=unescape(document.cookie.substring(offset, end))
    }
  }
  return returnvalue;
}

function loadornot(){
if (get_cookie('popunder')==''){
loadpopunder()
document.cookie="popunder=yes"
}
}

function loadpopunder(){
win2=window.open(popunder,"",winfeatures)
win2.blur()
window.focus()
}
```

```
if (once_per_session==0)
loadpopunder()
else
loadornot()
// End Hiding -->
</SCRIPT>
```

===

Part Eleven - Some final notes.

When you use the S.I.A.Y.O. method you need to bear a few things in mind.

Firstly, some product owners don't allow alternate sales copy - luckily its very few, so you're not likely to run into it, but it's worth checking any terms and conditions on the product owners site.

Secondly, you have to watch for price changes so you can amend your copy. I use a free monitoring tool to keep check on the products original sales page. If I get alerted to a change I check it and if its a price change I quickly update my sales page for the product.

The monitoring service I use is free and can be found at : Monitor any web page for changes!

Thirdly - when you write alternate sales copy, you have to be careful how you word it. You should not imply the product is yours, and nor should you make claims that aren't true. Also when you explain the money back guarantee, use phrases like 'the author guarantees' etc. That way there is no confusion over refund issues and who they should contact.

Finally, here's something to think about. If people get cut-throat about promoting other peoples products through affiliate programs - wouldn't it be nice to have some of those people selling something on your behalf with you getting paid on EVERY sale? By all means start with affiliate programs, and always use them to pick up extra income streams on the back-end, BUT... as you build a mailing list, start thinking about your own product. Anyone can create a hot selling product if they want to - even if they've never written a word in their life. In fact I guarantee it in my course 'Info Product Magic', and I strongly recommend that you pick up a copy today.

And one last thing... Don't go telling every man and his dog about the SIAYO code. This works effectively because not everyone else is doing it. Guard that secret that you paid for when you ordered this report.

Before I finish up, let me tell you how I hunt down products to sell using the SIAYO code.

I visit the Click Bank market place and I get into an appropriate sub-heading depending on the kind of product I am looking for. Then I go to the 'New Products' section and go to the LAST page of listings, and work my way backwards.

Ideally I will find a product near the bottom of the rankings that turns out to be a good product with bad sales copy. If its a bad product - do not touch it.

After ordering a copy or requesting a sample copy, and establishing that the product itself is good, I need write GOOD copy for the product and sell it using the SIAYO code.

Although I developed this idea primarily to work with Click Bank affiliate programs, it will adapt to others. You just have to determine how the program works as far as their tracking goes.

Wow! Congratulations! You are finished and ready to start receiving large affiliate checks now.
You just need to START applying all you learned about **right now.**

But first check our recommended resource on the next page.
You'll discover:

- one thing that you should never do.
- one thing that you should always do
- one thing that you must do

Recommended Resources:

Do NOT Buy "Guaranteed" Traffic Ever.
I have conducted many tests with many traffic sellers that offered so called "guaranteed visitors or hits". Tests that cost me thousands of $$$.
My counter did roll like crazy, but... I never made a single sale...
I investigated the whole thing and finally discovered what they do to send "visitors" to you site and HOW they do it. And I'll reveal it all to you.
Those are "Ghost" hits that waste your traffic, time and money, but are worthless.
Check out my tests and get the secret codes traffic sellers use:
Traffic Sellers Secrets
You will save at least $299 per year once you learn the secrets.

 Ezine advertising is undoubtedly the most powerful marketing tool on the Net.
I never lose money with this . Each ezine ad I place makes me money.
My net profits are never lower than 70%!
Grab the four years of ezine advertising experience and start making money today.
For a limited time I give away for FREE my actual real-life stats from my latest ezine campaigns. My favorite advertising places are revealed and I even give away my ezine campaigns tracking spreadsheet that saves me tons of time and shows all the crucial parameters at a glance.
Grab it while stocks last at:
Ezine Advertising Secrets
You should always use ezine advertising
whatever product you sell.

And this one is a real Storm!
The only real system on the Net to convert your website into a
1,000,000 visitor per year traffic (read: money) machine.
Why? Because it uses ALL good traffic generation methods at once.
I tested it and it knocked me out.
I have been using it now for 6 months and get around 2000 visitors PER DAY from it... and growing every day.
The best thing is once setup and running it is on autopilot.
I guess you ARE convinced that visitors (real live visitors) is your gold and the only way to make money on the Net.
You must have a traffic generating system of some kind or your site is dead.
So get this system now and start your traffic machine.

1,000,000 visitors per year
Remember it is absolutely free to setup.