



Creating Pre-Sell Content

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Introduction

Affiliate marketing is definitely about referring people to affiliate products and getting paid commissions. But if that's all you focus on, you'll miss the point.

Affiliate marketing only becomes a business that can replace your current day job if you grow a real business.

As I told you before, a one-time product sale brings in money, no doubt, but what do you do for your next trick?

What I'm going to do in this module is show you how to accomplish two goals at the same time:

- Increase your conversion rate on the affiliate sales page so you can maximize your income from affiliate referrals
- Develop a simple system to capture leads you can sell to later

The first goal obviously means more income for you in the short term. That's good.

The second goal, though, is where your long-term income will show up. You'll keep referring new visitors to affiliate products, which will keep that front-end income stream flowing, but you'll also be firing up your back-end income stream, which is what can feed you for years.

Most aspiring affiliate marketers focus entirely on the first goal. They ignore the second one. And you'll note that many people quit affiliate marketing because they say it's a "scam."

Not even close, and by the time you're done with this module, you'll know how to start making money and (more importantly) keep making money as an affiliate marketer.

Read on...

What's Pre-Selling?

I magine that you're interested in a particular kind of car. Doesn't matter what kind. What matters is that you're interested.

Now let's say you're surfing the web and you see an ad for that car. The ad takes you straight to the home page of the company that makes the car. They have some flashy videos there, and some links you can click.

But let's say you see another ad. When you click on this one, you go to a page that talks about the car you're interested in, and recommends it at the end. The page probably includes some personal experience information that you won't find at the manufacturer's site.

That's pre-selling, and it's one of the most neglected aspects of affiliate marketing.

A Simple Definition

I define pre-selling this way:

Pre-selling is arousing buying interest in a prospect before sending him to the sales page.

In other words, you're "warming up" the prospect before you send him to the sales pitch. The affiliate sales page is still doing the selling, but you're getting a prospect ready to hear it.

Why Pre-Selling Works

To use a hackneyed phrase, pre-selling isn't rocket science.

It's human nature to feel better about a purchase if you're

- Emotionally excited about it

- More informed about the product you're investigating (so your head agrees with your heart)

Pre-selling—if you do it right—presses both buttons. People decide to buy with their emotions, but their brains sometimes resist. Pre-selling helps you ramp up the emotion and justify it with some facts. That brings the head and heart to boil, and makes a prospect much more likely to buy when he hits the sales page.

The Simple Pre-Sell Strategy

You'll find plenty of marketers who say you should write a review of a product, put it on a web page, and link to the affiliate product you're promoting at the bottom of that page.

That's a fine strategy. It works well. It's also hard for a non-copywriter to do. Writing compelling copy isn't a skill you're born with.

So I recommend a simpler strategy that looks like this:

1. **Find keywords you can dominate relatively soon.** These are what will attract prospects from the search engines, which means free traffic for you.
2. **Create a free report you can offer.** This takes most of the content and puts it in a downloadable document, instead of forcing you to write compelling sales copy. As I'll describe in the next module, you'll still need to write some copy, but it won't be tough to write.
3. **Generate a PDF of the report.** This makes it downloadable, but not changeable. That makes it easy for you to build in your affiliate links and refer people to the affiliate product sales page.
4. **Write a follow-up series for your autoresponder.** When people download your report, you'll want to follow up at least five times to try to get them to the affiliate product sales page. Persistence pays off.
5. **Boost your traffic with article marketing.** It's not "sexy" or new, but it works, and you'll get even more free traffic by doing it.

Once you have a product to promote, all you need to do is follow this simple strategy to start seeing income from it. The rest of this module shows you how to do it.

Step 1: Keyword Research

You're going to promote an affiliate product. Regardless of how you do that (ads, etc.), you'll need to target keywords to attract eyeballs to the content you're going to use to promote the products you choose. That means keyword research.

Keyword research can be a royal pain the neck, but it doesn't have to be. In fact, you can use free tools to make it nearly painless. I'll show you a couple of those tools here.

But first, what are you looking for?

What You're Looking For

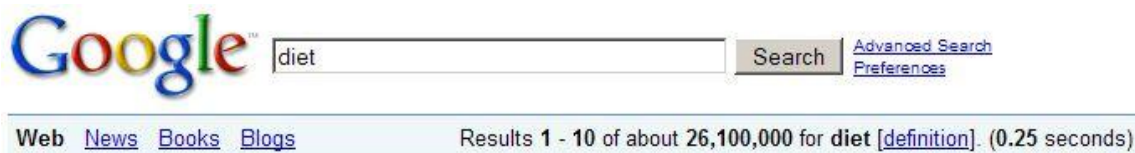
You're looking for keywords that meet three important criteria:

- They get a healthy amount of traffic every day (or week, or month, whatever time period you care to think about)
- They don't have a crushing amount of competition that will keep you from ranking well in the search engine results unless you just about kill yourself trying
- They have relatively advertising costs, if you choose to use pay per click (PPC) ads to promote your pre-sell content

You may have heard the term *long tail keyword* before. That's what I'm talking about. These keywords will almost always be keyword phrases of three or more words (the term *keyword* can apply to a single keyword or to a phrase).

Why should you favor these? Because it's a smart business decision. A simple example will prove the point.

Suppose you want to dominate the keyword *diet*. Well, good luck! The competition is absolutely crushing. As you can see, there are literally millions of pages that either purposely or accidentally target that keyword...and you'll be competing with them all:



But there's another reason it's also not smart to target that keyword. Research has shown that when people search for a single keyword, they're "just looking." They're probably not buying. That means either

- Your free traffic efforts (more on these later) might get you traffic, but those visitors won't buy. That doesn't cost you any money, but it doesn't make you any either.
- You'll be flushing money down the toilet for your paid traffic efforts (AdWords, etc.), because you'll pay a ton for traffic that never converts to sales

And if you're still not convinced, the competition is likely to be amazingly tough for these keywords. That's because big companies are (somewhat stupidly) targeting these "big" terms. That's yet another factor in increasing your ad cost, and probably means you'll be a mouse fighting a lion in the free traffic world.

For those reasons, I recommend targeting long tail keywords. Here are a couple free tools for finding them.

Google's Keyword Tool

Google's tools are quite good, and they don't cost a dime. Don't overlook them as a potential source for very profitable information. The Google Keyword Tool is a good example. You'll find it here:

<https://adwords.google.com/select/KeywordToolExternal>

The main page looks like this:


Keyword Tool

Use the Keyword Tool to get new keyword ideas. Select an option below to enter a few descriptive words or phrases, or type in your website's URL. [Keyword Tool Tips](#)

Important note: We cannot guarantee that these keywords will improve your campaign performance. We reserve the right to disapprove any keywords you add. You are responsible for the keywords you select and for ensuring that your use of the keywords does not violate any applicable laws.

new Want more keyword ideas? Try the [Search-based Keyword Tool](#), a new tool that will generate ideas matched to your website.

Results are tailored to **English, United States** [Edit](#)

How would you like to generate keyword ideas?		Enter one keyword or phrase per line: <input type="text"/>	Selected Keywords: Click 'Sign up with these keywords' when you're finished. We'll remember your keyword list when you create your first campaign. No keywords added yet + Add your own keywords <div>Sign up with these keywords</div>
<input checked="" type="radio"/> Descriptive words or phrases (e.g. green tea)	<input type="radio"/> Website content (e.g. www.example.com/product?id=74893)	<input checked="" type="checkbox"/> Use synonyms Type the characters you see in the picture below.  <input type="text"/> <small>Letters are not case-sensitive</small> Filter my results <div>Get keyword ideas</div>	

All you need to do is start with a keyword you'd like to generate ideas for. You probably don't want that initial keyword to be a broad one like diet. I suggest starting with a keyword phrase of two or more words, and make the first word a verb. An example might be *lose weight*.

That will show you keyword suggestions in a big list, like this:

How would you like to generate keyword ideas?

☒ Descriptive words or phrases
(e.g. green tea)

☐ Website content
(e.g. www.example.com/product?id=74893)

Enter one keyword or phrase per line:

lose weight

☒ Use synonyms
[Filter my results](#)

Selected Keywords:

Click 'Sign up with these keywords' when you're finished. We'll remember your keyword list when you create your first campaign.

No keywords added yet

[+ Add your own keywords](#)

Choose columns to display: ?

Show/hide columns

Match Type: ?

Broad

Keywords	Advertiser Competition ?	Approx Search Volume: November ?	Approx Avg Search Volume ?	
Keywords related to term(s) entered - sorted by relevance ?				
diets		1,830,000	1,830,000	Add <
diet		20,400,000	20,400,000	Add <
low calorie diet		22,200	22,200	Add <
diet plans		135,000	135,000	Add <
low carb diet		201,000	165,000	Add <
diet plan		301,000	301,000	Add <
diet foods		110,000	135,000	Add <
diet recipes		135,000	135,000	Add <
diet pills		1,000,000	1,000,000	Add <
adkins diet		18,100	18,100	Add <
zone diet		110,000	110,000	Add <
fad diets		33,100	27,100	Add <
carb diet		246,000	201,000	Add <
low carb diets		27,100	33,100	Add <

Once you have that list, you can scroll through and find phrases of two or more keywords that you'd like to check the competition for. Another suggestion here...

At the top of the keyword list you'll see a **Choose columns to display** dropdown. Click that and select **Show All** to see more details about each keyword.

Doing that will let you see helpful information about cost per click (CPC), likely competition, search volume in the most recently completed month, and so on. The display looks like this:

Choose columns to display: ?

Show/hide columns

Show/hide columns

☒ Show Estimated Ad Position
☒ Show Estimated Avg. CPC
☒ Show Search Volume Trends
☒ Show Highest Volume Occurred In

☐ Hide Advertiser Competition
☐ Hide Approx Search Volume
☐ Hide Approx Avg Search Volume

☒ Show All
☐ Show Defaults

135,000	Add <
1,000,000	Add <

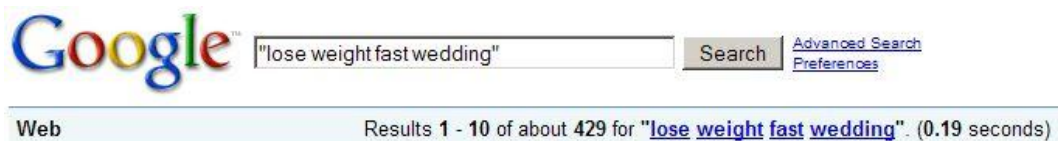
Calculate estimates using a different maximum CPC bid: US Dollars (USD \$) Recalculate Choose columns to display: Show/hide columns

Keywords	Estimated Ad Position	Estimated Avg. CPC	Advertiser Competition	Approx Search Volume: November	Approx Avg Search Volume	Search Volume Trends	Highest Volume Occurred In	Match Type: Broad
Keywords related to term(s) entered - sorted by relevance								
diets	1 - 3	\$3.03	<div></div>	1,830,000	1,830,000	<div></div>	Jan	Add
diet	1 - 3	\$2.25	<div></div>	20,400,000	20,400,000	<div></div>	Jan	Add
low calorie	1 - 3	\$1.62	<div></div>	22,200	22,200	<div></div>	Jan	Add

Once you find a few long tail keyword phrases, you need to check on the competition you're likely to face for getting in the top 10 of the Google search results for that term. The green **Advertiser Competition** bar in the keyword detail gives you a bit of a clue, but you won't necessarily be competing against other advertisers—you'll be competing against other pages that target the keyword to get free traffic.

The easy way to check the competition is to Google the term you'd like to target in double quotes (to see pages that match that term exactly), check the search results and ask yourself some important questions:

1. **How many optimized pages are there?** Most people won't search for the term in double quotes, but searching for it that way tells you how many pages are probably trying to target that term on purpose. Those are *optimized pages*. They're your primary competition. It's best to target terms with an optimized page count less than 50,000, and less than 25,000 is even better. For example, here's the count for the term *lose weight fast wedding*:



2. **Do pages in the top 10 have the exact term in their title tags?** You'll know what their title tags are just by looking—it's the text that shows up in blue for each result. If most pages in the top 10 don't have the exact keyword in their title tags, you might be able to knock them off.

3. **What's the Google page rank (PR) of the pages in the top 10?** If the top 3-5 results have a Google PR of 5 or greater, that's a much more competitive keyword. If no result in the top 5 has a PR of 5 or greater, that's probably an easy target. I suggest that you download a tool called [SEOQuake](#) for your browser (there's a version for Internet Explorer and for Firefox) and install it. Then you'll be able to see the Google PR for every page in the search results, like this:



When you find 10-25 solid long tail keyword phrases to target, you'll be ready to use them. More on this in a minute. Before I get there, there's one other tool you should consider using...

The WordTracker Keyword Tool

It's nice to use a couple tools for keyword research, because one tool might suggest something the other tool doesn't. The WordTracker Keyword Tool is a good one to add to your toolbox. You'll find it here:

<http://freekeywords.wordtracker.com/>

All you do is enter a keyword term in the text box and click the **Hit Me** button to get a list of 100 related keywords ranked by the number of searches:

FREE keyword suggestion tool

Keyword:

Adult Filter:

lose weight

6,068 searches (top 100 only)	
Searches	Keyword
851	water make you lose weight
795	lose weight
722	lose weight fast
419	best way to lose weight
358	lose weight for free
321	exercise lose weight
306	how to lose weight
220	lose weight quickly

When you use WordTracker, don't pay too much attention to the number of searches. Think of them as a way to rank keywords, not as the true number of searches that occurred. So, for example, people searched for the top term more than they searched for the one below it.

Pick out some possible targets in this list of 100 and then use Google to gauge the competition, like I showed you how to do earlier.

Using Your Keywords

Using your keywords isn't hard, but there are some guidelines that can help you get the best results:

- **Use the keyword once in your article titles.** I'll talk about article marketing a little later in this module, but for now, file away in your brain that you'll want to use your keyword in your title. Article marketing sites (like EzineArticles.com) usually put the

article title in the title tag for the page that article's on, which will help your search engine position for that term.

- **Use the keyword once in your blog titles.** You do this for the same reason you put the keyword in your article titles—search engines index your blog posts and you'll probably get a boost if your keyword is in the title.
- **Use the keyword early and often in the body of each article and blog post.** Don't "stuff" the article with 100 instances of your keyword. Search engines will penalize you for that. But try to use the keyword 1-2 times in the opening paragraph, at least once in the closing paragraph. If it fits naturally in the middle, don't be afraid to use it a few times there as well. Don't worry about keyword density or anything scientific—just use the keyword where it makes sense naturally.

You might call that the easy way to target keywords. I'll get to the details of article marketing a bit later.

Step 2: Create A Free Report

When you target keywords in search engines, you're going to send people to your pre-sell material. Your goal is to get people warmed up before you send them to the affiliate sales page, but also to get them to join your mailing list so you can sell them other stuff later.

You need something to give away as an incentive to join your list. The most common incentives are digital products such as ebooks, reports, scripts, and software.

If you don't have a product to give away, don't worry! You can easily create or purchase the rights to a digital product.

It doesn't have to be time-consuming or expensive either. However, investing a little extra work will pay off big time in the long run.

Keep reading to find out why...

Be Unique!

One of the keys to getting more opt-ins is making your gift unique. You don't want to give away something that everyone has already seen.

So you have a few choices here...

- **You can create your own report from scratch.** If you're a talented writer or you have the money to hire a ghostwriter, then this may be a good option for you.
- **You can purchase private label rights to a report, re-work the content and purchase a new ecover graphic to make it unique.** This is a relatively quick option that still gives you your own product to offer.
- **You can purchase master resale rights to a report.** This is the quickest option. But new, quality products that can be given away are hard to find.

Let's talk about each option so you can decide which technique you want to use. I recommend that you create your own report whenever you can, so I'll start with that option.

Creating Your Own Report

This is your best option because you can provide original content to the reader and brand yourself as an expert. That makes it easier to sell other products and services because they respect your opinion.

It's also the most time consuming and/or expensive. If you write it yourself, it could take you a few days to complete. If you hire a ghostwriter, a quality 5-page report will cost at least \$100. But it is an investment in your business.

If you decide to hire a ghostwriter, you should try to find an expert in your market who has written about the subject before. If you go to Guru.com and search for Pros by keywords in a specific industry, you'll eventually find some good writers.

Another option is to hire a service like <http://www.ghostwriteranon.com>. They can write your articles, reports, reviews, and even Squidoo lenses.

The report only needs to be 5-10 pages long, just enough info to whet their appetite for more information.

The sole purpose of the free report is to pre-sell your prospect on the affiliate product you are promoting and make them eager to buy. It's not a hard sell. You just want to warm them up to the product and make a recommendation.

Throughout the report and at the end (in a *Recommended Resources* section), you will recommend the products you are promoting and embed your affiliate link in the text. You can also recommend products throughout the report. That might look something like this:

And if you'd like a tool to make this process laughably easy, you definitely need to check out [The Easy Switch](#).

There are two methods you can use to create your report.

Method 1

An easy method is to outline the steps or chapters in the product you are promoting. This is very powerful because you give the reader a taste of what they'll get.

Once you have an outline, you can either send it to a ghostwriter or finish writing the content yourself.

Method 2

Another *quick and easy* method to create a free report is to use existing content.

You can go to [EzineArticles.com](http://ezinearticles.com) and search for articles in your target market. Compile 3-5 articles into a report, write a quick introduction and add a link to an affiliate product at the end.

For example, you could take five articles on weight loss specifically targeted at women and create a report named *5 Secret Weight Loss Tips for Women*. Then you can promote a weight loss product at the end of the report.

If you use this approach, make sure you follow the EzineArticles publisher rules. Specifically, at the end of each article you use, you need to include the source like this:

http://ezinearticles.com/?expert=Author_Name

Using Private Label Rights

Creating your own report from articles is a quick and easy approach. But you can also use private label rights (PLR) material to create a report fast.

PLR means you get the source file—usually a Word document—that you can modify in any way and even put your name down as the author. You'll want to edit the content or have someone do it for you to make it unique.

You have to make it interesting if you want people will read it and take action on the affiliate products that you recommend.



The best resource I've found for PLR articles and reports is at www.allprivatelabelcontent.com. Their main memberships focus on four content areas:

- Marketing
- Moms
- Health
- Finance

But they also offer article bundles for all sorts of niches. Their content is good, written in excellent English. The owners of the site review and edit all of the material, and it's guaranteed to be fresh every month.

Using Resell Rights Products

Creating your own report, either from scratch or based on other people's material you use or buy, is a great option. But you also can simply use somebody else's material as-is. That's what resell rights let you do.

Resell rights give you the right to resell a product. You won't get to put your own name on it as the author (as you do with PLR), but that might not be a problem.

Broadly speaking, there are two flavors of resell rights:

- **Resell Rights (RR).** This the basic right to resell something as-is.
- **Master Resell Rights (MRR).** This the right to resell something, and to authorize others to resell it as well.

Since you're going to be giving your report away as an enticement to join your list, you need to make sure any resell rights material you're considering gives you the right to give it away. This isn't always true, so don't assume it is. But if the reseller license does not specifically say that it must be sold, then you should be okay.

The best place to get resell rights is at the [Warrior Special Offer Forum](#). You want to get it straight from the source – not from someone who is reselling it to you.

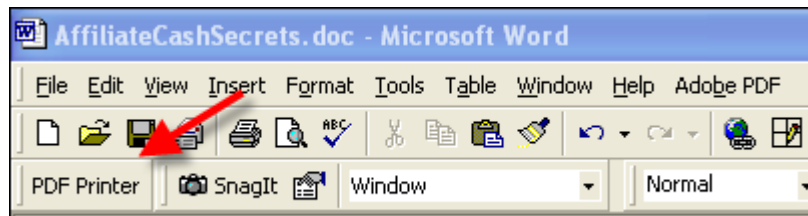
Step 3: Convert Your Report To PDF

Now that you've created your report, the next step is to convert it to a PDF document so anyone can read it on any computer. If you're working with a resell rights product, you can skip this section, because your product probably already comes as a PDF.

For this step, you'll need a good PDF converter that will hide your affiliate links and protect your documents. I have been using Adobe Acrobat for years and it works great. But it also costs \$299!

Sean Kelly recently created an excellent alternative called [PDF Printer](#) and it's about \$250 cheaper. It's actually easier to use than Adobe Acrobat.

After you install the software a new button will appear on your toolbar, like this:



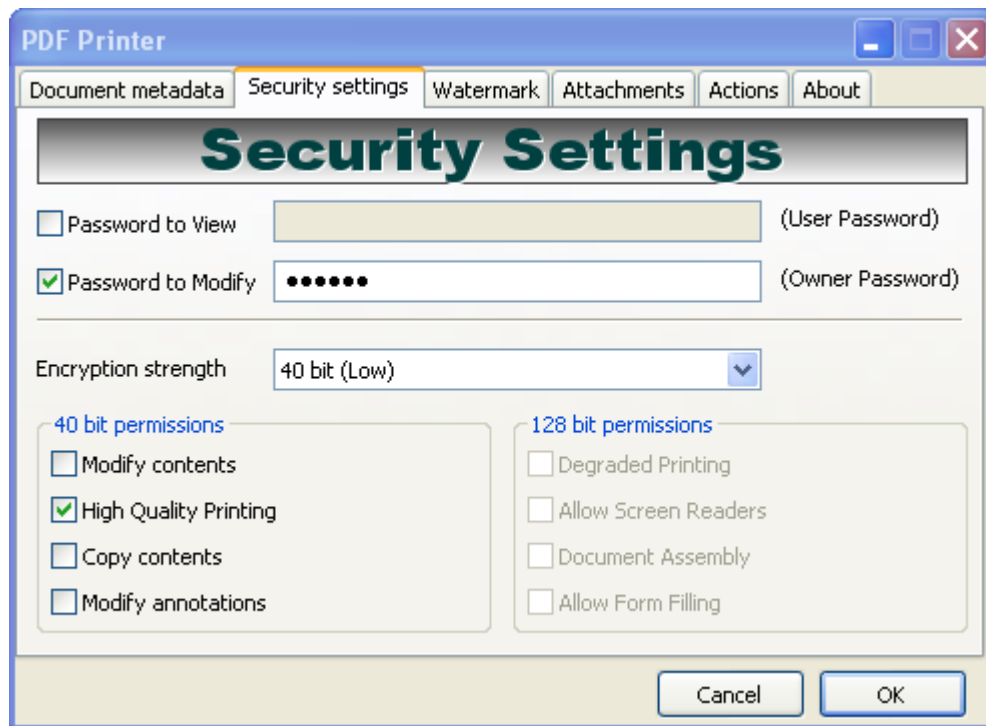
When you're ready to convert your document, just click the button. A dialog box will appear:

The image shows a Windows-style dialog box titled "PDF Printer". It has a tabbed interface with the following tabs: "Document metadata" (selected), "Security settings", "Watermark", "Attachments", "Actions", and "About". The "Document metadata" tab is active, displaying a form with the following fields:

- Title:** Affiliate Cash Secrets
- Author:** Derrick VanDyke
- Subject:** affiliate marketing
- Keywords:** affiliate marketing

At the bottom right of the dialog box are two buttons: "Cancel" and "OK".

Fill out the form and click **OK**. That's the basic procedure. But you also have the option to add some security to your PDF to protect it. You'll see your options on the **Security settings** tab, which will look like this:



Notice that I checked **Password to Modify** and entered a password. This will prevent from modifying or copying your content. I also checked **High Quality Printing** to allow people to print.

Using that simple tool is all you need to do create as many high-quality PDF files as you want.

Once you have your PDF, you'll need to finish setting up to offer your report and to start profiting from the list you're building.

Step 4: Write A Follow-Up Series

Once you have products to promote and a report to give away, it's time to load your autoresponder with a series of email messages that will be sent automatically to your new subscribers. Fortunately, it's pretty easy to get your email content.

Many marketers with affiliate programs have an affiliate center with solo ads that you can send to your list. They'll also typically give you some email templates to use.

If you use those templates, you should re-write them in your own words or outsource the work. Not doing that means you'll run the risk of sending out exactly the same promotional email another marketer does, which could hurt your credibility with your list.

But you'll probably want to include your promotions inside emails that help you build your relationship with your list. That means you'll need an autoresponder series that offers some good content. Here's how to get it...

How to Get All the Free Content You Want

An easy way to get tons of content is get on the lists of successful Internet marketers in your niche. Start with the products you're promoting and the top 20 products at ClickBank.

You're looking for ezine publishers and marketers who promote other people's products and have a squeeze page or an opt-in form on their sales page.

Note: If a guy is selling a \$7 product with no opt-in page, he is most likely building a customer list. So if you buy a product from him, you'll get on his list.

Once you're on their lists, watch the products they promote, visit those sites and sign up to the lists of those marketers too.

Once you're on at least 50 lists, you'll start to see the types of products they promote, the types of campaigns they run and how many times they run them.

Hint: Being on all these lists is a great way to build a “swipe file” of sample ads and articles to use in your email promotions.

If you’re already subscribed to several lists, just start expanding your subscriptions. If not, just go to the [ClickBank Marketplace](#) and start clicking.

1) Fat Loss 4 Idiots - *New \$23.15 Payout! New 66% Commission! Our Top Earnings!) Our Site Is Converting Like Crazy This Month! *New Letter Postcard \$23.15 Per Sale!
\$/sale: \$20.98 | %/sale: 61.0% | %refd: 56.0% | grav: 259.24
[view pitch page](#) | [create hoplink](#)

2) Burn The Fat Feed The Muscle. Burn The Fat - #1 For 4 Years Straight: It Works. Ecstatic Customers. Awesome Affiliate Tools: [Burnthefat.com/aff](#)
\$/sale: \$20.63 | %/sale: 51.0% | %refd: 73.0% | grav: 285.25
[view pitch page](#) | [create hoplink](#)

3) The Truth About Six-Pack Abs. New Upsell Added. Make Either \$26.96 C Clicks On Ppc, Several Ad Groups With 300%-400% Roi. Get My \$30K/month Go Get Em.
\$/sale: \$27.91 | %/sale: 75.0% | %refd: 54.0% | grav: 41.84
[view pitch page](#) | [create hoplink](#)

Click the **view pitch page** to visit each site. Not every site will have a list, but some will, either as a squeeze page in front of their sales page, or as a pop-up on their sales page.

Another great way to find list owners is through ezine directories. Just sign up with ezines in relevant categories, watch what they promote, and get on those lists too.

Here are a few ezine directories to get you started:

- <http://worldwidelists.com>
- <http://listopt.com>
- <http://ezinehub.com>
- <http://ezinelocater.com>
- <http://bestezines.com>

- <http://newsletteraccess.com>
- <http://ezinesearch.com>

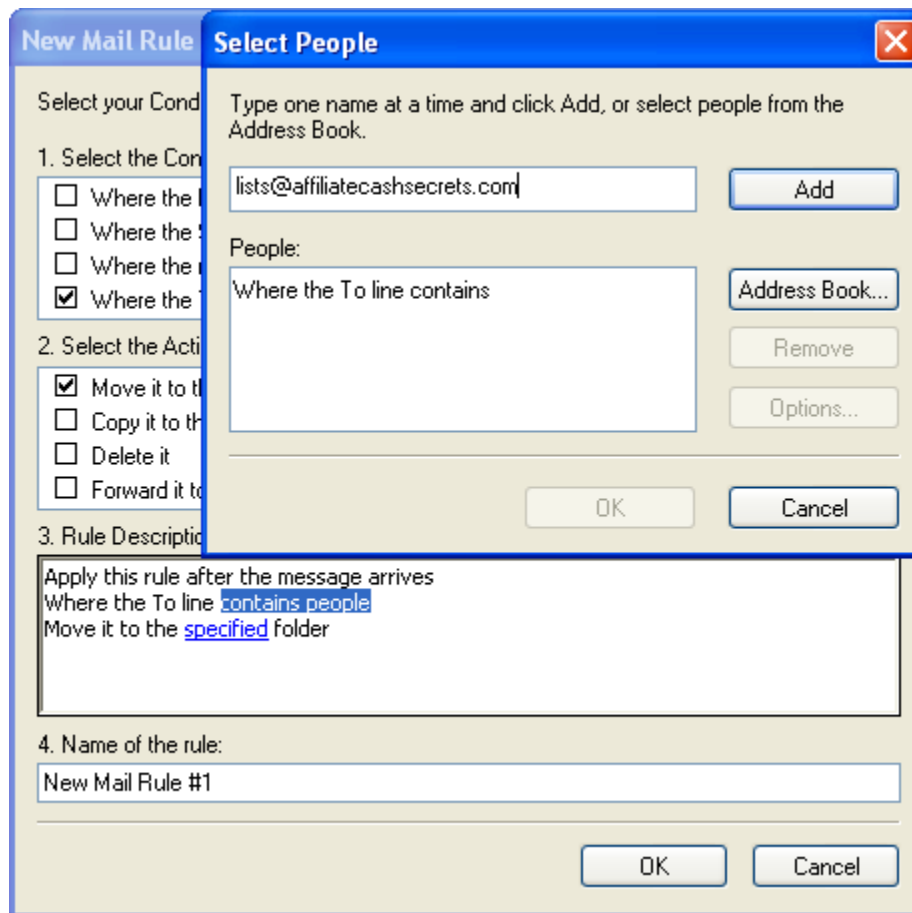
There are literally thousands of ezines and general marketing lists. So you'll have an endless supply of material you can "swipe" (meaning emulate, not outright copy) and a large pool of potential JV partners and affiliates.

Filter Your Email

Some marketers send offers daily, so you'll be getting a lot of mail. It's sort of an occupational hazard for affiliate marketers.

I recommend that you use a separate email address like lists@yourdomain.com so you can filter all the email you get into a separate folder in your mail program. Just about every mail program has some kind of Message Rules. Just read the documentation for filtering mail.

In Outlook Express, select Tools, Message Rules, Mail and click New. A dialog box will appear which looks something like this:



Follow these steps:

1. Check “Where the To line contains people”
2. Check “Move to the specified folder”
3. Click “contains people” and enter the email address you will use to subscribe to all the top marketers lists
4. Click “Add”
5. Click “specified folder” and select a folder or create a new one
6. Click “OK”

Now new messages will be routed to the folder you specified, instead of you having to sort them manually. That will save you headache and keep your organized.

Scheduling Your Messages

You're going to want new subscribers to get at least five messages from you.

You could create as many as 12 automated messages, but you don't have to. You don't need to queue more than five because you'll also be sending promotions for other products frequently.

Here's how to schedule your messages...

Message #1

The first message should be sent immediately after their subscription is verified. This is a good time to start building a relationship with your new subscriber and establish yourself as an authority on the topics related to your market.

First, thank them for requesting your free report and let them know where to download it. Next, remind them why they should download it. If you've had success with the product you are promoting, let them know by telling your story.

Hint: Personal stories with actual results that prove a product is good are very powerful marketing tools.

Next, share a little information about yourself and how you got started. Tell them what they can expect from you. **Be honest.** Let them know you'll be sending good quality content and from time to time, you'll recommend products that you have personally used and recommend.

Finally, include a short endorsement for the affiliate product and end with a friendly close.

Message #2

The next message should be queued for the following day. This message should be short and friendly. Ask if they got a chance to download the report and what they thought of it. Include a link to download the report and your endorsement for your front-end product at the close of the message.

To get my messages opened, I use short subject lines that create curiosity, like this:

Subject: [[firstname]], what did you think?

Message #3

The third message should go out the next day. This should be a strong pre-sell with some kind of limited-time offer. You can send your prospects to a 72-hour bonus offer.

Messages #4

The fourth message should be sent the next day. Remind them about limited-time bonus offer, using language like this:

...only 48 hours left [[firstname]]

You could also give them a link to your latest blog post to keep it friendly and reduce the high-pressure sell.

Messages #5

You can send the last message two days later with a “last chance” warning and another link to an article or product review on your blog.

Step 5: Get Free Traffic

Nothing beats getting visitors for free. You might find people out there claiming “free” traffic is never really free, because it takes some effort. They’re right, but at least you don’t have to pay money out of pocket.

I’m going to show you two simple techniques for getting traffic at no cost other than spending a little time.

Article Marketing

What I’m about to show you may not be as *sexy* as the latest, greatest traffic tactics like web 2.0, but it’s a proven method that will be around long after the fads are gone.

Here's how it works...

1. You write an article (or you pay someone to do it) that has a *resource box* at the bottom with a link to your site.
2. You submit your article to high-traffic ezine directories and hundreds of publishers that, combined, will generate an enormous amount of traffic.
3. Your article will be published on couple hundred sites to start. After a few weeks your article will be on thousands of websites with your link at the bottom.

Why doesn't everybody do this? It's because they don't understand how it works. People may think that it's an outdated technique or the Internet is already too saturated with information.

Nothing could be further from the truth.

The Internet exists for one reason and one reason only—content. And we need to get our hands (and links) on a piece of that content.

And if you're worried about the “duplicate content” rule, that's a myth. Why would Fox News, CNN, and Google News itself be ranked so high in search engine results even though they all use duplicate content?

Here's Google's definition of duplicate content: if you have the exact same content more than once on your own website. Having the same article on multiple sites is just fine.

How You Get Traffic from Your Articles

When webmasters and ezine publishers look for free content to reprint on their websites and in their newsletters, they turn to article directories.

In exchange for the free content, they agree to leave the article intact and include your resource box. This is where you get your traffic. Every time someone reprints one of your articles, your resource box is included with your name and a link to your site or an affiliate site.

Here's one resource box that I use in my articles:

For more affiliate marketing tips, visit my blog at <http://derrickvandyke.com>. Feel free to distribute this article in any form as long as you include this resource box. You can also include your affiliate link when you sign up at my website: <http://www.AffiliateCashSecrets.com>.

Notice how I give them permission to reprint my article. This is called *viral marketing* because, if people like the article, it will spread from one person to another, like a virus.

In addition to the traffic you'll receive through other publishers, you'll also get traffic from search engines with links to your squeeze page.

Google loves certain sites. We call these *authority sites*, which are high-traffic sites with a PR of 3-7. When you have articles listed in the popular directories like GoArticles.com or EzineArticles.com, you are more likely to be ranked high in the search engine results.

Lots of quality content with lots of incoming links equals LOTS of traffic!

How to Create Your Articles

Your articles do not have to be long, maybe 300 to 500 words. If you make them too long, your reader may never get to your resource box.

For example, if you were promoting *Affiliate Cash Secrets*, you could write articles about affiliate marketing and promotion. For example,

- *10 Ways to Profits from Affiliate Marketing*
- *7 Steps to Affiliate Marketing Success*

Whatever you write about, just make sure it doesn't read like a sales letter. Your articles should be purely informative.

An easy way to write an article is to start with an outline from someone else's article. Just go to an article directory and find featured articles (these are the best ones). Make a list of the key points in the article and then write a new article in your own words.

You can find lots of tips on writing and publishing your articles at SubmitYourArticle.com

If you don't want to write or *you just want to get more done faster*, go to Guru.com where you can hire a writer. Ask for samples.

Another good source for articles is <http://seoarticlewritingpros.com>. They specialize in writing SEO articles based on the keywords you submit.

Give them topics to write about and keywords to focus on for each article. You want the keywords in the title and 2-3 times in the body.

Here's an easy formula for writing an article. Just answer these questions about the product you're promoting...

- What is it?
- How did you learn about it
- How will it make your life better?
- Where can you get it?

Video Marketing

1. **Convert your article into a video and submit to all the video sharing sites.** That includes Viddler, YouTube, Google and many more. This will generate a surge of traffic and back links to your blog.

To create your video, you can use free software called Windows Movie Maker that comes with your computer. Just create slides from your article and then add audio by speaking into a microphone while viewing the slides. You can also add music to make it more appealing.

Alternatively, you can use PowerPoint to create a presentation from your article and then record the video with audio using screen capture software like CamStudio or Camtasia.

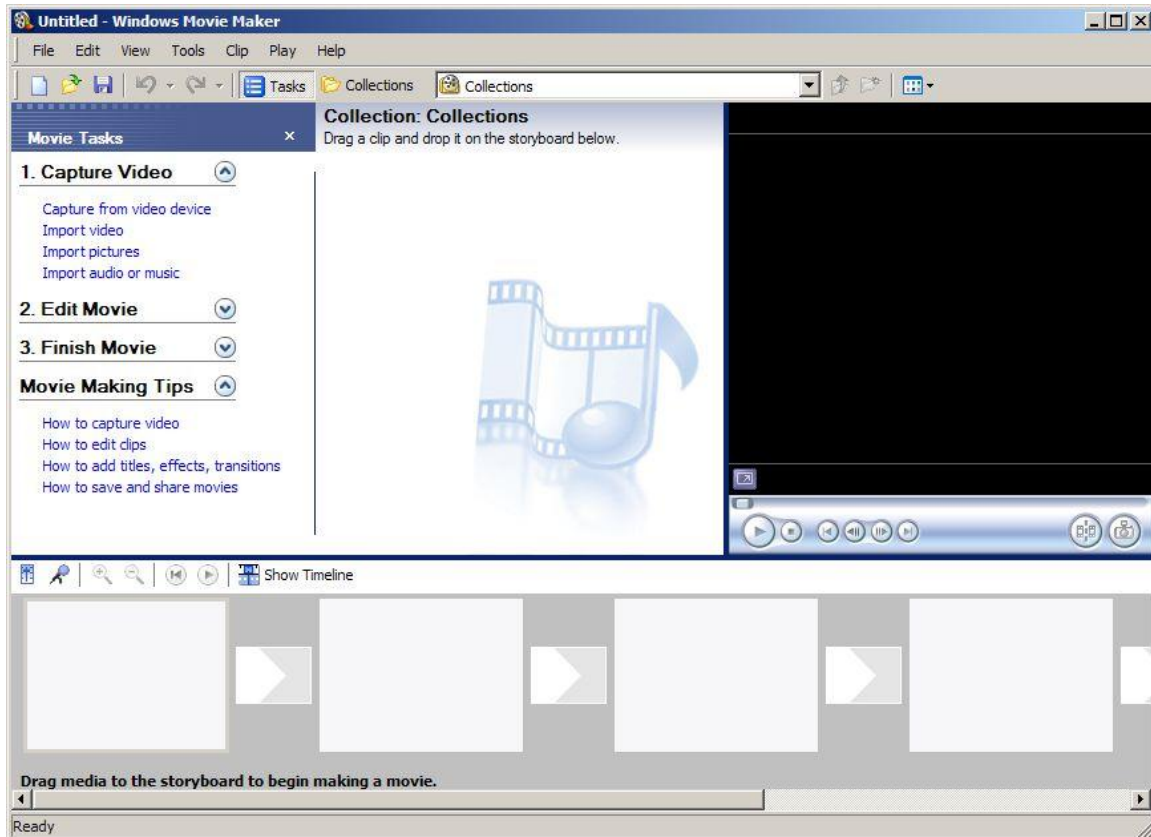
You can submit your video to multiple sites for free at TubeMogul.com. But if you really want to ramp up your traffic fast, you should use the submission software at Traffic Geyser.

Creating Videos

Article marketing is a great way to get traffic. But like I mentioned, it's not really taking advantage of the Web 2.0 revolution. There's a simple way you can, though—video.

Creating your own videos isn't hard. You have a couple different options.

One option is to use free software called Windows Movie Maker, which comes with your Windows PC. The main screen looks like this:



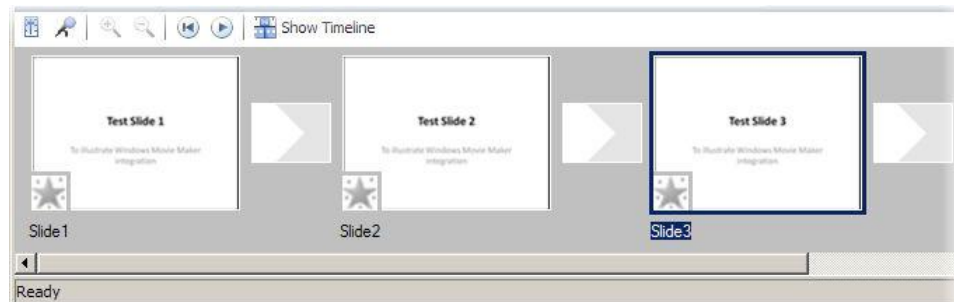
You can use a digital video camera to record your own videos and use Windows Movie Maker to edit them into a nice video.

But you also can get a great video even easier than that. You'll need Microsoft PowerPoint (it comes with Microsoft Office) to do this, but it's amazingly simple, even for a non-technical person, and you can produce top-notch videos that will look like a pro put them together.

Using PowerPoint as an example, here's what you do:

- Create slides about your topic in PowerPoint
- When you're done, click **File->Save As** and save your presentation in JPEG format...PowerPoint will ask you if you want to export all slides or just the current one, and you'll want to export all of them. The export location will be a new folder with the same name as the presentation, wherever the original presentation is.
- What you'll get is a set of files named "Slide1.ppt," "Slide2.ppt," etc.

- With Windows Movie Maker open, click the **Import pictures** link on the left side of the screen and select all of the files in the folder containing the JPEG images of your slides.
- Windows Movie Maker will import the picture that you can assemble into a video in the storyboard at the bottom of the screen (by dragging the thumbnail images of the slides), something like you see here:



- Then you can record audio while you're watching the slides (you'll need a microphone to record the audio in Windows Movie Maker)...and you'll have your video!
- If you want, you can add music to make it even more appealing.

If you don't want to go through the extra step of assembling your video with Windows Movie Maker, there's another option.

Option two is to use PowerPoint to create a presentation, just like before, but then use screen capture software to capture the presentation as you run it within PowerPoint. I like to use Camtasia to do this, but that software can be a little expensive for some people. There's a free option called



[CamStudio](#) that does just as well.

Screen capture software lets you capture a portion of your computer screen (the running PowerPoint slide show in this case) and record audio as you capture the video. It's a great way to create videos that really shine.

Once you have your video, though, how do you get traffic with it? Simply upload it to YouTube, tag it with some of your targeted long tail keywords, and include a link to your site in your video. That will get you Web 2.0 traffic without forcing you to be super-savvy.

YouTube Tutorials

Of course YouTube is going to teach you as much as they can about beginner video stuff. You are, after all, a potential contributor to their site, which gives them more videos to show, which presumably makes them more money.

Wrapping Up

Now you know how to pre-sell to a hot market, and build a list in that market. This is one of the most critically important skills for any affiliate marketer...so it's surprising that so many aspiring affiliates neglect it entirely.

You're now one up on the competition.

I told you what pre-selling is, and emphasized that it's the best way to increase your affiliate promotion conversion rate.

Next, I told you how to create free report that you can use to entice people to join your list. I gave a few strategies for doing that, some of which (like using PLR material) are lightning fast and easy. But remember, I recommended creating your own from scratch so you can accomplish the key goal with your report—be unique!

Next, I told you how to convert your report to PDF format so anybody can download it and read it. I told you about using [PDF Printer](#) to do that quickly and easily.

Next, I told you how to write your autoresponder series to start building a relationship with your subscribers...and giving you more of a chance to sell the product you're promoting initially.

Finally, I showed you two ways to get free traffic. Article marketing isn't new or sexy, but it works, and I gave a simple strategy for doing it well. Creating videos isn't hard, even for a non-technical person, and it lets you take advantage of the Web 2.0 revolution. Put them both together and you've got a load of free traffic!

The next step is to set up your website to promote a product and build your business.

We'll pick up there in the next module.

