Setting Up Your Website

Copyright by Derrick Van Dyke

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Table of Contents

Introduction

Oline businesses have many of the same concerns as offline business. You still have to attract prospects, convince them to buy and get them to buy again in the future.

With an online business, though, there's an extra layer of technology to deal with. That scares lots of people (especially those over 30 who aren't as tech-savvy as the younger folks), but it really shouldn't.

The technical stuff you need to understand isn't all that complicated. You don't even have to understand *everything*—the basics really are pretty much all you need.

In this module, I'm going to walk you through the things you have to do to get set up as an affiliate. Keep in mind that this reflects my recommended approach to affiliate marketing. Other people may take you down a different path…**but I'm absolutely confident that mine works.**

I'm going to show you how to get a domain and hosting for your website.

Then I'm going to show you how to set up your autoresponder to start building a relationship with the folks who take you up on your free pre-sell offer.

Next, I'll show you how to set yourself up to get paid commissions on the referral sales you make as an affiliate.

Finally, I'll show you how to set up a WordPress blog to drive free traffic to the affiliate offers you'll promote.

When you're finished, you'll know all of the technical basics you need to set yourself up as a profitable affiliate. It really isn't hard. It's nothing to be afraid of. And once you know the basics, you can expand your technical scope, as you want to in the future.

Read on…

Your Domain and Hosting

When you do business online, you need a *website*. You could probably get away without having one in some cases, but for what I'm teaching you, you need your own site.

That means you need to understand a little more about how the web works so you can carve out your little corner of it. Consider it the starting piece of the technical puzzle.

Registering a Domain

The web is made up of websites that have *web pages*. Those pages are on web servers somewhere (more on that later). But the pages do no good for anyone if people can't find them. So you need to give them a publicly accessible place to live, which is called a *domain*. Here's an example of one:

Google.com

That's the domain for the popular search engine, Google. That company owns that domain—they "bought" it. To be more accurate, they lease it for a period of time from a *domain registrar*. You can do the same thing. All you have to do is find a domain name that nobody else is leasing, and pay the fee to lease it.

I use NameCheap as my registrar. They have a good user interface and they'll charge you $9.69 per year for a domain. That's about as cheap as you'll find anywhere. You can search for available domains right on their home page:
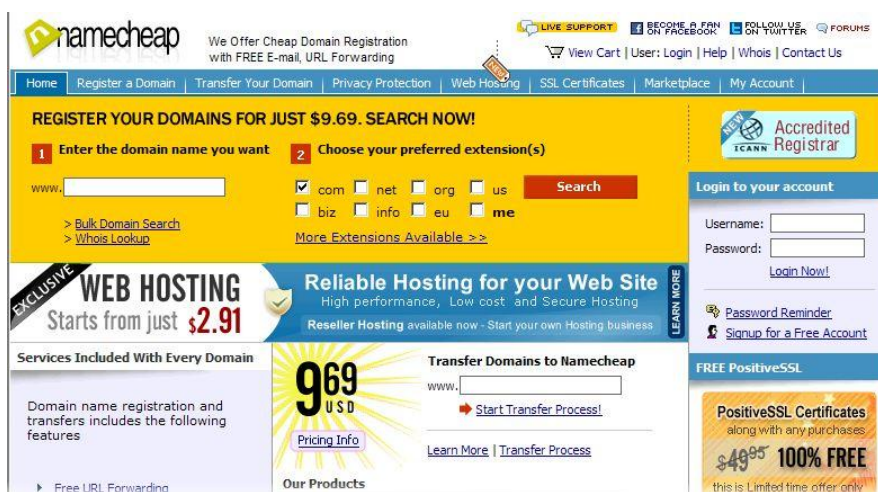
Broadly speaking, you have two options when you buy a domain:

1. You can buy a new domain name for each squeeze page, or

2. You can buy a single domain name and sell all of your products there

I recommend the first option because it's more relevant to the content and products you'll be offering. For example, you could select a domain name that matches the report you're giving away.

You can see this in action here: www.wpoptins.com

That's one of my lead generation sites where I give away a free WordPress plugin and sell the resell rights as a one-time offer.

If you want to brand yourself as an expert in a broad market like Internet marketing, which includes listbuilding, email marketing, blogging, etc., then you could buy a single domain for your overall business, which could be your business name, or even your actual name. For example, I registered DerrickVanDyke.com.

Note that my domain ends in *.com*. You can also lease a .net or .biz domain. But a .com looks more professional and if someone types in your domain name from memory, they will most likely enter the .com by default.

Remember, that domain is going to be the publicly accessible entry point for your website. Once you have the domain for your site, you can sell products there from folders on your site, and you can give people *links* to those folders. For example, I might sell product at my site from a link (called a *URL*) like this:

http://www.DerrickVanDyke.com/affiliatecashsecrets

Someone could enter that address in his web browser and be taken to a squeeze page on my site.

Without getting too technical, here's what each part of that link means in English:

- The **http://** part tells the browser that it should use the hypertext transfer protocol to access a file. That's really all you need to know about that.

- The **www** part tells the browser that it's heading to a web page. Remember, web pages are just files on your web server that are written in a language browsers can translate into information you can see and read.

- The **DerrickVanDyke.com** part tells the browser that the page is in my little corner of the web, so it needs to go there to find it.

- The **/affiliatecashsecrets** part tells the browser to hit that folder at my site and display what's in there. Since there's no particular page specified in the link, the web server assumes it should send back the contents of the *index.htm* file. It's "serving up" that page, which is where the term *web server* comes from—a web server serves up web pages.

I could also use affiliate link cloaking software to create links like this:

http://www.DerrickVanDyke.com/recommends/blogbank

That link is not a physical location on my web server. Instead, some magic happens behind the scenes to redirect that link to physical place that I don't want the public to be able to access directly.

I'll talk more about this stuff later in the course so you can know how to set up your files and links.

Now, let's say the domain name for my full name was already taken. Not a problem. I'd just have to find another one. Maybe VanDykeMarketing.com or VanDykePublishing.com would have been available.

Hosting A Domain

Your website is a bunch of files. Those files are typically written in a language called HTML, which stands for *hypertext markup language*. Here's a simple example of what HTML looks like:

```
<html>
<head>
<title>My First Page</title>
</head>
<body>
Hello, World!
</body>
</html>
```

HTML is made up of *tags*, which is actually a confusing term, because each "tag" has what's called a *start tag* and an *end tag*, like this:

```
<html></html>
```

The stuff between the tags is typically what shows up on your web page. The tags just tell your browser how to display that content.

You don't have to be an HTML expert to have your own website. All you need to know is that web pages are files in a particular format that browsers can understand. You have to put those files on a web server somewhere so other people can get to them with their browsers.

Your *hosting account* lets you pay a fee (typically monthly) to reserve space on a webs server and put your website files there.

When you're first starting out, you can get by with a basic hosting package. Most hosting services in the $25-30 range have more than you need. When you start building membership sites or you're getting more traffic than your site can handle, you can always upgrade.

Whatever you do, don't fall into the free hosting trap. You get what you pay for. If you don't want your site to go down twice a month or deal with distracting banners on your website, then avoid free hosting at all cost.

A quick warning here about GoDaddy, which is a popular domain registrar that also offers hosting...I strongly advise against it for three reasons:

1. **Their terms of service state that if your site gets even one spam complaint, they have the right to completely disable your domain.** This happened to a friend of mine not long ago. He lost over $10,000 over a 3-week period because GoDaddy does not

offer phone support and he had to straighten the whole thing out via email.

2. **Their servers do not support affiliate link cloaking software.** This tool will be an extremely important component of your business in the long run

3. **Their user interface is horrible.** It's difficult to navigate and filled with annoying banner ads.

Here's a good, reliable (and fairly cheap) hosting company:

http://www.HostGator.com

I recommend the **Baby** package for $7.95 because you can host unlimited domains. The **Hatchling** package only gives you one domain.

Although Host Gator will offer to sell you a domain, I don't recommend it because they will have control over your domain. And if you ever decided to move your domain for some reason, you may have trouble transferring it to a new registrar.

Your hosting account is actually "connected" to your domain name through your domain registrar. The connection is through a system called *DNS*. In a nutshell, servers on the Internet find it each through a name service which translates DerrickVanDyke.com (or whatever your domain is) into a physical web server address on the world wide web network of servers.

To make the connection happen, you have to tell your domain registrar which name servers to point to at your hosting company. Your hosting company will send you an email with those name servers when you sign up for your new account. The name server addresses will look something like this:

- NS1.HOSTGATOR.COM

- NS2.HOSTGATOR.COM

When you get that email, you'll need to go back to NameCheap and log in to your account. Click **Manage Domains** from the top menu:

Then click on your domain name and click **Transfer DNS to Webhost** on the left-hand menu:
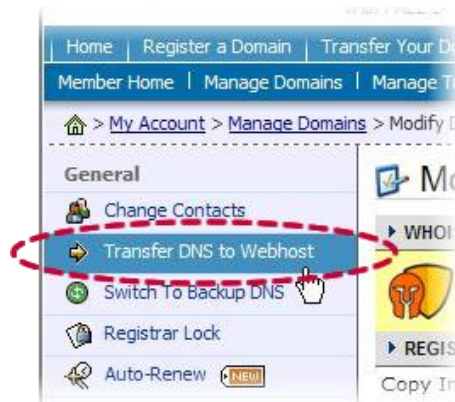
You will see a form like the one below, but it will be empty. Copy and paste your name servers (in order of ns1 and ns2) from the email you received into the form:

▶ **CHANGE EXISTING DOMAIN NAME SERVER INFORMATION**

You can change the existing domain name server (DNS) information below. This option is typically used when you change your web hosting company etc. Please note that it will take up to 24 hours for the changes to take effect.

1. ns1.hostgator.com *
2. ns2.hostgator.com *
3.
4.
5.

Your name servers may differ from what I just showed you. For example, they could be ns1.hostgator5.com and ns2.hostgator5.com. But regardless of the exact details of the names, you'll typically get two name servers to fill in to point your domain to the name server at your hosting company.

Action Steps

To summarize, there are four steps you need to take to set up your domain and hosting:

- **Step 1: Choose a domain name.** You can purchase a separate domain name for each niche market or a single domain for your online business presence. That could be your personal name or your business name. You can use the search tool at [NameCheap](#) to find one that's available.

- **Step 2: Register your domain name.** If you don't have an account at [NameCheap](#), you'll be prompted to create one. Click the **Express Checkout** button and then choose to pay by credit card or funds in your account. If you buy a lot of domains, you can deposit money through PayPal into your NameCheap account for faster checkout. For now, just pay by credit card and move onto the next step.

- **Step 3: Set up your hosting account.** Use a relatively inexpensive (but not free) hosting company like [HostGator](#). Their basic **Baby** package should be fine.

- **Step 4: Update DNS at your registrar.** [HostGator](#) (or any other hosting company you choose) will send you an email telling you which name servers to point to. All you have to do is log into your [NameCheap](#) account and enter the right server information. It could take 1-3 days for the DNS information to update, so don't let that worry you.

Once you have your domain online, and your hosting account is ready for you to upload files, it's time to sign up for some other things that will let you build your actual website. The first is an autoresponder service.

Use An Autoresponder Service

Selling downloadable information products from a website is a great way to make money with very little overhead. But the key to making long-term profits is to make additional follow-up sales to people who buy from you.

To do that, you need an email mailing list. That's why you need an autoresponder.

What's An Autoresponder?

Fancy term, simple idea: An *autoresponder* is software that lets you...

- **Maintain a mailing list**, typically containing first names and email addresses of subscribers, but perhaps including additional information (like a phone number or mailing address)

- **Send emails automatically** on a schedule you specify to people who sign up for an email mailing list

- **Send *broadcast* emails** at any time you want, unrelated to the automatically scheduled emails you set up in your autoresponder

You've probably been to a website and signed up for a mailing list. Or maybe you signed up for a free report or something else free, and ended up on a mailing list. You probably provided your first name and email address. Then sometime later, possibly right away, you got an email that starts like this:

```
Hi [your name],

Welcome to the list...
```

They got your name from the online form you filled out to join their list, or to get their freebie. Having your name lets them *personalize* their email message to you, meaning they included your name.

The interesting thing is that they didn't have to write that email just for you. They set it up in their autoresponder account ahead of time, and scheduled it to be sent to you immediately when you joined the list. In

other words, they wrote one personalized email and sent it to thousands of people.

That's the power of an autoresponder.

Autoresponder Services

You can buy your own autoresponder and run it on your computer or on your web server, but I don't recommend it. It's a setup headache, and it usually isn't as reliable as signing up for an autoresponder service.

Your autoresponder will be the lifeline of your business. So don't settle for a cheap system. I can't stress enough how important it is to use a quality autoresponder service that gets mail delivered.

I'm an expert programmer. So I could easily set up my own autoresponder system. In fact, I used to own a service that I built from scratch called *MailListPro* and it was very successful for a while.

But the industry changed and it became nearly impossible for me to maintain relationships with ISPs and get the mail delivered for my clients. So I eventually shut it down.

Now I send all my mail through [Aweber](). Here's why…

I have done extensive research and testing in this area so I know what I'm talking about. It's all about deliverability.

Aweber has a full-time staff of people who constantly monitor the millions of emails that get sent every day and maintain relationships with the major ISPs (AOL, Yahoo, Google, MSN, etc.).

What that means is that your mail gets delivered. Period.

If you try to send mail from your own server or use a free autoresponder service (and I'm not exaggerating when I say this), you'll be lucky if 50% of your mail gets through to its destination. And that means your sales will be at most half of what they would be if more of your email go delivered!

I use a system called *Delivery Monitor* ($79 a month) to monitor my mailings. I have tested both Aweber and [GetResponse]() and both services have excellent delivery rates (90-99%). But Aweber is always the highest.

Higher delivery rates means more money in your pocket. And for under $20 a month, you can't go wrong.

I have used and tested other popular autoresponder services and when it comes to delivery, Aweber beats them all. I also prefer Aweber's user interface because it's much easier and more intuitive to use.

Aweber is also the first choice for most successful Internet marketers (just look at the unsubscribe link at the bottom of the emails you receive). They have been around since online marketing started and they have perfected their email delivery system.

Setting Up Aweber

Aweber is a fantastic system that will let you do just about anything you could imagine doing with an autoresponder. There's power to spare. But the basics of signing up for an account are simple enough for a kid to understand.

Start by clicking the Order link on the Aweber home page:

That takes you to the order page:

Every Aweber account includes unlimited lists and unlimited messages to your lists. You'll get 500 subscribers for the base rate you pay, but you'll pay more as you get more subscribers than that (see the prices to the right).

Paying more is the bad news, but the good news is that a larger list should mean larger revenue for you.

Your biggest decision point at the beginning is whether to get billed by the month, by the quarter (every three months) or by the year. The second two options save you some pretty good money, so if you have the cash, it's smart to sign up for a year at a time. You'll save almost two months of fees that way.

> **Hint:** Aweber has indeed raised their prices, but you can still benefit from Aweber's features without necessarily paying Aweber's prices. You can do that by using a rebranding Aweber service, which is simply Aweber running under somebody else's private brand. Here are a few options:
>
> http://profollow.com
>
> www.autorespondergenerator.com

www.automateyourlist.com

These rebranded options offer up to 10,000 subscribers for $19.95 per month, which is a significant savings over Aweber's direct pricing.

Once you have your account, you'll just need to use it. Aweber makes it easy, and I'll show you various aspects of using your account at appropriate points later in the course.

Some of the important features I will show you how to use at Aweber include:

- Creating separate lists for prospects, customers, and affiliates

- Automatically removing customers from a prospect list when they are added to a customer list

- Following up with your prospects, customers and affiliates automatically

- Delivering "unexpected bonuses" to your customers to reduce refunds and set them up for another sale

Spend some time getting used to the Aweber interface and reporting tools. If you have any questions, check the extensive knowledge base in the support section. If you can't find your answer there, you can submit a support ticket, chat with a representative, or even call Aweber's customer support phone number. They're very helpful.

I'll cover all the details about opt-in forms and squeeze pages later in the course, so don't worry about that yet.

Action Steps

To summarize, there are two steps to get your autoresponder service account:

- **Step 1: Decide whether you'll use a rebranded Aweber.** This is a perfectly valid option, and it's well worth a look. Aweber supports all their private label sites, so you'll be getting the same level of support.

- **Step 2: Decide your billing period.** I recommend signing up for a year at a time, if you have the cash to do that. The billing periods might be different for rebranded versions of Aweber, so you'll need to check that out on your own.

- **Step 2: Sign up for your account.** Regardless of whether you go with Aweber directly or with a rebranded version, signing up is easy. Fill out the simple form on the order page and you'll be up and running in minutes.

When you have your autoresponder account, you'll be ready to integrate email opt-in forms into your web pages where they make sense. I'll talk more about that when the time comes.

For now, you need one more sort of technical component that will let you get paid commissions for your affiliate referral sales.

Set Yourself Up To Get Paid

The bedrock of affiliate marketing is earning commissions on referral sales. That means you have to make it easy for product sellers to pay you those commissions.

Fortunately, this is one of the easiest "technical" things you have to do. In fact, it's not really technical at all, any more than signing up for an email account is.

I'm going to show you three quick and easy ways to get paid, and all of them take about five minutes to set up.

Opening A PayPal Account

[PayPal](#) is a great tool for accepting payments online. It costs nothing to open an account, and you'll be able to accept payments with all major credit cards and PayPal (naturally).

If you don't have a PayPal account already, you'll need to sign up for one, but it's free and easy to do. You'll see a **Sign up** link on the home page in the **Get paid online** section.

Then you'll have a fundamental decision to make…which type of account do you want? PayPal gives you three options:

- A **Personal** account

- A **Premier** account

- A **Business** account

All three account types are free to set up, but I suggest that you start with a personal account. That's all you need, and you won't have to jump through any hoops to get it.

So choose a personal account when you're prompted to pick an account type, and you'll be on your way:

All you'll have to do is fill out a simple sign-up form that asks for contact information - very simple...and free.

Once you have your PayPal account, any product seller who pays commissions via PayPal will be able to pay you automatically without any problems.

Opening a ClickBank Account

ClickBank is a third-party payment processor that has a built-in affiliate program for merchants who sell products. When you promote products in the ClickBank Marketplace, ClickBank accepts the money and then splits it between the merchant and you.

The ClickBank Marketplace has well over 11,000 products at this point, and if you sign up for a free ClickBank account, you can promote any of those products as an affiliate and earn commissions that are paid automatically by a check from ClickBank every two weeks.

Signing up for an account couldn't be easier. You'll find the sign-up page on the **Promote Products** tab on the home page:

That takes you the simple sign-up form where you'll need to give ClickBank three types of very important information:

- **Information about where to send your paychecks.** This can be your personal information or your business information.

- **Your contact information.** This should be you, or perhaps somebody working for you who's in charge of handling contact with partners like ClickBank.

- **Your ClickBank nickname.** This requires a little explanation...

Your ClickBank nickname is your ClickBank ID that tracks your sales and allows you to log into your account. It's 5-10 letters and digits. It's a unique identifier for your account, and you can't change it once you've chosen it. All you have to do is type in your choice, and ClickBank will tell you if it's available:

When you sign up, ClickBank will send you a confirmation email with your login information (your ID and randomly generated password), so file that away for future reference.

That's all there is to it. Now you can promote any product in the ClickBank Marketplace and get the commission percentage the seller chooses to pay.

Creating Your ClickBank Hoplink

Here's an example of a ClickBank *hoplink*, which is what ClickBank calls your affiliate link for any product in the Marketplace:

HTTP://AFFILIATE.MERCHANT.HOP.CLICKBANK.NET

You would replace **AFFILIATE** with your ClickBank nickname (ID), and replace **MERCHANT** with the merchant's nickname.

So if your nickname were 'bob' and you were promoting *Affiliate Cash Secrets ™*through ClickBank, your affiliate link would look like this:

HTTP://BOB.CASHSEC.HOP.CLICKBANK.NET

If anyone clicked on that link and bought the product, you would get credit for the sale and earn a commission.

Tracking Your Campaigns

ClickBank allows you to track and manage your campaigns by tying a specific sale to the promotion that initiated it. The tracking code is implemented throughout the ClickBank system as "TID" or "tid".

Let's say you were running several ad campaigns on Google for a particular product. The format of the hoplink URL with a tracking code is shown below.

http://bob.cashsec.hop.clickbank.net?tid=campaign1
http://bob.cashsec.hop.clickbank.net?tid=campaign2
http://bob.cashsec.hop.clickbank.net?tid=campaign3

You could then search in your ClickBank account to see which campaigns were converting to sales and which ones were not.

Opening A PayDotCom Account

PayDotCom is a third-party payment processor very much like ClickBank. They also offer a Marketplace of products like ClickBank does. A growing number of merchants are selling products through this company, so it pays to have an account there so you can promote products and get paid easily.

[PayDotCom](#) offers up to 80% commission on many products that you won't find at ClickBank. In addition to digital products, they also have offers for physical products and recurring subscription services. So it's a great place to look for back-end offers.

Signing up as an affiliate is 100% free, and very easy to do. Start by clicking the **Sign Up** link at the top of the home page:

Then you'll have to fill out a simple form that starts like this:

The form is pretty self-explanatory, but here are a few highlights to note:

- You'll have to provide some basic contact information, like your email address

- You'll have to provide your name, address and Social Security Number or Tax ID in order to get paid

- The last section of the form is for both product vendors (not you) and affiliates (that's you). You'll want to say you can get paid either by PayPal—which you can do now, since you have a PayPal account—or by check. **Say you'll accept both.** That gives you more of a chance to get paid.

That's all there is to it, and now you can promote any product in either the PayDotCom Marketplace or ClickBank Marketplace (some products are in both).

Action Steps

To summarize, there are three steps to getting set you up to accept payments:

- **Step 1: Set up your PayPal account.** I recommend a personal account, since it's free and easy to set up.

- **Step 2: Sign up for your free PayPal account.** Follow the wizard and fill out the forms. It should take you less than 15 minutes. You'll have to wait a few days for PayPal to confirm your bank information, but you should be up and running within a week at the outside.

- **Step 3: Sign up for your free ClickBank account.** Fill out the business and contact information form, and choose your account nickname.

- **Step 4: Sign up for your free PayDotCom account.** Fill out the simple form, and don't forget to say you'll accept commission payments via PayPal or by check.

Now you're all set to get paid online, which is what really counts. All that's left on the technical front is to set up the simple web pages you need as an affiliate marketer.

Create Your Web Pages

One of the big attractions of affiliate marketing is that somebody else (the product seller) does all of the product creation and customer support work, while you just get paid. That's a great business model for you. But having your own site makes things easier and more profitable, because it allows you to pre-sell.

I'm going to show you how to set up your simple pre-selling website, with minimal pain. In fact, I've boiled it down to a system anyone can follow.

Create Your Squeeze Page

The purpose of a squeeze page is to promote your free report and collect the visitor's email address. It's called a "squeeze page" because there is only one course of action they can take on the page—opt in to your list. In other words, you're squeezing an email address out of visitors who opt in.

Spam complaints can create problems for you and get your website blacklisted. So I recommend using verified opt-in to ensure only recipients who have specifically requested to be on your list are subscribed. This means you have proof someone opted in, fewer unsubscribe requests and far fewer spam complaints.

The problem with verified opt-in is that many people fail to confirm their subscription. If you send them to the download page to get their free report immediately after they opt in, they have no incentive to verify their subscription and will not be added to your list.

I've developed a system that will significantly increase your verified opt-in rate and boost your sales with multiple exposures to your affiliate product.

How my Squeeze Page System Works

The system is simple:

1. Your visitors will enter their name and email address and submit the form to receive the free report. You can also set an affiliate cookie with an image tag (more on that later).

2. If you use verified opt-in, they will then be taken to a confirmation page that explains how to verify their email and get the free report. It also **offers an additional bonus** as further incentive to verify their subscription and gives them a second chance to enter their email address. This is where you'll use your pre-sell report.

3. When they click the link to verify their subscription, they will be redirected to the page where they can download the free report.

4. On the download page, they will find a link to the affiliate product in a Johnson box below the download links.

5. They will receive another email with a link to the download page and your endorsement for the product you are promoting.

The great thing about this system is that it qualifies your prospects by getting them to take action. Anyone who takes these steps really wants the information you provide.

> **<u>Note:</u>** If you're not using verified opt-in, subscribers will skip steps two and three and go straight to the download page.

Building Your Squeeze Page

An effective squeeze page should include an attention-grabbing headline, a list of the benefits they will receive from reading the report, and a strong call to action above your opt-in box. It might look something like this:

Free Money-Making Report Reveals...

"How You Can Start Making Money Online Within 7 Days from Right Now!"

Inside you'll learn...

☑ How to create simple, **money-making websites that pump out cash** like an ATM on *steroids*. You don't even need a product to use this technique.

☑ The **single biggest mistake** that most affiliates make and how you can avoid throwing lost profits down the drain.

☑ The fastest way to **drive an avalanche of traffic to your Website** without spending a ton of cash on advertising.

☑ How to make the whole system run on auto-pilot. **Just set it and forget it!**

Just enter your name and email to get all the details right now...

☑ **Yes! Send my Free Report!**

I understand I'll receive **instant access** to the *Automatic Money Machines™* marketing system absolutely free!

And because I'm downloading this free report right now, I'll also receive a **free** *lifetime* subscription to **"Your Ezine"**, valued at **$97 a year!**

Name: [_____]

Email: [_____]

[Free Instant Access >>]

Your information is private and will never be shared with anyone. I respect your privacy and hate SPAM with a passion.

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If your squeeze page looks professional, you will get more sign-ups. And more sign-ups, means more money. I have tested squeeze pages with and without graphics and discovered that a high-impact graphic of your free report will increase conversion rates slightly.

See if you notice a difference in the next screenshot...

> **Tip:** You can tag visitors with an affiliate cookie by adding the following code to the bottom of your squeeze page:
>
> ```
> <img src=http://nickname.merchant.hop.clickbank.net width=1
> height=1>
> ```
>
> By tagging your visitors with an affiliate cookie, you will get credit for a sale even if the visitor does not opt in to your list.

Seven Elements Of A Killer Squeeze Page

If you want to maximize your opt-in conversion rate, you need to apply the seven elements for a killer squeeze page.

1. **A compelling headline.** You have about three seconds to grab the attention of your visitor and give them a reason to stay and read what you have to say before they click away to the next site. Especially if you're advertising on traffic exchanges other related websites.

2. **A bullet list of benefits.** Once you've got their attention, you've got to keep it by telling exactly what your freebie is going to do and how it's going to help them get what they want.

3. **A strong call to action.** Next you need to tell them what to do and how to get what you're offering. For example, "Enter you name and email below for instant access."

4. **An opt-in form.** This may seem obvious, but the placing of the form is what's important. It should be "above the fold" for best results. And the submit button should also use text like "Click Here For Instant Access" instead of just "Submit."

5. **An email notice.** You need to give an incentive or a reason to enter a real email address. Note that the download link will be sent to their email inbox or they will need to confirm to get the download.

6. **A privacy statement.** Ensure your subscribers that their information will not be shared with anyone and that you respect their privacy.

7. **A trust seal.** An easy way to increase conversions is by placing a trust seal on your site to let your visitors know that you do business with honesty and integrity. For example, I use the [Honest Online](#) button.

Besides those seven elements, good formatting, nice graphics, and a professional design will go a long way to increase your conversion rates. But for most direct response squeeze pages, a simple page with a white background and black text will do just fine.

Now, everything I've talked about so far is somewhat generic. Let's get down to specifics. There are six different methods you can use to present a

squeeze page, each of which takes a slightly different approach on the general techniques I've talked about so far. I'll walk you through each method so you can see them all, and be able to pick which one is right in a given situation.

Method 1: The Biggest Question

Create a page that asks people what their biggest question is about a topic related to the product you're promoting. You can use this method to collect leads before you even write the report to give away on your squeeze page! You're killing two birds with one stone—you're building your leads, and you're getting content for your free report.

The basic page might look like this:

"Here's How to Get a FREE Copy of my Affiliate Marketing Report"

Dear Affiliate Marketer,

I know your time is valuable, so I'll get right to the point...

I need your advice!

I'm putting the finishing touches on a new report called "Affiliate Marketing A to Z," and want to make sure that I don't leave anything out.

So, will you tell me what your biggest question is about Affiliate Marketing? It could be anything... even if you think it's silly.

All you have to do is enter your name and email and your question in the boxes below and click "Submit Question." In exchange for your advice, **I'll send you a free copy of the report** before it's released to the market.

Ok, here's the easy form:

What's Your Biggest Question About Affiliate Marketing?

Name: [ ]
Email: [ ]
Question: [ ]

Submit Question »

Thank you very much for helping make this the best Affiliate Marketing resource possible.

Sincerely,

Derrick Van Dyke

Here's what you do:

- **Add an autoresponder sign-up form that requests a question plus name and email.** Custom fields at Aweber, which is the service I strongly recommend, hold 100 characters, so you can just set the data length of the form field to 100 by adding: maxlength="100" to the input tag. Aweber will pass this data along to you when it notifies you of a new sign-up (see below).

- **Redirect prospects to a page that can help you make money.** That could be a thank you page where you recommend the product, or a bonus page where you can use a modified version of Method 6 to offer a bonus to anybody who buys an affiliate product through your link.

- **Have Aweber email each subscription result to you.** You'll see the name and email address of the new subscriber, along with the question they entered.

As you get input from new subscribers, keep track of the questions they ask. You might want to start entering them in a spreadsheet. Odds are good you'll get the same questions from lots of different people (plus some unique ones, of course). Pick out the top 5-10 and answer the questions in your free report. Then add your affiliate link and product recommendation to the report.

When the report is done, send it to your list as a thank you for offering input. Then follow up with your list to offer more content and affiliate product recommendations.

Method 2: The Free Report

This is the method I've focused on in this course. It's based on creating a free report as an enticement to join your list.

You can use Method 1 above to create a free report. Then create a compelling squeeze page that might look something like this:

> ## "Proven System Shows You How To Start Making Real Money Online From Scratch… In Just 7 Days Or Less!"
>
> **FREE Money-Making Report Reveals…**
>
> - How you can easily create simple, **money-making mini-sites that pump out cash** like an ATM on *steroids*
>
> - The **single biggest mistake** that most affiliates make and how you can avoid throwing lost profits down the drain
>
> - The fastest way to **drive an avalanche of traffic to your Website** without spending any money on advertising
>
> - And much, much more…
>
> **Enter Your Name And Email Below Now And I'll Send This Amazing Report Straight to Your Email Inbox…**
>
> (**BONUS**: You'll Also Automatically Receive Tons Of FREE Affiliate Marketing Information, Tips And Resources - Available For A Limited Time Only!)
>
> **Enter Your Name:** [_____]
> **Enter a Valid Email:** [_____]
>
> [Send My Report »]
>
> I respect your privacy. Your information is private and will never be shared with anyone.
>
> Sincerely,
>
> Derrick Van Dyke

Notice that this example page uses the seven key elements I described earlier (a compelling headline, a bullet list of benefits, etc.) You might also consider purchasing an ecover graphic to make the page convert a little better.

When somebody submits your sign-up form, redirect him to the affiliate product sales page or to a pre-sell bonus offer (see Method 6 below).

> **Tip:** You can offer giveaway rights to your free report to make it go viral. Giveaway rights let other people pass your report around. That's popular, because it lets them give something free to their subscribers or customers. But it's also great for you, because your affiliate links are in the report, which can get you loads of referral sales as the report goes viral.

Method 3: The Article Squeeze

The article squeeze page lets you offer free, helpful content to build a person's interest in subscribing to get more. This…

- Builds a list of targeted subscribers who are pre-qualified because they read your article and opt in for more

- Positions you as an expert so your future promotions are likely to convert better (remember, better conversions means more commissions)

It's easy to create a page like you see to the right:

- Write at least three articles

- **Use your <u>best</u> article on the squeeze page**

- At the top of the page, add a line that says something like, "Want To Learn How To […]? Then Read This Free Article Now…"

- Then include the title of your first article in large bold letters

- Then include the body of the article (it's smart to make it a relatively short article, preferably one that shows up on 1-2 scrolled pages in a browser—too much scrolling will cause

> **Want to learn how to get more opt-ins? Read this article now…**
>
> ## "Seven Elements Of A Killer Squeeze Page"
>
> By: Derrick Van Dyke
> Date:
>
> If you want to maximize your opt-in conversion rate, you need to apply the seven elements of a killer squeeze page…
>
> 1. **Compelling Headline:** you have about three seconds to grab the attention of your visitor and give them a reason to stay and read what you have to say before they click away to the next site. Especially if you're advertising on traffic exchanges other related websites.
>
> 2. **Bullet List of Benefits:** once you've got their attention, you've got to keep it by telling exactly what your freebie is going to do and how it's going to help them get what they want.
>
> 3. **Strong Call to Action:** next you need to tell them what to do and how to get what you're offering. For example, "Enter you name and email below for instant access."
>
> 4. **Opt-In Form:** this may seem obvious, but the placing of the form is what's important. It should be "above the fold" for best results. And the submit button should also use text like "Click Here For Instant Access" instead of just "Submit."
>
> 5. **Email Notice:** you need to give an incentive or a reason to enter a real email address. Note that the download link will be sent to their email inbox or they will need to confirm to get the download.
>
> 6. **Privacy Statement:** ensure your subscribers that their information will not be shared with anyone and that you respect their privacy.
>
> 7. **Trust Seal:** an easy way to increase conversions is by placing a trust seal on your site to let your visitors know that you do business with honesty and integrity.
>
> Besides those seven elements, good formatting, nice graphics, and a professional design will go a long way to increase your conversion rates. But for most direct response squeeze pages, a simple page with a white background and black text will do just fine.
>
> Hope you enjoyed this article!
>
> **Want more articles like this one?** Just enter Your Name And Email Below Now to receive the latest article immediately…
>
> **Enter Your Name:** [   ]
> **Enter a Valid Email:** [   ]
>
> [Send My Article!]
>
> I respect your privacy. Your information is private and will never be shared with anyone.
>
> Sincerely,
>
> Derrick Van Dyke

people to bail out before they sign up for your list)

- Then include an autoresponder opt-in form, with a line before it that says something like this, "Want more articles like this one? Just enter your name and email below now to receive the latest article immediately…"

- Add a link to the second article (which should be on your blog) in your immediate autoresponder and recommend an affiliate product in your email

That's all the setup you need to do, but you're not quite done with leveraging the articles you've written.

Submit the other two (or more) to article directories. Add a link to your article squeeze page in the resource box, and say something like, "Click here for more articles like this one…"

> **Tip:** You can do the same thing with videos! You might call it the Video Squeeze Page Method. Offer a video on your squeeze page, and tease people with more videos if they subscribe to your list.

Method 4: The Gatekeeper

The gatekeeper is a squeeze page that is created from the merchant's headline, bullet points, even graphics, that redirects through your affiliate link to the affiliate product sales letter. Think about how elegant this is…you get to capture leads and make money, and you don't have to offer a free item!

This method works best if you're NOT using verified opt-in because it appears to be the same website if you redirect prospects straight to the merchants sales page. If you're sending highly targeted traffic to a Gatekeeper squeeze page, you shouldn't have many problems with Spam complaints.

The basic page might look like the one below:

IMPORTANT: For A Very Limited Time, You Will Discover…

"How To Easily Generate Thousands Of Dollars Every Month With This Secret Affiliate Marketing System…"

Enter Your Name And Email Below Now To Learn About This Amazing Cash Generation System While It's Still Available:

(**BONUS:** You'll Also Automatically Receive Tons Of FREE Affiliate Marketing Information, Tips And Resources - Available For A Limited Time Only!)

Enter Your Name:	
Enter a Valid Email:	

Click to Continue »

I respect your privacy. Your information is private and will never be shared with anyone.

Sincerely,

Derrick Van Dyke

> **Tip:** If the merchant already has a squeeze page, use the *squeeze page bypass trick* that I cover in the "Covert Tactics" report.

Your headline should come from the main benefit of the affiliate product you're recommending. In almost all cases, you can find that in the main headline on the product sales page. Simply put your own slight angle on that headline and you'll have the headline for your squeeze page.

Then add a line that says something like, "Get this amazing information within seconds from right now…"

In this example, I added two small twists that can help conversions:

- I said the offer was available for a limited time only, which adds some urgency to sign up right away, and I made the claim true when…

- I offered a "bonus" of "FREE affiliate marketing information, tips and resources"…which is my mailing list

When somebody signs up, redirect him straight to the merchant's product sales page. If you're using verified opt-in, you could redirect him to a bonus page.

Have your autoresponder give subscribers links back to merchant's website, and reminds them that they'll be receiving lots of great information and tips from you.

Method 5: The Review Squeeze

The review squeeze is similar to the article squeeze, but in this case, your squeeze page is a teaser for a product review. It's sort of a combination of Method 2 (Free Report) and Method 3 (Article Squeeze).

All you have to do is write a product review that starts out slightly negative, and then changes to a positive review and includes a bonus offer.

This approach works best during a product launch, but it will work for any popular product at ClickBank, or any product where people are searching for the brand name.

Your squeeze page could look something like the one to the right. Here's how to create it:

- Write an eye-catching and controversial headline

WARNING: Don't Buy Affiliate Cash Secrets Until You Read This...

"Learn The Truth About *Affiliate Cash Secrets* and Why it May Not Be Quite What You Think...Find Out Who Will Benefit and Who Will Most Definitely Not..."

Review by: Derrick Van Dyke
Date:

Fellow Affiliate Marketer,

It's time to learn the truth from the one affiliate who isn't afraid to speak out, away from the prying eyes of the marketing gurus who'll promote anything for a quick buck...

Here's what you'll learn in this eye-opening report:

- What Affiliate Cash really is (no hype, no B.S., just the facts - you wanna know, right?)
- Whether Affiliate Cash Secrets really does show people how to generate free traffic, leads, and sales (more hype?)
- My thorough review of the product and case study of the system in action (the results are NOT what you think)
- What other affiliate marketers are saying about it (you'll definitely want to read these remarks before you consider buying)

IMPORTANT: For legal reasons, I can't divulge this information here on this website...

So... Just enter your name and email address below to receive my my no holds barred report on the "Affiliate Cash Secrets" course. Learn the truth from a real person who actually bought and used the system...

Enter Your Name: [   ]
Enter a Valid Email: [   ]
[**Click to Continue »**]

I respect your privacy. Your information is private and will never be shared with anyone.

Sincerely,

Derrick Van Dyke

- Provide a bullet list of what the prospect will learn in the report (and be heavy on the mystery and enticement here)

- Include a sign-up form at the bottom

As you can see, it's a simple page. But it takes some copywriting skill to get this one right.

Fortunately, you don't have to be the world's best copywriter—or pay big bucks to hire him—to write a review squeeze page that converts.

It starts with the eye-catching and controversial headline. It might say something like this:

- Is [product name] a scam?

- Learn the truth about [product name]

- Before you buy [product name]

Those pique interest and compel people to keep reading. When they do read on, give them the bullet list of things they'll learn in your report. There's no real "formula" for these, but here are some suggestions:

- What [product name] really is...

- Whether [product name] really does [what's claimed on sales page]

- My case study of [results from using] the product

- What other marketers are saying about [product name]

Before your sign-up form at the bottom of the page, it's a good idea to offer a final compelling reason to sign up. Obviously you want people to sign up to learn the things you highlighted in your bullets, but it can help to give them a little extra nudge. Here's how I did it:

> **IMPORTANT: For legal reasons, I can't divulge this information here on this website...**
>
> *So...Just enter your name and email address below to receive my no holds barred report on the "Affiliate Cash Secrets" course. Learn the truth from a real person who actually bought and used the system...*

That's very simple, and you can use the same approach. It talks about not being able to reveal too much on your site, telling the truth, and a real-life case study. Those are powerful psychological triggers that affect most readers.

When somebody signs up to get your review, you have two options for delivering it. Here they are, with the biggest pro and con of each:

Option	Pro	Con
On a web page	It's immediate, and lots of folks will already be in a "clicking mood" so you'll probably get more clicks on your affiliate link	Your review has lower perceived value because it's "just another web page"
In a PDF via your autoresponder	Higher perceived value, because it's essentially a downloadable product (but it's free)	It's less immediate (people will have to download the PDF and click a link inside)

I've seen either approach work. I favor having people download a PDF, because it tends to increase conversion.

Method 6: The Pre-Sell Bonus Offer

Instead of redirecting your subscribers straight to a sales page, you can send them to a pre-sell page instead where you offer a bonus. The biggest benefit of doing this is that it increases your conversion rate on affiliate offers while you build you list of proven buyers.

This squeeze page will probably be a little longer than the others, and it will take the most copywriting skill of any of the methods, so let me walk through each piece of it so you can see how it works.

You start with a headline and first section of the copy that might look something like this:

"Thank You, Read On For Full Details About The Secret Affiliate Marketing System You Can Use Right Now!"

From: Derrick VanDyke
Date: Friday, December 26, 2008

Your Photo Here

My name is Derrick and I want to sincerely thank you for opting-in to receive more information on this affiliate marketing system...

You can click here to see this system now

Here are some key points to keep in mind:

- Remember, people who see this page have already seen your initial squeeze page, so thank them for subscribing and tell them to keep reading.

- Consider including a photo of yourself to add a personal touch to the page.

- Early in the copy, include a link to the affiliate sales page again. Some folks won't want to read your entire pre-sell bonus page, so give them the option to click away in a manner that might make you more money.

After that introduction, I like to include what amounts to a direct sales pitch for the affiliate product again. Try to relate to the reader and tell a short story about how you found this great product. You might say something like, "Just like you, I've been searching for [solution to a problem] and I finally found it in [product name]." Here's how I did it:

Dear valued subscriber,

Just like you, I've been searching for a <u>proven method</u> to easily make multiple streams of passive income online.

More specifically, I was looking for a system which will work for the ordinary person no matter what level of experience...

And I've finally found it in <u>Affiliate Cash Secrets</u>!

This system now earns me huge passive income on complete autopilot 24/7 and I HIGHLY RECOMMEND it to you...

<u>**Make sure you click here to start now!**</u>

Follow that personal sales pitch with your related bonus offer, like this:

SPECIAL BONUS FOR THE NEXT *24* HOURS ONLY:
"List Blueprint System" Worth $47!

For the next 24 hours only, when you purchase Affiliate Cash Secrets from this page, I'll give you a bonus worth $47.00 absolutely FREE...

In the "List Blueprint Manual", you'll learn...

How to Build a Massive, Profit-Pulling Opt-in Mailing List Without Spending a Single Dime On Traffic!

Here's what you need to do next...

Step #1: Click here to purchase Affiliate Cash Secrets

Step #2: Submit the form below with your PayPal Transaction ID (you'll receive that in an email from PayPal). Once I verify your purchase, I'll send you the bonus immediately.

Enter Your Name:	
Enter a Valid Email:	
PayPal Transaction ID:	
	Send My Bonus »

I respect your privacy. Your information is private and will never be shared with anyone.

Thanks and I look forward to hearing good news of your success.

Sincerely,

Derrick Van Dyke

P.S. You will also be receiving more helpful affiliate marketing information and tips from me so look out for them in your email...

You want your bonus to be strongly related to the product you're promoting, and you want to limit it some way to give prospects a strong incentive to take you up on your offer.

I set up the offer by leading with two things:

- **My scarcity factor.** This grabs attention, so if you say, "For the next 24 hours only!" or something similar, people will tend to keep reading. Adding a time limit is a simple way to add scarcity.

- **The offer and its value.** I offered my *List Blueprint System* worth $47. This tells people right up front what they're getting.

After you tell a prospect what he'll be getting and what it's worth, prove your claim by telling him the main benefit of your bonus. Here's how I did it:

In the "List Blueprint Manual", you'll learn…

How to Build a Massive, Profit-Pulling Opt-in Mailing List Without Spending a Single Dime On Traffic!

After you've made your case, tell the reader exactly what he needs to do to claim your bonus. In most cases that will be

- Clicking your affiliate link to buy the affiliate product

- Filling out your buyer form with a name, email address and some kind of receipt number to prove he actually bought the product

When a customer subscribes to get your bonus, you'll need to do three things:

- Use your autoresponder's automation tool to remove him from your prospect list and put him on your buyer list (Aweber makes this a snap to set up—then you just let it run automatically)

- Send your bonus to the customer in the first message of your customer autoresponder

- Follow up with customers to recommend other affiliate products

But what if somebody doesn't take you up on your bonus offer? That's not a problem, because that person is now on your prospect list. Simply keep reminding him of the affiliate product in your autoresponder, and keep sending him back to your pre-sell page.

Building Your Thank You Page

You don't want to sell anything on this page. You want them to get on your list first. I tell them to "Check your email right now…" like this:

Congratulations! Your Free Report Has Just Been Mailed to You!

Look for an Email from from@yourdomain.com

Check your email right now to receive "Automatic Money Machines" plus...

Bonus report: "Affiliate Link Cloaking"

☑ How Internet-savvy thieves are stealing your commissions and what you can do to stop them...

☑ Five sure-fire methods for cloaking your affiliate links...

Because your email may be filtered, please check your spam folder.

NOTE: If you use SPAM ARREST, please whitelist from@yourdaomain.com

Did you enter the wrong email?

If you did not receive the confirmation email, you can try a different email by submitting the form below...

Name:

Email:

Free Instant Access >>

Your information is private and will never be shared with anyone.

Yahoo and Hotmail Services are often unreliable. It sometimes takes hours or even up to 4 days to get a confirmation email from Yahoo or Hotmail. If you do not get one in 10 minutes, rejoin with a non Yahoo or Hotmail email address that you have and use frequently.

Yahoo Users... Check Inbox AND Bulk Folder

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Notice the bonus I am offering as further incentive to verify their subscription. This simple addition will significantly increase your verification rate.

I also tell them how to check their bulk folder and white list my email address. Some mail just doesn't get through. So I give them a second chance to subscribe with a different email address (notice the sign-up form on the right).

When the prospect clicks on the link to verify the subscription, he can be redirected through your autoresponder to a page of your choice. Just go to the verified opt-in settings and enter the URL to your download page as the confirmation success page (or whatever your autoresponder service calls it).

Once someone confirms his subscription, your first autoresponder email should give him the link to your download page.

Your Download Page

The next screenshot shows the download page. Notice the Johnson box at the bottom that promotes Affiliate Cash Secrets™. It's set up as a third product to download. The first two are free, so it's natural to keep clicking.

Reviewing The Squeeze Page System

Let's look at what you've achieved at this point:

1. You have a verified email address of a qualified subscriber who took several steps to get on your list (they really wanted the information)

2. You have exposed your prospect to the affiliate product to the prospect three times during the process (on the download page, through the verification links, and in the welcome email)

See how powerful this system is?

Your success will depend on how well you can convert visitors into subscribers and subscribers into sales. If your lead conversion rate is 40% and sales conversion remains the same, you'll make twice as much money as you would with a 20% conversion rate.

It's important that your squeeze page looks professional. So when you're first starting out, I recommend that you use a squeeze page template that's already been proven to convert.

The squeeze page system that came with this report is a perfect example of what I'm describing.

Adding Your Subscription Form

If you already know how to use an HTML editor and upload a web page, this step will be easy for you. But if you're a complete newbie like I was, you'll need to get some software to make the process easier.

First, you need a WYSIWYG (which stands for "What You See Is What You Get") HTML editor. I use Microsoft FrontPage. If you want a good free editor, download [Kompozer](#). We use Kompozer in all of our how-to videos.

Your autoresponder service will generate the HTML code for a subscription box. Just copy and paste the code into your squeeze page. The process for getting the code is slightly different for the two main autoresponder services:

- In Aweber, click **List Settings**, **Web Form** to create a new form

- In GetResponse, click **Capture Subscribers** to create a new form

To paste the form code into the page, select HTML at the bottom of the screen of your HTML editor. Then select Edit, Search from your main menu to find a string of words near the place where you want to paste the code. Your form will always begin with the `<form>` tag and end with the `</form>` tag.
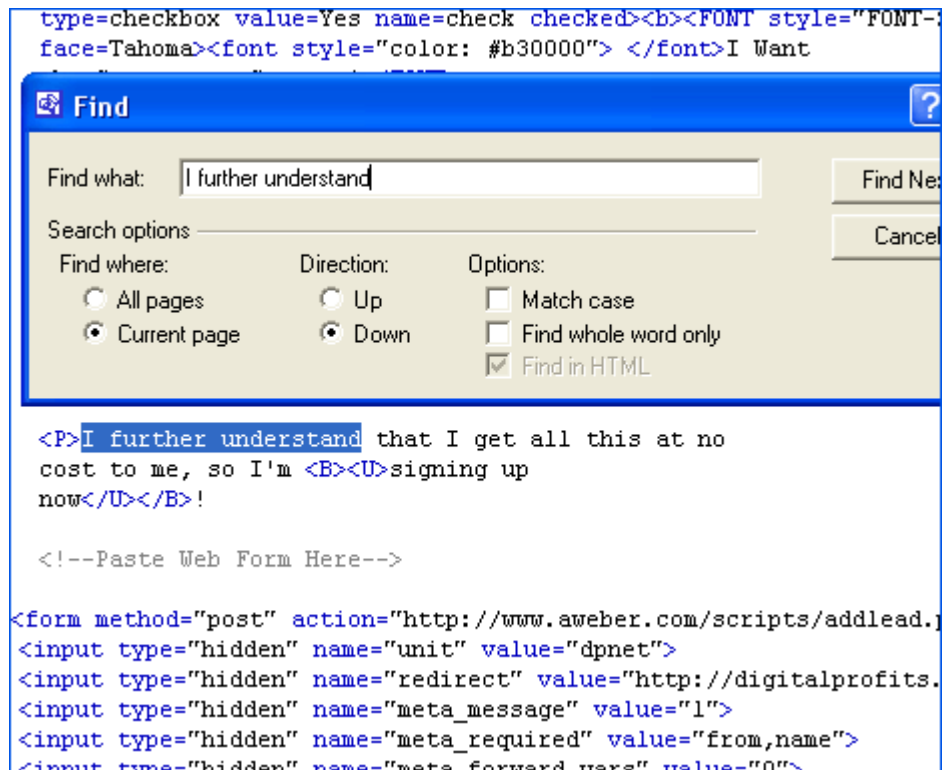
Upload Your Pages

For this step, you'll need an FTP program and the login information from your hosting account. You can [download FileZilla](#) for free. Here's the main screen looks like:
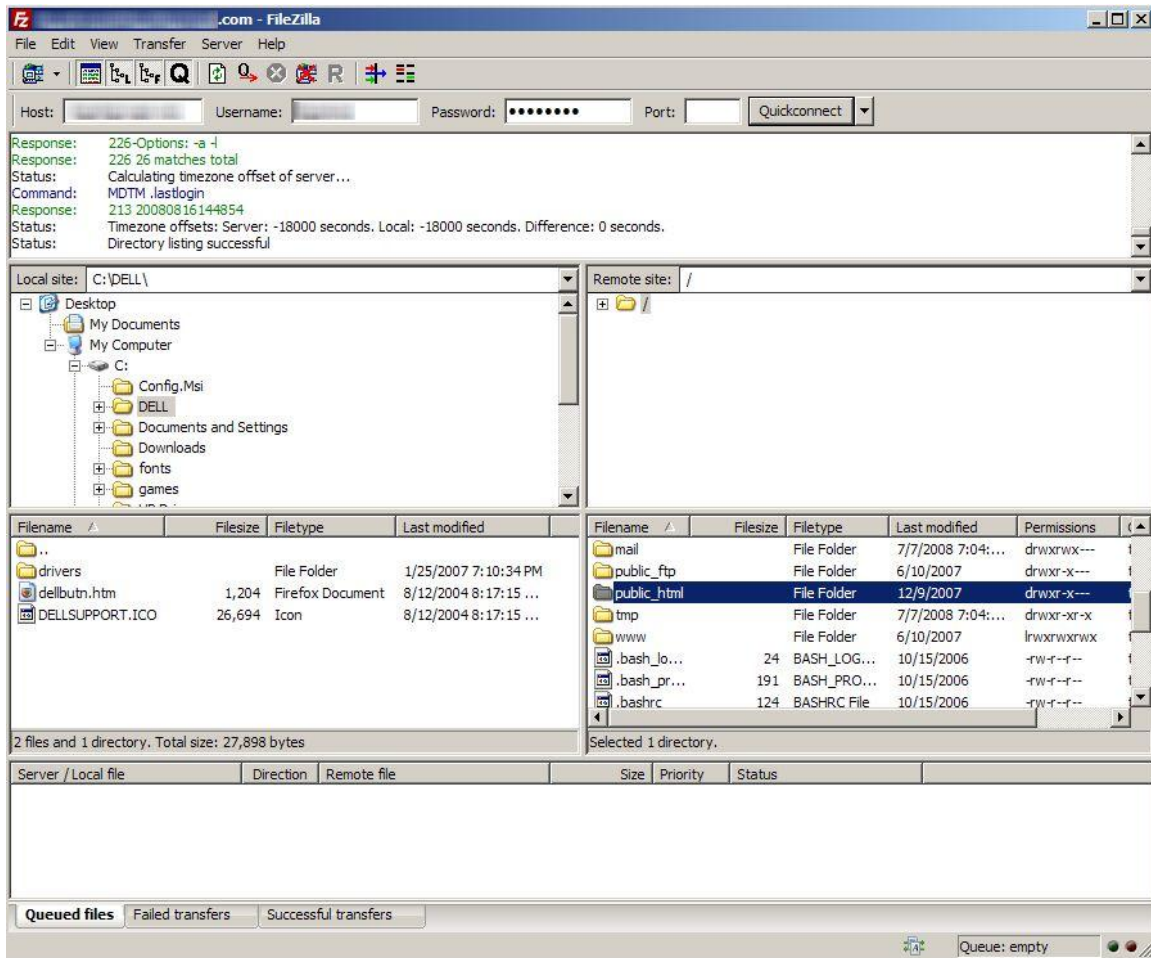
Follow these instructions to log into your server and upload files:

- Enter your *host name* (usually an IP address or domain name)

- Enter your FTP Userid and Password (you'll get those from your hosting company)

- Click **Quickconnect** to connect to your host, or just try moving files and let FileZilla connect for you

In the middle of the main window, you'll see two file lists. The one on the left is on your computer. The one on the right are on your web server. I have already navigated to the `public_html` (`www` on some servers) directory where the files are live on the Internet.

FileZilla integrates seamlessly with Windows. You can drag and drop files or entire folders from any application.

After you transfer your files to your host, you just need to type your domain name into your web browser and test the squeeze page.

Action Steps

To summarize, there are five main steps to create the web pages you need for your affiliate marketing website:

- **Step 1: Choose your squeeze page method.** I showed you six different options. Pick which one you think will work best with the product you're promoting.

- **Step 2: Create your squeeze page.** I gave you the key steps and considerations for each type of squeeze page. Download [Kompozer](#) free.

- **Step 3: Build your Thank You page.** Don't forget to remind people to confirm their email address, and see if you can come up with an easy incentive for doing that (such a bonus product).

- **Step 4: Build your download page.** Definitely promote a product here! It's an easy way to make money.

- **Step 5: Upload your pages.** Use [FileZilla](#) to do this for free.

Now you have all of the pages you need to start making solid income as an affiliate.

Install Your WordPress Blog

I mentioned before that you should use a blog to help you with squeeze page method 3 (Article Squeeze). But a blog is really a traffic generator for your affiliate offers. So you need to know how to set one up.

I could walk through how to install a blog right here, but there's no need. Read the directions for the [Famous 5-minute install](#) before you start. It explains how to install a WordPress blog automatically, which makes setting up a blog ridiculously easy to do.

Install A New Theme

Now, I recommend that you install a new theme for your blog, and add some very important plugins. Don't worry…it's not hard. The videos walk you through it step by step so you can do it even if you're not a technical person.

> **Tip:** Most blogs are way to busy. You want a simple theme for direct response marketing. Your visitors should have two choices after they read your article: sign up for your list or click on an affiliate link. Look for a theme with one sidebar and a generic header that can be easily modified.

You can find over 500 themes at http://wordpress.org/extend/themes or just search for "wordpress themes" at Google.

To install a new theme, download the theme to your computer and then upload with your FTP program to the themes directory: /wp-content/themes. Then activate the theme in your WordPress dashboard.

Click Appearance, Themes, and select your new theme.

Install The Recommended Plugins

There are several plugins that will optimize your blog for search engines and automatically generate traffic from social bookmarking sites.

You can find over 3,600 plugins here:
http://wordpress.org/extend/plugins

To install a plugin, download it to your computer and then upload with your FTP program to the plugins directory: /wp-content/plugins. Then click **Plugins** on your **WordPress Dashboard** to activate the plugin. Some plugins have options that you can modify in **Settings**.

Following are the most important plugins to install:

Akismet checks your comments to see if they look like spam or not and its already included with your WordPress install. You will need an API key to activate the plugin. If you already have an account at www.wordpress.org, you can log in and retrieve your API key from your profile.

All-In-One SEO automatically optimizes your titles for search engines, generates META tags, and avoids the typical duplicate content found on Wordpress blogs.

Google XML Sitemaps will create a Google sitemaps compliant XML-Sitemap of your WordPress blog so search engines can quickly spider all your pages. Every time you edit or create a post, your sitemap is updated and all major search engines that support the sitemap protocol, like ASK.com, Google, MSN Search and YAHOO, are notified about the update.

Sociable automatically adds links to your favorite social bookmarking sites on your posts, pages and in your RSS feed.

Tell-a-Friend makes it possible for your site visitors to share your content with their friends without directing them away from your site. You can also get an account at Social Twist if you want to modify the look of the button and access complete tracking details.

Onlywire Auto-Submitter Plugin integrates with your Onlywire account and submits your posts to 20 social bookmarking sites automatically. You can pay a small fee at Onlywire or if you want to use the service for free, you need to install a button on your blog.

You'll need to create accounts at each social bookmarking site and then enter your username and password for each account in your Onlywire profile. **Tip:** use the same username and password for easier setup. Use a username that will most likely have not been used – like your full name.

Google Analytics is not exactly a plugin, but you'll definitely want to have this on your blog. It's a free service that tracks all your ads, referrals, search engine traffic, and email promotions all with a single snippet of code.

Action Steps

To summarize, there are three main steps to installing and optimizing your WordPress blog:

- **Step 1: Install Your Blog.** Read the directions for the Famous 5-minute install before you start.

- **Step 2: Install a New Theme.** I showed you where to find hundreds of free themes to choose from. Make sure to choose a simple, direct response them with one side bar and a generic header that is easily modified.

- **Step 3: Install The Recommended Plugins.** I gave you links to all the plugins above. This is critical to your success! So don't skip this step.

Now you have a complete moneymaking website set up and ready for action! All you need now is TRAFFIC!

Wrapping Up

See, that wasn't so hard. You don't need a fancy website. What counts is that it works, that it presents your marketing messages clearly and that it looks professional. You can make it beautiful or fancy later.

Everything I've described here is pretty easy to do, even if you're not a technical person. All you need is the simple steps to follow. Now you have them.

First, I showed you how to buy a domain (remember [NameCheap](#)) and get hosting for it (remember [HostGator](#)), so you can set up your actual website.

Next, I showed you how to sign up for an excellent autoresponder service (remember [Aweber](#)) that will let you build and maintain your email mailing list...which is where a big part of your future revenue is likely to come from.

Next, I showed you how to sign up for free accounts at [PayPal](#), [ClickBank](#) and [PayDotCom](#) so you can get paid commissions when you make an affiliate sale.

Next, I showed you how to create the simple web pages you'll need for your website. That means your squeeze page, your thank you page and your download page. In particular, I gave you six different methods for your squeeze page.

Next, I showed you how to upload your pages using a free FTP program called [FileZilla](#).

Finally, I showed you how to set up your own WordPress blog and optimize it for search engines and social bookmarking sites.

That's it! The technical stuff is done.

In the next module, I'll tell you all about how to generate mounds of traffic for your affiliate product offers. That's where your money will come from.

Thanks for reading, and I'll see you in the next module.

DVanDyke