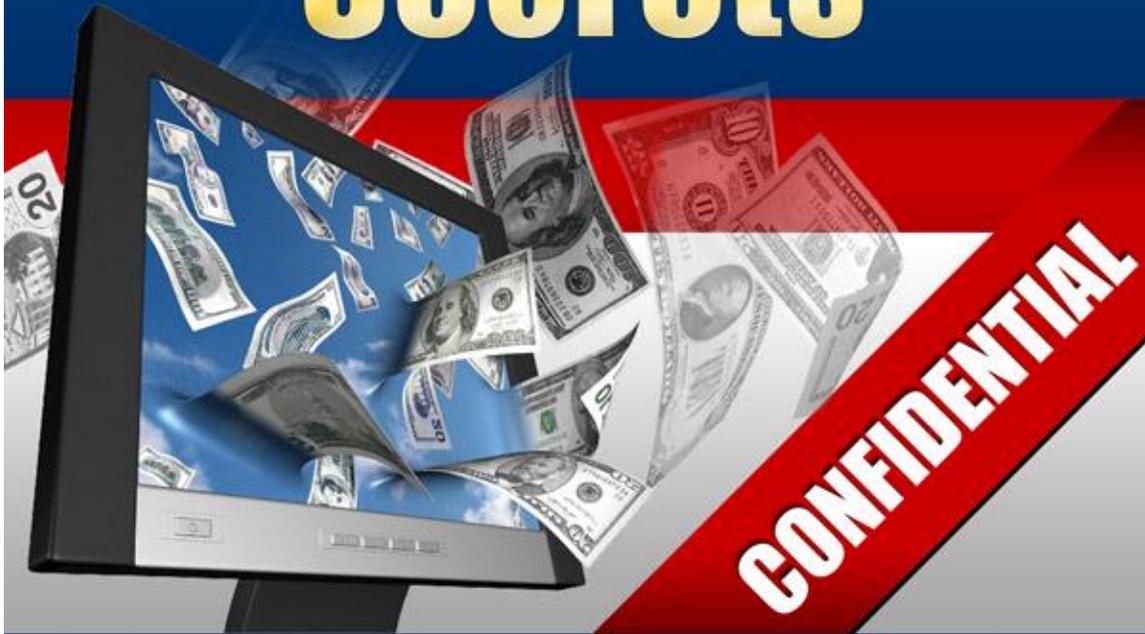


DERRICK VANDYKE'S

# Affiliate Cash Secrets™



**How to Build Your Own  
Automatic Money Machine**

***Generating Traffic***

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# Introduction

**I**n module 2, you learned how to write or outsource articles and create pre-sell videos. Now I'm going to show you how to distribute your articles and videos in different formats to social media sites.

Your goal is to create and distribute 30 articles and videos in the next 30 days.

Don't let that number scare you. I said you have to create and distribute 30 articles in 30 days, but I didn't say you had to do 100% of the work yourself. Once you develop a system, you can outsource your article distribution completely.

If you do this right, you should have a good-sized list within 30 days that you can use as leverage to swap ads with other list owners. That's when your list really starts to grow.

I'm going to show you exactly which sites to target and with what material.

And once you develop a system for setting up joint ventures, you can outsource that as well. But aren't JVs supposed to be hard to get?! Not when you do what I'll tell you to do.

I'm going to show you how to start building relationships with potential JV partners, and how to get your JV proposals read (instead of chucked in the garbage can). Nothing works 100% of the time, but what I'll show you is likely to work more often than not.

Everything you've done this point has gotten you ready, from finding your market to building your website. Now it's time to turn on the income stream.

***Read on...***

## The Plan

**Y**ou know you want a list, and you now have the infrastructure in place to build it. All you need is the people to put on it!

Broadly speaking, I'm going to show you a couple different ways to get as much traffic as you want to visit your blog, or your website (or any site you want, really). You'll convert that traffic into a growing list, using the techniques I've already shown you in previous modules.

The bottom line is, if you want to make money with your blog, you need traffic. And if you want traffic, you'll have to follow a systematic plan to get it.

One of the best ways to generate traffic is submitting your content to social media sites and directories. But you're not going to get anywhere trying to submit your content by hand.

So you'll have to put up a little cash to get the desired results from your marketing plan. Not too much, though. And I'm going to show the best places to put your content so visitors will pour into your blog.

## **Article Directories**

Every article that you post on your blog should also be submitted to article directories and publishers with links back to your site.

The best submission service online is at [www.SubmitYourArticle.com](http://www.SubmitYourArticle.com). It's 100% automated and they submit your article to hundreds of directories and thousands of publishers. There is a limit of eight articles per month. That's about two per week. So submit your very best articles. You can post the others manually to the top three article directories below.

If you would rather pay a one-time fee, you can try [www.ArticlePostRobot.com](http://www.ArticlePostRobot.com). It submits to over 400 sites automatically. I haven't used it myself, but it's worth looking into.

If you're flat broke and can't afford a submission service, you'll need to submit your articles manually to (at least) the top 3 article directories.

- [www.EzineArticles.com](http://www.EzineArticles.com)

- [www.ArticleCity.com](http://www.ArticleCity.com)
- [www.GoArticles.com](http://www.GoArticles.com)

You can find an updated list of the top 50 directories at <http://www.vretoolbar.com/articles/directories.php>.

You might be wondering how much traffic you'll get from submitting articles. It depends on several factors:

- 1) How many articles you submit
- 2) The quality of your articles, and
- 3) The number of directories you submit to

**This system works. But you have to hit it hard and be relentless.**

Think of it this way...

If you get an average of 20 visitors per day from each article and you submit one article per day, that's 600 visitors per day after 30 days. After the second month, you'll have 1200 visitors per day. After the third month, you'll have 1800 per day and so on.

## Video Sharing Sites

The next step is to submit your article related videos to all the video sharing sites such as Viddler, YouTube and Google. This will generate a surge of traffic and back links to your blog. And it's easy to do.

You can submit up to 150 videos per month to 24 sites with [www.TubeMogul.com](http://www.TubeMogul.com) for free. They also provide analytics to track the performance of your videos.

You can render your video as AVI and WMV and submit the same video twice. You'll also need to submit your video to blogs and bookmarking sites.

TubeMogul's biggest benefits are that it gives you tools to simplify these tasks...and it's free.

But if you want to ramp up your traffic fast, you should use [Traffic Geyser...](#)

- It submits to the top 50 sites including video sharing sites, blogs, and bookmarking sites
- It converts your video to audio and submits to podcast sites
- It converts video to four different file format and sizes so you get more exposure for each video

You can [try Traffic Geysers for \\$1](#) and if you take the one-time offer, they'll also set up your accounts at over 50 sites they submit to. That will save you three to four hours versus doing it yourself.

In a nutshell, Traffic Geysers saves you a ton of work so you can focus on smart marketing. You just submit your video with a keyword-loaded description, which should include the URL to your site first, then keywords, then another link to your site.

Here's an example:

<http://AffiliateCashSecrets.com> *Affiliate Cash Secrets by Derrick VanDyke made \$4,938 in one day. Get the full story here: <http://AffiliateCashSecrets.com>*

## **Riding a Product Launch Wave**

It's fine to say you should have a system in place to be growing your traffic all the time (and you should), but you can cash in on popular product launches if you have a system in place that you can implement *quickly*.

For this method you will create a product review squeeze page (see Module 3) at least two weeks before the launch. Use the same traffic-generation strategies outlined above, but use the product's name and the author's name as the keywords for the review. Then create revealing and/or controversial videos that talk about the product.

So you'll always be working to generate more traffic, but if you're smart about it, you can take advantage of some special circumstances to get much larger bursts of traffic.

## Getting Back Links

**A**s you're generating free traffic, remember the primary mechanism for that traffic hitting your site.

If you have an article out there with a link to your site, people might click on it when they see that article in an article directory, or when somebody publishes the article from that directory.

The most likely way you'll get traffic from the stuff you put out there, though, is by having it show up in search engine results.

That's means you need to rank well for your keywords. One of the "secrets" to doing that is having a boatload of back links from high-traffic forums, groups, and classified ad sites so Google thinks you have a popular blog.

Let me walk through some strategies for getting high-quality back links from some of the best sites out there. All of the sites I'll talk about have high PR (Google Page Rank), which is really going to help you to get links from these.

## Getting Links from Blogs

This is one of the easier ways to get back links because you can control most of the picture.

First, you'll need your main blog, or what I call your *money blog*. This is the one you're trying to drive the most traffic to. The rest of your blog strategy is designed to drive that traffic.

For each niche market you enter, you'll need to create separate blogs at the top three blogging sites:

- [www.wordpress.com](http://www.wordpress.com)
- [www.blogger.com](http://www.blogger.com)
- [www.typepad.com](http://www.typepad.com)

These don't have to be fancy blogs—simple will work just fine. Whenever you write an article, just make a quick post to your blogs that links back to the full article on your main money blog. Your post can just be an excerpt

from or a teaser for your article with a link to get the full story on your main blog. It might be something like this:

*Have you ever wondered if the “big guys” in Internet marketing spend hours every week doing the grunt work of keyword research? Me too. I couldn’t imagine them spending their time on it. Now I know they don’t, because of tools like the one I found. You’ll find the full story in the new article [\*\*Keyword Research Secrets\*\*](#) on my blog.*

## Getting Links from Social Sites

Social networking sites are essentially blogs hosted by somebody else that you get to maintain. Here are some popular social networking sites:

- [www.HubPages.com](http://www.HubPages.com)
- [www.Squidoo.com](http://www.Squidoo.com)
- [www.MySpace.com](http://www.MySpace.com)
- [www.FaceBook.com](http://www.FaceBook.com)
- [www.Weebly.com](http://www.Weebly.com)

Take Squidoo as an example. Google (and other search engines) love this site. You can set up your own page there—called a *Lens*—in about five minutes. Then you can use that page as a traffic generator for your money blog, or for squeeze pages for particular affiliate offers.

When you use these sites, though, be careful to respect their rules about promoting things. Sites like Squidoo and FaceBook will let you be blatantly commercial (they actually like marketers to use their sites), but sites like MySpace and HubPages are less permissive.

When you write an article, you can update your content at these sites to announce the new article. Give people a small blurb about the article, and then give them a link to your money blog so they can get the full article.

## Getting Links from Discussion Groups

Discussion groups were sort of the first wave of the social site phenomenon. They're not quite as sophisticated or feature-rich as sites like FaceBook or Squidoo, but they do foster the development of communities full of people with similar interests. That gives you a great opportunity to get links.

The two biggest sources for groups are

- [www.groups.google.com](http://www.groups.google.com)
- [www.groups.yahoo.com](http://www.groups.yahoo.com)

You'll need to be careful here. Most groups don't exist for markets to sweep in and Spam everybody with a ton of offers for affiliate products. You'll need to be subtler than that.

These groups are all about sharing information that helps people in the group. So focus on building a reputation as someone who's helpful. Offer advice, share your experiences, and help people solve problems.

There are two main ways to get links from groups:

- **Through your *signature*.** This is the blurb at the bottom of your posts where most people simply put their name. You can almost always put a link to your blog in there. If a group lets you advertise (many will, on a limited basis), you can put a brief, relatively subtle ad in your signature, something like this:

*[Your name]*

*All the info you need about autoresponders—[link to your blog]*

- **Through direct links to your site.** Be careful with this. Some groups will allow limited advertising, but remember, you're not really after an ad. You're interested in getting the *link*. The most effective way to do that is the use a teaser for an article, then link to the rest at your blog. You might do it this way:

*[post where you offer some free advice]*

*I actually wrote an entire article about this last week. You'll find a link to it at my blog: [link to your blog].*

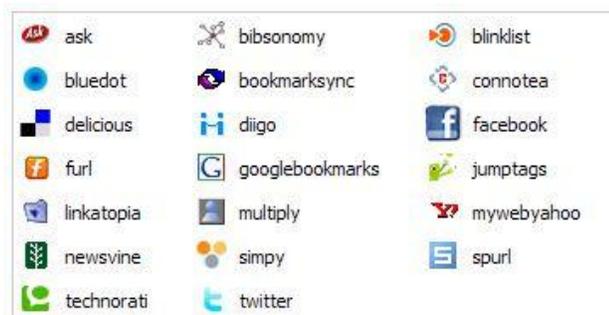
That's a nice subtle way to get a link without blatantly promoting a product or looking like you're spamming the group.

## Getting Links from Bookmarking Sites

Bookmarking sites essentially let other people advertise your content. In most cases, you can submit content and then have people vote on it to bump up your popularity. That's how the most well known of these sites (Digg.com) works.

Getting links is pretty easy:

1. Submit your content to the bookmarking site
2. Provide links to the bookmarking site entry from your blog post so people can vote for your content and bump up the popularity



Back in Module 3, I told you about a couple tools that can help you automate this process, or at least make it easier.

- [Sociable](#) automatically add links to your favorite social bookmarking sites on your posts, pages and in your RSS feed so visitors can bookmark your pages.
- The [Onlywire Auto-Submitter Plugin](#) integrates with your Onlywire account and submits your posts to 20 social bookmarking sites automatically. You can use the service free if you install their 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. It only takes about 30 minutes if you're quick.

**Hint:** use the same username and password for each bookmarking site. Use a username that will most likely have not been used—like your full name.

But you'll also want to hit the sites not included in the automated tools. Here are the big ones:

- [www.digg.com](http://www.digg.com)
- [www.mixx.com](http://www.mixx.com)
- [www.shoutwire.com](http://www.shoutwire.com)
- [www.propeller.com](http://www.propeller.com)

## Getting Links From Classified Ad Sites

Classifieds are tiny little ads that used to run in newspapers, and still do, but now there's an explosion of online opportunities to advertise as well. Let me tell you about the "big three" classified sites.

### [www.USFreeAds.com](http://www.USFreeAds.com)

This site lets you post ads for free in one of 18 different ad categories, which you'll see on the home page:

The screenshot shows the USFreeads.com homepage. At the top, there is a search bar with a 'Quick Find' button powered by Google. Below the search bar is a navigation menu with links for 'home', 'advertise', 'login', 'help', 'affiliates', 'local classifieds', 'just viewed', and 'keyword alerts'. The main content area is titled 'Free Classifieds' and includes a welcome message, a list of classified ad categories with their respective counts, and a 'What's hot on USFreeads?' section. On the right side, there is an 'ACCOUNT LOGIN' section and a 'New to USFreeads?' section. At the bottom, there are logos for various payment methods including Visa, MasterCard, Delta, PayPal, and American Express, along with a 'thawte SECURE SITE' logo.

The **Employment, Announcements** and **Business Opportunities** categories are probably the best for you to use as an affiliate.

You can blatantly advertise products here, but you'll want to make sure your ad is of high quality. The best way to figure out how to make one of those is to look around for other good ads you can emulate. But here's a short cut...make your add look like a simple, professional squeeze page—like the ones I showed you earlier in the course.

Create your ad, include a link to your site, and you'll get a nice back link plus traffic from USFreeAds.com.

There are three membership levels, and the lowest one is free. But I highly recommend checking out the Gold or Premium memberships. Here's a brief comparison of the membership levels, taking into consideration things that will be important to you:

<b>Feature</b>	<b>Free</b>	<b>Gold</b>	<b>Premium</b>
2 simultaneous ads	✓		
25 simultaneous ads		✓	
Unlimited ads			✓
Renew ads as often as you want		✓	✓
Insert a PayPal "buy now" button		✓	✓
Upload 12 images per ad			✓
Create HTML ads with built-in tools			✓
Priority placement for your ads			✓

Now, you might wonder why you would use anything other than the free membership. Most people get concerned about the cost, but that's really not a concern, because the paid memberships are so darn cheap. The Gold membership costs \$10 per year, and the Premium costs \$9.99 per month.

Even if you start with the Gold membership to try out getting more exposure, you can afford \$10 a year, right?

Thinking about the cost also distracts you from what's really important. If you make one sale of an affiliate product per month because of a link you have at USFreeAds.com, you'll probably cover more than the cost of your membership.

## [www.Craigslist.org](http://www.Craigslist.org)

Craigslist is almost an ugly website. There's no denying that. But it's also a web phenomenon. People use it to advertise everything from backyard grills for sale to babysitting services.



You'll want to post in major cities, like Los Angeles or New York. Posting ads for pretty much anything is free (there are some exceptions, but none you'll be concerned with as an affiliate, most likely). Simply go to the site, click the city you want to advertise in, and then click the **post to classifieds** link in the upper left corner.

Submitting a post is extremely easy, and the online help (right below the posting link I just showed you) walks you through it.

## [www.eBay.com](http://www.eBay.com)

When people think about eBay, they think about selling old stuff from their garage. You can do that with eBay, but it's also a great tool for affiliate marketers.

You might have had news that eBay was cracking down on people selling ebooks through auctions. It's true—eBay doesn't allow you to do that anymore. The reason is simple. Lots of people were selling junk, and eBay got tired of it. But they didn't close the door entirely on selling digital goods.

You can still sell digital stuff via eBay classified ads. It's a completely legitimate way to use eBay.

## Advertising with Classified Ads

Use Classified Ads to list items, services, or properties for sale in order to generate multiple leads. This format does not enable buyers and sellers to transact online through eBay nor is eBay Feedback available.

You'll pay \$9.95 for a 30-day listing. This isn't a bidding forum like the rest of eBay. You'll simply list something for sale, and people can buy it.

Here's what you'll want to do to take advantage of eBay as an affiliate:

- Put a link to your blog on your About Me page at eBay, which will get you a link that's one click away from every classified ad you place there
- Run classified ads for your free reports—yes, pay the monthly fee to run the ads, and then offer the reports for free.

The only small challenge with classified ads is that it's not immediately obvious where to find them. They're not really hidden, though. People will be able to see your ads in the **Categories->Everything Else->Information Products** category, which than can navigate to from the top of most pages:

1. Click the Categories tab at the top of most pages.
2. In the "Everything else" category, select "Information services."
3. Look for items with the icon.

The classified ads themselves look like regular eBay auction ads, but they're all **Buy It Now** items, like this:

**Work at Home & Make Money Selling on eBay! CD ROM**  
 How I Cracked the Auction Code & Sold Millions!

**\$47.00** Free shipping

8d 7h 42m

Enlarge

This ad obviously sells something. Yours won't. But you should get some good traffic to your blog or your squeeze page anyway.

## Getting Links from Marketing Forums

Marketing forums cater to people interested in Internet marketing, which is exactly the crowd you want to target as an affiliate. To find forums in your niche, search Google this:

*"[niche keyword] forum"*

Most forums will either show you information about their membership activity, or let you poke around to find it. For example, here's a forum I found when I Googled "affiliate marketing forum":

**5 Star Affiliate Programs Forum**  
 Home | Blog | **Forum** | Directory | News | Advertising | About

5 Star Affiliate Marketing Forums

Register    FAQ    New Posts    Recent Posts    Search

Got Questions? We Have Answers! Join Us ... Log In ... Participate ... Prosper

Welcome Visitors! Please [Join Here](#)

Forum	Last Post	Threads	Posts
<b>Affiliate Forum</b>			
<b>Introduce Yourself - We're Friendly!</b> (2 Viewing) Tell us all about you. No link drops. Links in Sigs OK. <b>Please read the rules before posting.</b>	<b>Hello Everyone!</b> by Arthur71 Today 04:01 AM	1,905	8,458
<b>General Topics Affiliate Forum</b> (1 Viewing) General and More Advanced Topics. -- NO ADS, affiliate links or self promotion in any discussion forums! Sub-Forums: <a href="#">Niche Marketing</a>	<b>Paid Traffic</b> by MyDubli Today 01:30 AM	1,034	5,468
<b>Newbie Affiliate Forum</b> (3 Viewing) How to get started and beginner topics. There are no dumb questions. Ask and we'll try to help.	<b>Question about country...</b> by adam7one 12-25-2008 04:28 PM	778	5,423

**Featured 5 Star Programs**  
 Google Affiliate Network [New](#)  
 Advaliant (CPA Network)  
 Video Professor (Education)  
 Market Health (Health/Beauty)  
[Feature YOUR Program Here!](#)

**5 Star Programs**  
 MyWhiteWalls.com (Art) [New](#)  
 Singlesnet.com (Dating) [New](#)  
 RevUpCard (Affiliate Payments)  
 Insurance Leadz (Insurance)  
 zZounds (Musical Instruments)  
 Revenue Allies (Technology)  
 DentalPlans (Health)  
[YOUR Program HERE!](#)

The free forum support we provide is made possible

Notice that the forum's home page has a list of the thread categories on the forum, and each thread category has some basic information about the threads inside.

You're looking for forums that meet a few big criteria:

- **Lots of posts.** You want a forum with lots of activity. If the forum has 11 posts, that means nobody's interacting, and the search engines probably don't view this forum as a happening place. Your link won't do you any good.
- **Lots of recent posts.** If the last activity on the forum was back in 1999, that won't help you much. Nobody's looking at the forum, nobody's posting there, and your link won't do you much good.
- **Lots of members.** If a forum has only three people, who's going to see your link? Those same three people. That's unlikely to get you much traffic from any link you post there.
- **Good content.** This is a judgment call. Open some threads and see if the people contributing are providing good information. If they are, this is probably a forum where savvy folks are interacting, and your link is likely to bring you some traffic.
- **Signatures allowed.** These are the bits at the bottom of posts that show up in every post a given forum member makes. For example, your signature might look like this:

*[Your name]*

*Visit my [link to your blog] for a free gift.*

You'll see why finding forums that allow signatures is so important in a minute.

When you find some good forums, here's how you can get back links from them:

1. **Answer questions.** If you're an expert on the topic, you can easily help people who ask questions in the forum.
2. **Ask a question.** If you're not an expert on the topic (such as affiliate marketing in the example forum I showed you) there must be a lot of things you want to know. This is a quick and legitimate way to add a lot of posts to any forum.

3. **Ask for a critique.** Say you write an article and post it in your blog. Make a quick post to ask what people think. You'll not only get exposure for your signature. You'll also get a good back link to your blog.
4. **Ask for an opinion.** If you come across a product or service and want to research it first, forums are a great place to start. For example, you could make a post that says, "Has anyone had any experience with this product...?"
5. **Offer an article.** You can write an article, publish it to your blog, and then ask for a critique in the forums. People will visit your blog to read your article and click on your affiliate links or sign up to your ezine.

The way you'll get back links is by having a link to your site in your forum signature. Sign up, log in and update your Profile. This is where you can add your signature, which will appear at the end of every post you make.

Read the rules about posting. Basically, you either ask specific and relevant questions or you answer questions by replying to posts that other members make.

Start by looking at what others are posting and how people are replying to those posts. Once you get a feel for it, post as much and as often as you can. Never advertise in your posts (except where permitted). Let your signature do the work for you. And don't forget to leave your affiliate link in your signature!

**Note:** Forum posting is something you can outsource. You'll have to find a writer who can "speak with your voice" well. Once you do, you can probably pay that person by the post or by the word and get traffic from forums without spending any time doing it yourself.

Here are some marketing forums you'll want to check out for linking possibilities:

- <http://warriorforum.com> (doesn't allow affiliate links in the signatures, but you can certainly link to your own site)
- [AssociatePrograms.com](http://AssociatePrograms.com)
- [eWealth.com](http://eWealth.com)

- [Internet Based Moms](#)
- [Money Maker Group](#)
- [Work at Home](#)

## **Your Growing List**

You've just learned some simple ways to get links at all kinds of sites.

Initially, this might seem like a ton of work. To be honest, it is when you're first starting. It's sort of like a rocket lifting off—it takes a ton of fuel to leave the atmosphere, but then it takes almost no fuel to stay in orbit.

If you'll hit this hard to start with, and look for ways you can automate or outsource it in the long run, you'll end up with a steady stream of fresh traffic to your blog, and you'll find yourself with a solidly growing list.

Okay, once you have even a small list, you should start contacting potential JV partners to grow your list exponentially. That's what I'll talk about in the next chapter.

## The JV Traffic System

**T**his free traffic strategy is easy to implement, even for a beginner. And I know that may be very important, especially if you don't have a lot of money or marketing experience right now.

If that's where you are, then you'll want to pay close attention to this section, because I'm going to show you how to take your list from a few hundred to thousands of subscribers very, very quickly without spending a dime.

To get a quick surge of leads and sales, you need to go out and find other list owners who can send you a lot of traffic. All you need is 10 partners to send you 100 visitors each. If your squeeze page converts 40% of those 1,000 visitors, you'll have a list of 400 subscribers. That's enough to get the ball rolling.

After you get some traffic and start getting subscribers, you can use your list as leverage to further expand your subscriber base.

### **JV Traffic Tactic #1: Beginner Ad Swap**

If you're just getting started and you don't have a list yet, then this is my top recommendation because you don't need a list to use this tactic. Now pay attention, because if you grasp the power of this concept, it's really going to get you excited!

Here's how it works...

You contact a list owner and agree to advertise his product in your autoresponder series...forever!

In exchange, you ask him to offer your free report to his list. If he has a good-sized list, you'll end up getting a bunch of free subscribers.

You'll also want to mention that he'll get sales from all the other JV partners who will be added to your autoresponder series in the future. Think about it...endless sales...who could resist that offer?

## **JV Traffic Tactic #2: Traditional Ad Swap**

If you already have even a small list, you can generate thousands of new subscribers with variations of this joint venture list-building tactic.

A traditional ezine ad swap is where you make a verbal agreement with another list owner to promote his free report to your list and in return, he promotes your free report to his list. If your lists are both the same size, it stops there. But if your list is bigger or smaller, you compensate by sending more or fewer ads.

For example, if your list has 200 subscribers and his has 400, you would send his ad to your list twice and he would send your ad to his list just once.

Of course size doesn't always matter—results are what really count. So if you get good results from a particular ad swap, you may want to try it again.

## **JV Traffic Tactic #3: Autoresponder Ad Swap**

Autoresponder ad swaps are permanent and therefore the best way to get consistent traffic to your website. Basically, you add the same promotional email you used in Tactic 2 to the end of your autoresponder series and your JV partner does the same.

Everybody who subscribes to his list eventually gets the email ad that promotes your squeeze page and vice versa. That means you'll be getting traffic for possibly years to come. And depending how successful your JV partner becomes, it could eventually be huge.

Here's another variation, if you already have a list...

Find a list owner with a quality product, buy it, and then write a good endorsement for his product. Sell the product to your list first. Then contact the owner and say,

*I've sold x copies of your ebook. Would you mind endorsing my free report? In return, I will add your product to my follow-up system permanently.*

Do you see how powerful that is?

- You've given proof that your list get results
- You're politely asking for reciprocity
- You're offering to promote his product forever

**Tip:** Always use a [tracking link](#) so you know how many visitors you receive. If you get good results, see if the list owner wants to swap ads again or do a permanent autoresponder swap.

## **JV Traffic Tactic #4: Endorsed Ad Swap**

I've used this method to add thousands of new subscribers to my list in a single day. The secret is the endorsement.

It's similar to the traditional ad swap, but much more effective because you use the influence of the list owner to increase your conversion rate.

First, you find list owner with a quality product, buy it, and write a good endorsement for his product.

Next, ask him to make a special offer for your subscribers. For example, he could make a special page for your subscribers where they can get a discount on his product. The heading should say something like this:

**“Special Limited-Time Offer for [Your Name] Subscribers Only”**

Have the offer expire in 24-48 hours to add some urgency.

Next, create a special squeeze page for his subscribers. The heading should read,

**“Special Limited-Time Offer for [His Name] Subscribers Only”**

Put a value on it and give it away for free. But just like before, have the offer expire in 24-48 hours.

Finally, write an endorsement for your own free report as if the owner of the list wrote it himself. This will be a special offer for his subscribers only.

Tell the list owner you will send the endorsement for his product without any affiliate links, if he will send your pre-written ad to his list.

This method takes a little time to set up. But once you create your endorsements, you can use them over and over with different list owners.

Here are some additional tips for making this work well:

1. Look for products that don't have a squeeze page so you're not sharing your leads.
2. If you do send leads to a squeeze page, use an affiliate link so you get commission on the sales because you're basically swapping leads.
3. Use a [tracking link](#) so you know how many visitors you received. If you get good results, see if the list owner wants swap ads again.
4. When the swap is finished, ask the list owner how many sales he made. If he did well, send another mailing to your list with an affiliate link.

## Start Establishing Relationships

Now that you have some tactics to use, you need potential JV partners to use them on!

In Module 2, I showed you how to get on the marketing lists of merchants in your niche. The next step is to make initial contact with each list owner and build a database of potential JV partners whom you can contact and start building your list.

**Note:** This will be something you do on a daily basis while you're setting up your business. And of course, you can outsource this too.

## Leverage the Lists You're On

Just start reading and replying to the articles and offers you receive. People are more likely to open an email that is a reply to an email that they sent to you.

Here are some excuses for contacting a list owner:

- If you liked an article they wrote, just hit the reply button and say, “Nice article! I really liked the part about...”
- If they're selling a product you would like to promote ask, “Do you have an affiliate program?”
- If you visited their site and they're using a “light box” popover ask, “Where can I get that cool script you're using?”

People in this industry like to give advice and help others, but don't overdo it. Just ask simple questions that won't take a lot of their time to answer.

And when they do reply, add their contact info to a list of potential JV partners and start filtering their mail into a separate folder that you check regularly to continue the “conversation” and hopefully you will become friends.

And when it comes time to launch your site, you'll have all these “friends” to joint venture with. For now, just start establishing relationships with as many marketers as possible.

## How to Contact Potential JV Partners

You need to accept the fact that, especially when you're just starting out, more people are going to say no than yes when you approach them – especially if you're new or unknown. Don't take it personally. If someone says no, just go to the next person on the list.

The good news is that you don't need to have very many affiliates to be successful. Remember, you just need that initial push to get the ball rolling and start building a team of affiliates from the leads and customers that you acquire in the process.

**In fact, if you contact 100 people and only 10% agree to promote you, prepare for a flurry of traffic and sales!**

And by the way, if you took the time to build relationships like I talked about earlier, you could get 20%, 30% or even 40% of people to say yes to a JV proposal.

**Note:** Once you build a nice sized list, you can go back to the people who said "no" with some leverage to work with.

## Contacting The Right Potential Partners

Contacting people about a joint venture is incredibly easy. Once you've had the opportunity to study the people you most want to work with, you'll have an idea of what products they promote; what their promotions are like and even their style of communication.

Before you approach them, here's a quick checklist of things to make note of:

- **Make sure they promote quality products.** You don't want to recommend junk to your list.
- **Make sure they promote other people's products.** They shouldn't just promote their own or they'll probably end up being less than ideal JV partners (if they never promote anybody else's stuff, how good a job would they do with yours?)
- **Pay attention to the types of products they promote.** They should be of a similar category that will be of interest to your target market.

Once you have a "warm" list of potential JV partners, you'll need to make initial contact with them.

Here is a sample email you would send your "warm" list of potential JV partners. It's simply meant to generate a reply. If you give them the full details, they may reject your offer without even talking to you. Tease them with this:

*Hi {!firstname}*

*Check your marketing calendar because I would like to see how we can support each other and exchange some value this coming month.*

*I'll be in touch soon.*

*Best regards,*

*[Your Name]*

That lets them know you'll be writing again in the near future, and might keep your initial proposal from hitting them completely out of the blue. But ultimately, the time for that initial proposal comes. Here's how to make your first contact count.

## **Writing Your Initial Email**

What you want to do is make a potential partner an offer he simply can't refuse. That means you have to compel him to open your email, compel him to read it, and compel him to say yes.

Before I get to the details of how to do all three, remember something very important...

People you will contact are very busy, and basically lazy. These days, most people want it fast and they want it easy.

So if you want successful marketers to joint venture with, you need to make it as easy as possible for them to do so. Don't come across as if you're doing them a huge favor, but don't sound like you're a servant asking for permission to speak to the King either, you know what I mean? Keep the tone of your email light, friendly and easy.

And remember, most successful marketers are busy people, so keep your email short and to the point (but it doesn't hurt to start with a little flattery).

Okay, now to the details.

First, if your subject line flops, your email won't get read, and whatever's in it won't matter. So you have to get the subject line right.

When you're first getting started, it can be intimidating to approach someone with this type of offer. And the truth is, marketers get bombarded with so many offers that your proposal could easily get lost in the shuffle.

So if you're tempted to write something like "JV Proposal" in your subject line, do yourself a favor—DON'T.

**Getting someone to open your email is a lot like trying to get to first base on a date...**you want to make them interested enough to consider going out with you, but you don't want to be too pushy. And you're up against a lot of competition, so you want to stand out from the crowd, without coming across like a crazed postal worker after a difficult week.

So rather than trying to make your pitch in the subject line of your email, try a different approach, maybe something personal that will at least get them to open your email.

Here are some examples:

- {!firstname}, I want to promote [product] to my list...
- {!firstname}, I want to promote you forever...
- {!firstname}, can I send you some traffic?
- {!firstname}, can I send you some sales?
- {!firstname}, can you do me a favor?
- For {!firstname} (personal)
- Re: [Subject Of Ezine Issue]
- Re: [article they wrote]
- Re: [subject of their last issue]

If you're on their list, you can simple reply to one of their emails, which makes it hard not to open your email reply. You can try a variety of subjects if you don't get a reply.

Once you've got your subject line nailed down, you need to make your proposal in the body of the email. Here's a basic template you can use, but remember to put it into your own words and let your personality shine through"

*Hi {!firstname},*

*My name is [Your Name] and I've been a subscriber of yours for some time. I really enjoy your [articles, tips, etc.].*

*I especially enjoyed the one about [some topic]. I own [yourdomain.com] and would like to discuss a possible joint venture with you.*

*If you're interested, let me know and I'll send you all the details and a copy of my report for your review.*

*I believe this could be very profitable for both of us.*

*Thanks,  
[Your Name]*

It is short, simple, and effective. Notice that you offer to send the person your free report, because you want them to know what it is he'll promoting to his subscribers. It's a nice touch, and shows you're serious.

Once you contact someone, put them on a JV list in a spreadsheet or any document so you know who you've contacted (name, email, URL, ezine name, date contacted, etc.)

## **How and When to Send a Follow-Up Email**

Wait about a week. If a particular prospect didn't reply to the first email, send a second one, but only include the details of what you're offering to them, not what you want them to do.

**Note:** If they did reply to your initial email, modify the intro based on what they said to you in their reply (they might request specific info, etc.) and make sure to send the details on how they can fulfill their end of the bargain. Again, keeping your message clear, concise and to the point.

Here's a sample letter you can use

*Hi {!firstname}.*

*It's [Your First Name]. I sent you an email the other day [or enter actual day sent] about a possible joint venture that would be profitable for us both.*

*In short, this joint venture will:*

- 1. Increase the traffic to your website*

2. *Increase your income in two different ways*
3. *Provide "massive value" to your list*

*Here's what I will do for you:*

1. *I'll promote your [product / report] to my entire database of subscribers*
2. *I'll add a permanent promotion to my autoresponder sequence.*
3. *You'll get traffic and leads from all the joint ventures I do in the future.*

*Please let me know at your earliest convenience.*

*I look forward to working with you!*

*Thanks,  
[Your Name]*

Again, you'll want to personalize the beginning and modify it to fit your situation. For example, you may not have a list when starting out, so you can't offer to swap endorsement mailings at first, and you'll have to get creative.

If they already replied to the initial email, include the following as well. If they haven't replied, save it for a third email. They may email you back and say, "Sounds good. What do I have to do?"

*All I ask in return is that you send a promotion to your list for me and add it to the end of your autoresponder sequence.*

*Attached is a copy of my report and a sample email for you to send to your list. Please reply with a sample email to send to my list and we'll make this a profitable joint venture!*

*Let me know if you have any questions and I look forward to working with you!*

*Thanks,  
[Your Name]*

Two or three emails are all you need to send. If they don't respond, make a note to contact them again in a month.

If they do respond but don't follow through, put them on a "warm list" to follow up with later. Your purpose right now is to get your proposals out to as many people as possible. At this point, don't waste too much time on anyone who's not ready to get started right away.

Joint venture marketing is an easy and very effective way to drive traffic to your site and generate traffic, leads, and sales. It beats traffic exchanges and safe lists hands down. And you don't have to invest money in advertising.

Swapping ads with other list owners is an extremely effective way to get traffic to your squeeze page. But don't forget about the other methods that you've already learned. Everything works together to build an unstoppable flow of traffic.

## Wrapping Up

**N**ow you know how to get avalanches of traffic to your blog, and to explode the size of your list with JV partnerships.

Nothing I've talked about here costs you much money (paying for article submission costs, but it won't break the bank). It takes a little bit of effort, more so in the beginning when you're not used to the system, but that relatively small effort can pay off big much sooner than you think.

First, I showed you where to put your content to get maximum free traffic benefit out of it.

Don't forget that little tip about piggybacking on a product launch. That one technique has brought be thousands of new subscribers in my career, so I can say confidently that it works great.

Next, I showed you how to get high-quality back links to your blog. That's the best way to get yourself free traffic over the long term, because it's the proven way to get your blog ranked high in the search engines.

Finally, I showed you how to contact potential JV partners in a way that is much more likely to get your emails read and responded to favorably.

The key is establishing relationships and being professional in your contact without being stuffy. I showed you how to do that, including some sample emails you can edit and use.

With that, the course has come to a close. You're now prepared to make a go of it as an affiliate marketer. As you do that, let me encourage you with one thing...

You'll hit a speed bump now and then. That's normal. Don't think you're doomed, or affiliate marketing is all a big scam. Neither one of those things is true. Stick with it and you'll see your efforts pay off.

Thanks for reading, and I wish you well in your affiliate marketing adventure,

