Affiliate Jumpstart

By: Ryan Hogan

www.AffiliateJumpstart.Net

<u>Distribution Rights</u>

[YES] Can be packaged with other products
[YES] Can be added to free membership sites
[YES] Can be added to paid membership sites
[YES] Can be offered as a free bonus
[YES] Can be resold
[NO] Can sell Private Label Rights
[NO] Can be edited and or broken down for content

Rebrand This Report With Your Own Affiliate Links!
www.AffiliateJumpstart.Net

<u>Legal Stuff</u>

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About The Author

With a diverse background in Software Development, Graphic Design and Helpdesk Management, Ryan started working online part time as an Affiliate Marketer in late 2001 in order to supplement his income.

In addition to Affiliate marketing, Ryan now owns several websites in various niches and enjoys helping others.
Ryan is now a full-time Internet Marketer living and working from home in Southern California with his wife and puppy to keep him company.

Introduction To Affiliate Marketing

Ok, so what exactly is Affiliate Marketing and how can I make money on the Internet by becoming an affiliate?

In a nutshell, Affiliate Marketing means that you are promoting the products or services of others in exchange for commissions when purchases are made.
Commission amounts can vary and are commonly offered from 30% to 75%, with 50% being considered about average.
Some commissions are recurring and can even be as high as 100%!

Once you join an affiliate program, (which we'll discuss in detail in a moment) you are provided with a link to use that contains your unique affiliate ID.
When you send someone to the product owner's site through this link with your ID and a purchase is made, you receive a commission!
This is a mutual benefit for both yourself and the program owners because you both make money and the product owner receives greater exposure to new customers with less advertising expense.

The advantages of Affiliate Marketing that I love the most include not having to worry about product creation, delivery issues, support, shipping, refunds,
order processing and employees.
Last but not least are of course, the commissions!

Sit back, relax and grab a nice cup of coffee…
We are going to dive right in today and talk about some simple methods that affiliate marketers use every day to ensure their immediate and long-term success.
– *Your Affiliate Jumpstart!*

<u>Let's Get Started!</u>

Hosting and Domain Names:

Having your own hosting account and domain name will give you complete control over your efforts, offer you greater flexibility for making changes and will be the cornerstone of a successful affiliate business.

When registering a domain name, it's always a good idea to choose a **.com** or **.net** with relevant keywords in your domain name because it looks professional and you may get a boost in search engine rankings as an added benefit.

The host I use for all of my needs is Zoot Host, which is very affordable and offers fast, friendly support.

Choosing the Right Products to Promote:

It's important not to overwhelm yourself at first by promoting too much at once.
This is a very common mistake that can be easily avoided in the beginning.
Start out small by choosing only a hand-picked few, focusing on them and gradually increasing the amount as your list of prospects begins to grow.
We'll discuss the importance of list building in just a bit.

Downloadable products and online services are the easiest to work with and are also the most common for Affiliate Marketers, so they will be our primary focus. ☺

If you're not sure what niche to choose, my advice is to take a look at the hot sellers and popular products listed in each Affiliate Network we'll be covering, as this will give you a good starting point and a clear idea of what people are buying.

It's a sure bet you will be able to find some great products to promote that are related to your niche. Daily Niche Idea is a fantastic free resource to get your ideas flowing and can also give you a little inspiration before you begin your journey as an Affiliate.
Product selection is very important! Choose products that you feel comfortable with, what you find useful, interesting or valuable.
When choosing a product, it also helps to ask yourself the following questions:

1. Is this product or service something I wouldn't mind having myself?
2. Does the product and website convey a professional appearance?
3. Are there positive testimonials on the website?
4. Do they offer guarantees?
5. Do they offer 40% commissions or better?
6. Do they offer promotional materials for affiliates such as banner ads, etc?

Account Creation:

There are literally dozens of Affiliate Networks and thousands of products to choose from out there but don't let that discourage you.
We're going to cover some of the best networks to get started with and how to choose some great products for you to promote once you're set up.
The good news is that this part only needs to be done once. ☺
If you do not have a secure password organizer, I highly recommend downloading a copy of Roboform or the "Affiliate ID Manager" bonus included in the members area.

Paypal

The first thing I recommend you do is to get yourself a PayPal account.
Paypal is globally recognized as one of the largest and most reputable payment processing solutions available online.
It's secure, free to join, available in most countries and you can even have your Paypal funds transferred to an existing bank account if you wish.
Besides payment via traditional checks, a large number of Affiliate programs pay out their commissions through Paypal and one of the networks which we'll be covering uses them exclusively. If you would like to know the ins and outs of Paypal, have a look at AllAboutOnlinePayments - A free download that will get you up to speed in no time!

Affiliate Networks:

PayDotCom

Now that you have a PayPal account, lets talk about PayDotCom.
PayDotCom is a growing Affiliate network offering a wide variety of quality products to promote in many different categories. (a PayPal account is required for commissions)
It is owned by Mike Filsaime, who is regarded as a top marketer in this field and one who understands the needs of Affiliates like us.

After you've joined, you will want to click on the "Promote Products" link in their menu and browse their product marketplace.
From here, you can choose products to promote based on the criteria we discussed earlier.
Many of the PayDotCom vendors also offer promotional materials such as banner ads.

In addition to standard affiliate links, PayDotCom also offers a unique blog widget.
It's a little piece of code you can add to your blog which will display products relevant to your content and of course, contains your affiliate links built in.
If you are a blog owner (which is highly recommended), this is a great way to earn some passive income from your blog traffic and help fatten your Paypal account**.**

ClickBank

Founded in 1998, ClickBank is one of the largest Affiliate Networks online, with over 12,000 product vendors in its marketplace.

Clickbank offers digital products, 60 day satisfaction guarantees on all products and is extremely easy to use for affiliates, customers and vendors alike.

Affiliate commissions can be as high as 75% and some vendors offer recurring monthly commissions if a membership to an online service is sold!

Joining Clickbank as an affiliate is a very simple process in which you simply choose your username, enter a few details about yourself and where you would like your checks mailed to.

If you are new to ClickBank or would like in-depth info, I highly recommend grabbing this free report from my friend, Sunny Suggs called All About CB

The ClickBank Marketplace

Once you've joined ClickBank, you'll want to browse their marketplace to investigate and choose the products you'll be promoting.

At the top of the page, click the link that says "marketplace"

From there, you can choose your niche of interest by clicking the links on the left.

Each product will have its own "stats" listed beside it, which include the commission % Gravity and $ amount per sale.

An explanation of these stats can be found on ClickBank's site here

From this screen, you can also preview the sales copy of the site you'll be promoting, so be sure to take a look and base it on your criteria before making your final choice.

After making your choice, click on the green button that says "**Promote**"

A window will pop up asking you to enter your Clickbank account ID so it can generate what's called a "Hoplink" (A Hoplink is ClickBank's own word for affiliate link)

Click the "Create" button below and you should see a screen containing your new affiliate link like this:

ClickBank (Continued)

Let's Narrow it Down Some More..
My favorite alternative to the ClickBank marketplace is a website called CB Engine.com
It's a free site for all to use, offers a nice visual presentation and shares a lot of
information about new and trending products, making it very easy to pick out some
winners to promote.

You can narrow down your product search based on your own criteria and get an
impressive listing very quickly.
For example, if I would like to find a product that pays a minimum of $50.00 per sale
and offers recurring commission, it'll allow me to do that.

CB Engine will display a link to the salespage for you to check out, a button to create
your Hoplink and some additional stats that are available to "Pro" members.

The green "R" indicates recurring commissions.

RegNow

RegNow is part of the vast network from Digital River which deals specifically with software downloads and is one of my favorites.

Another advantage that Regnow offers, is that a very high percentage of products also offer trial downloads containing imbedded Affiliate ID's.

Once you've joined RegNow, selecting high quality products is very easy.

After logging in, you can select them from the "Best Sellers" category or the "Featured Products" column.

If you prefer to search for niche-specific products, doing so is also very easy.

Just click the "Click Here to Begin Searching" link and you will be taken to the Product Finder page.

In the Product Finder, choose a category of interest from the drop-down menu.

Filter your search:

This part is optional, but I do recommend checking the box that says "**Downloadable File for Trial**" and if you plan to link to the vendor's homepage, also checking the "Affiliate Certified" box as well.

Affiliate certified basically means that there is complete flow-through from the vendor's homepage to the Regnow checkout when a purchase is made.

However, some vendors have alternate payment processors and use Regnow just to handle their Affiliate program for them.

Because of this, I recommend linking directly to the software trial download and to the checkout page, which will guarantee commissions on any sales of their product.

Don't worry if you do not know the names of products or vendors. Just leave those fields blank for now until you become more familiar with their system.

Once you've chosen your category, you will see a product listing with several columns containing commission%, their ranking, company info and whether or not they offer affiliate trial downloads. The Trial column will be marked with a "Y"

From here, choose a product by clicking the "**View**" link beside the product name.

A window will pop up, where you can grab your affiliate links and view other offerings from that vendor if any.

Most vendors will automatically approve you as an affiliate.

If not, you can apply or just skip them and choose another vendor.

Actions	Product Name ▲▼	EPC PowerRank ▲▼	Website ▲▼	Category ▲▼	Trial ▲▼	Buy Now	Certified Site ▲▼	Certified Product ▲▼	Commission ▲▼
[View!]	Cucusoft DVD to PSP Converter	$0.22	http://rm.cucusoft.com	Audio:Rippers & Encoders	Y	Y	🔒	🔒	85%
[View!]	Cucusoft iPhone Ringtone Maker + Composer Suite	$0.00	http://rm.cucusoft.com	Audio:Rippers & Encoders	Y	Y	🔒	🔒	85%
[View!]	Tutu Audio Converter	$0.00	http://regnow.tutusoftware.com/	Audio:Rippers & Encoders	Y	Y	🔒	🔒	85%
[View!]	Cucusoft iPhone Ringtone Composer	$0.00	http://rm.cucusoft.com	Audio:Rippers & Encoders	Y	Y	🔒	🔒	85%
[View!]	Tutu FLAC MP3 Converter	$0.00	http://regnow.tutusoftware.com/	Audio:Rippers & Encoders	Y	Y	🔒	🔒	85%
	Cucusoft iPhone Ringtone			Audio:Rippers &					

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In the screenshot below, you'll see that I have been active with this particular vendor since 2007 and receive 85% commissions on all products:

Relationship Detail

| Details | About | Sales Links | Contact |

ID:	8889
Name:	Cucusoft Inc.
Created On:	Jul 5, 2007
Affiliation Status:	**Active**
Global Commission:	85%
Website:	http://rm.cucusoft.com
Site Certification:	🔒
Custom Affiliate Terms:	Y
Contact Email:	Click here to send message
Customer Email:	support@cucusoft.com
	This address may be given to customers in need of assistance.

* When using a vendor style, please check the order page to verify. Not all vendors choose to use a unique style. ❓

Product ID	Product Name	Trial	Buy Now	☐ Use Vendor Style *	Product Certification	Commission	Commission Structure
8889-4	Cucusoft All Audio/Video to MP3 Converter	N	Y	☐		85%	Referred Sale
8889-17	Cucusoft Apple TV Video Converter	Y	Y	☐	🔒P	85%	Referred Sale
8889-18	Cucusoft DVD to Apple TV Converter	Y	Y	☐	🔒P	85%	Referred Sale
8889-19	Cucusoft DVD to Apple TV Converter Suite	Y	Y	☐	🔒P	85%	Referred Sale
8889-9	Cucusoft DVD to PSP Converter	Y	Y	☐	🔒P	85%	Referred Sale
8889-15	Cucusoft DVD to Zune Converter	Y	Y	☐	🔒P	85%	Referred Sale
8889-21	Cucusoft DVD to iPhone Converter	Y	Y	☐	🔒P	85%	Referred Sale
8889-22	Cucusoft DVD to iPhone Converter Suite	Y	Y	☐	🔒P	85%	Referred Sale
8889-6	Cucusoft DVD to iPod Converter	Y	Y	☐	🔒	85%	Referred Sale

Maximum Impact:
My advice is to choose vendors that offer 40% commissions or more on their products and also offer free trial downloads that you can share with others.
Some vendors will also offer performance bonuses by increasing your commission amount if "Custom Affiliate terms" indicates a "Y"

Free trial downloads can be offered to your list subscribers or you can link directly to them from your website.
These downloads contain your affiliate link automatically embedded within them, so if a trial period expires and the user decides to make a purchase before or after that time, you make a commission on that sale!

💡 Jumpstart: Your Own Software Directory For Free!

Regnow has recently started offering members what they call their "**Site Builder**".
The Site Builder feature allows you to create a fully customizable software directory, where you can choose between 8 provided templates, add a logo, make a few tweaks and upload the finished files to your website.
The editor also allows you to drag and drop areas to easily re-arrange them, add your own HTML and also add or change the featured product IDs.
Your affiliate ID is automatically embedded throughout every order link and trial download link!
A tutorial video is also offered by Regnow inside their member's area with plenty of help and FAQ's in case you have questions.

Here is an example of a software directory I created in about 20 minutes which contains my affiliate link for every product:

http://www.affiliatejumpstart.net/software

Choosing Your Platforms

Review Sites:

Review sites are simple, custom designed "mini-sites" that feature product comparisons.
They are a great way to showcase up to five affiliate products at a time and feature a brief description of each.
When searching for products online, many surfers are looking for a list of features and/or a list of pro's and cons before making a purchasing decision.
Why not provide it for them?
If you purchased the One-Time offer, you're in luck, because some very high quality Review site templates are waiting for you to download.
If not, don't worry-
Niche ReviewTemplates.com also provides very nice review site templates in a wide variety of niche topics for a very reasonable fee.

Blogs:

Having your own blog is an ideal way to write product reviews, make recommendations or discuss just about anything.
If you have your own hosting and domain, I recommend installing a Wordpress blog and share a little about yourself to get your readers familiar with you.

The advantage of having a blog on your own server is that all of your content will belong to you alone and will not be subjected to the rules and regulations that users of online blog services are subjected to.
Wordpress is a free, open source platform, which you can download here

Remember to keep your blog on topic and engage your readers as much as possible. Doing this helps your readers get what they are looking for and knowing what they need and are looking for is a huge plus for you!

There are no set "rules" on how to blog but my advice would be to just be yourself when you write, keep your blog posts frequent and relevant to a central topic, remain clear and easy to understand and finally, to keep your posts current if its news related.

Social Networking & Web 2.0 Properties:

Social networking and web 2.0 properties are excellent ways to reach out and get the word out about yourself and the Affiliate products you are promoting.
Here, we'll talk about some of the largest and most popular.

Facebook:
Facebook is a free social networking site with over 250 million users worldwide.
Once you become a Facebook member, you can invite friends and relatives to join your list of friends.
When you visit your Facebook page, you can update your "status," by sharing what you're doing or what you're thinking.
Your friends will see these updates the next time they visit Facebook and they can also comment on your status or send you private messages. You can share photos, videos, and links with your friends and also see the photos, videos, and links that they've posted. There is large potential here for Affiliate Marketers to get the word out.

Twitter:
Twitter is a social "microblogging" service that is free to join and allows users to write small posts under a 140 character limit.
These small posts are referred to as "Tweets" and can even be sent through a mobile device such as a cell phone.

Twitter can be used effectively to spread the word about a product or service and as an Affiliate Marketer, there is enormous potential to gain new leads and customers.
The more people you have "following" your tweets, the greater your circle of influence will be and the more likely your Tweets will be read.
Sharing affiliate links is perfectly ok but constantly forcing them on others is a big no-no.
Do your best to provide value and use Twitter as a means for others to get to know you.
It is very important to note that when using Twitter, you should make an effort to engage in conversation and follow others and avoid "link spamming".
Twitter is consistently growing by leaps and bounds and shows no signs of slowing down any time soon.

Squidoo:
Squidoo is a web 2.0 property owned by Internet Marketing author, Seth Godin and is free to join. You can generate income in two ways. 1. through writing articles/reviews. 2. through their advertising revenue sharing. Created pages are called "Lenses"

HubPages:
Similar to Squidoo, HubPages allows users to post magazine-style articles on pages they refer to as "Hubs" You can create groups of Hubs and also earn income from revenue sharing via the featured advertisements throughout the site.

Articles:

Articles are a great way to establish yourself as an expert, brand yourself and receive lots of traffic and one-way backlinks from the search engines.
Be sure to check the directories' terms of service before you submit articles containing Affiliate links. Some directories frown on this and in that case all you have to do is set up a page on your own website or blog and direct the reader to that link instead.

I recommend writing your own articles whenever possible to guarantee uniqueness of your content but if you suffer from writer's block as many folks do, Article underground provides several article packs on a wide variety of niche topics every month which you can download and edit.

Videos and Video Skinning:

Videos
Making your own videos to advertise a product is very easy and can be done with as little as a webcam and a microphone.
If you don't want to appear in your videos, you can use pictures and text relating to the products you are promoting.
Before recording a video, have a clear idea of the main points you wish to cover and try to be informative yet brief. You can easily make screen capture videos with software called **Camtasia**. Camtasia isn't a free program but you can download a fully functional trial version of it at no cost here: http://www.techsmith.com

Videos are a great way to brand yourself and get your message across visually.
Uploading your finished videos to sites such as Youtube, Google Video and Viddler give you a huge advantage over other Affiliate Marketers, as this can get your message out in front of millions of viewers!
When uploading your videos to your profile or "channel", be sure to use relevant keywords as your "Tags", so viewers have an easy time finding your content.

Video Skinning
Due to the explosive growth and popularity of online video, one of the fastest growing trends in Affiliate Marketing right now is called "Affiliate Video Skinning"
The process of video skinning involves promotion of affiliate products using a customized squeezepage and video designed to compliment the product you promote.

The benefits of video skinning are that you can take advantage of the attention-grabbing power of video and if an opt-in email form is present, you can collect opt-in leads to market to.
Also, conversion rates on pages with video can be very high and give you an advantage over other affiliate marketers not employing this tactic.

<u>Long-Term Cash flow</u>

These are the basic tools of the trade and tactics that help you ensure a long, sustained cash flow as well as building a responsive list of buyers.

List Building:

Affiliate marketing is a numbers game. The more people you bring to your business, the greater the potential to earn big profits.
This is why list building is one of the basic building blocks of successful affiliate marketing.
Creating a list of customers is very important if you want to build an online empire.
Imagine what you can do with a long list of emails…
The potential for affiliate programs are endless and you will find a diverse market where potential needs and solutions can be offered.
By using a reputable autoresponder service such as Aweber or Get Response, you can also avoid dealing with poor deliverability issues or spam complaints.

It's Not Always about the Sale!
This might seem crazy, but building a list doesn't necessarily mean that you will push for a sale all the time.
Building a relationship with your subscribers is an essential part of long term success and its much easier to do than you might think.
Constant sales pitches can be irritating to some people and might be considered spamming depending on the frequency or content.
Try to keep in mind that Affiliate Marketing is about appealing to the interests of your audience and building relationships with them.

How do I build a list?
You can offer your opt-in subscribers free information which may serve useful to their everyday life. If you are promoting diet products, offer them a free ebook which can help them shed off those extra pounds. These freebies may also serve as your presale or prelude to a big promo that you will run shortly after.

Once you gain subscribers, a newsletter sent on a regular basis is recommended.
This way, you can create a level of trust between yourself and your customers.
Trust is very important in Affiliate Marketing, so be sure to always provide value, quality and information your readers are seeking.

If you'd like additional info and free videos showing you how to build a massive list quickly, be sure to check out List Recon from Solomon Huey.

Squeezepages:

Squeezepages are short, fast-loading advertisements designed to capture a viewer's attention without making them read a long, boring salesletter.
Squeezepages are also referred to as Lead Capture Pages (LCPs) or Splashpages.

A successful squeezepage should include:
1. A bold, eye catching headline that grabs attention.
2. 3-5 key brief points describing the benefits of the product or service.
3. An opt-in form to capture emails from subscribers seeking information.
4. Your name and/or photo somewhere on the squeezepage for branding purposes.
5. Call to action. Example: click here to subscribe or click here for more information.

Some advantages of using a squeezepage are that you will stand out from all the other affiliates promoting generic affiliate pages supplied by vendors.
You can brand yourself and build trust by using your own name and photo.
You can build your own list. This part of course, is very important for long-term success.
At Ad Kreator, you can easily create some great looking squeezepages with their visual editor and they're fully hosted for you too, so there's nothing to download.
Piece of cake!

Autoresponders:

Autoresponders are e-mail messages that are sent automatically when an e-mail arrives for a specific e-mail account.
Autoresponders are used by Affiliate Marketers to send responses to subscribers seeking more information about products or services or to answer questions.
An autoresponder usually consists of a series of preset messages spread across a certain time frame.
For example, you can continue to follow up with your subscribers automatically, from the first day he or she joins, then another on the 3rd day, then on the 7$^{th\ day}$, the 2nd week, and so on. The frequency is entirely up to you.

Selling on The Backend
Autoresponders are the key to list building, which is where most successful Affiliate Marketers make backend sales by sending automated follow-up messages.
It is better to sell on the backend rather than directly linking to a vendor, because your list can generate repeat business over time and you can make significantly more money as a result.

In the followup messages, you can make product recommendations to solve particular problems your subscriber is looking to solve, or simply provide recommendations to related products of interest.

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Choosing a Good Autoresponder
Most web autoresponders give you unlimited autoresponser messages, and you can have multiple autoresponder addresses.

Autoresponders are inexpensive and are considered your silent 24/7 salesman.
Two reputable autoresponder companies that charge about $20 a month include
[Get Response](#) and [Aweber](#)
I use and highly recommend both companies.
If you are not yet a member of either service, you can try Get Response free for 30 days, or Aweber for only $1 for 30 days to see which you like best.

Because we are Affiliates seeking to boost our bottom line, I'd like to point out a key difference between the two services.
In either program, you can make great commissions as an affiliate by referring others.
The difference is that Get Response does not have a problem with you promoting their program inside Traffic Exchanges, whereas Aweber currently does not allow it.
In my opinion, Get Response is the most "Affiliate friendly" of the two, should you decide to recommend or promote an autoresponder for profit inside a traffic exchange.

Both companies offer a host of additional features and benefits that help you to build a list very quickly.
Backend sales on follow-up messages account for some of the largest percentage of Affiliate sales.
It is a known fact that people need multiple exposures to a product to convert from "tire-kickers" into action takers.

There are many autoresponder companies out there and you can even get autoresponders included with some webhosting packages but I'd rather go with one of the top dogs above to ensure a better deliverability rate and compliance with "CAN-SPAM" laws.
Avoid using "do-it-yourself" autoresponder scripts.
Your autoresponder is hands down, one of the most important tools you will ever use as an Affiliate Marketer, so going with a professional service is worth the investment.

Example of a Basic Marketing Funnel:

Traffic = Prospects

Your Squeezepage

1. Prospect is offered an incentive to receive emails from you and join your list.

2. Prospect enters name and email address on your squeezepage.

3. Prospect receives a free report or free information of value.

4. Autoresponder series continues to follow up and present info containing your Affiliate links where sales can be made based on recommendation.

Downline Builders:

A downline builder is a website that you can join and add your affiliate links inside relating to different products or services.
When you recommend the downline builder to others, they in turn join as you did and see all of your Affiliate links inside.
This exposure can help you generate more signups and ultimately more sales!

One of my favorite downline builders is [Affiliate Funnel](#) because its customizable so you can promote your own programs, helps you build your own list and offers free weekly online seminars where you can get coaching from pros!
Not a bad deal if you ask me.

Automation & Turn-Key Systems:

Two new programs to hit the scene recently just made life a whole lot easier for us Affiliate Marketers.
They are [Clickbank Pirate](#) and [Prosperity Marketing system](#)
These systems work for you and automate the autoresponder followup process for you, supply professionally designed squeezepages and continue to make you more sales.
All you have to do is direct traffic to your Affiliate links or squeezepages they supply and they literally do all the work for you. These automated systems will save you a ton of time and can contribute much to your Affiliate income.

Link Protection & Tracking:

The simple fact is that as more people become aware of Affiliate Marketing and the links that represent your "paycheck," the greater the chances are that someone is going to hijack your Affiliate link and substitute it with their own!
They can completely cut you out of your hard earned commission!
A good link cloaker can turn an Affiliate link like http://abc.productx.vendor.com/?rid=69 into www.yourname.com/recommends/example which looks more professional and keeps your link protected from the commission hijackers.

It is also equally important to track where your clicks are coming from so you know which ads and traffic sources are performing and converting the best for you.
That is why I use [Phantom Link Cloaker,](#) because it will not only cloak and protect Affiliate links, but provides useful statistics without having to install anything extra on your server. Everything you need is included which keeps everything nice and easy!

With [Phantom Link Cloaker](#), you can also capture opt-in leads from any Affiliate page. Imagine all the possibilities with just this one script!

<u>Driving Traffic</u>

Manual Traffic Exchanges:

Manual traffic exchanges can be a very effective way to get tons of quality visitors to your website or squeeze page and generate more sales.
How they work is very simple. After joining a traffic exchange, you will log in and view sites belonging to other members.
The more websites you visit, the more visitors you will get to your site in the form of "credits". You then assign these credits to your website, where typically, 1 credit will equal one page view.

There are many quality, established traffic exchanges online.
Many of them have several thousand members all waiting to see your offers or opt into your newsletter.
A majority of the most popular manual traffic exchanges are the ones that are free to join. The members do not have to pay money to register their websites, but with this option you will need to spend some time to generate traffic to your sites in return.
If you are short on time, most traffic exchanges offer traffic packages for very affordable prices.

An important distinction:
Avoid using "Autosurf" traffic exchanges as they will never get you the results you are looking for since they do not require live human interaction.
Always be sure to use Manual Traffic Exchanges because they do require human interaction in order to operate.

Here are a few of my favorites:
TrafficPunk, TrafficSplash, TezakTrafficPower, HitSafari, EasyHits4U and Sweeva

Opt-in Safelists:

An Opt-In safelist is a site where you can advertise to thousands of people by sending them spam-free email offers. They are called safelists because the members have given permission to receive emails from others, in order to receive mailing credits.
Mailing credits can be used to send out emails and are accumulated by reading emails.

Some of my best performers include:
ListBuilding Maximizer, AdTactics, Viral MailProfits, GotSafelist, ListBandit & List effects

Article Marketing:

Article Marketing is one of the easiest ways to get some consistent traffic to your websites. Using keywords relevant to your product can also help improve your search engine rankings for that keyword.
The majority of article directories allow you to place a link to your website in what's usually referred to as the "Resource Box" or Bio.

Another advantage of article marketing lies in the power of syndication. Newsletter publishers and webmasters in search of quality content can link to article feeds which in turn, expose your link to more viewers across the internet! The more articles you write and submit, the greater the exposure! Side benefits may also include better search engine rankings and becoming known as an expert in your chosen topic!

Here are 15 of the best free Article Directories to get you started:

1. ezinearticles.com
2. goarticles.com
3. Article Dashboard
4. Article Cat
5. articlesbase.com
6. articleclick.com
7. articlecube.com
8. articleinsider.com
9. articlerich.com
10. articlesnatch.com
11. articlesphere.com
12. bharatbhasha.com
13. easyarticles.com
14. blazingarticles.com
15. articlebiz.com

If you do not wish to manually submit your articles to each of the directories, you can use an automatic submission tool such as Mass Article Control to submit them for you and save you lots of time!

SEO: (Search Engine Optimization)

SEO is the practice of optimizing a website so that it can rank higher in the search engine ranking positions, or "SERPS" Some companies spend thousands of dollars to SEO firms to help them maintain high SERPS.
Ranking higher gets you more visitors and more visitors get you more money!

Optimizing a web site for search engines can encompass a wide variety of factors and staying ahead as the search engines change their algorithms can be challenging. Fortunately, Jeremy Gislason has a very easy guide to SEO that makes sense of it all and you can grab it for about 10 bucks which is a complete steal: Insider Seo Revealed

Blog & Forum Participation:

Blogs
Visit blogs related to your product or topic and post some of your comments, ideas or ask questions on them. Add your affiliate link in the homepage portion but not in the comment post itself.

Forums
Visit online forums related to your product or topic and post some of your thoughts, ideas or ask questions on them.
For this to be effective, you will want to take some time to write an attention-getting signature line and don't forget to spend some time filling out your forum profile.
Be sure to include your links in both. Then every time you make a post readers will be exposed to your offer.
Remember to be helpful and do not post simply for the sake of getting your signature link seen. This is considered "link spamming" and may result in you being banned.

Some forums I frequent and recommend are:
Net Marketing Forum
Warrior Forum
Digital Point Forum

Viral Marketing:

Viral marketing is a technique where the strategy is to gain access to others that will voluntarily pass along an advertising message. Classic examples would include free rebrandable reports such as Affiliate Jumpstart and rebrandable software from IM Buzz that you can give away. You can benefit because both contain your affiliate links and can easily spread far and wide because they are free and provide high value.

Pay-Per-Click:

Driving traffic to your website is critical for ensuring that your marketing campaign is a success. Pay Per Click advertising is one of the most popular ways people drive traffic to their sites.
Abbreviated as PPC, Pay Per Click advertising is considered to be highly targeted marketing because it attracts surfers using your exact keywords to locate a product or service. Unlike banner ads or other types of marketing, PPC advertising ensures that you only pay for advertisement that works.

With a PPC campaign you pay every time someone clicks your link, ensuring that your advertising dollars are not misspent or wasted.
This technique has more of a learning curve than the other methods we have discussed so far, but it can also yield the fastest results when done properly.

The great advantage to using Pay Per Click (PPC) advertising is that you will always show up in the top search results, and you don't need to worry about paying for wasted advertising space.
With other forms of advertising, the method was based upon impressions.

When you view a search result on Google, you'll see two types of links.
The top and side links are usually "sponsored ads". (PPC).
Beneath them, you'll find organic search results, which are the natural results that were returned based upon the content of the websites and the ranking algorithm of the search engine.
It is best to use both organic and PPC advertising if you are comfortable bidding and paying for your keywords.
By having keyword rich content as well as PPC, you can ensure that your site will receive plenty of visitors on a consistent basis.

If you are new to PPC advertising, you can set your budget at a small limit and begin your first campaign. This will give you the chance to test a campaign without feeling that you have invested too much money.
PPC is a great way to drive traffic to your site and is an important component in your affiliate marketing program.

The downside to PPC advertising is that it can cost you a lot of money very quickly if you're not careful. Especially, if you're not generating any leads or sales from them.
That is why I recommend that you take the time to learn as much as possible before you invest a lot of money in a PPC campaign and carefully test and tweak your ads until you are getting satisfactory results from your campaigns.

If you are a visual learner and would like step-by-step video instruction on how to use PPC advertising with Google Adwords, PPC Academy is a Must!

<u>Tying It All Together</u>

Let's recap. Your basic plan of action should consist of the following:

1. **Taking your pick**
   Choosing a product or service you wish to promote based on desirable factors such as conversion, gravity, commission, reputation and how you generally feel about that product or service.

2. **Setting up your platforms ("Money pages")**
   Begin by either going with self hosted websites or using services that offer hosted materials such as the Turnkey systems and web 2.0 properties.

3. **Capturing leads and using an autoresponder series.**
   This helps you to build relationships with your prospects and make repeat sales by recommending additional products and services the prospect may like more information about.
   Jumpstart: Use the included squeezepages and pre-written autoresponder series inside the Affiliate promo tools area. We did the hard work for you!
   Simply copy/paste the messages into your autoresponder and you're all set!

4. **Consistently driving traffic to your platforms**
   Traffic is the absolute key to succeeding with any online business and Affiliate Marketing is no exception.
   The more traffic you can drive to your "money pages", the greater your chances for success as an Affiliate!
   Utilize the methods in this report as your starting point.

5. **Taking action!**
   Implement some or all of the strategies if you are currently not doing so in your existing routine.
   Remember to be consistent in your efforts and don't give up.
   Pace yourself and strive to do a little more each day.

> **Want Hands-on Guidance & More Commissions?**
> By Upgrading to a Gold Membership at Affiliate Jumpstart, You Can Rebrand this Entire Report With Your Own Affiliate Links, Receive Higher Commissions than Free Members and Gain Access to our Training Videos!
> **http://www.affiliatejumpstart.net**

Resource Check List:

1. Zoot Host
2. Daily Niche Idea
3. Roboform
4. PayPal
5. AllAboutOnlinePayments
6. PayDotCom
7. ClickBank
8. All About CB
9. RegNow
10. NicheReviewTemplates
11. FaceBook
12. Twitter
13. Squidoo
14. HubPages
15. Article underground
16. Affiliate Video Skins
17. Aweber
18. Get Response
19. List Recon
20. Ad Kreator
21. Affiliate Funnel
22. CB Pirate
23. Prosperity Marketing System
24. Phantom Link Cloaker
25. TrafficPunk
26. HitSafari
27. TezakTrafficPower
28. TrafficSplash
29. EasyHits4U
30. Sweeva
31. List Building Maximizer
32. List Bandit
33. Viral Mail Profits
34. List Effects
35. Adtactics
36. GotSafelist
37. Mass Article Control
38. InsiderSeoRevealed
39. IM Buzz
40. PPC Academy

Recommended Marketing Forums:

41. [Net Marketing Forum](#)
42. [Warrior Forum](#)
43. [Digital Point Forum](#)