

Ewen Chia's Affiliate Of The Month™

Affiliate Of The Month™



The Complete Affiliate Of The Month™ Member's Only Affiliate Training Course

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About The Author: Ewen Chia



Ewen Chia has been marketing on the internet since 1997 and is one of the biggest internet marketing gurus online today who actually 'walks the talk'. He is the owner and CEO of Autopilot Internet Income Pte Ltd at <http://www.AutopilotInternetIncome.com>.

Ewen's expertise is in **helping ordinary people and small business owners start their own profitable internet business quickly and easily** using a proprietary and easy to understand step-by-step system.

Ewen has successfully taught thousands his proven system on how to live the internet lifestyle; quit their jobs and achieve financial freedom from their own internet businesses. If there is one person who can help you to do the same, it's Ewen Chia.

As a well-known and highly-respected marketer, Ewen is often called upon for his powerful and ingenious marketing advice, especially in the areas of affiliate marketing, affiliate management, list-building, email marketing, product creation and online branding.

Ewen is also widely acknowledged as the hidden '**secret weapon**' of many other internet marketing experts for his uncanny ability to trounce the competition and take on the **coveted #1 reseller spot** in almost every major marketing rollout.

For further information on Ewen Chia, please visit <http://www.EwenChia.com>.

Go here for more information on some of his best-selling information products:

<http://www.MiniEbook.com>
<http://www.ResaleRightsSecrets.com>
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<http://www.UltimateFreeDirectory.com>
<http://www.ExpiredDomainEmpire.com>
<http://www.AutopilotProfits.com>

Affiliate Of The Month™ Affiliate Training - Module #2:

Affiliate Unfair Advantage



**"How To Gain An Unfair Advantage Over
All Your Competitors!"**

7 Unfair Advantages To Pull-In Massive Affiliate Commissions Consistently:

Welcome back to your Affiliate Of The Month™ training course, this is module #2 "Affiliate Unfair Advantage".

Now that I've gotten you excited about affiliate marketing, you're probably ready to know how to get those massive affiliate commission checks.

Well, one of the keys to earning serious money in this business model is to do your due diligence before you get started.

You need to choose your programs carefully, and to have a *strategy* in place before you begin.

Some marketers neglect to tell you this, and make it sound like affiliate marketing is as simple as tossing up any affiliate link, letting it run free on its own.

As my student, however, I simply *refuse* to allow you to make that mistake.

The only way you could possibly fail is by failing to plan.

You can apply certain (7 to be exact) strategies which will give you an **unfair advantage** over those affiliates who do not use them.

In fact when you do so, you can **out-compete your competitors easily** and transform yourself into a **top-earning super affiliate** in almost any market you want.

These SIMPLE strategies are based on my personal experience as a top super affiliate in many markets so you can be sure they WORK. Simple things work.

What you need to do is to APPLY them.

Without action there will be no reaction. If you put in nothing you will get nothing.

However if you add in the action and effort required, often times the **rewards far exceed your expectations.**

Let's look at each of the strategies you need to take to guarantee your chances for success...

Unfair Advantage #1: Selecting A High-Converting And Hot-Selling Affiliate Program

High converting affiliate programs are programs with a high ratio of sales to visits. For example, if a merchant gets 1 sale for every 100 people who visit the site, that's a 1% conversion rate. Now, even better would be 10 or more sales per 100 visitors!

You see, conversion is really all about how much work *you* have to do to get those commissions.

Let's say that you spend **\$5** on a pay-per-click advertising campaign. You generate 200 visitors to the merchant's website, and that merchant claims a 30% conversion rate.

Also, let's say that the merchant is selling at \$57 product and offering affiliates a 75% commission on each sale.

Here's how the numbers break down....

***200 visitors @ 30% conversion = 60 sales. 75% commission on \$57 = \$42.75.
\$42.75 x 60 sales = \$2,565 - minus \$5 invested in advertising = \$2,560 TOTAL PROFIT!***

Oh, and did I mention...you spent maybe 2 hours of work on the ad campaign, so that would be \$1,280 per hour...I hear that's nice work if you can get it ;-)

Now, I made up the numbers in the above example, but I assure you there *are* programs out there with high-conversion rates and high payout margins like this.

You'll *probably* invest a little more time and money in real life to get these results, but it won't be *too much* different.

You really *can* make this amount of profit in a very short amount of time.

For example, when you promote **Affiliate Of The Month™**, you can get results like this. This site do one thing very well – CONVERT like crazy!

It has burning hot sales copy (which I paid \$8,500.00 for) combined with a quality top-notch product – the perfect combination allowing you to make huge commissions every month!

Another of my product, [Secret Affiliate Weapon](#) is the same – in fact most of my affiliates are converting at almost 30% for their traffic and making THOUSANDS of dollars each time.

This is the reason you *must* seek out programs with *high conversion rates*. It's also a good idea to look for higher commission percentages offered as well.

So, how can you tell if a merchant has a *proven* track record of high conversion? Should you just take their word for it?

Well, it's always good when the merchant can share their numbers with you, but to be absolutely sure they're telling the truth, there are a couple other things you can double check...

First, your gut instinct...

What does your intuition tell you about the merchant, and the product being offered?

In other words, does it 'make sense' for the merchant in question to have the conversion rate he or she is claiming?

Some things to look for include:

1. Market appeal - is this product correctly targeted, and is it something that particular marketplace really clamors for?
2. Longevity – How long has this merchant been in business? Has it been at least 6 months or more? This is more important when dealing with physical products or services and not as hard a rule with things like ebooks (some authors/marketers do achieve rapid success with information products.)
3. Be a Customer - put yourself in the shoes of a would-be customer. Would you buy from this merchant? Does the merchant offer enough information? Does the merchant make it easy to buy?

Second, look for 'gossips' from other affiliates...

If other affiliates are enjoying great success with a particular program, chances are they're bragging about it.

For example, check <http://www.AssociatePrograms.com> to see if your merchant is listed there. High-rated programs will have 1 to 5 'stars' associated with their listing, based on how other affiliates rate the program. Not all affiliate programs are listed there though.

Also, search through dedicated "affiliate forums" such as the one at Associate Programs.

You can usually find "in the trenches" discussion going on between affiliates.

Third, check 'real time' data, if available...

If your merchant's affiliate program is managed by one of the large "affiliate program networks" such as CommissionJunction.com, ShareASale.com, Linkshare.com, etc., you will find performance data for each merchant listed.

Performance is broken down by several variables such as "7 Day EPC", which is basically just an average for how much money affiliates are earning per customer for the past week.

The reason for this is that merchants offering multiple products will, of course, have multiple price points.

The customer could spend anywhere from \$1 - \$100 or more, hence, commissions are varying based on these price points.

Unfair Advantage #2: Making Sure You Have Affiliate Weapons For Your Promotions

Your next step is to check the availability of affiliate tools (or 'weapons' as I like to call them) - meaning both the tools *you* have access to as well as tools offered by the merchant.

You see, merchants with successful affiliate programs do two things:

1. Make their affiliates' jobs easier
2. Pay attention to what helps generate sales

Take these two factors together, and you should have a merchant that knows what their affiliates need to succeed and *provides* those tools.

Some of the tools a merchant might offer include, but are not limited to:

- ✓ List of targeted keywords for their product
- ✓ Proven sales materials, including: solo ads, pay-per-click ads, ad banners and product images
- ✓ Product datafeeds - A datafeed is a 'catalog' of the merchant's products, and affiliate can use the feeds to automatically set up their own 'storefronts'

The great news is, Affiliate Of The Month™ provides you with a complete affiliate toolkit to promote!

Now, there are also some tools that *you* should have at your disposal as well. There are 2 such tools I can absolutely say you should not do without: **A Link Cloaker** and **A Link Tracking Solution**.

Link Cloakers are necessary to protect (as well as shorted) your affiliate links. Too often, affiliates lose out on commissions because potential customers and/or 'thieves' recognize affiliate links, and try to bypass them.

Link cloaking software counteracts these problems by turning long, ugly or 'obvious' affiliate links into shorter more appealing links that people will click on:

Before cloaking: www.merchant.com/products/product32.asp?aff=youraffiliateid

After cloaking: www.yoursite.com/yourname/recommends

It's a neat trick. The end-user sees the nicer looking 'recommends' link. When they click on it, though, they get redirected through your real affiliate link.

Good link cloaking software should make your cloaked address 'stick' in the user's browser, even when they get re-directed, so that they never see the real affiliate link.

Link Tracking software, on the other hand, has to do with monitoring the effectiveness of your advertising campaigns, so that you can maximize your efforts while reducing your costs.

You can track your regular or your cloaked links. The software works by giving you yet another links, which is a specially formatted 'tracking link'.

***More bang for the buck:** Some link trackers can also serve as *link cloakers*. In other words, you can set your 'pseudo-link' up appear anyway you choose.

So, let's say you're running an email promotion. You want your subscribers to see the "recommends" style link, instead of your regular affiliate link, but you also want to track who clicks on the link, how many of those clicks convert to sales, etc.

Your link tracking software can take this ugly link:

www.merchant.com/products/product32.asp?aff=youraffiliateid

Turn it into a tracking link:

www.yoursite.com/path-to-link-tracker/emailcampaign1/product1.html (notice you can specially 'code' the link in reference to the campaign)..

Then, turn *that* link into something short and sweet again:

www.yoursite.com/yourname/recommends/productname

Now, your subscribers will see the 'recommends' link. They'll click on it and the tracker will register a 'hit' on the coded tracking link. Finally, it will redirect that click through your affiliate link and on to the merchant's site.

You win twice through increased click-through, as well as hard data on the effectiveness of that email campaign.

The tracker will tell you how many people clicked on your 'recommends' link and, in some cases, tell you exactly which clicks generated the sales.

I say 'in some cases' because not all tracking software has the ability to track a visitor through to the final, post-sale 'Thank You' page.

At the very minimum, though, it would be a good idea to have a tracker that can follow the visitor to the *order* page, so that you know how many people are clicking on the merchant's 'order' button.

Remember, you'll be able to code and track your links in all sorts of places, not just email campaigns.

You can track links in pay-per-click ads, links in your signature files used at forums and in personal email, and links residing on your website or in articles posted to article directories.

All of this data is very valuable. You need to know whether what you're doing is *actually working*. That way you can *increase* your efforts in the places that generate results for you,

while *dropping* any campaigns that fail to perform, or simply don't generate enough profit relative to cost (eg. under-performing keywords in pay-per-click campaigns).

Here's a **FREE link management tool** called "Link Shrinker" provided courtesy of Affiliate Of The Month which you can use in your promotion...

Simply click on the following link to download it:

<http://www.EwenRecommends.com/LSmrr.zip>

Unfair Advantage #3: Aggressive Affiliate Advertising And Promotion

Unfair advantage #3 isn't so much a 'secret' as it is a "mindset".

Successful affiliates are of the mindset that aggressive advertising and promotion holds the key to profit.

They have no 'fear' of going all out in their efforts.

This might seem like a minor thing at first, but it's really not. You see, many people are *timid*. They don't have enough business experience under their belt. They're afraid that if they come on too strong, or advertise too much, people will get angry with them.

Well, sure. You probably *will* have some people write to you and tell you they're tired of hearing about how great 'product x' is. Tough!

That's the name of the game, and you must decide right now to brush the negative people off, remaining focused on those who *do* want to be sold.

Quite honestly, people *need, want and like* to be sold.

It's really a minority that takes issue with other people's sales efforts (usually it's just because they had a bad experience in the past, or they're jealous that you're actually doing something to make a living online).

Rule #1: Sales aren't made overnight.

It takes multiple exposures to your message, most of the time, for people to buy from you. The reasons for this are myriad:

1. Customer got interrupted by family, phone, etc when reading your offer.
2. Customer wanted to buy then, but needed to wait until 'pay day'.
3. Customer is unfamiliar with the product, and needs to learn more about it or do some comparison shopping.
4. Customer was reading through your article or advertisement, and his internet connection went down.

And so on, and so forth...You see, there's lots of reasons people don't act on your 1st, 2nd, 3rd or even 4th communication.

That's why you need to be aggressive. You need your message to be out in as many places as possible in order to maximize your chances for contact.

It's not enough to have advertisements in one or two places. This is a mistake many well meaning affiliate newbies make. They find one or two promising outlets and decide that's "enough" for the time being.

In reality, you need to be hitting **at least four different outlets**, such as:

- ✓ **Article directories**
- ✓ **Pay per click search engines**
- ✓ **Subscribers to your email list**
- ✓ **Subscribers/visitors of other, non-competing websites**

Spreading your efforts aggressively across multiple channels does two things:

- 1. It increases your traffic**
- 2. It increases your exposure**

Increased traffic means more opportunities to lure people onto your offer, where you can promote to them at will.

Increased exposure means your prospects come to you more highly targeted than they were before – they're aware of you and aware of the product – and this makes it *much* easier to pre-sell to them. *In a sense, they've already 'pre-qualified' themselves.*

Last but not least, an aggressive campaign is really an active campaign.

The image of the affiliate marketer sitting in his underwear and making huge profits for an hour of work is a myth.

Success requires *consistent*, focused effort.

This doesn't mean you have to slave away 8 hours a day on your campaigns. It just means that you have to put in a reasonable amount of work, and do so on a regular basis.

Data on the Internet moves fast, and changes faster. You must strive to keep your information *fresh*, and keep it in front of as many potential 'eyeballs' as possible.

Traffic patterns change. Advertisements get stale. Maybe something happens in the news, and there's a surge of new people doing searches for the very thing you're offering.

Stay on top of the game so that *your* message can be right there when the right people come looking.

Unfair Advantage #4: The Affiliate Advertising Matrix Strategy

Unfair advantage #4 ties in closely with #3...

An aggressive advertising and promotion strategy is a strategy which makes use of *more than one method*.

In other words, you need to hit *multiple* advertising channels, not just one or two. Further, you need to create combinations of methods, each of which reinforce and build upon each other.

Think of your affiliate advertising matrix as a 'recipe':

Just like flour, butter, milk and sugar come together in a cake, so does email marketing, pay-per-click advertising, joint ventures, article marketing and a myriad of other methods at your disposal.

As I said before, it's not just about *reach*, but also about synergy. Let me give you a real-world example of what I'm talking about...

Let's say you want to get good, targeted visitors onto your opt-in list, so that you can follow up and presell to them effectively.

You already know that you can cut your work in-half if those visitors are already somewhat *educated* about you and your (merchant's) products.

Basically, what you want to do is pre-qualify them a bit more by providing them with useful information *before* they ever sign up to your list.

When you do this, you know that you don't have to start at 'ground zero' with them in your follow up emails.

So, what combination of methods would you use to accomplish this?

Well, you could start off with some ***press releases***.

Your press release will provide a good overview of the product, as well as introduce the reader to *you* as an authority – or at the very least, a person of interest in the marketplace.

You can direct that press release traffic to a dedicated landing page, where you offer a 'special report' just for those opt-ins.

Next, you could submit a series of ***articles*** to the major article directories.

Your articles will get picked up by other site owners/ezine owners, and you could direct this traffic to a landing page, THEN follow up with more of what they want by sending to your *blog*, where you have additional articles.

At the same time, you're also running a **pay-per-click** campaign. You lure those subscribers in with valuable bonuses and freebies.

Maybe you also give them a special report, which links back to your blog and your articles.

You see, by using a variety of methods, you not only generate traffic, you also *direct* that traffic. Each of your advertising sources can be set up to send traffic to a targeted destination.

Furthermore, you can tailor the information each type of visitor receives when they arrive at your site.

In fact, you could even use one traffic source to help build another.

For example, you could link some of your articles to a landing page giving away a free, re-brandable report. The report will serve as a 'viral' source of even more traffic back to your site.

I hope I've made it clear why using a combination of strategies is best. You have a variety of tools available, but no single tool really stands on its own.

You need these multiple traffic sources in order ferret out as many targeted prospects as possible. You also need them in order to manage your costs.

Plus, you want exposure in as many places as possible to build brand awareness and visibility.

Unfair Advantage #5: The Fixed Affiliate Promotion Plan

What's the value in having a fixed affiliate promotion plan?

Let's look at what a fixed plan has to offer you, and it will become quite clear.

Benefits of a Fixed Affiliate Promotion Plan:

- Build real momentum in your business
- Improved focus by simplifying tasks
- Easier to track what you've accomplished, and what remains to be done
- Consistent, daily effort far easier and more effective than haphazard marketing, or trying to get everything done at once
- Results are easier to track and you are able to make adjustments quickly
- Less overwhelm leaves room for creative thinking, and testing new methods

A fixed affiliate promotion plan, as you can see, makes your marketing efforts easier, clearer, faster and more effective.

You see, the number one error people make is that of *not* have a fixed strategy.

Instead, they go about working one thing one week, and something else the next, or they start up a huge campaign, then sit on it for a month.

Neither approach is very effective.

Instead, you need define your marketing tasks clearly. In fact, go ahead and make a list for everything that you need to do.

This list could include things like:

- Writing articles
- Submitting articles to article directories
- Researching keywords
- Setting up pay-per-click campaigns on those keywords
- Getting out press releases
- Working out a joint venture
- Perfect your email copy

The point is to have time each day dedicated to one of these tasks.

Perhaps you begin your keyword research on Monday. Tuesday, you craft your first set of pay-per-click ads. Wednesday, you set up your PPC account and post those ads, etc.

Many affiliate marketers set goals for themselves when it comes to 'content generation' tasks, such as writing articles.

A realistic goal might be something along the lines of 2 – 3 new articles per week, which will net you 8-12 new articles submitted to article directories per month. That's not bad!

Just think if you kept a consistent schedule like that for a full year. You'd have anywhere from 96 to 144 published articles to your name in a year's time.

The plan you set up should be strategic, but should also fit with your lifestyle.

Let's say you want to generate a lot more visitors to your site, and you're going to do a full-blown traffic campaign.

If you work 9 to 5, you could set aside 1 to 2 hours either first thing in the morning, or after dinner. You could even keep your work restricted to, say, every other day.

You see, it's not the length of time you spend in any given moment, but the amount of time overall that you spend *consistently* each week.

Always strive to finish what you start as best you can, as soon as you can.

If you can only write one article per week, then stick to that, but make sure you do it every week.

Once you have a system down, you'll find that your 'marketing chores' get done quickly. You'll also see the fruits of your efforts come pouring in because **consistent action builds upon each other.**

The worst possible thing in any business is *losing momentum*. Make sure you keep the ball rolling, even if it's only going 2 miles per hour.

Think you lack the resources to perform an effective affiliate fixed campaign each day?

What if I told you all you need is \$5 and 2 hours a day to run a thorough, and bound to be successful fixed affiliate marketing campaign?

Check out this sample below...

Sample Fixed Affiliate Promotion Plan For Affiliate Of The Month™ By Ewen Chia:

Objective: Create a powerful long term promotion that will capture sales, and increase list subscription rates

Timeframe: 100 days from start of the campaign on March 1st 2007.

Goal: To create 100 affiliate sales or 1 affiliate sale per day.

Commission Rate: \$50 per sale (for example).

Methods of Marketing: Articles, Pay Per Click, Reviews, Classifieds, Forum Marketing.

Investment: \$5 per day.

Daily Schedule (Repeat Monday through Sunday for 100 days):

Write 3 articles each day on topics and keywords based on the Affiliate of the Month principles. Submit 3 articles to top 10 article directories.

Run niche pay per click campaign for my personal review site of Affiliate of the Month with daily budget of \$5 per day and 30 cents per click. Expected clicks per day 20-30 unique visitors.

Review click through rate and price per click each day on AdWords.com or Yahoo Search Marketing site.

Post 1 blog per day to my review website for Affiliate of the Month. If short on time, post 1 of the 3 articles that had been completed for that day.

Post same ad to 5 cities in same categories on craigslist.org. Work on viral website and e-book for 20 minutes each day.

Post 10 posts on major affiliate website like warriorforum.com in the main forum with my review site link in my signature (remember no affiliate links are allowed; only use your own review site, or blog link).

Review results of each effort for the day.

Estimated time spent per day: 2 hours.

Estimated money spent per day: \$5.

Estimated sales made per day: 1-5.

Estimated net profit made per day: \$45-\$250.

Ewen Chia's Affiliate Of The Month™ Module #2: "Affiliate Unfair Advantage"

While this may look like a lot of work, it's actually very simple, and easy to do once you get the hang of it.

In fact, performing this campaign after 100 days would net you 300 articles, 100 blog posts, 1000 forum posts, 500 craigslist.org ads, a full blown viral website, and over 3,000 clicks from Pay Per Click companies like AdWords.

Does that sound like something that might make you A LOT of Affiliate Of The Month sales? I think so!

The key to this system is being disciplined in your work, and highly targeted in your efforts.

Most people want the quick fix, and easy way to make big bucks, however, if you follow a fixed plan like this, profits will be landing in your bank account on a *daily* basis.

Look at this screen shot of what one mailing made me from a small niche list I have of *less than 200* people.

Understand that by building up a customer base, and capturing them as leads, you too can experience such profits.



Jul. 9, 2006	Payment	From		Completed	Details	Print shipping label	\$199.00 USD	-\$6.07 USD	\$192.93 USD
Jul. 9, 2006	Payment	From		Completed	Details		\$56.00 USD	-\$2.48 USD	\$53.52 USD
Jul. 8, 2006	Payment	From		Completed	Details	Print shipping label	\$199.00 USD	-\$8.06 USD	\$190.94 USD
Jul. 7, 2006	Payment	From		Completed	Details	Print shipping label	\$199.00 USD	-\$6.07 USD	\$192.93 USD
Jul. 5, 2006	Payment	From		Completed	Details	Print shipping label	\$409.00 USD	-\$12.16 USD	\$396.84 USD
Jul. 3, 2006	Payment	From		Completed	Details	Print shipping label	\$299.00 USD	-\$8.97 USD	\$290.03 USD
Jul. 3, 2006	Payment	From		Completed	Details	Print shipping label	\$299.00 USD	-\$8.97 USD	\$290.03 USD
Jul. 3, 2006	Payment	From		Completed	Details	Print shipping label	\$299.00 USD	-\$8.97 USD	\$290.03 USD
Jul. 3, 2006	Payment	From		Completed	Details	Print shipping label	\$299.00 USD	-\$8.97 USD	\$290.03 USD
Jul. 2, 2006	Payment	From		Completed	Details	Print shipping label	\$299.00 USD	-\$8.97 USD	\$290.03 USD
Jul. 2, 2006	Payment	From		Completed	Details	Print shipping label	\$299.00 USD	-\$11.96 USD	\$287.04 USD
Jul. 2, 2006	Payment	From		Completed	Details	Print shipping label	\$299.00 USD	-\$8.97 USD	\$290.03 USD
Jul. 2, 2006	Payment	From		Completed	Details	Print shipping label	\$299.00 USD	-\$8.97 USD	\$290.03 USD
Jul. 2, 2006	Payment	From		Completed	Details	Print shipping label	\$299.00 USD	-\$8.97 USD	\$290.03 USD
Jul. 2, 2006	Payment	From		Completed	Details	Print shipping label	\$299.00 USD	-\$8.97 USD	\$290.03 USD
Jul. 2, 2006	Payment	From		Completed	Details	Print shipping label	\$20.00 USD	-\$1.08 USD	\$18.92 USD
Jul. 2, 2006	Payment	From		Completed	Details		\$299.00 USD	-\$8.97 USD	\$290.03 USD
Jul. 2, 2006	Payment	From		Completed	Details		\$299.00 USD	-\$8.97 USD	\$290.03 USD
Jul. 2, 2006	Payment	From		Completed	Details		\$150.00 USD	-\$4.65 USD	\$145.35 USD
Jul. 2, 2006	Payment	From		Completed	Details		\$299.00 USD	-\$11.96 USD	\$287.04 USD

As you can see, while there are a few random payments, most of the money is coming from a product I was promoting for \$299...

Ewen Chia's Affiliate Of The Month™ Module #2: "Affiliate Unfair Advantage"

The most staggering statistic from this screen shot is not the amount of money being spent, albeit, a lot for info products and services, but the date that it's being spent.

In a span of less than a week everyone is ordering their product, this shows you that creating a sense of urgency is not only important to get a few sales, but it's important to drum in the masses of sales, because creating the illusion of a limited time basis is one of the biggest keys to people being sold on a product.

Now that you've seen the proof, let me show you how you can effectively advertise on AdWords for pennies...

A myth exists that people can no longer spend small amounts of money driving traffic from pay per click campaigns, this is totally false!

Every day I spend dimes, and nickels for quality traffic that converts.

Campaign Management | Reports | Analytics | My Account | Advanced Search

Campaign Summary | Tools | Conversion Tracking | Search my campaigns: [] Search

Campaign Summary > Campaign #16

Campaign: Campaign #16 - Active | Pause Campaign | Delete Campaign
Campaign Daily Budget: USD \$20.00 | Edit Campaign Settings
No campaign negative keywords: add | No excluded sites: add
Show all Ad Groups: [v]

Nov 7, 2006 1 - 1 of 1 Ad Groups.

+ Create New Ad Group View All Ad Groups

last 7 days [v]
Nov 7 2006 - Nov 7 2006 Go

Ad Group Name	Status	Default Bid Max CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos
<input type="checkbox"/> marketing forum	Active	\$0.07	1	638	0.15%	\$0.05	\$0.05	4.3
Total	-	-	1	638	0.15%	\$0.05	\$0.05	4.3

Reporting is not real-time. Clicks and impressions received in the last 3 hours may not be included here.
Time zone for all dates and times in data tables, reports, and billing: (GMT-05:00) Eastern Time. [Learn more.](#)

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Done adwords.google.com

Have a look at the above screen shot, and you'll notice a few things...

First you'll notice that my campaign is in the incredibly congested internet marketing niche.

Next you'll notice my campaign is new, as I created it just for the purposes of showing you some examples. Finally you'll notice my cost per click is 5 cents, and my average position is 4.3, otherwise known as FIRST PAGE on google results.

With just a \$5 budget per day, that's 100 clicks for your daily budget at that rate.

Ewen Chia's Affiliate Of The Month™ Module #2: "Affiliate Unfair Advantage"

Edit Keyword Settings		Delete		1 - 500 of 689 keywords.						Next >
Keyword	Status [?]	Current Bid Max CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos		
Total	Enabled	Default \$0.07 [edit]	1	638	0.15%	\$0.05	\$0.05	4.3		
<input type="checkbox"/> marketing concepts	Active	\$0.07	1	1	100.00%	\$0.05	\$0.05	30.0		
<input type="checkbox"/> marketing starbucks	Active	\$0.07	0	13	0.00%	-	-	7.7		
<input type="checkbox"/> journal of marketing	Active	\$0.07	0	12	0.00%	-	-	6.4		
<input type="checkbox"/> bullet marketing	Active	\$0.07	0	9	0.00%	-	-	1.2		
<input type="checkbox"/> coca cola marketing	Active	\$0.07	0	9	0.00%	-	-	7.9		
<input type="checkbox"/> marketing assistant	Active	\$0.07	0	8	0.00%	-	-	7.4		
<input type="checkbox"/> marketing budget	Active	\$0.07	0	7	0.00%	-	-	18.0		
<input type="checkbox"/> marketing com	Active	\$0.07	0	6	0.00%	-	-	6.2		
<input type="checkbox"/> net marketing alliance	Active	\$0.07	0	6	0.00%	-	-	1.0		
<input type="checkbox"/> control marketing	Active	\$0.07	0	4	0.00%	-	-	1.8		
<input type="checkbox"/> competitive marketing	Active	\$0.07	0	3	0.00%	-	-	6.0		
<input type="checkbox"/> international marketing	Active	\$0.07	0	3	0.00%	-	-	35.7		
<input type="checkbox"/> promotions marketing	Active	\$0.07	0	3	0.00%	-	-	39.4		
<input type="checkbox"/> sport marketing	Active	\$0.07	0	3	0.00%	-	-	10.7		
<input type="checkbox"/> brand marketing	Active	\$0.07	0	2	0.00%	-	-	53.0		
<input type="checkbox"/> marketing news	Active	\$0.07	0	2	0.00%	-	-	12.0		
<input type="checkbox"/> sap marketing	Active	\$0.07	0	2	0.00%	-	-	6.0		

Looking at the keyword list above one will notice a few things, most importantly that my clicks are costing anywhere from **5 to 7 cents**.

Again this is a new campaign, but its sole purpose is to show you that getting clicks cheap is not only possible; IT IS LIKELY if you follow the instructions in Affiliate Of The Month!

Also you'll notice that the one click on the campaign thus far came from a keyword that is ranked 30, which means that it most likely was on the 5th or 6th page of Google's paid results...

This will show you that not only can you **achieve clicks on the first page with cheap ads**, but they can also be picked up on latter pages, that particular keyword has a **100% click through rate**, meaning that the one time it was impressed it got clicked. Not bad eh?

Ewen Chia's Affiliate Of The Month™ Module #2: "Affiliate Unfair Advantage"

Edit Keyword Settings		Delete	1 - 225 of 225 keywords.							
<input type="checkbox"/> Keyword	Status [?]	Current Bid Max CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos		
Total	Enabled	Default \$0.15 [edit]	3	581	0.51%	\$0.13	\$0.40	8.0		
<input type="checkbox"/> homework	Active	\$0.15	1	221	0.45%	\$0.15	\$0.15	8.3		
<input type="checkbox"/> elance	Active	\$0.15	1	3	33.33%	\$0.10	\$0.10	13.0		
<input type="checkbox"/> freelance writer	Active	\$0.15	1	1	100.00%	\$0.15	\$0.15	90.0		
<input type="checkbox"/> american writers	Active	\$0.15	0	31	0.00%	-	-	2.8		
<input type="checkbox"/> famous writers	Active	\$0.15	0	29	0.00%	-	-	2.9		
<input type="checkbox"/> bolsa de trabajo	Active	\$0.15	0	21	0.00%	-	-	4.0		
<input type="checkbox"/> writers guild	Active	\$0.15	0	21	0.00%	-	-	7.5		
<input type="checkbox"/> freelance jobs	Active	\$0.15	0	15	0.00%	-	-	16.2		
<input type="checkbox"/> lotus notes	Active	\$0.15	0	14	0.00%	-	-	13.0		
<input type="checkbox"/> writers group	Active	\$0.15	0	12	0.00%	-	-	7.6		
<input type="checkbox"/> contemporary writers	Active	\$0.15	0	10	0.00%	-	-	4.6		
<input type="checkbox"/> freelance work	Active	\$0.15	0	9	0.00%	-	-	32.5		
<input type="checkbox"/> writers of the constitution	Active	\$0.15	0	9	0.00%	-	-	2.0		
<input type="checkbox"/> fantasy writers	Active	\$0.15	0	7	0.00%	-	-	6.8		
<input type="checkbox"/> research assistant	Active	\$0.15	0	7	0.00%	-	-	10.2		
<input type="checkbox"/> willamette writers	Active	\$0.15	0	7	0.00%	-	-	1.6		
<input type="checkbox"/> baseball writers association	Active	\$0.15	0	6	0.00%	-	-	2.0		
<input type="checkbox"/> lotus organizer	Active	\$0.15	0	6	0.00%	-	-	16.2		

Finally have a glance at the above campaign, another one built for sample purposes...

You can see that the relatively new campaign already has 3 clicks, and each click is coming from a popular keyword that **relates to the theme**.

The concept behind this campaign is that people, who would want to work at home, might also be interested in making money as an affiliate marketer.

Instead of getting a \$5 per click bid for the keyword "Home Business" I went into niche marketing mode, and came up with some freelance writing keywords that would best relate to those looking for a business opportunity.

As you can see the results were great in terms of cost per click, and potential traffic!

Unfair Advantage #6: Build A List, Follow Up

Building a list, and following up with that list, is by far the most important affiliate strategy there is. What type of list am I talking about? I'm talking about **email 'opt-in' lists**.

If you aren't familiar with email opt-in lists, here's the short and sweet explanation: ***opt-in lists are essentially just like email newsletters.***

The only difference is that, many times, these lists send out "automated" follow up messages, in addition to regular newsletters.

Also most times, there's a 'double opt-in' confirmation process used to ensure that subscribers are signed up willingly (this reduces SPAM complaints).

You'll see the power of this tool in a moment. First, let me explain why building a list, and following up, is so important.

A database of prospects and potential customers:

When you build a list, what you're really building is a database of prospects – ie. potential customers.

You see, you're going to be putting your own time and money into generating visitors to your website, right? You want all of that money and effort to be worth it.

However, if you *aren't* collecting the names and email addresses of the people who visit your website, then you've lost a potential customer – most likely forever. Once that visitor leaves, you have no way of getting in contact with him again.

It usually takes multiple exposures to your sales message in order to get someone to buy from you. If they get away, then you have no way of getting your messages to them enough times to *convert* them into paying customers. Make sense?

Now, when you do things the smart way and *do* collect visitors' information, you get to *follow up* with them as often as you want.

You get to sell them on the products you're promoting. You even have the opportunity to sell them on more than one product, earning repeat business and extra profits.

At the heart of this process is what's known as an **autoresponder**. An autoresponder is a special type of email software designed to send, you guessed it, automated messages out to the prospects you've collected in your database.

You'll likely want to use something like [Monster Response™](#) as your autoresponder service.

Here's what happens with Monster Response™ and other types of autoresponder software:

1. *You set up a special mailing list, eg, myaffiliatereviews@mydomain.com*
2. *The autoresponder generates 'opt-in' code that you paste onto your web page*
3. *The opt-in code is a box with form fields where people enter their name and email*
4. *When someone fills out the form and submits it, the information is passed back to your autoresponder, which stores the information to a database – In other words, you've now got a "subscriber" to your list*
5. *The autoresponder can then send follow up messages to that person – as many as you choose, and at any interval you choose.*

So, for example, you might first send out a welcome message and a link to download subscriber bonuses.

The next day, it sends out your first sales/follow up message.

Day after that, yet another message. But it doesn't have to be a daily thing. You could set the autoresponder to mail out only every other day, every week, etc.

Here's the key: you've got all of your follow up messages pre-written, and pre-loaded into the autoresponder.

You don't have to log in every day, compose a message, and send it out. The software takes care of all this for you.

Once you've perfected your follow up series, its a simple matter of loading each follow up email into the autoresponder, and scheduling how and when you want those messages to go out to a new subscriber.

Now, let's say that you wanted to send a monthly newsletter in addition to all the automatic follow up messages?

You can do that too. Most autoresponders have the ability to send "Broadcast messages."

You compose broadcast messages just like a regular email, and send it out to your list immediately.

The bottom line:

Building a list and following up is the secret to maximizing affiliate commissions.

When you run your own list, you are able to accomplish several very important conversion-boosting goals:

- ✓ ***Establish trust and familiarity with potential customers***
- ✓ ***Educate and pre-sell prospects on your product, brand, etc***
- ✓ ***Multiple opportunities to persuade people into buying***
- ✓ ***Ability to promote more than one product, and earn revenue on return customers***
- ✓ ***Ready made source of traffic for all current and future offers***

The last two points are the most significant. Any time you need instant traffic, all you have to do is send an email out to your list.

Further, it is FAR easier to earn repeat business than to earn *new* business. Someone who has bought from you before is much more likely to do so in the future.

Whatever you spent to get that 1 customer onto your list is eventually paid back ten-fold in repeat business – whereas the cost of constantly chasing after new customers is much higher.

Unfair Advantage #7: Perfect Your Offers For Maximum Conversion

Getting subscribers is important, but you also have to know "how to sell" to those subscribers. Just having a couple hundred people on your list doesn't guarantee you'll make a lot of sales.

If your email copy isn't professional...and if your offers aren't compelling...your conversion rate won't be very good either.

I won't be diving into the subject of email copy fundamentals here. However, I am going to show you how to **perfect your offers**.

Let's start with a simple question: What is an offer?

An offer is more than just: "Here's this great product for \$27. Buy it now." In other words, an offer involves more than just asking for the sale.

An offer that converts is an offer which people find *compelling* and *attractive*. The idea is to make buying a "can't lose", win-win situation.

And, sometimes, you might imply that the prospect *will* "lose out" if he doesn't buy.

There Are Two Core Components to Crafting These Types of Offers:

- The first component is: **A Sense of Urgency**
- The second component is: **Offering Exclusive Bonuses**

You can use these components alone or in combination. Let's examine each to see how they help create maximum conversion...

Urgency:

Creating a sense of urgency gives your prospects a very powerful motivator to go ahead and buy 'before it's too late'.

Central to the idea of urgency is what's known as the **Time Sensitive Offer**.

Basically, you **create an offer that is limited by:**

- Time
- Amount or type of product available
- Special discounted price
- All of the above

Let's say that the merchant you are affiliate with is dropping the price of a product by 50% for all new customers, for a limited time. This is a perfect opportunity to create an urgency-based offer.

So, your offer might read like this:

--- Start of sample ---

First name, have you heard the news? Affiliate of the Month memberships are on sale! For the next 48 hours only, all new customers will receive a discount of 50% of the regular price of \$37. That's a savings of \$18.50!!

You've got no excuses now. You can grab your spot for half of what others have paid, but only if you act soon. Again, this discount is time-sensitive, and the offer will disappear forever 48 hours from now.

--- End of sample ---

Bonuses:

Another way to beef up your offers is to provide **exclusive bonuses**.

In other words, you've got your own set of killer products that you're willing to give away, *but only those people who buy the merchant's product through your affiliate link!*

You see this tactic a lot lately in Internet marketing. Most often, this tactic is used when the affiliate product is a high dollar item.

The extra bonuses from affiliate of that product are an attempt to add on more value to the package. However no one says you can't offer bonuses for low-priced products as well ;-)

Here's a sample offer combining **bonuses and urgency**:

--- Start of sample ---

By now you've heard all the buzz about Ewen Chia's Affiliate of the Month program at www.affiliateofthemonth.com

But please DO NOT BUY from that link!

If you do, you'll miss out on an EVEN BETTER deal.

Listen, I know Ewen's training program is top notch, but I also know you could use some extra tools and tips to really maximize the benefits of your membership.

That's why I want to help you get even more for your money. I've put together a special offer for my subscribers only.

For the first 100 subscribers who join Affiliate of the Month through me:

YOUR AFFILIATE LINK

...I'm going to give away, totally free of charge, FIVE of my top-selling products! These aren't junk products, either. They are designed to complement Ewen's teachings.

You'll get:

- *My Top Secret Link Tracking Software (\$97 value)*
- *My 'Black Hat' Affiliate Link Cloaking software (\$197 value!)*
- *Coupon good for \$50 off a new keywords research tool that hasn't even been launched yet. You get first dibs on it!*
- *My Ebook: Finding Your Affiliate Niche (\$47 value)*
- *A full ONE HOUR consultation with me (\$200 value!)*

All of those bonuses together represent a \$600 value!

But YOU get all of them for free, IF you act fast and are among the first 100 subscribers to join Affiliate of the Month through my link.

All you have to do is sign up at YOUR AFFILIATE LINK, and then FORWARD your receipt to me at you@youremail.com

So, act now. These bonuses are going to go fast. After they're gone, I'm only offering 3 out of the 5 bonuses to everyone else.

--- End of sample ---

Notice how we managed to hit almost all of the 'urgency buttons' in that sample?

Limited product, limited time to act to be in the first 100. Plus, we added value to the offer with \$600 in bonuses.

Now, obviously, in order to use this tactic, you'll actually need to have bonuses of your own that you can give away. If you're just getting started in online business...or you've just always stuck to marketing other people's products...this might be easier said than done.

If you don't have a stash of your products to give out, then there are a couple of alternatives I recommend:

1. Grab some exclusive master resale rights packages. You need products with "give away" rights, and they need to be either very new or very rare...something that not everyone else is offering.
2. See if you can work out a JV with a merchant who has related products or services to offer. See if you can get that company to offer a discount or free trial to your subscribers.
3. Look for reseller opportunities. If you've got a reseller account for, say, web hosting or domain name services, you can create your own special bonus offers there, too.

Final points: charge forward and be creative...

There are literally dozens of combinations you can use to create special offers. You can limit price, quantity, time, etc. You can add value onto your offers.

You can even work with other people to create special offers.

Joint venture partners do this all the time. For example, you could set up a deal where your JV partners give *your* subscribers a bonus when they order from him through you.

Here's an example:

Joe and I have been buddies for a long time. I twisted his arm and convinced him to do something special just for you.

He's offered to give all of my subscribers an extra special bonus when they order Product X, but you need to order through this link www.youraffiliatelink.com so that he'll know I sent you...

And it's just as simple as that. So, charge forward, be creative and remember...

The better your offer, the better your conversions!

We've come to the end of module #2...

Download and apply [**Module #3: "Affiliate Traffic Tactics"**](#) next as this is where you'll learn how to generate targeted affiliate traffic at will to your Affiliate Of The Month™ link...

To Your Affiliate Success!

Ewen Chia