NICHE AFFILIATE MARKETING SYSTEM

NAMS1

Interview with Lynn Terry

GETTING STARTED WITH AFFILIATE MARKETING

Copyright (©), All Rights Reserved
Niche Affiliate Marketing System, Inc.

LYNN TERRY:

A successful Internet Marketer, Lynn has been working from home full-time for 12+ full years. She is a Super Affiliate, a professional blogger, and is best known as "the voice of integrity in the Internet Marketing industry." She has some fantastic advice about setting up your affiliate marketing business, such as how to:

- Overcome the obstacles that threaten to kick you out of the game before you begin.
- Discover what people will spend money on – because even the best products won't sell if you don't know these five spending triggers.
- Build a sustainable business that still allows you the free time to enjoy your life.
- The one thing you must do to be successful – most people fail at this simple thing.
- The three simple steps you need to follow to build an online business.

RESOURCES FROM LYNN TERRY:

- ClickNewz
- 6 Steps to Implementing Big Ideas

DAVID PERDEW:

David is the founder of NAMS - the Niche Affiliate Marketing System – which is one of the fastest growing affiliate marketing workshops and affiliate training systems available today. What makes NAMS so different is that the instructors *teach*, *demonstrate* and *enable* the students with hands-on workshops. Students learn from their current experience level. Beginners work with beginners, Intermediates work with intermediates and advanced students work with advanced groups. Everyone talks the language they understand.

Copyright (©), All Rights Reserved
Niche Affiliate Marketing System, Inc.

DISCLAIMER AND TERMS OF USE AGREEMENT

The author and publisher of this Video, Ebook, and mp3 Audio and the accompanying materials have used their best efforts in preparing this Video, Ebook, and mp3 Audio. The author and publisher make no representation or warranties with respect to the accuracy, applicability, fitness, or completeness of the contents of this Video, Ebook, and mp3 Audio. The information contained in this Video, Ebook, and mp3 Audio is strictly for educational purposes. Therefore, if you wish to apply ideas contained in this Video, Ebook, and mp3 Audio, you are taking full responsibility for your actions.

EVERY EFFORT HAS BEEN MADE TO ACCURATELY REPRESENT THIS PRODUCT AND IT'S POTENTIAL. EVEN THOUGH THIS INDUSTRY IS ONE OF THE FEW WHERE ONE CAN WRITE THEIR OWN CHECK IN TERMS OF EARNINGS, THERE IS NO GUARANTEE THAT YOU WILL EARN ANY MONEY USING THE TECHNIQUES AND IDEAS IN THESE MATERIALS. EXAMPLES IN THESE MATERIALS ARE NOT TO BE INTERPRETED AS A PROMISE OR GUARANTEE OF EARNINGS. EARNING POTENTIAL IS ENTIRELYDEPENDENT ON THE PERSON USING OUR PRODUCT, IDEAS AND TECHNIQUES. WE DO NOT PURPORT THIS AS A "GET RICH SCHEME."

ANY CLAIMS MADE OF ACTUAL EARNINGS OR EXAMPLES OF ACTUAL RESULTS CAN BE VERIFIED UPON REQUEST. YOUR LEVEL OF SUCCESS IN ATTAINING THE RESULTS CLAIMED IN OUR MATERIALS DEPENDS ON THE TIME YOU DEVOTE TO THE PROGRAM, IDEAS AND TECHNIQUES MENTIONED, YOUR FINANCES, KNOWLEDGE AND VARIOUS SKILLS. SINCE THESE FACTORS DIFFER ACCORDING TO INDIVIDUALS, WE CANNOT GUARANTEE YOUR SUCCESS OR INCOME LEVEL. NOR ARE WE RESPONSIBLE FOR ANY OF YOUR ACTIONS.

MATERIALS IN OUR PRODUCT AND OUR WEBSITE MAY CONTAIN INFORMATION THAT INCLUDES OR IS BASED UPON FORWARD-LOOKING STATEMENTS WITHIN THE MEANING OF THE SECURITIES LITIGATION REFORM ACT OF 1995. FORWARD-LOOKING STATEMENTS GIVE OUR EXPECTATIONS OR FORECASTS OF FUTURE EVENTS. YOU CAN IDENTIFY THESE STATEMENTS BY THE FACT THAT THEY DO NOT RELATE STRICTLY TO HISTORICAL OR CURRENT FACTS. THEY USE WORDS SUCH AS "ANTICIPATE," "ESTIMATE," "EXPECT," "PROJECT," "INTEND," "PLAN," "BELIEVE," AND OTHER WORDS AND TERMS OF SIMILAR MEANING IN CONNECTION WITH A DESCRIPTION OF POTENTIAL EARNINGS OR FINANCIAL PERFORMANCE.

ANY AND ALL FORWARD LOOKING STATEMENTS HERE OR ON ANY OF OUR SALES MATERIAL ARE INTENDED TO EXPRESS OUR OPINION OF EARNINGS POTENTIAL. MANY FACTORS WILL BE IMPORTANT IN DETERMINING YOUR ACTUAL RESULTS AND NO GUARANTEES ARE MADE THAT YOU WILL ACHIEVE RESULTS SIMILAR TO OURS OR ANYBODY ELSES, IN FACT NO GUARANTEES ARE MADE THAT YOU WILL ACHIEVE ANY RESULTS FROM OUR IDEAS AND TECHNIQUES IN OUR MATERIAL.

The author and publisher disclaim any warranties (express or implied), merchantability, or fitness for any particular purpose. The author and publisher shall in no event be held liable to any party for any direct, indirect, punitive, special, incidental or other consequential damages arising directly or indirectly from any use of this material, which is provided "as is", and without warranties.

As always, the advice of a competent legal, tax, accounting or other professional should be sought.

The author and publisher do not warrant the performance, effectiveness or applicability of any sites listed or linked to in this Video, Ebook, and mp3 Audio.

All links are for information purposes only and are not warranted for content, accuracy or any other implied or explicit purpose.

This Video, Ebook, and mp3 Audio is © copyrighted by Niche Affiliate Marketing System, Inc. and is protected under the US Copyright Act of 1976 and all other applicable international, federal, state and local laws, with ALL rights reserved. No part of this may be copied, or changed in any format, sold, or used in any way other than what is outlined within this Video, Ebook, and mp3 Audio under any circumstances without express permission from Niche Affiliate Marketing System, Inc.

Copyright (©), All Rights Reserved
Niche Affiliate Marketing System, Inc.

INTRODUCTION:

In this interview with Lynn Terry, you'll discover:

- Why only 6% of everyone who tries Internet Marketing actually makes it: Learn how you can be one of those in that elite group!
- What are the two things you need most in order to be successful in internet marketing?
- If you are cut out to be self-employed – what does it take to be self-employed?
- How to start making some money immediately.
- How to create a sustainable long-term income.
- What are the 3 criteria for a solid, long-term online affiliate marketing business model?
- What are the 5 top things that people will spend their extra money on and how you can tap into that to make a decent income?

Copyright (©), All Rights Reserved
Niche Affiliate Marketing System, Inc.

David: I told you a little bit about Lynn Terry earlier, and I have been really involved in her blog since I've gotten to know her through this process. She has the most loyal following I've ever seen on the Internet. People love Lynn and I can completely understand how and why.

So she's going to tell you how she's gone through affiliate marketing and created a new life for herself basically. And this is something that's really inspirational and interesting for all of you. So, Lynn, thank you so much for being here.

Lynn: Thank you, David.

I'm very technically challenged. For those of you that follow my blog or check in at my weekly webinars or something, already know this about me. I'm very technically challenged. So bear with me here.

David said that only 6 percent of you were going to make it online. I'm here to change that. That's my goal. That's the reason that I volunteered for the total newbies group that we had out front here. So if you have a question, or if I can help you in any way over the weekend, feel free to flag me down, ask me.

We're going to kick this off with a few recent photos. These photos were not pulled from a stock photo website. These photos are not pictures of someone else that I bought rights to. And they aren't being strategically placed in sales copy to try to get you to buy a product.

These are photos of me and my life, goofy as I can be sometimes taken just in the last few months. Interestingly all of these photos, every single one of them, were taken between the hours of nine and five on a weekday.

I'm Lynn Terry. I've been in business for 12 years. I'm a fulltime internet marketer, a super affiliate, and I help people learn how to make money online. That's what I do.

Internet marketing is a huge opportunity, but it's not just about being a millionaire, or having yachts or mansions or any of that kind of stuff. It's about creating a lifestyle for yourself. It's about creating your definition of success. About having a career that you can enjoy with plenty of free time, plenty of family time.

It's about having money in the bank, about traveling, about being happy. That's what it's meant for me. And you can achieve all of that with affiliate marketing.

The cool thing is your options really are unlimited. You can become a millionaire. You can have a great lifestyle with a 6-figure income fairly easily. Or you could even be one of those people that spends tons of money on the internet and never makes a dime—which is the majority of people, by the way.

But that's not you. You're here because you're ready to take action, ready to make things happen. So that's why you're here this weekend.

Copyright (©), All Rights Reserved
Niche Affiliate Marketing System, Inc.

You're going to hear from some great speakers this weekend. Some of the best in the industry. Have an opportunity to work alongside them. These people are successful online already and can help you hands-on achieve that same success or your definition of success.

But there is one thing that I want you to keep in mind throughout the weekend. Your success does not depend on any one expert, not any one of the presenters, not any one person that's here to help you this weekend. It doesn't depend on any one method. It doesn't depend on any one program. Your success only depends on one thing, and that's you.

There are a lot of push-button programs out there that make big promises. This is going to be your answer; this is going to make you rich in your sleep. But you don't need answers and solutions or hand-holding or any kind of push-button promises. You need two things to be successful at affiliate marketing, and that's desire and commitment.

Being self-employed is about being self-disciplined, it's about being self-motivated, and for the most part it's about being self-taught. It's about taking the time to learn how to do things, getting through the steps. It is a process; there really is no push-button solution. So the key is to be persistent and to be consistent and to make this work for you. I'm telling you, if I can do it, anybody can do it.

There really is no other key. There's not like a software program or a solution or a hot new method that promises to do all the work for you. The work really is totally up to you. And I know that doesn't sound as fun as chasing dreams or buying success or any of that, but it's the truth. And in between every one of those fun moments that you saw in the photographs, I was busy working. I was maintaining my business, I was learning new things; I was serving my markets.

So it's not all about living the highlife and being on the beach drinking margaritas all the time. There is work involved in any business. The great thing is that I can do that work from anywhere. I can do it from Australia while I'm on vacation. I can do it from Las Vegas. I can do it from home, which is actually where I prefer to be. So that's where I'm at 90 percent of the time.

But in more traditional careers people have to sacrifice a lot to even dream about having this kind of success. They have to sacrifice family time and free time and even sleep to climb the corporate ladder. And they become tired and disconnected, stressed to the max. And if they happen to reach that point, it's hard to even enjoy it by then.

I know because I used to be one of those people. I'm sure that there are several of you in this room now that can say the same thing: "I used to be one of those people." Some of you might even be saying, "I am one of those people."

Even as an entrepreneur, in my first offline business I had to sacrifice a lot to deal with the general public and the paperwork and all of that. In fact I spent more time doing that than I did with my own family. But when I turned to the internet and working totally online, that's when my lifestyle completely changed. And affiliate marketing had everything to do with that.

Copyright (©), All Rights Reserved
Niche Affiliate Marketing System, Inc.

I was able to home school my children. I was able to stay home with them full-time as a single parent now for over a decade – 12 years. I took care of Grandmother during her last two years here. And basically I've been able to travel, move, do whatever I want, how I want, which is the way I like it.

The opportunity really is unlimited. If you think you are at a disadvantage because you're late to the game, you're just now getting started, because you don't know how to write code, because you don't understand some of the terminology, or because you can't afford all the fancy bells and whistles that the gurus are using, you're wrong.

Every single successful internet marketer started in the exact same place, and that's at square one. As for me personally, I got a great head start on all of you, because I was creating web pages in 1997.

But did that make it any easier on me then? No. There weren't any weekend workshops. There weren't any programs even, that were easier than learning the code itself. There weren't any great software solutions or experts to ask. There were hardly even any mailing lists at that point.

So I learned the code. And I learned each program as it came out, starting with some terrible ones. And I became the expert, and then I taught the class. A few years ago, when WordPress became the thing to use, I didn't automatically just know how to set it up, and install it, and customize it. I had to learn that too.

And over the years, over all 12 years in business, I've had to learn something new, more than once a year at least. I've had to learn something new; I've had to follow the market trends. Things change from year to year. What's hot, what's good, what's not. WordPress, for example, coming to be the thing to use a few of years ago.

But I continually learned and continually worked to grow my business - every year, year after year. If there was a push button solution, if there was a simple easy program that would take me from start to now in less than 90 days, I would be using it. And I would tell you all about it.

But the plain truth is that being in an online business is being self-employed, and we really have to look at it that way and be willing to get invested in this business model and turn it into a career that we love with financial freedom and free time and all those things that we crave.

But the one thing that I want to pass on to you the most is this: your solution is not out there on the internet. It doesn't come in a $97 dollar download. Your solution is within you and you alone. With your ideas, with your persistence, with your work ethic, and you can make great money at this. You can even get rich quick.

We talked about that in the small group a few minutes ago. You just have to define *rich* and define *quick*. But it does require an investment of your time and energy, period.

Copyright (©), All Rights Reserved
Niche Affiliate Marketing System, Inc.

I love my lifestyle. And I actually love the fact that I worked hard for it. I don't mind to say that I've pulled weekenders, I've pulled all nighters for several years just to get it to the point that it's at and to make it work for me. And it was all worth it.

So if you're at that point in your business where you're working some late nights and you're pulling some serious hours, and you feel like it's going to take a while, it's not going to happen in 10 days. It's not going to take 10 years, mind you. I was making money from the first year. But it's not going to happen over night; it does take work. So…

With that reality check out of the way, let's look at two different ways to make money online. There are temporary one-off methods for short-term income, and then there's long-term passive income. That's short-term, long-term.

And you probably expect me to say, especially if you guys follow my blog or know me from other places, you probably expect me to say that the short-term methods are bad, or that you should avoid those. But the truth is that they're not all that bad. And there are a lot of times that I've used things or tapped into markets while they were hot, or used programs while they were working, or what have you. They're not all bad.

The short-term methods can usually be referred to as short cuts. If it seems like a short cut, it's probably short-term. That's okay, just so long as you know that going into it. If it seems like a short cut, it's probably short-term method for making money.

And examples include, for any one who's been around a little while, the Google cash method. You guys might have heard of that. And that was the original one, but not the updated version. But this was when, probably five or six years ago, we were promoting direct affiliate links on Google AdWords.

It was before all that quality control and all that. That was *great*. Until they did the nice little slap, and I lost almost $40,000 dollars annual income *overnight*.

But if it seems like—that's a slap—but if it seems like a short cut, it's probably short-term. That's okay as long as you don't quit your day job over it. Just so you know.

Various things like linking or SEO schemes to get higher rankings and get them faster without having to write any content or do any work, that would be short-cut short-term. Probably not going to work for long.

How about building a gazillion Squidoo Lenses? Anyone tried that and get caught up in the Squidoo slap? All of a sudden all of your link popularity was just down the tubes.

These are all short-term short cuts. They're not business models, and they're not things that you can bank on, or like I said quit your day job over. Just so you know that going into it. There's two ways to make money online; you've got short-term and long-term.

Copyright (©), All Rights Reserved
Niche Affiliate Marketing System, Inc.

Affiliate marketing. A lot of people really overcomplicate it. *Really* overcomplicate it. How many of you feel overwhelmed when you get into studying affiliate marketing? It's simple. It's bringing a product to a market or bringing a market to a merchant. It's being the middleman between the two, and getting commission on your sales. It's really that simple.

You really want to break it down to bringing a product to a market, to a group of people that need or want that product, whether they know it yet or not. Or bringing a market, a group of people, to a merchant that you feel is a good fit. That's what affiliate marketing is. It's like a commission-based sales job.

Here we go. A real business model with a long-term profit potential. We talked about short-term and short cuts. But these are the three criteria, in my book, for a solid long-term business model. It's not going to depend on how you market it or how you promote it. It's not going to depend on anyone else's model or method. And it can stand the test of time.

What do I mean by that? Basically if you're promoting 30 different affiliate links on Google Ad Words, that's not a business. Google can update and tank your whole income stream overnight, like what happened to me. That's not a business model; that's making money online, which is just different, so you know.

Selling only ClickBank products is not necessarily a business model or a good one because it depends on ClickBank. If they were to go under, you'd lose your entire profit stream.

Banking on something like a bad economy or certain celebrity or any other hot market could also be very short-term. So you want to choose something that can thrive 10 years from now just as easily as 1 year from now.

In order for your affiliate business to fit these criteria, you need to choose a market or product that you're confident in and that has real long-term profit potential. And there are a lot of things that fit under that umbrella. But there are five things that people spend their extra money on, their spendable cash, which is outside of their basic necessities.

The five things people spend their extra money on are love, and this is going to include anything and everything to attract the opposite sex, anything and everything to find them, such as online dating sites, anything and everything to keep them, or what have you. Love is number 1.

The second one is money. And that includes how to make it, how to keep it, how to invest it, anything to do with money. People will spend money to make more money. People will spend money to keep their money safe, or what have you.

The third one is beauty. Big market.

Fourth one is health, fitness, weight loss, diet, just nutrition, anything to do with health.

Copyright (©), All Rights Reserved
Niche Affiliate Marketing System, Inc.

And the fifth one is entertainment. That's going to include going to the movies, renting Netflix movies online games, basically anything entertainment.

And obviously each of these five categories have practically unlimited subcategories. There are just tons of things that are going to fall on one of those five categories: love, money, beauty, health, and entertainment. Your goal is to find a spot under one of those categories and become a market leader in that niche.

And now this is different than what some people will tell you about creating 10 different websites and 10 different markets, that each make $10 dollars a day or $100 dollars a day or whatever. But this is not how you want to start out.

You want to pick one market, one business model, and stick it out from start to profit. And now this is not to contradict what David just said earlier, because I know you guys remember. He said just earlier today – because I have multiple strings of income myself. I have multiple websites myself.

But we're talking about starting out. You don't want to start out with 14 domain names and 14 different ideas. You want to start out with one. And when you've mastered the terminology and the systems, and you have everything running strategically, then you can duplicate that business model in other niches very easily.

But how many of you—if you can just raise a hand—don't have your first affiliate sale under your belt yet, but yet you own more than one domain name? You've got to pick one, and get it all the way from start to profit, so that then you can easily duplicate that process over and over and over.

Multiple strings of income is great. And David's right, because when one thing tanks, you have everything else to back you up.

But if you have 10 or 12 different things going to save time, and you can't get any of them off the ground because you're stuck trying to figure out where to start, or you get distracted working on one or the other, then you're not going to be making sales at all. So you don't have to worry about them tanking.

Juggling a dozen websites or a dozen projects like that is not going to get you anywhere when you're still learning all that stuff and figuring things out. You're going to end up confused and frustrated.

The idea here is to focus. You want to get one website up and running, have a consistent income, not just make a couple of sales, but get that consistent base income in place that will free you up to quit your day job, or to get out from under financial stress, which is the biggest distraction in the world.

So you want that base long-term income that you can count on, so that you're freed up to work on other projects, work on other domain names, work on other things, or whatever it is that you want to do. But until you create that consistent base income, you're going to be struggling and you're going to feel frustrated.

Copyright (©), All Rights Reserved
Niche Affiliate Marketing System, Inc.

You guys experience frustration with this? Yeah. But I'm going to let you in on a little secret here. And this might help put it into perspective. Hopefully Willy and the guys are out of the room.

The guru's out there don't want you to get focused. They don't want you to just work on one website or one project. In fact, they're counting on you to jump from one method to the other, from one program to the other, from one solution to the other.

Because as long as you're doing that, as long as you're juggling all that, you're less focused and you're … more products that you're going to buy to try to fix your problem. Okay?

So your goal is to set up a consistent base income, and you do this by focusing on one project and one market to start. And you want to serve this market 100 percent. Find out who they are. Find out what they need, what do they want, and what can you offer them. And it doesn't have to be that complicated.

Those of you that were in my small group we discussed this a few minutes ago. But you could have someone shopping online for patio furniture. What do they want? They want to see pictures. They want a pic of a set of furniture that matches their outdoor area or their back deck. They want to shop for a set that they'd like. They want a good deal, and they want to buy it from a merchant that they can trust.

It's not hard. You put up pictures and you put up prices from the merchants that you're working with or whatever, and they click through to order the products from this site that you sent them to.

And that may seem like a no-brainer, but some people get caught up in the methods, and they'll end up trying to write a 3-page sales copy to sell a chaise lounge. It's just not necessary. So, you really want to serve your market and send them to exactly what you think that they need in order to make the buying decision.

Likewise, you're probably not going to sell a $97 dollar e-book by just putting a picture and a price. So don't get caught up in the method, get caught up in the market. Get caught up in serving your market and doing exactly what needs to be done. And this is not necessarily something you're going to learn in an e-book or on a blog or from a certain expert. This is common sense.

If someone is searching for, like I said, patio furniture, then you don't need to go into a lot of detailed content. You don't even need to go into a lot of detailed reviews, unless you're dealing in very specific product specs and things like that.

So, before you decide what kind of site to set up, serve the market that you choose, or to sell the products you chose, you need to know what you're selling. You need to know who's buying it. And you need to know what they expect when they're searching for it online. This is basic, common sense stuff.

So, I'll give you an example that I ran across recently. A friend of mine set up what's called a Squeeze Page, which was basically to build a list on the topic and then sell it as a ClickBank product. And so it

Copyright (©), All Rights Reserved
Niche Affiliate Marketing System, Inc.

really was doing fairly well in the front end. It was basically just a Squeeze Page, and it had an incentive to opt into the list.

For example, sign up and you'll get this free report on, let's say it was how to quit smoking. Okay? And so people wanted that free report. He had a 22% opt-in rate. That's good. He had a 0% conversion rate on the back end. Okay?

What happened was he took and redirected them. When they opted in, he immediately redirected them to a ClickBank sales page. And then he was following up with emails for, I guess, product reviews and different things. And I said, "Wait a minute. This is an emotional topic. These people need their hand held. They're looking for help and for information."

At the point that you put a sales page in front of them, they may not have even opened your e-mail or you e-book. Right? And so on the next page, you need to build on that. They've just given you their name and their e-mail address. That's a huge trust thing.

So it's about serving your market. You need to say to them, "I'm really glad you're taking this step. I think you're really going to enjoy the report.' Explain to them what to expect, "You should get an e-mail any minute. Be sure to read that. You're going to like the tip on page 17."

This is a huge tip for those of you who are creating reports to sell affiliate products. If you can get them to open your report or your product or whatever it is you've got and consume that information, you're going to make more sales. You're going to have people that continue to open your emails.

So you have got to get them to consume your product. If you have a report, that's a great way to do affiliate marketing. But just as an aside, it was an interesting example about serving your market. It's not just about making the sale.

So, when you're putting things together, do it common sense-wise, not just method-wise, but when you're putting things together strategically, you want everything - not just to serve the sale or the wallet, but it needs to serve your market, and that is what's going to end up making you more sales.

So if you just switch that extra step into your thinking of, "How can I best serve this market? What do they really need? What can I offer them?" And add in the best strategic steps to get them to the point they need to be - that's how you're going to make money in that market.

So once you've used a little common sense to figure out how to reach them, think about what approach is going to work best for your products, then you set up the website.

And I have a variety of affiliate site types myself. Some are set up by e-commerce sites that have deep links from my page to the merchant's page. I like those, product detailed pages. Others are content sites that answer a question or offer a solution through articles and content, and then use a call-to-action to get them to do something next.

Copyright (©), All Rights Reserved
Niche Affiliate Marketing System, Inc.

But regardless of how I set up the website, I get it making a consistent income in the same way, every time. I optimize my pages - every page of my affiliate site - for a very specific keyword phrase. This is free traffic and is my absolute favorite kind to get. It's called SEO, or Search Engine Optimization, and that's how I reach my target market.

I might use Google AdWords sometimes to kick start the traffic, but I like to position my affiliate sites, so that they are a little lower maintenance than that. I don't want to constantly be having to maintain paid advertising accounts and things like that. So free traffic, low maintenance, passive income.

I don't also really like the one-page affiliate style sites like I used in the example, because they're very hard to promote. You end up having to use paid advertising or pay-per-click or something like that, because it's really hard to get off the ground in the search engines with just one page or just a couple of pages. So that's not my favorite way to go. Just for the record.

But here's the goal: you want to create a website, you want to optimize it, traffic comes in, and traffic goes out to the merchant site. And that's the very basics. That's where you start. One topic, one website. You get it made, you get traffic to it, and you get that traffic out to the affiliate links.

There are a lot of other things that you can do. There are a lot of other things you can implement along the way, like building a list and creating your own products. But this is where you need to start. You need to get your affiliate site up, and you need to start sending traffic through your affiliate links.

Don't get sidetracked, don't get overwhelmed, don't get frustrated by trying to implement all these different strategies into your first affiliate site. Get it up, get some traffic to it, get some traffic going through it to your affiliate merchant. And then you can grow from there. But this is it. You've got to start at step one and get that site up and start getting some traffic to it.

And I'm going to give you a quick SEO lesson. It's not as hard as most people want you to think it is. It's not complicated at all. It's actually really easy. And you don't need to buy a bunch of expensive programs. In fact, I do all of my SEO for free.

So the first thing, if you've got a pen, jot this down: http://www./SEOFastStart.com. It's not my affiliate link actually, but it's … Dan Thies wrote the book. He's one of the main product developers for StomperNet. It's free. You don't even have to sign up for his list to download it.

It's completely free, no strings attached. It is the best starter guide to learning SEO the right way that I can point you to. No price tag, no opt in list. http://www./SEOFastStart.com.

Also for basic keyword research, you can start out with http://www.FreeKeywords.WordTracker.com. That's their replacement for Overture. Overture is now defunct. So don't use Overture or anything that draws from the old Overture database. http://www.FreeKeywords.WordTracker.com. It'll give you up to100 related keywords for anything you type in there. It's a good place to start.

Copyright (©), All Rights Reserved
Niche Affiliate Marketing System, Inc.

I use that to locate keyword phrases to use on each of my web pages, and every page on my affiliate site ranks for a different keyword term. And some of my pages rank from multiple keyword phrases. So I'll have number one listings for more than one keyword phrase per page.

I'm going to show you an example of how this works. I have three different long tail keyword phrases. This is for Think and Grow Rich. I have a free PDF download or an option to buy the MP3. This is through an affiliate link, of course. So http://www.SelfStartersWeeklyTips.com, that's me.

Download Think and Grow Rich. That's a four-word phrase, or five. So it's considered a long tail keyword phrase. I rank number one there. Think and Grow Rich audio - I rank number one there. Think and Grow Rich MP3 - I rank number one there. It's all three, the exact same webpage, three different number one rankings.

So to do that, you simply optimize the page. I use a primary keyword phrase, which is *think and grow rich*. That's the name of the product. And then I use secondary keyword phrases, which are usually longer versions of that same keyword phrase. So I can get multiple rankings like that.

So here's your simple SEO. See if I can get back to it. Here we go. You chose your keyword phrase, and you use it in five places: the title of the page, and if we go back here, you'll see that the title code where it's the title bar, whether it's in a webpage designed program, or you're hand coding it, the title shows up at the very top as a clickable link to your page.

That's where the title of your page shows up in the search engines. So you not only want your keyword phrase in there, you want it to read well. You want to entice people who are searching for that product to click on that link. You want to use it in the title. That's number one.

The text header at the top of the page. This is going to be an H1 or H2 tag. If you don't know what that is yet, you will get there. So you might want to just make a note of it. It's the text header. So basically on a web page when you go to it, there's usually some big bold text at the top that titles the page and gives you an idea what the page is about. That's your text header.

Within the content a few times, do not get all hung up on keyword density or proximity or blah, blah, blah. Let's keep it simple. Use it a few times. It's good measure to probably use it at least in the first paragraph, the last paragraph, and somewhere in the middle. Doesn't have to be perfect.

To be honest with you, you're on the page. Factors, like these things that we're doing now, don't carry as much weight as the links you're going to get later. This is just good practice and a good place to put in there. So you don't have to get all caught up in buying that $300 dollar program that tells you all these fancy statistics about what you did on your page.

In any outgoing links that are in the page, so if I'm linking to something related, I want to use my keyword phrase in the anchor text of the links going out on that page. And also, of course, in any links pointing to the page. Inbound links. So outgoing links and incoming links, or inbound links.

Copyright (©), All Rights Reserved
Niche Affiliate Marketing System, Inc.

There's three ways to say everything in internet marketing. That's the fun part of learning the lingo and the terminology. We got inbound links, incoming links, in links, back links. You've got all kinds of different ways to say it. So the thing is learn one way and stick to it. I put blinders on. I filter out the rest of it. Everybody can do it their own way. But just figure out what works and stick to it. Keep doing it and keep duplicating it.

But that's basically it. That's the five places. So if you miss those, it's in the title, the text header, within the content, outgoing links, and incoming links. And that last one, of course, is called anchor text, if you need the technical term for it. It means hyperlinking your URL, the page link, to the keyword phrase. And if you need help with that I have some free tutorials at http://www.ClickNewz.com. It's under Hot Topics.

Or you can contact me through Twitter. If you can ask me a question in 140 characters or less, I welcome it. I'm LynnTerry, all one word.

But here's the point that I wanted to make about this particular example that I was showing you guys. I created that webpage, for Think and Grow Rich, several years ago. It was 3 or 4 years. I don't remember exactly how long ago it was, to be honest with you.

But it took me all of 30 minutes to create the webpage. And that one webpage has held its top rankings for several keyword phrases for years, all this time. And it makes sales every single week.

I have not touched that page since I originally put it up. I have 30 minutes invested in this page. Okay? Occasionally, I'll get a new link to it intentionally, but a lot of times, because it ranks number one, people will link to it automatically.

But every now and then I'll just add a new link, a new inbound link. I'll maybe do a paid campaign and get people to blog about it. Or maybe I'll go and add it to some directories or something like that.

But occasionally I'll get some fresh inbound links coming into it. One or two here and there. But other than that I have not touched that page. So that whole myth about you have to update the content every other day - that's not true either. If it's relevant, if it continues to be relevant to the topic, that's good enough. You don't have to constantly update content to have good rankings.

So it really is a lot simpler than some people teach. It really is a lot simpler than you might have learned by trying to learn it from five different people because we all do it differently. But my point here today is to help you get started with one website, with one topic, as simple and easy as possible. And this is actually how I still do it today. Simple. I like easy. I like free. I like lazy. Whatever it takes.

The cool thing about this is that this one webpage, like I said, continues to make sales every single week. Has for years now. It makes sales while I'm asleep. It makes sales while I'm on vacation. It makes sales while I'm out to dinner with my friends or at a movie with my kids.

Copyright (©), All Rights Reserved
Niche Affiliate Marketing System, Inc.

All that crap you hear about the sales letters with the red headlines, that's what this does. And it was very simple to do and took very little time. Get rich quick. There you go. Define *rich* and *quick*. But there you go.

But you multiply that one little example by the number of web pages I might possibly have online at this point, 12 years into it, each having multiple rankings for multiple keyword phrases, across multiple markets and products, and you get a little taste of what the passive profit potential is with affiliate marketing. Just a little taste if you can imagine. If that only took 30 minutes, how many of those…

So you want to start with a real product, start with a real market, and start with one real website. Be committed to seeing that project all the way through to profit.

And then you can move on to doing more, doing more websites, having more profits, having more markets, more products, etc. But start with one project, and get it all the way to profit, consistently, before you move on. Otherwise you're just going to continue to be stuck treading water, trying to figure out how to make it work.

That's it. I want to open it up for Q&A, and I will see if any of you guys have questions or comments or anything like that.

Lynn: He asked, "Is the Napoleon Hill, the Think and Grow Rich download, my product or an affiliate product?"

It's actually an affiliate product. And as long as no one tweets it, and it stays within this room, I'll explain what I did. Because this is a pretty interesting little thing.

I had this one webpage up for Download Think and Grow Rich, and I had a private label rights copy of the book, an e-book form that I had rights to give away. I'm not making any money giving away a free e-book. But it's such a great book that I wanted everyone to read it.

So I put up this webpage, and I had great rankings.

So then I'm thinking, "How am I going to monetize this page?" Right? "How am I going to make some money off that great ranking?" And so I started searching. I thought, "Well I'll use the MP3 version or some audio CDs or some kind of affiliate product," and I could not find any affiliate programs to match.

So I did find a product that I really liked but no affiliate program. And it happened to be this audio format, which was Earl Nightingale, I think he was doing the Think and Grow Rich on MP3s.

So I contacted the guy, and I noticed that he was using ClickBank as his payment processing. That he wasn't in the marketplace, and he wasn't promoting the affiliate program. I couldn't get any information about whether I could link to it or not.

Copyright (©), All Rights Reserved
Niche Affiliate Marketing System, Inc.

So I contacted the guy and basically asked his permission to link to it, and he said, "Sure." And I did hear back from him, like he said, "Sure," but then I didn't hear back from him when I asked him some other things, or whatever. So I just went with it.

So, and sometimes it's better to ask forgiveness later if you can't get permission up front, whatever, but the point being that everything's negotiable. Ask questions.

Don't be afraid to send that e-mail and say, "I'd really love to promote your product." If they don't have an affiliate program, point them somewhere where they can get it set up or something like that.

So basically I think I'm probably one of the only affiliates selling this particular product simply because he didn't promote the affiliate program, and because no one else probably or hardly anybody would take the time to go through the hoops, since he didn't offer it right out there, and he's not in the marketplace or what have you. And so that was just one of those little things.

As far as the affiliate marketing goes, one of the best tips that I learned, aside from don't be afraid to ask questions or try to get the ball rolling, or whatever you have to do, if you have a perfect product for your market, and you want to make it happen, just ask, like in this particular case.

Another tip that I learned from Roslyn Gardner, probably the best tip I ever learned for affiliate marketing, and this is when you get a little more advanced, is that everything is negotiable. It's like buying a car. Everything is negotiable. Everybody wants to make money. The merchant wants to make money; you want to make money. So there's some room for negotiation there.

As an example, I recently applied to be an affiliate for a certain company. And I got declined. It was a little bit funny because I am a super affiliate. But it was because they were in with a certain network and my only affiliation with this network, (my profile was set up for one of my other niche sites), was totally unrelated.

And so I didn't take that as the final answer. I didn't take *no* for an answer. I replied to the e-mail, and in the subject line, I moved over their part of the subject line, and I put, "I'm a super affiliate smiley."

And so then I wrote them a note, and I said, "This is who I am, this is what I do, and this is my intention by signing up for your affiliate program." I got instant approval. So, it has some to do with who I am and the fact that I have some room to maneuver.

But a lot of times if you can explain your intentions, or if you can reply back to them it helps. A lot of these things are automated or outsourced or this or that.

So one of the best things I think that I learned from Roslyn Gardner, when I first got really serious about being not just an affiliate, but a super affiliate, was that everything is negotiable. Don't take *no* for an answer. Everybody wants to make money. And if you can make somebody money and you can convince them that you can do that, go with it.

Copyright (©), All Rights Reserved
Niche Affiliate Marketing System, Inc.

Participant: What does *super affiliate* mean?

Lynn: Good question, and I get asked that a lot. It's basically a title that has no specific definition. But the way that I define it personally is if you show up on affiliate leader boards, which means like you're in the top 10, or top 20, or top 100, depending on the size of their program.

If you win affiliate contests, affiliate prizes, if you win incentives for your performance or something like that, then you qualify as a super affiliate.

Anyone else?

Everybody's ready for dinner.

Participant: Has your SEO work been affected whenever Google changes its algorithm?

Lynn: This has been here for years.

Participant: I think June 30th was … 2007, was the last time right?

Lynn: Last time what?

Participant: Last time they changed their algorithm that screwed everybody up.

Lynn: I'm not sure. To be honest with you, if I tried to follow Google all the time, I would never get any web pages made. I know that sounds crazy, but a lot of people get so caught up in the methods and the statistics and all the stuff that they can't get anything done. So I'm not sure when the last official update was.

There were a lot of updates in 2007. I do remember that. My rankings were not affected and I will tell you why. I love SEO with affiliate marketing because it's passive. And I don't want to be working all the time, although I do. I work plenty of hours and I love my business. But if I want to go on vacation or if I want to take a day off and hang out with my kids, I can. I'm not tied to it.

But the thing with SEO is if you're not using methods that are short-term short cuts, like if all of your rankings depend on these 35 Squidoo Lenses that you built, or these 35 blogger blogs that you created to link back to your site, you're in trouble. Right?

One of the biggest secrets to SEO is variation. You want it to look natural. Right? Like people are naturally linking to this as a good resource. And I'll tell you a secret, one thing that I use.

If I have something coming up that I really want it to rank well, I think I rank number 1 for Starting a Free Online Business. And it's a blog post. This is a static page. The format doesn't matter. The method doesn't matter. Having good content, optimizing it properly, and getting good links is all that really matters.

Copyright (©), All Rights Reserved
Niche Affiliate Marketing System, Inc.

So I haven't checked the rankings today, but it's Starting a Free Online Business, if you guys want to check. And that's http://www.ClickNewz.com, is what will come up.

But anyway, the point being that with that particular one, I put it out on Twitter to my friends, and asked … It wasn't on, just only on Twitter. It was I think on my forum, that I put it on the job board, that I would offer anyone who liked the blog post and thought it would be beneficial for other people to read, not just a spam, but if they really liked it and wanted to recommend it, I would pay $10.

And I said, "I'm not going to tell you how to link to it. You can link to it anyway you want. You can talk about it anyway you want, etc." Because you don't want a hundred people rushing to make $10 to all link to it the exact same way. Again, variation and natural is what you really want.

And that's how I got that particular page to rank and to stay ranked Number one was to get people to talk about it and to pay. It's paid advertising; it's basically what it is. But you want to allow them creative room to link to it however they want.

You want to add it to directories. You want to create your Squidoo Lenses. You want to have your blogs. You want to have forum links. You want to have all these things. You don't want to have only one of those things because that's very unnatural.

If Google looks at your site, and it says all the incoming links come from Squidoo, dump, if Google looks at your site and says all the incoming links say Think and Grow Rich, dump. It has to be natural and as varied as possible.

Participant: So that's interesting. But how did they prove it to you? How did you pay them? I mean…

Lynn: Oh, it's a horrible process.

Participant: Sounds like it.

Lynn: But that's what I want. I want my page to rank number one, and I want it to stay there. Okay? And this is my business. This is my money. And so I took the time to go and look at their blog posts, and even commented on some of them, because they were great blog posts.

And I personally PayPal'd them the money. Obviously you should probably outsource that. Talk to someone else about that one. But it was a process because it was just something I kind of did on the fly, but there are a lot of better ways to do it.

But when you get into automating everything, and you get into using programs and methods that are completely hands-off, they're short cuts. And again that goes into short-term. And you don't want short-term income.

And let me just rephrase that, because I like short-term income, any time it's income, it's good. Money coming in is good, in any way. But you don't bank on it. So I wouldn't do something completely

Copyright (©), All Rights Reserved
Niche Affiliate Marketing System, Inc.

automated and then expect it to maintain its ranking and maintain that income stream for a long time. I like these.

Participant: Okay, Lynn, this is Kevin, Mr. E-bay Johnson. I wanted to ask you as a super affiliate, how do you decide what products that you're going to promote?

Lynn: That's a good question. What products am I going to promote? How do I decide?

I work in a variety of markets, and so it depends on the market. For example, I might choose products I use myself. I might choose products based on social groups I'm involved in. For example, if I'm the secretary of the pet-sitting group in my county, it would probably make sense for me to have a pet-sitting website. Right?

Or something - pet supplies or something for sale. So, it's… When I go to picking markets, it might have something to do with something I'm involved in, or it might just be a money market, which is what I call it. If it's not a passion market, it's a money market.

As far as what products to promote, let's say if it's on my internet marketing website, the Think and Grow Rich thing again, came again because I read it, I loved it, I wanted everybody to read it. It might be if you're in a certain weight loss program, and it's really worked out well for you, that would be a good reason to pick that product.

When it comes to internet marketing products, I personally review them. And let me tell you what I do in that market because every market's different. Internet marketing is probably one of the most volatile markets you could ever get into. But what I do in that market is I purchase the product every time.

If it's software, if it's a report, if it's an e-book, they give me free copies all the time. I've a free subscription to The Net Affect through StomperNet, and I also have a paid subscription.

Review copies are great and fine, but I don't get to see to the back-end. I don't get to see what they're putting my visitors through. I don't get to see what's happening there. And I don't get to review the buying experience.

And so when I did the StomperNet promotion, some of you might recall that one. When I did that promotion, I did a Camtasia video walk-through of me going through the order process, explaining the one time offers and the back-end offers, why they added them, what you might like and might not, and why, and walked through that.

And that really helped a lot for people to see. And I ordered it myself. I wanted to see how it was going to ship. I wanted to see what shape it got there in. And we'll leave that one there.

But the point being is that I want to get the full customer experience, so that I can review the product. And let's say—we were talking about this earlier. So I'll share it here too—let's say that you really want

Copyright (©), All Rights Reserved
Niche Affiliate Marketing System, Inc.

to promote a certain product. It could be anything under the sun. But the website, the merchant website, is awful. Right? Like you're not sure it will actually convert very well.

You can use that to your advantage. You write your review and you *always*, *always* talk about the downsides. Always talk about the negatives of the product because if it's going to affect the conversion rate, you can increase the conversion rate by addressing that issue and explaining it to them.

So, for example, you might say, "When I ordered this product, I took one look at the page, and I thought, 'I don't know about that.'" Whatever. And say, "But I just decided to go for it anyway, and it came really quick, and it worked really well, and blah, blah, blah."

But if there's any chance in your mind that the merchant site is not going to convert well, address that right up front. Don't avoid. Don't sweep things under the rug that could potentially lower your conversion rate with an affiliate company.

Use it to your advantage. Address it. Use it to make people want to order because they know you did, and it was okay.

Participant: This is kind of a follow-up to just what you were saying, but especially if you are using AdWords or something where there's money involved and all these clicks. How do you know when to give up? So you're getting…

They're getting through to your page. They're going through on to the next page. And it just doesn't seem like you're getting as many sales as you think you should. How long do you give it before you give up on it?

Lynn: It's a good question, and everybody's going to give you a different answer. That's the problem with us internet marketers. My rule of thumb on that is one thousand click-throughs to determine the real stats. You're not going to get any real data out of a hundred clicks or a hundred visitors.

You really need a thousand visitors to get real stats on anything, whether that's going to be click-through from your site to the merchant site, or if the problem is a conversion rate from when once they get to a merchant site. But a thousand click throughs.

And let me just say with Google AdWords, because most people raised their hand that they were new to this, I would highly recommend that you get Perry Marshall's Guide to AdWords. I don't know what it's… Just look up Perry Marshall AdWords and you should be able to find it. It's $50.

If you don't get that guide and study it and follow it to a 'T,' you're going to waste a lot more than $50 figuring it out on your own. I think once I was $300 in the hole, I finally went and bought Perry's e-book and decided, "Okay, let's find out how to really do this."

It's really good and that's what he does. It's not just an e-book he wrote to make money. He serves that market. So you definitely want to get his guide on AdWords.

Copyright (©), All Rights Reserved
Niche Affiliate Marketing System, Inc.

Participant: Okay, for the newbies or beginners to affiliate marketing, so you just go online and Google *affiliates* to a market that you feel needs a certain product, and you just put up a webpage, and…

Lynn: That's a good question, and…

Participant: And in addition to that before… I've heard of something like … I don't know if it's called CPM, like people pay you like it… you just click on their links … So I can put up a web page possibly. But I understand Google doesn't like you putting just a web page up with just a bunch of clickable links to promote your affiliate…

Lynn: It's called a thin affiliate site, and they don't like that at all. They want something that serves the market. That's what they want. They want something that the people will enjoy.

Their business is delivering content that their searchers will enjoy. And without that content they're going to go under. So that's why they have all these updates. It's not to make our lives miserable, like most of us feel.

But the reason they do that is because they want … so your page … whatever web page you have out there, if you have 300 pages on one website, every page really needs to meet that - your own personal quality control. And it needs to have something of value to add for that search result.

But your original question was about finding products. Let's say that you have a market. Let's say that it's pet supplies again. Then you can go onto Google, and you can type *pets affiliate*, *pets supplies affiliate*. Keep searching until you find something, or you run across an opportunity, or something to keep searching.

I like to start with Commission Junction, which is http://www.CJ.com, or http://www.LinkShare.com is good. Other networks, type in *affiliate networks*. Pepper Jam is a newer one that NetShops moved to, and if you can get in with Pepperjam, I love NetShops for physical products.

Like the patio furniture we were talking about earlier. They pay 10 to 12%, which is unheard of on affiliate products. 10 to 12%. NetShops was their name, and they went to the Pepperjam network. One of my favorites.

But the point is that you just get on Google, and you type in your keyword plus *affiliate*. And you can even type in *pets +*—the plus mark—*affiliate*, and that should bring you some good results.

But check in the networks. The great thing about working with a network, like Commission Junction or Link Share, is that you might be affiliated with 5 or 6 or even 10 or 12 different merchants to pool together all the products you want to promote on your one website. And most affiliate programs have a minimum payout. So you have to make $50 or $100 in order to get a check.

My poor son, he's 17, and he's stuck at $20 on this one and you have to make $25. And so he's really struggling with that. But most of them have some kind of a minimum payout. If you're with a network,

Copyright (©), All Rights Reserved
Niche Affiliate Marketing System, Inc.

it's combined. So if you've made $5 or $10 on each one, you're still going to get a check and meet the minimum because they're combined.

So that's a perk to going with a network, especially when you're just starting out. So you can get those first checks rolling in. There's nothing worse than having money stuck somewhere on the internet that you can't get to.

Participant: What are you referring to when you're saying going with a network?

Lynn: An affiliate network, and you can Google that. And there's tons of them. But I like Commission Junction…

Participant: Oh, alright.

Lynn: I like… Linkshare is good. If you go with Linkshare, you've got Wal-Mart, Netflix, FranklinCovey. I think, there are tons within Linkshare, and CJ just has everything.

What I love about Commission Junction is their search feature. You can go in and you can search pet supplies, and it's going to bring up all of the different merchants that carry pet supplies. You want to apply to all of them. There's going to be some times that, let's say, you've built a list and you don't want to just bank on one merchant.

I'll tell you a horror story of something that happened to me. I went to a conference. I got this idea. Because you're going to learn a lot of stuff in at any workshop or any conference. But what you're really going to get is an idea. You're going to walk away with just one or two ideas that really make it for you.

I got this idea by listening to one of the affiliate program managers speak and decided I was going to go home and make a website about it. And I created a 500-page affiliate site around one merchant. And that baby was rockin', okay? It was doing really great.

They decided along about the end of November to close their affiliate program. Right before Christmas sales. I did not possibly have time to update everything in order to capitalize on all the traffic I was getting from the search engines. It was just terrible. So I like to have two or three different merchants that I can work with, if possible.

I also like to have two or three Number 1 rankings, if possible. That way if I lose one ranking because someone out ranks me with that keyword phrase, I've still got some traffic coming in very targeted.

But I always have a primary affiliate on the topic, and then I'll have two or three secondary affiliate programs to work with, as well.

Participant: Okay. Now I went from a newbie question, and I'm going to jump because I'm an aggressive person…

Lynn: Alright.

Copyright (©), All Rights Reserved
Niche Affiliate Marketing System, Inc.

Participant: … jump the other way. So where do I go if I had a product, and I wanted somebody to sell my product. Is there like an affiliate registry or something that I can go and …

Lynn: Yes, in any of these same places you can put your product. So if you had a physical product line, CJ is a really great place to go. ClickBank is really good for info products just because everyone who wants to sell e-books goes to ClickBank first to check it out. So you want to be where your market is. So if your market is affiliates, you want to be in the most popular networks.

I've seen some affiliate programs. Some of the bigger ones, like I think it's Wal-Mart, I've seen in two or three different networks. Or it's… I don't know if it's Wal-Mart or not, but some of them will even be in more than one network.

David: In just the short time that I've known you, I've gotten to know and be enough of a friend with you that you have some really strong opinions about what people should and shouldn't do. And I want to make sure that you give these people a little education about that.

Lynn: Okay.

David: For example, you have, I think you have a new post for last week, a post on your blog that said, "I'm a scum-sucking content thief." Correct?

Lynn: Yes.

David: Would you talk about that a little bit?

Lynn: Say again?

David: Would you talk about that a little bit? Why you did that?

Lynn: Oh, well, do you want to know the truth?

David: That you're comfortable with that I'm recording.

Lynn: I'm a scum-sucking content thief. I'm sure if you Google it, I'm probably number one. The truth of the matter is that I was having one of those crazy bouts of insomnia, and I also had come down with a cold. So I took this dose of Nyquil and didn't sleep. And if you've ever taken Nyquil and not slept, the next phase is a little weird. And that's when I wrote that blog post.

Lynn: That's the truth about it. But behind that, the reason that I wrote it was because every time I blog, *and now I blog*, there are times that I have spent up to 7 hours on one blog post. I'm serving my market. I'm really into this blogging thing. Then there are other times I whip them out in 10 minutes.

But every time I hit Publish, I get a track back from this Rob's Internet Marketing Blog that automatically is picking up my feed and reposting my content. Now he obviously has gotten some kind of a program.

Copyright (©), All Rights Reserved
Niche Affiliate Marketing System, Inc.

It's a short-term short-cut program thing he's gotten, that's like a blog in a box, and basically all he had to do is feed these RSS feeds into it, and the guy is off drinking beer, capitalizing on my content.

And I'm sure it's not going to go very far, but on that particular night, in that particular mood, I happened to get a track back from him. And I thought, "Well this will be fun." So I wrote, "I'm a scum-sucking content thief." And I wrote this whole post that I knew would appear on his blog that says, "I'm too lazy to write my own content."

Lynn: Blah, blah, blah. It was really funny. And then at the bottom I put "If you're reading this anywhere except http://www.Clicknewz.com, this content was stolen and blah, blah, blah, and this is my way of saying thank you."

David: Now that is the first thing that I've heard you talk about that I wanted to talk about. The other thing I want you to talk about is your feeling about… and you did a little bit, but I want to make sure that you hit home the whole thing about automated versus… I mean automatic-versus-system kind of stuff.

Lynn: You've got to systemize. David planned that out on his presentation. I agree 100%. I'm bad about doing things old school and manual, and it's horrible. It's horrible. You've got to systemize. You've got to outsource where you can.

Probably the two most difficult things that you're going to run into in your online business venture is joint ventures and outsourcing. They're also the two best things that you can possibly do for your business.

So you've got to figure out how to make it work for you. And outsourcing - it's just like you've got to look at this as self-employment. You have to look at this as your business and as your career. And just like with any offline business model, you're going to go through people. You're going to go through…

I mean, look at McDonalds. Imagine how many employees they run through, their turnover rate. You're going to have some of these same issues in internet marketing. It's just like any business model. So be prepared for that.

But you have to do it. I'm in the process of hiring someone to come sit by my side and watch me work and create an operations manual, so that I can strategically do things better. But you have to systemize things.

Now that's different than using automated short cut tools. For example, if somebody sells you a $97 dollar download that says it's going to get all your back-links for you, you never have to lift a finger. That's different than systemizing.

What you really want is you want five women overseas somewhere that are strategically finding linking opportunities that look natural and that are varied from different places. You don't want a product that's going to be so automated that it leaves a digital footprint. Because here's what happens, and I won't name any specific products today.

Copyright (©), All Rights Reserved
Niche Affiliate Marketing System, Inc.

David: Unlike Rob's Internet Marketing.

Lynn: Yeah, not going to name…

Lynn: Well, see they're a scum-sucking content thief.

Lynn: I don't know. I just thought it would be funny for someone to wake up and check their blog, if they even do.

Lynn: You could probably check by clicking the cached, where it's cached on Google, and it probably won't count as a hit to their site, so it would be Google's database.

I forgot what I was answering.

David: You were talking about a $97 dollar blog in a box.

Lynn: Right. Products that promise to do all your work for you are more than likely going to leave some kind of a snippet of code, okay? There's going to be some identifying factor. Like there's some really *great* link-building schemes a few years ago. I used a few of them. And they're really great. They'd get all these links for you and they automate everything.

Whew! Finally got that link crap off my back. Right? And the problem is that all Google has to do is, do kind of like a Find and Replace. Ever used that? I love Find and Replace. All they had to do was say, "Find every instance of this little snippet of code."

Because Google is smart. It's not that they're not going to index you. They like to let things run for a good quarter, and see how it's going to impact, and what's going to happen or whatever. But then all they have to do is put in that little snippet of code, or that little identifying factor, and then push one button and all that drops back into the sandbox, or out of the index altogether. Out of the database.

So you want to be very careful what you use. You want to be smart. You want to keep it simple. Don't try to make it happen overnight or in 10 days. Again, if you want to get rich quick, define *quick* and define *rich* and what it's worth.

You can make money online overnight, or you can build a long-term business model and have a lifestyle, which is awesome. And the short-term stuff is considered spammy, or black hat, you know, or what have you. And it's considered that because you're trying to cheat the search engines. A lot of times you're trying to cheat your market. Trying to cheat your customer into clicking or buying or doing something you don't really care, so long as you get the sale or make the money. And that's not going to stand the test of time. That's not something that you can quit your day job over.

So if you can get in there and really serve a market and you can systemize it and automate it without killing it, that's the way to go.

Did I answer the question?

Copyright (©), All Rights Reserved
Niche Affiliate Marketing System, Inc.

David: Yep.

Lynn: Good for you? And are you going to talk more about systemizing? Or is that…

David: I guess I am. Actually tomorrow morning.

Lynn: Very good, very good. Tomorrow morning. Good. Because I'm sitting in on that one. I'm doing good, but we can all stand to learn something new. And I'll tell you, like I mentioned earlier. Every person does it different. Every one of us that gets up here and speaks at this workshop or at any event you go to can tell you something different. That's great because you're going to get tons of ideas to work with and tons of options.

But none of us do the same thing in the same way. And that's the cool thing about affiliate marketing, is that if you use common sense and creativity, you've got it made. That's basically what it takes. Because we're all doing something different.

I'll tell you, back in the '90s, and Mark Hendricks can attest to this, there were no programs. There wasn't anything set up like you should do *x, y*, and *z* specifically like this. We basically were throwing stuff up at the wall to see what stuck.

We were basically taking offline methods or things that we knew worked in the offline marketing world and trying them online and then tweak and perfect. And that's what you have to do, especially if you have a very creative idea. But the goal is to get in there and serve your market.

David: Okay. And this probably will be my last follow up on that, is when you talk about serving your market, and you probably talked about this a little bit earlier too, but I want you to really expound on this, because you are so good at this. It's the relationship piece. I want you to talk about why the relationship is so important. Who the relationship is with. How long it takes to build the relationship. What's the reciprocal of a relationship. Those kinds of things.

Lynn: Okay.

David: Willie's going to talk a lot about relationship as a joint venture thing tomorrow, but…

Lynn: Sure.

David: This is good for affiliate, for…

Lynn: For between the affiliate and the market.

David: Uh-huh.

Lynn: Versus affiliate to affiliate, or joint ventures, in that respect.

Copyright (©), All Rights Reserved
Niche Affiliate Marketing System, Inc.

Alright, as far as building relationships, again, some of the things that you might have learned are not going to maybe apply to your market. Like, for example, there are affiliate markets that I work in, that I have websites in, that I use an alias.

So obviously I'm not putting my name out there. I'm not doing video in that market; I'm not using photos of myself or anything like that. So there are markets out there where I have an alias. And let me sidetrack and explain why.

If I'm selling screwdrivers over here and pet supplies over here, and I'm selling internet marketing stuff over here, none of that benefits each other. It doesn't benefit the guy who wants to buy screwdrivers from me to know that I'm an internet marketer.

He might be one of those people, like I met outside last night that immediately identifies that with the words, "You must send me the e-mail spam." So then he wouldn't want to buy my screwdrivers. And likewise it's just not necessary for the person who wants to buy pet supplies from me to know that I sell screwdrivers. It just is irrelevant.

So a lot of times if I'm using an alias, building a relationship a lot of people will tell you put your face out there. Do a video. Do this, do that. You have to do what works in your market. It can be as simple as the example I gave with the opt-in page. Get a page in between there, and let them know, "Hey, we got your e-mail address, and here's what we're going to do with it, and here's what you can expect from me because I'm in this with you."

Now if you're selling a chaise lounge, I don't want you in it with me. That's different. So you have to go with some common sense about what works in your market.

Obviously if you're sending them, like if you have a store type page, looks like an online store, an e-commerce site, then they're going to click straight through from your product picture and straight through to a direct page on the merchant's site. That being the case, there is no relationship there.

You don't need a relationship there. You're basically the go-between guy, and you want them in your site and out, a.s.a.p. That's it.

Optimizing an online store or an e-commerce site is a little trickier than the content site. If you're going to have that kind of a site, go to http://www.ClickNewz.com, and on the right side bar, How to Optimize an e-Commerce Site. Very creative ideas for how you can get good search engine rankings, even on pages that just look like an online store.

But as far as serving your market, if you're going into a market that's especially an emotional need, how to quit smoking, how to lose weight, how to eat better, how to switch to a vegetarian diet, any kind of a thing like that, then you really need to have a good follow-up series.

Copyright (©), All Rights Reserved
Niche Affiliate Marketing System, Inc.

The best thing ever that you can do is strategically lead them from one page to the other and let them know what to expect from you because you want to get them excited about opening your email, especially if you're doing an opt-in or building a list or if you're giving them a free download.

You've got to get them to open that product because if you've got affiliate links in that product, obviously then you've got to get them to open the product in order to make some sales.

Two things that work best for me, and I'll just tell you straight up. Two things that work absolute best for me as an affiliate marketer: SEO— and it's so easy. You don't have to spend any money to do SEO. SEO.

And the second thing is to create short reports. If you're in a market where that works, 10- to 20-page reports, and sell them. Sell them for $7 dollars or $9.95 or $29, or whatever the price value is in your particular market because you're building a mailing list, a customer list of buyers.

These are people who have a PayPal account or a credit card and don't mind to use it online. And once you get those people in your market funneled into your list, you're doing good, okay?

So a lot of times if you can… Don't give it away. If you give me something for free, I'm just going to stick it in my pocket and I'm probably not going to look at it. But if you charge me $10, I'm going to try to figure out what it is and get something out of it.

So I sell it for a low price point, so that they actually want to read it, since they just spent money on it. Once someone gets invested in you, then they're going to pay more attention to you.

And then, follow up. This is the best tip ever. I saw *one person* do this in my 12 years online. *One person*. And it impressed me so much I've told everybody I've met about this one trick. She follows up with an e-mail after I bought the product, two days later, I think. It was an autoresponder, which is great. I'll tell you why in a minute.

We could talk all day, but we'll get to dinner in a sec.

But she follows up 2 or 3 days later and says, "Did you get a chance to read the report yet?" Then she, of course, links to a survey or feedback room or something like this.

But she goes on to say, "I wanted to add something to the tip on page 17." "I've gotten a lot of really great feedback about the tip on page 17, and I wanted to make sure you had this additional link," or something like that.

Well, of course I had… I hadn't even opened the e-book yet. You know? You know how we get busy; we download stuff all the time. Hard drive fills up, but you don't necessarily consume all that information.

Well, of course I had to know what she was talking about. So I go open the e-book and go to page 17. Then I like what I'm reading; so I read the whole thing. If you can get them to consume your content,

Copyright (©), All Rights Reserved
Niche Affiliate Marketing System, Inc.

and it's good, they're going to come back to you more and more and more. And the more you can send people stuff… Have to have an autoresponder series. I said I was going to touch that next.

Why would you want it to be an autoresponder? We're all creatures of habit. Most of us, especially if you have a day job, not us, but the rest of the people out there get on the internet at the same time of day, every day.

They might get on it and check it before they go to work in the morning. They might check it from work on their lunch break. They might check it in the evening at a certain hour after the kids go to bed, 9 to 11, or whatever.

But we're creatures of habit. So if you have an autoresponder series set up, what happens is it goes out strategically. Like, let's say, you have it set to go out two days later. If I order your product at 7 pm at night, 48 hours later, 7 pm two days later, I'm going to get that follow up message, which is the majority of people are going to be online at the same time every day.

So that's the power of an autoresponder, truly. You can strategically get those messages to them at the time that they're most likely in front of their computer. Because if you wait and you send yours at 3 in the morning, when they get up to check their e-mail first thing in the morning they delete the 50-something that came in overnight. A lot of them just mass delete it. It's just common practice.

There was something else I was going to say about that. But the most important point is that you use that autoresponder series to get in front of them again and to make sure they open your product and consume your content.

The way I use the short reports with affiliate marketing, 1) I charge for it with a low price point, so it has a very high conversion rate, and it's a product I can use to JV, which Willie is going to tell you more about. Okay? You need that.

If you're giving away something free, you're going to have a hard time giving Willie Crawford an incentive, or any other JV partner an incentive to give it away for you. Right? So (1. You charge for it, and then they're more likely to read it, and then you include your recommendation in the report. Right?

So let's say that this was a report. Everything that I just said to you, and I put it down on paper in 20 or 30 pages, and I said, "Now here's your next step. You need to go and get a domain name. You need to pick a topic, you need to get a domain name, you need to set up a hosting account, and then you need to optimize it, and go get Dan's book, SEOFastStart.com.

That's a really good freebee by the way. And it's a masterpiece, but anyway, long story short. Those recommendations make me money. It's not the $10 or $20 up front that's going to get rich quick. Okay? That's just a way of qualifying your visitors.

Qualifying meaning - people who are not ever going to spend money online, and there's plenty of those people - qualifying them, the people who are going to spend money in your market and those who

Copyright (©), All Rights Reserved
Niche Affiliate Marketing System, Inc.

obviously trust you or like you enough, or they're interested enough in the information to take an action step.

Then you have a list of buyers, instead of a list of freebee seekers.

David: Okay. Anything from anybody else before we close up this session?

Thank you. Lynn, that was really good. Thank you so much for doing that. And before you go, I've got a little something for you. Just one second.

Tomorrow it is official, since you are the queen of affiliate sales and driving people here… Queen Elizabeth.

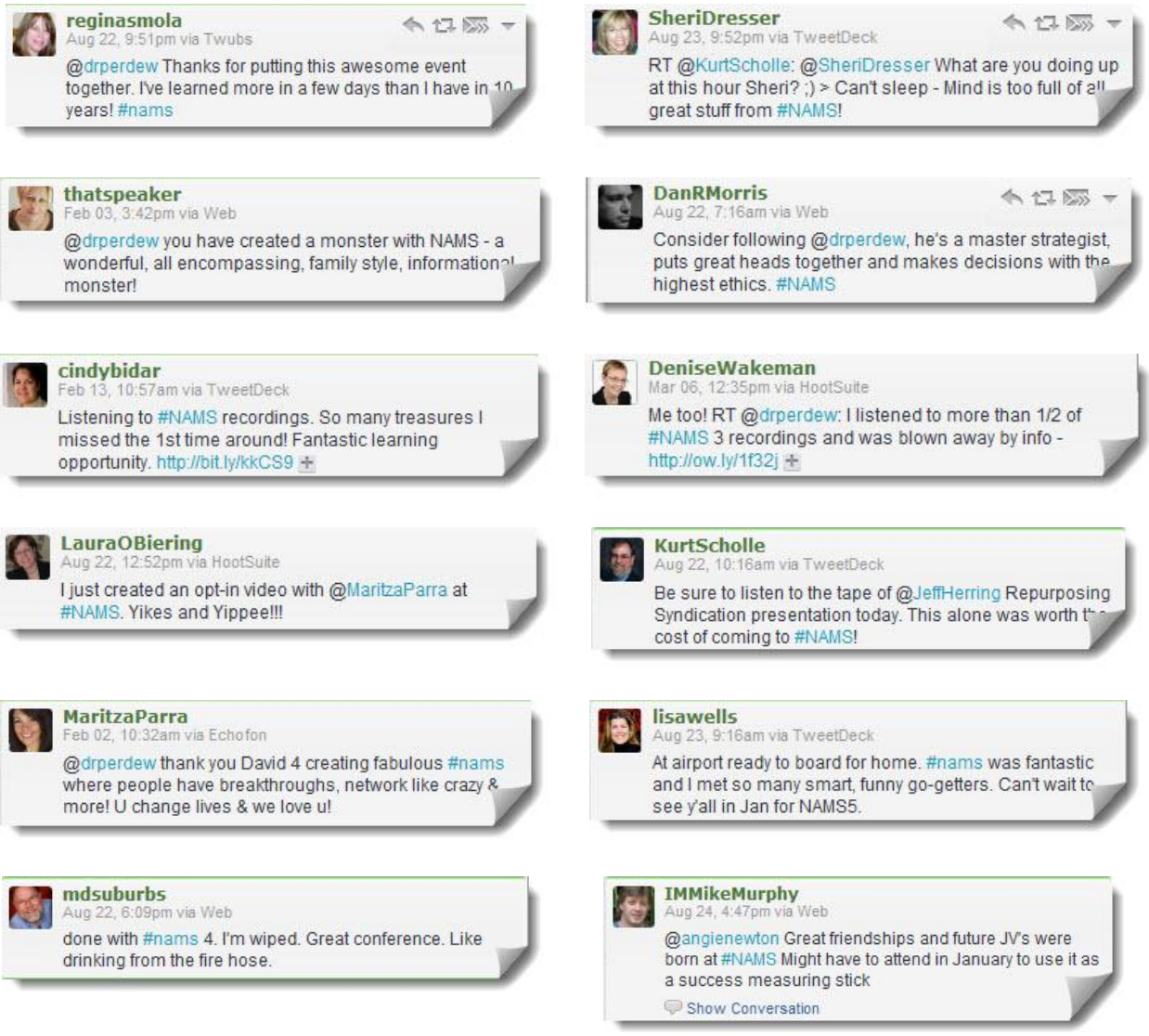
Lynn: Thank you. Thank you.

David: Queen Elizabeth actually keeps her duties. You don't have to do anything official.

Copyright (©), All Rights Reserved
Niche Affiliate Marketing System, Inc.

READ WHAT THESE FOLKS SAY ABOUT NAMS!

NAMS is the acronym for Niche Affiliate Marketing System workshop. Here's what some folks are saying about the NAMS experience!



CLICK HERE TO LEARN MORE FROM LYNN TERRY AND OTHERS AS A MEMBER OF MYNAMS.COM!

Copyright (©), All Rights Reserved
Niche Affiliate Marketing System, Inc.

RECOMMENDED RESOURCE CHECKLIST

www.Squidoo.com	www.ClickBank.com
www.SEOFastStart.com	www.Stompernet.com
http://www.FreeKeywords.WordTracker.com	http://www.SelfStartersWeeklyTips.com
www.ClickNewz.com	Www.Twitter.com
www.PayPal.com	www.Camtasia.com
www.CommissionJunction.com	http://www.LinkShare.com
www.PepperJamNetwork.com	http://www.PerryMarshall.com/adwords/

Copyright (©), All Rights Reserved
Niche Affiliate Marketing System, Inc.