"Affiliate Money Machine"

By Ewen Chia

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What You're About To Learn…

My name is Ewen Chia and I want to thank you for downloading this special report. Here's why this report was written…

I've often received tremendous amount of emails asking for a proven quick way to make money online, and one of the best ways to start as a complete beginner is through *Affiliate Marketing*.

Here's why: simply by promoting a unique affiliate link given by the merchant, you can start making cash online immediately without your own website and product, in fact it's probably the fastest and easiest way to start.

But being an affiliate is not enough, the true vital element for long-term success (online or offline) is by building an *opt-in list of interested prospects you can keep in regular contact with.*

If you've heard the phrase, 'money is in your list', it's only half true. *The real money is in the relationship you've with your subscribers, no matter how big or small your list is.*

It's fine to have a small list but it must be responsive if you want to profit from it.

So what you'll find here is a **complete system** to succeed as an affiliate, while building your own list <u>at the same time</u>. I call this the "Affiliate Money Machine" system.

With The 7-Step "Affiliate Money Machine" System, I Dare Say You Can Start From Scratch And Begin To Bank In Affiliate Commissions In As Little As 7 Days From Now!

And you can do this in **whichever niche you desire** because a*ffiliate marketing is <u>not</u> reserved solely for Internet marketing.*

The techniques you learn here will turn you into a super affiliate in any niche – once you understand and apply the basic principles involved. This simple system will help you to do one thing extremely well…

Creating Simple Money-Making Direct Response Web Sites That Make You Huge Affiliate Paychecks Quickly And Easily.

The beauty is in its simplicity.

Each day you will devote your focus on one step of the system - there are 7 steps in all and each is developed to maximize efficiency and speed.

The 'heart' of the system resides in these **3 fundamental elements**:

Element #1: A simple but captivating direct response lead generation page.

Element #2: An autoresponder pre-loaded with quality content.

Element #3: A "Thank You" page which redirects to the affiliate product sales letter.

Don't worry if it all sounds strange to you now, you'll be learning a lot once you get through this report. Now as I've mentioned, if you want to maximize your online income, you must build a list of targeted subscribers to market to on a repeat basis.

Many marketers, especially affiliate marketers, make the mistake of bypassing this step. You're leaving a lot of money on the table and wasting a lot of traffic when you don't capture leads.

If your main objection is that you don't have the time or energy to create content, this system will also offer a quick solution. *You can create content on any subject in a day.* Your follow up messages represent the "bait" which helps to pre-sell and, eventually, *convert* captured visitors into customers. It's a one-two punch...

Explode Your Affiliate Commissions And Rake In Avalanches Of Instant Cash Into Your Bank Account Automatically!

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After your visitor opts-in to your list, they are redirected to the main sales page. This is their first exposure to the offer. They may or may not purchase at that time, but this is **OK** – *because* anyone who sees the offer is, by default, is now subscribed to your list.

You can continue to educate them, prod them, poke them, enlighten them and sell them on the product until they buy. In short, this system creates a flow for **lead capture** and **repeat product exposure** using a very simple path:

Traffic to Lead Capture Page --> Leads Opt-In to List --> Leads are re-directed to the affiliate product sales page --> Leads receives further information from you via your autoresponder --> Build your own lists while making huge affiliate sales!

Why is this so powerful?

Because It Compresses The *Fundamentals Of Online Marketing Into A Business Model* Which Is Both <u>Easily Learned</u> And <u>Instantly Duplicable</u>.

Once you learn how to create a direct response website following this, you can do it *over and over again*. The process becomes second nature and your time from concept to market becomes much shorter. Remember…

The <u>Ultimate</u> Benefit Of The "Affiliate Money Machine" System Is The *Speed* With Which You Can Target And Penetrate ANY Niche Affiliate Products…

There is no need to waste any time setting up a complicated process. You simply follow the steps and, in one week or more, you'll have a simple website set up with <u>sound marketing principles</u> in mind.

You'll see profit sooner rather than later, and for a lot less work. In a nutshell, here's the 7-step system you're about to learn:

<mark>Ewen Chia's "Affiliate Money Machine" System</mark>

<u>Step #1</u>: Targeting A Profitable Affiliate Niche Market

<u>Step #2</u>: Setting Up Your "Affiliate Leads Capture" Page

<u>Step #3</u>: Following Up With Your Leads

<u>Step #4</u>: Getting Ready To Promote Your Lead Capture Page

<u>Step #5</u>: Generating Quick Traffic To Your Lead Capture Page

<u>Step #6</u>: Back End Affiliate Marketing

<u>Step #7</u>: Leveraging On Your Success

Simple enough? It IS simple. What you have here cuts through all the fluff and hype and go straight for what matters – making YOU the commissions. Let us begin…

To Your Affiliate Success!

Ewen Chia

<u>Step #1:</u> Targeting A Profitable Affiliate Niche Market

This is frankly the most important step you need to perform. It is the foundation for the success of everything that follows, especially when it comes to affiliate marketing.

The keyword of the day is "profitable".

Remember That Some Markets Remain Underserved For A Good Reason: There's No Money In Them.

So your goal is to learn how to do two things quickly:

- Locate potential niche markets to market affiliate products to
- Determine the profit potential of that market *before* diving in

Locating The Affiliate Niche Market:

You may want to begin by thinking about the topics you're already interested in. This could be, for example:

Sports -> Specifically: Soccer

Cooking Indian Cuisine -> Curry recipes

And so on. Notice how we've broken down those main categories into sub-categories. Now this could be taken further and further…

Soccer -> Learning foot tricks

Curry Recipes -> For the lactose intolerant (curries contain a lot of cream!)

This Is Niche Thinking In Action.

The single biggest hurdle most new affiliate marketers face is coming up with niche ideas because they get stuck on categories that are *too broad.* So, your first step is to branch out with any *sub-categories* you can think of off the top of your head.

Since no one can generate a list of infinite possibilities in one sitting, your next step is to *go where the niches are already broken down for you.* Guess what common source is a great place to start? **Search Engine Directories!**

Start up your browser right now and head over to either Google.com or Yahoo.com and begin drilling down through those categories. Once you have a target in mind, employ additional research by:

1. *Checking some related search terms at Overture.com and checking on the size of that niche market…*

2. *Visiting related discussion forums and monitoring threads pertaining to this niche. What questions are people asking? What problems are they looking to solve?*

How To Determine The Market's Profit Potential:

One Way To Determine Profitability Is Simply To Examine If An Affiliate Product ALREADY Exists In The Niche You're Targeting.

The first place to start your search is at the ClickBank marketplace. Examine existing products and note if a profitable affiliate program is in place. Does the sales letter convert well? Can you readily market this product to the niche in question?

These are just some factors you need to consider. While a listing in Clickbank's marketplace is not necessarily a guarantee of strong affiliate sales, it's a good start. Pay attention to the products in the top 10 for each category.

Next, it's time to take a trip to your local bookstore…

If your niche has its own specialty long-running magazine, that's a good indicator of potential profit within that market. It also indicates that the market has money to spend. The reason:

Magazines are advertiser supported. The readership must generate sales for those advertisers to keep them interested in advertising in that publication.

Pick up extra issues at your library if you can and scan the magazine for ads which appear month after month. Those are profitable products for that advertiser.

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Step #2: *Setting Up Your Affiliate Leads Capture Page*

Once you've identified the niche market and its potential profitability, your next step would be to *set up a simple direct response website to market the selected affiliate program.*

We Call This The "Affiliate Leads Capture Page".

You'd want to do this for long-term success as a money-making super affiliate. This is the website where you can capture leads and make profits from over and over again.

We'll briefly cover the essential steps for you to get started below (You can readily find tons of information on these from the search engines and free tutorials online).

Choose A Suitable Domain Name:

Before you go to register a new domain name, it's very important that you sit down and generate a list of potential names for your affiliate leads capture page. There are two approaches to doing this:

- *Brand a site for the promotion of one affiliate product*
- *Brand a site for the promotion of multiple affiliate products*

In the first case, coming up with available domain names is quite simple. Let's say that you've chosen to promote a product like CheapCarFinder.Com as an affiliate. You can create variations on this domain name until you come up with an available one.

Some examples include: mycheapcarfinder.com, thecheapcarfinder.com, findacheapcar.com, etc.

The second scenario takes a little more brainstorming, but is worth the effort for the sake of *leverage* and *cost savings.*

Rather than purchase a domain and hosting account for each product you promote, you will choose <u>one</u> domain and set up each of your products in subdirectories like:

www.mydomain.com/product1
www.mydomain.com/product2

The trick is to come up with an appealing and descriptive name that is still somewhat generic. Here're two powerful domain-branding tips:

- Register your full name, for example, www.EwenChia.com.
- Mix in words like 'info', 'marketing', 'tips', 'publishing', 'ebook', 'news' or 'secrets' as these words imply content.

Visit NameCheap.com or GoDaddy.com to register your domains for less than $10.

Domain and Hosting Resources:

Decide on the best host by doing your research. However no matter which you choose, a word of caution is in order here…there are a couple of situations I have to recommend you avoid:

1. Paying too much for hosting. The industry standard varies. There are dozens of power packed hosting accounts available for $25 per month, and you may want to upgrade to one of these further down the line. However, I'd recommend going even cheaper than that as a newbie. We want to get you into the profit zone on a shoestring budget.

2. Domain/Hosting Combos: These are deals where you register a domain with hosting included for one flat fee. The reason I don't recommend these is because you often *don't* have control over the administration of your domain name. This makes it much more difficult for you to transfer that domain to other hosts at will.

Creating Your Affiliate Leads Capture Page:

Once you've decided on your hosting provider, it's time to create a simple direct response driven website with *just an opt-in form on the main page*.

In fact you'll need only ONE page for this site. This is as lazy and easy as it gets. It will consist of:

1. **An opt-in page**

2. **A redirect to the affiliate program sales page** (you don't need to create this)

In this section, we will assume little to no knowledge of HTML on your part. If you're familiar with how to code pages, great. This step will be easy for you.

If you're a complete newbie, you'll need to acquire some tools to make this whole process as painless as possible. What You Need:

1. A free or low cost WYSIWYG web page editor. WYSIWYG is an acronym for "What You See Is What You Get". These are visual editors which let you type, cut, paste, drag and drop all of your elements just like you would in a word processor. You can also try 1st page 2000 which is available free from www.EvrSoft.com.

2. The code to create your opt-in box. Generate this from your autoresponder account. Simple instructions to do that would be found in your autoresponder instruction manual.

3. Your hosting account login information.

4. An FTP program.

Direct Response Design Principles:

While there is no one "right way" to design your opt-in page, there is a **basic format** which most marketers follow – using direct response principles to generate specific actions from visitors.

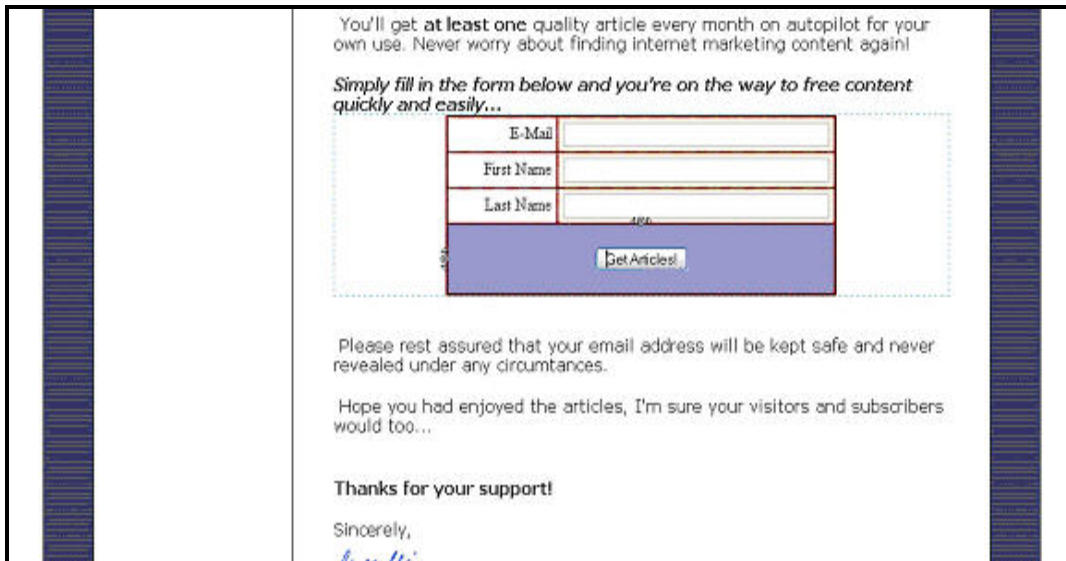An example is my sales page for **Secret Affiliate Weapon**.

Here are the key elements of a direct response page for this purpose:

- Bold, attention capturing headline

- Simple, uncluttered design with no or few graphics

- Compact and centered formatting. You can achieve this by placing your text within a "table".

- Similar to a standard sales page with bulleted benefits and important information bolded or highlighted in different colors.

- A definite call to action, which in this case is to get visitors to opt-in so you can capture their names

Setting Up The Opt-In Page:

You can create your "Affiliate Money Machine" site in one of two ways: From scratch or import an existing template you like into your WYSIWYG editor and edit from there.

In the following screenshot, you'll see the template for my 'ex site' (now turned into a blog) www.EzineArticle.com loaded into an open source WYSIWYG editor called N-VU:

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