

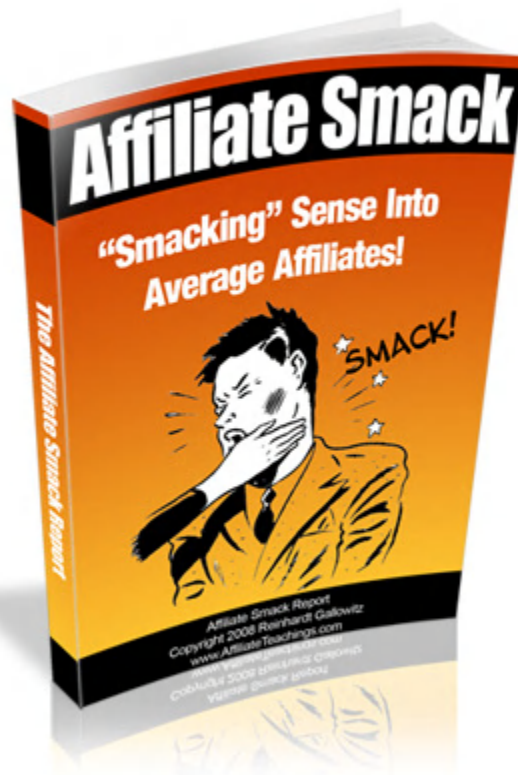
The Affiliate Smack Report

Smacking the Daylight out of Average Affiliates!



The Affiliate Smack Report

By AffiliateTeachings.com



By Reinhardt Gallowitz AffiliateTeachings.com

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Thank You

Thank you for your interest in the Affiliate Smack Report. I'm sure that even if you already know affiliate marketing, you will find this report extremely valuable.

I just quickly need to introduce myself so you know who is writing to you and why I have decided to write this report. I'm not out to fill 10 pages with filler content about myself, but rather a brief introduction.

My name is Reinhardt Gallowitz and I have been online for about 8 years now. I have been building successful affiliate marketing businesses for 5 years now and I love what I do. Furthermore, I'm not a guru or even wish to be called that name, since I think that the term "guru" goes synonymous with people in the internet marketing industry. I am a full blown **affiliate** marketer and have never owned my own online product since starting out with affiliate marketing. I did however launch a brand new affiliate training site **this** year, which I'm very proud of, but more on that later. So it's safe to say that I can nudge myself out of the "guru" category.

Ok so now you know who I am, but the real question is...why am I writing this report and to whom is it aimed?

The Smack report has been a sudden inspiration that came out of the blue while chatting to a really "lost" affiliate marketer. I get several emails a day from "newbies" asking me how to do this or that, but it was a conversation with a struggling affiliate which made me realize that I had to write this. The fact is, average affiliates need the information in this report smacked into them.

You see, this affiliate marketer (Jeff) has been online for more than 3 years and **STILL** he was asking me question after question. This made me realize, how many other affiliates that know the trade are still struggling to make a decent income? Why is it that I can do this, but they can not?

...what am I doing differently that has helped me achieve financial freedom?

This report is aimed both at total newcomers as well as the so called "experienced" affiliate marketer. So grab a cup of coffee, sit back and read every last word, because this report just might change the way you do affiliate marketing FOREVER.

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Filler Content (2 pages only I swear!) – Noobs Read, Gurus Move on

Before I even start by getting into the juicy part of this report, it's vital that if you are a newcomer, that you understand what affiliate marketing is before I can move on.

If you already know what it is, please skip this section.

Affiliate Marketing is the ART (yes an art) of promoting other people's or companies' products and in return receiving remuneration for every complete action referred by you. You'll basically promote affiliate products on websites, blogs, forums, articles etc...

Getting started in affiliate marketing is really quite easy, but too often, many people mistakenly think it's a lot easier than it actually is. In most cases, the only thing you need to do to join an affiliate program is to fill out a form. That's the easiest part that there is. But there is still work to be done if you are to be successful.

The first objective is to find a profitable market or niche. This can easily be done in Google or by reading magazines. Let's start with Google. Do a search for any topic that interests you. Interest in what you hope to sell is important, and later, you will learn why. Make a list of things that interest you, and do a simple search in Google for each thing. Pay close attention to the sponsored ads. This tells you that money is being spent in this market. Now, do a little logical thinking. As a business person, would you spend money on advertising that is not making you money? Absolutely not. So, if there are sponsored - paid - ads for a topic in Google, money is being spent in this market, which means that there is profit.

The same is true with magazines. Visit your library and look at the past three issues of a magazine that relates to your interest. Pay attention to the ads. Do the same ads keep appearing? If the answer is yes, this is a profitable market, and you are ready to move forward.

What about the competition? What about them? 90% of all people who sign up for an affiliate program will do a horrible job at promoting it. Off the 10% that will market the product, 90% of them will do it wrong, and won't make much money...if they make anything at all. The competition just decreased in size by leaps and bounds. Don't worry about the competition. Concentrate on promoting your affiliate products and services to the best of your ability – let the competition worry about you.

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Once you've chosen your market, or your niche, you are almost ready to get started, but there are several other things that you need to do before you can call yourself an affiliate marketer. First, you need to make sure you have the right tools. Then, you must find the programs, understand how to choose the right programs and understand the terms of the programs,

90% of online companies or websites have affiliate programs. The affiliate program will always provide you with custom tracking links so you can promote the products or services. Let me break it down for you in easy to follow steps.

- The Affiliate program provides you with an affiliate link which points to a specific page on the merchant's website.
- Someone clicks through the affiliate link and a "cookie" gets embedded in their browser.
- If they buy the product on the page, the merchant checks to see if there is a cookie. If a cookie is found, the affiliate who's cookie it is gets the commission.

Before you can just grab links and start splashing them all over the web, you need to do several things beforehand. You need to find out what the demand is for specific services, products or information. Demand can be analyzed by doing keyword research. Keyword research tools show you the estimated amount of times a keyword or phrase is searched for on the search engines.

You can go over to wordtracker and start your keyword research right away:
<http://freekeywords.wordtracker.com>

Once you find out what the demand is, you need to find out what the commercial intent is behind those searched keywords or phrases seeing whether the topic is profitable or not. There are however tools online which you can use to check the commercial intent of a keyword, but that will not be discussed here. If you wish to see me explain commercial intent, you can get a membership to AffiliateTeachings which will give you access to a mountain of video training material.

Once you know that, you have the basic information at hand to start creating an affiliate marketing business.

You might be wondering how on earth will you be able to promote these products? It's easy. With websites.

A website or web presence can be in the form of a website or blog.

Your mission will be to build a VALUABLE website or blog around a core topic and then promote an affiliate product on that website. Affiliate marketing is an art form

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that involves several aspects that you need to understand and implement in order to make really good money.

This report is NOT about PPC, SEO or a Blogging Tutorial, nor is it a step-by-step guide on how to set up your first affiliate site. However, this report is to get you to understand and embrace the underlying principles that make Super Affiliates so Super.

The Principles For REAL Affiliate Success...

The following principles are what you need to LIVE by in order to become a monster affiliate:

Principles #1: “Set goals”

This is a fundamental principle that so many affiliates fail to implement. This is something you need to do BEFORE you start with anything else. Setting goals is crucial for your success. Fail to do this, and you ultimately fail.

Goals are categorized into time length or can be done according to your own criteria as long as it is achievable withing a certain time frame.

You have **Very short term** goals, **Short term** goals, **Medium term** goals and **Long term** goals.

Let me give you an example of how to set out goals when adopting a online marketing career.

Very Short Term (30 Days)	Short Term (3-6 months)	Medium term (6-12 months)	Long term (12-xx months)
Find and analyze a market for profitability	Start and complete a backlink building campaign to obtain 200 backlinks	Monitor website Search engine rankings and increase backlink count.	Have developed informational product within my niche.
Find a profitable, established affiliate program.	Increase website content by 60 pages.	Be ranked on FIRST page of google by the end of the year at max. 6 months is target though.	Ranked #1 on Google

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Start up a 20 page website	Outsource pdf report creation	Website page count be at 1000 original content pages at end of 12 months.	Start new authority site in different niche.
Start up a blog	Build opt in subscriber base to 350 people at the end of 3 months.	Blog post count at 800 posts at the end of 12 months.	Hire website & blog maintainers for previous site.
Set up a autoresponder	Network with other marketers – start building relationships	Opt in Subscriber base of 2500 minimum at end of year.	Have a opt in subscriber base of 10000 at then end of 5 years.
Write articles for submission to article directories			
Monthly Income Goal = \$100	Monthly Income Goal at month 6 = \$1500	Monthly Income Goal at month 12 = \$4000	Monthly Income Goal After 2 Years = \$10000

Principle #2: "Track Like A Hound!"

This involves EVERYTHING from expenses, profit and your online actions. I'm not going to go into mathematics here, but it's vital that you track everything you do. No business, whether offline or online can sufficiently operate without it's operations getting tracked and evaluated.

Use Excel or any spreadsheet software and make yourself templates similar to the one above which you can easily understand.

What you should document:

Affiliate Programs: You need to document the affiliate programs which you signed up for, the products you are promoting, the commission rates and where you are promoting the product on your site.

Link Building Campaigns: Note down the urls of the websites you requested a link from; each of their respective PageRanks and the main theme of the link page where your page is listed.

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Search Engine Rankings: You need to document where your website's pages or homepage ranks in the Search Engines. You need to document the position in a weekly time table. You need to monitor the rankings for Google, Yahoo and MSN.

Expenses: You have to document all your expenses. This is a must otherwise you will never know if your business is growing or not.

Profit: You obviously need to track this so you can view your return on investment!

This all might SOUND like a lot of work, but really it is not. Documenting is as easy as just flipping over to your Excel document and adding the content in there once you have completed a task that needs to be tracked. Don't wait until the end of the month or week to add everything. You will just get bored and fall way behind.

Principle #3: "Take Control – Build a List"

Although there are affiliates online that do generate significant income without a subscriber base, they are risking their business by depending on nothing else but the search engines or paid advertising.

What happens when Google's ranking algorithm becomes so ridiculous that your website falls in the rankings or even gets totally lost!?

As a matter of fact, the recent Google Page Rank update is just one instance where hundreds of thousands of webmasters took a knock. I don't wish to elaborate on that in this report, but I think I made my point.

Affiliate Marketers need website visitors (traffic) in order to generate a solid income. Most affiliate marketers use search engines and pay per click marketing to drive traffic to their site, but as you already read...it's just not smart to put all your eggs into ONE basket.

The fact of the matter is that there needs to be a sustainable factor in your affiliate marketing plan. Traffic from SE's and PPC is not a fixed variable. But one thing is...**a subscriber list.**

You see, a subscriber list is actually a growing variable, because a subscriber list usually only increases in numbers and rarely decreases.

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The most important thing to remember is that by building a subscriber base you are taking control of your traffic. Do you really want all that traffic to come to your website just to get them to click through your affiliate link and vanish into cyberspace??

Hell no!

You want to hold on to them and market to them forever!

Super Affiliates are good at giving their merchants the respective “finger” by controlling the merchants just like a puppeteer would. If you have a huge list of loyal subscribers, the merchant will be at your feet, because you make their bank account flip.

Ok wait, let me quickly take a step back here...do you even know what a subscriber or a subscriber list is?

Well, basically a subscriber list is a list of people who you can market your offers to over and over again.

Does this look familiar to you?

Email:

Name:

It's known as an opt-in form or subscriber form.

People usually fill in a opt-in form to get something in return.

They usually get offered a subscription to an email newsletter, ebook, video or downloadable software.

The marketer, who places the opt-in form on the page, offers their visitors something for free and then once the visitor opts in and becomes a subscriber, the marketer can market to that subscriber for as long as he wishes.

Now chances are pretty good that if you are an internet marketer you already know this. So I won't batter you to death with this.

What I DO want to cover is the way REAL super affiliates like myself generate a staggering amount of affiliate commissions when marketing physical products. We make your normal affiliate marketers look like affiliate cry babies.

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I'll break it down for you into an exact flow chart which shows you exactly how I go about building a profitable subscriber base with affiliate marketing.

The core principle in list building is to provide amazing value and give that value away for free.

I'll show you exactly how to do UNIQUE affiliate marketing that will skyrocket your earnings. You can thank me later, but I guarantee you that if you implement what I'm about to show you, you will make mountains of money with affiliate marketing alone.

I'm about to show you how to build a lead capture system that produces fantastic results.

Let's look at what you will need for this to be successful:

1. A website with content
2. A page on your website that is pre-selling an affiliate product
3. Autoresponder
4. A separate lead capture page on your website
5. A personality ;-)

I guarantee you that once you get this system in place you never have to worry about making money with physical affiliate offers again.

For this demonstration I am NOT going to use a digital product as I think digital products are overated and overly used in affiliate reports. I totally believe in promoting membership sites and software, but ebooks in my opinion is a dying breed. I have made a fortune promoting physical products using my own unique way. I still own a list of over 20000 people just in the acne market. Also, there is a completely different strategy for promoting digital products which I cover in depth in AffiliateTeachings.com. I'm just not comfortable teaching you how to promote digital products when most of you already know the basics. I mean there are several ebooks on clickbank that shows you the basics.

This strategy is a secret I am basically giving away to you. This is not one of those strategies that go out of date. I have been using this strategy since 2003 and it has never failed me.

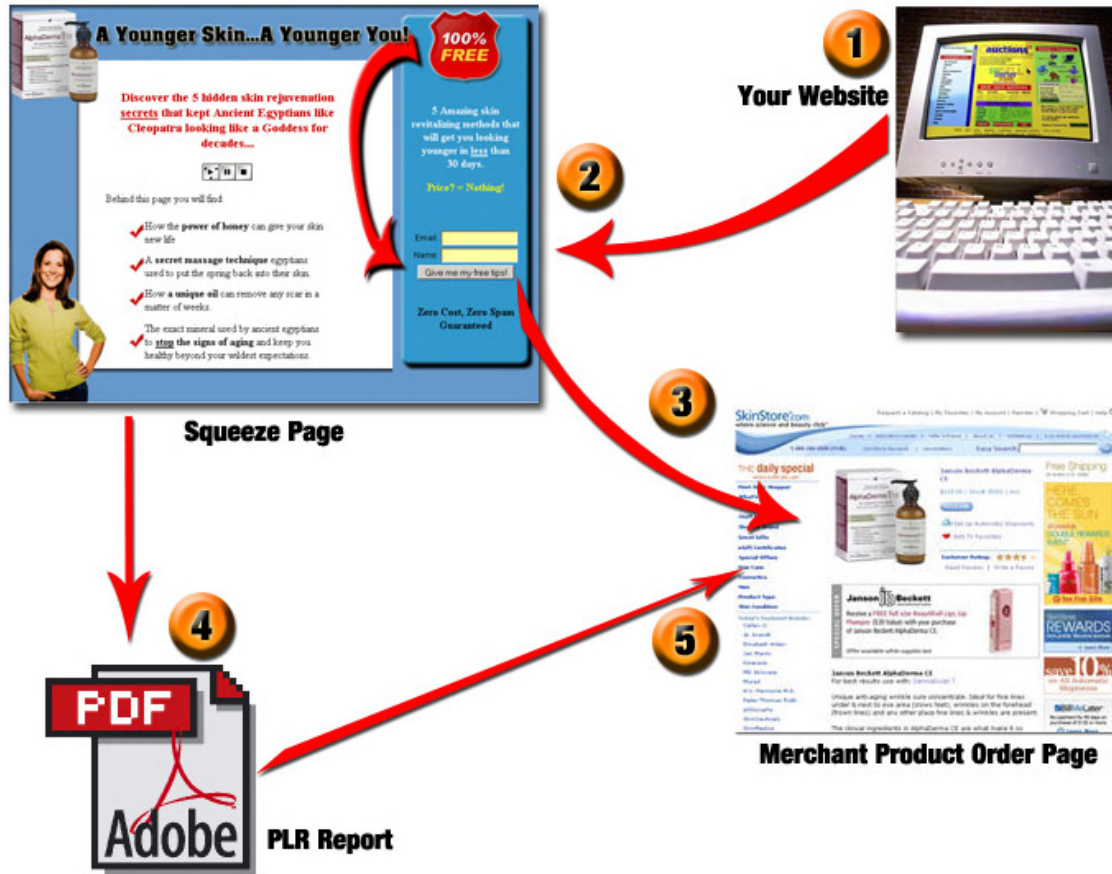
First, have a look at the mind map below and after studying it, go ahead to the explanation just beneath it.

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The AT Opt-In System



Ok so as you can see it's a fully blown system.
Let me break it down.

1. Your Website
2. Your Squeeze page
3. Redirect to Merchant Product Order Page
4. Send prospect complimentary guide
5. Pre-selling in Guide to Merchant Product Order Page
6. Promote via Autoresponder (not shown on graph since it's behind the scene)

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- **You need a website.**

It's vital for your success. There's no free route here like free hosting (which is battered by ads by the way) or some social page like blogger. You need a website and hosting for this to work. If you want to be successful in this business, you'll need to be able to spend just a bit of money.

Hosting will cost you \$8 a month with hostgator, \$8 per year for a domain name and \$20 per month for an autoresponder. That's not a lot at all. And it's basically all you need aside from web design software. Web design software is not a problem though, you can find dozens of free ones on the web. I personally work with Dreamweaver and Netobjects Fusion. Netobjects being my favorite (for seo purposes which we cover extensively in AT). A good free option is a software called NVU: <http://nvudev.com/index.php>

Your website will need to provide valuable content on your topic and you NEED to have a pre-sell page for your product. The pre-sell page will pre-sell the product and it's benefits to the visitor. Again, this report is not written to teach you how to do everything step-by-step, that's why I have developed the ultimate affiliate training site, but the underlying principles in this report will turn you into a monster affiliate. I guarantee that.

Once the visitor decides to CLICK on your link, you need that link to go straight to your squeeze page. Why not provide them with just an affiliate link? It's simple...not all visitors who click the affiliate link will buy. That means you'll lose the majority of your traffic through the affiliate link. By sending them to a squeeze page you have the opportunity to grab them as leads.

- **The Squeeze page**

– In our case the squeeze page will have 2 functions.

1. It will capture the data of the visitor
2. It will redirect straight to the order page of the product

When creating a squeeze page there are several elements that need to be in place for a squeeze page to convert.

There is a very good blog post on this subject here – make sure to read that, but come back to this report asap!:

→ [5 Elements that Increase your Opt-In Rate](#)

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- **Redirect to the Order Page of the Product.**

Why are we not redirecting to the home page of the merchant? Because most merchants do an inadequate job at selling their products or services.

You might laugh at me here, but I have been in this industry way too long and I know for a fact that what I'm saying is true. You see, merchants use affiliates and word-of-mouth marketing to get their traffic to convert into sales and what do affiliates do best? We pre-sell and it's exactly that reason alone I'm not sending them to the home page. I already pre-sold them so why send them to the home page again if I can just pop them straight over to the order page. This will only work if you did a good pre-sell so make sure you do!

You can use several link cloakers to achieve the redirection to a inner page of the merchant's site. We do however provide an **amazing** link cloaker inside AffiliateTeachings.com and it can redirect to any page which you choose. Heck, the AT link cloaker can even host the merchants pages on your server.

- **Send prospects the complimentary guide –**

The guide alone HAS to be complimentary to the product. If you are promoting a physical product like an acne treatment, it will only be wise to give a free guide on something like "How to Take Care of Acne Prone Skin" or anything related.

You can write the guide yourself, but I recommend you outsource the guide to somebody at Elance.com or buy an Unrestricted Private Label Rights Report from any PLR store.

Now make sure you edit the guide and include your affiliate link inside the guide at several places.

The most important part of editing the guide is the opening paragraph. You need to address the reader on such a level that they remember your pre-sell page!

How do you do this?

It's simple, you remind them about it.
Here is an example of an opening paragraph.

*"Before you get sucked in by the content of this report, I just want to say thank you for visiting **YOURWEBSITE.COM** and reading my story about **PRODUCT NAME**. If my hunch is correct you probably already ordered **PRODUCT NAME**. If you have then I just want to say congrats, I don't think you will be disappointed."*

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An opening paragraph like that will instantly get the visitor to re-think the purchase if they have not yet made it, but for those that did...the opening paragraph will build an immediate relationship between the reader, you and your website.

• Pre-Sell inside the Guide

It's important that when you edit the guide (assuming you have the rights to do so) you must make sure you pre-sell the visitor to your product inside your guide. This has to be done **gently**. You cannot hard sell EVER! You need to play on the reader's problems and needs. If you can trickle your affiliate link in the report every now and then, then you'll be able to pull them in!

• Sell backend products via your Autoresponder!

This is VITAL to your success. If you are grabbing subscribers on your opt in page, you can push them to buy your main product. Now what if they already purchased the product? Well...that depends on the product! If you are selling a product that requires the visitor to buy it in supplies then you can market to the visitor for as long as you wish since they usually stock up every now and then.

There ARE tracking tricks you can use with your autoresponder provider and merchant that will allow you to group buyers into a separate list on your autoresponder, but that's beyond the scope of this guide and will take a entirely new report just to explain it.

The fact is, market your product via the autoresponder and also make sure to market complimentary BACKEND products. Not products that directly compete with your main one, but something that compliments it!

Examples:

Main Product – Acne Pills

Complimentary Backend – Black Head Remover

Main Product – Wrinkle Reducer

Complimentary Backend – Lip Plumper

Main Product – BodyLastics Body Training Equipment

Complimentary Backend – BodyBuilding Supplement and Training Guide (ebook)

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See where I'm going with this?

Backend products sell very well! The mere fact that the visitor has received a free guide, plus you are now contacting them via email builds a rock solid relationship.

Another reason why backend products sell so well is because the visitor already took action the first time. Heck, they just opted in for a report and/or purchased the affiliate product. They are hot and open buyers and you need to capitalize on that by marketing backend products.

Provide value first, then market your backend product!

This is obvious. Nobody is going to like getting bombarded with offers from you just after they made a purchase. You need to send them valuable tips and information which compliments the product. For acne treatments I'll set my autoresponder up to send out daily skin care tips. I'll then push the backend product once a week followed by more value.

This is not always an easy task, but if done correctly can surely make you pocket incredible money.

Are you going to be Average or a Super Star?

One thing I have learned during my studies for my degree in marketing is that organizations need to differentiate themselves from their competitors so they can gain a competitive advantage in the market place. The same thing happens online. Google, Yahoo, Facebook and Myspace...they all compete against each other by strategizing and implementing innovative ideas. They DIFFERENTIATE themselves so their target market can see a clear difference between them and their rivals.

Let me ask you, do you want to make a lot of money with affiliate marketing?
Yes? Then you need to do the exact same thing.



Principle #4: “Differentiate Yourself”

So How Do Affiliate Marketers Differentiate Themselves From Competitors?

As an affiliate you need to analyze your environment first. This means knowing your product and your consumer VERY well.

Next, you need to find out exactly which markets overlap each other.

The biggest players today don't just play in one market. They diversify by extending their reach into complimentary markets.

You need to do the same thing if you wish to become a high powered affiliate.

This can easily be done by following these outlined steps – please note that for this demonstration I'm going to use the niche “**Weight Loss**”:

1. Analyze your existing market by studying user behavioral patterns -

- People who search for solutions to weight loss generally have some of these characteristics:

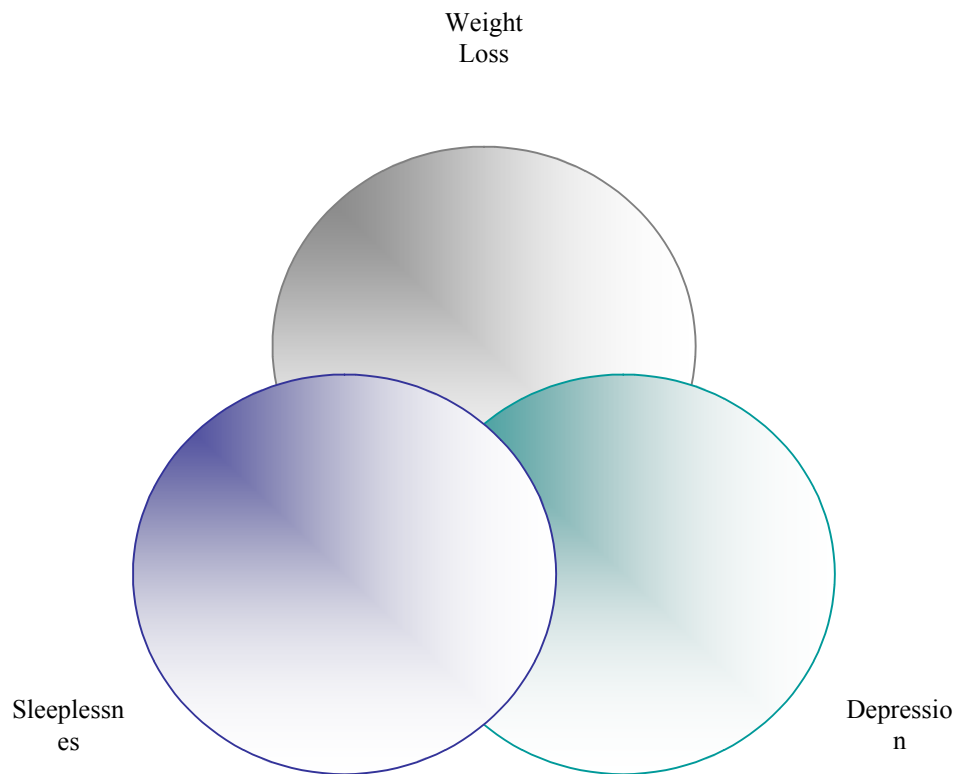
- Depression
- Sleeplessness
- Overworked
- Kids
- Peer group pressure
- Females – I'm listing females because they represent the majority of the weight loss market.
- Renewed Vigor for life
- New lover in their life
- Healthy food
- New Clothes

Ok I did go a little overboard with the list, but the general idea is there. Do you see how the above markets overlap weight loss?

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Can you see in the diagram the example of overlapping markets?
I just chose to use sleeplessness and Depression as an example.

2. Dominate One Market

- If you are very knowledgeable about a certain product, service or even on a certain subject, it is your DUTY to dominate that market. You have to take off your gloves and you need to get as dirty as you possibly can.

Dominating a market is not as difficult as it might seem at first. In this day and age you are equipped with more than enough social tools to get people to notice who you are and what your business is about.

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As an affiliate marketer, you have no choice but to be unique. If you are not unique, then you risk your entire business. By not implementing unique strategies to differentiate yourself from your competitors, you are basically giving your business NO chance of long term survival.

Market domination is not about getting the most traffic to your site. Sure, traffic is definitely on the list, but it's not the deciding factor here. For the sake of this report's ultimate purpose, I'm not going to discuss traffic generation. This report is aimed at opening your eyes to realize the bigger picture of affiliate marketing.

According to Alexa data, Google's homepage gets less traffic than Yahoo's homepage. As a matter of fact, Yahoo is the #1 visited homepage on the net. But we all know Google is the ultimate search engine.

Why?

It's because they have become the **AUTHORITY** on **INFORMATION SEARCH**. They know what people want, and they give it to them.

So how does an Affiliate become the authority in his/her market?

- **Make sure you focus on one core topic.** This means that if you are promoting an iPod for example, you must make absolutely sure you come forth as the authority on that alone. You must never ever try to be the jack of all trades.
- **Make sure you own the product or at least experienced it in some way.** There is NO way around this. Sure you can build review sites or pages on products you never owned nor seen in your life, but your poor little site will simply stay stale and not present itself as the authority, simply because you know nothing about the product. You must have experienced the product before you can become the authority on it. If you are thinking about simply throwing up review sites, you are going to be in for a big shock. You'll make 1 sale a day if you are lucky. An authority site on the other hand makes dozens of sales a day, simply because of the mere influence it presses onto the visitor.
- **Use social media tools to press down your authority.** You should use video to demonstrate your authority. When you are promoting an iPod for example, you must create videos about the iPod. Have a webcam? Then use it to your advantage.

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- **Get visitors or buyers to interact with you.** If you have a blog, you should post your videos on the blog. This will allow visitors to comment on your blog content. Also, if they bought through your affiliate link, you can rest assured that those buyers will come and visit your blog again.

3. Diversify your reach

Diversification usually gets overlooked by most affiliate marketers. It even gets overlooked by top affiliates.

So what does diversification entail then?

It means you need to extend your marketing reach beyond who your current target market is.

As an affiliate you need to reach different target markets using the online resources at your disposal.

***“But diversification is not about the tools that you will or can use.
It’s the IDEA behind it.”***

By diversifying your market reach, you are actually marketing a product/service to people that are within a completely different market and they don’t even realize they want your product until it appears in front of them.

You know, Amazon has done a FANTASTIC job with this.

If you have ever visited Amazon and clicked on a product to add it to the shopping cart, you will realize that Amazon has a section below the product that states, “Related Accessories” or “Other customers purchased:”

When you view the content of those sections, you immediately realize that you actually NEED those products too!

For example, if you click on the IPOD Nano Classic you’ll view the “Other Customers Purchased” box and you’ll see several items, one of which includes the AppleCare Protection Plan Software. Don’t you think that if visitors intend to buy a iPod Nano that they will think about adding the protection software to the cart? Chances are pretty darn good.

Now that is diverse marketing!

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Ok now since Amazon is a Merchant, it's easy for them to advertise in such a direct manner without losing traffic.

“Diverse marketing as an affiliate or general internet marketer is completely different though.”

I told you near the beginning of this report that when marketing to your list, you always need to try and promote backend products on a periodic basis.

But marketing backend products to your list is not diverse affiliate marketing, because your list is then only ONE source and ONE demographic of traffic! One source, one channel!

Diverse marketing as an affiliate has to do with the traffic sources!

There is no easy way to explain diverse affiliate marketing, so I'm just going to include a scenario ok? This scenario was actually already explained to a current member of AffiliateTeachings.com. As I said, we provide unrivaled detailed support there.

Scenario:

Joe has experience with Salt Water Fishing and regularly goes out on the boat with his buddies. Joe is also a newcomer to affiliate marketing, but is super keen to become a super affiliate. Let's assume that Joe has decided to follow the guidelines provided to him in the smack report to become the authority on Salt Water Fishing.

Now he goes out and makes absolutely sure that he first researches his market BEFORE jumping into any affiliate promotions or site building etc. He finds out that fishing is a **very** profitable market to promote in. **He also realizes that the competition is fierce.** Joe **however** realizes that to become a high earning affiliate he HAS to tackle the markets which has barriers to entry, such as overwhelming competition, since he is planning for the long term (which is a very good idea). Joe learns that if he can provide his website visitors with a authoritative experience that he will be way ahead of the rest.

Joe knows that he can talk hours on end about fishing. Heck...the guy is addicted to it. This gives him a competitive advantage like no other; his mere passion on the subject.

Joe is however completely baffled about which affiliate products to promote. With the Affiliate Smack report on his PC he quickly discovers that in order for him to become a successful affiliate marketer, he needs to concentrate on selling only ONE item. The item as to be relatively expensive (to cover costs), popular and most of all...**it needs to be branded.** He cannot try and promote a product that does not have a recognizable name since it will affect his sales conversions.

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Joe searched around, and dug through various affiliate networks. He researched every product, the merchants' websites as well as the demand for the product with the use of **keyword research**. He finally chose to promote an expensive deep see fishing reel. [For this scenario the reel will be the **PENN Fishing Reel**].

Joe purchased a domain name for his new website and tried to include the keyword in there. [For this scenario we will call the domain name **ThePennMaster.com**]

Joe **contacted the merchant** of the product via **PHONE** and asked the merchant whether it was possible if they can send him a free PENN fishing reel. Joe made sure that he stated exactly why he needs the reel. He sent them a screenshot of his receipt he got from the domain registrar to show them that he intends to market their product extensively. He also explained his marketing plan and what he hopes to achieve. The merchant said they would send him a free reel, but he has to pay the shipping cost. Joe did this without blinking.

(Note that not all merchants will do this. In many cases you can get a serious discount though. If a merchant does not want to do this and the product is too expensive for your own pocket, then try to find something else).

Joe does not have a clue how to build websites, so he decides to outsource the website creation. The website is **solely designed around the PENN Fishing Reel**. Joe knows he needs to learn how to build a website, but decided that he needs to get his idea on the web ASAP and will learn how to build website as time goes by.

Joe decided to sign up for an **autoresponder** service which will allow him to build a list of leads. Joe made sure to tell the designer to link his "order" link to link to an opt-page which gives away a free report about salt water fishing tips. The report was obtained from a **private label rights** store.

Joe also decided to purchase a separate domain for his new upcoming blog. He could have added the blog into a directory, but decided on a separate domain for branding purposes.

He is going to market the fishing reel by giving people a glimpse into his fun fishing hobby by adding video content to the blog. Luckily he has a video camera, so the next time he goes out to sea, he can record himself fishing. Joe decided to make his promotions as effective as possible by **actually using** the PENN reel on camera.

[Up till this point everything has been completed EXCEPT the diverse marketing component]

The Affiliate Smack Report



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Joe has started getting traffic from his blogging efforts. He also got traffic to his website due to it being listed in the search engines and also from other sources like article marketing etc.

Up till this point Joe has only marketed directly to people who is interested in deep sea fishing or the PENN reel itself.

Since Joe has been on the ocean a lot, he has seen some very similar behavioral patterns of people who are into deep sea fishing. Firstly, 98% are men and secondly, they are all very fond of boats and water sports.

So Joe decided to take the Affiliate Smack report's advice and market his website and blog where the visitors do not directly search for deep sea fishing or the PENN reel, **but** boats and water sport vehicles based on their behavioral patterns. The traffic might not be DIRECTLY qualified, BUT it IS qualified to some extent.

End of case Study...

The key to diversifying reach is done most effectively with **graphical type advertisements**. You see, when people visit websites in search for something, they envision what they are about to receive. They don't THINK they need your product until they envision having it. So when advertising in markets that are not directly related to yours, DON'T use text ads, go graphical.

4. Branding – Become a top dog.

Branding is a key element in becoming a top affiliate. Did you know that there are actually affiliates whose websites were BOUGHT by the merchants due to the effective branding practices of the affiliate? Those affiliates did such a great job at establishing themselves as authorities, that merchants saw it as a threat to their overall profit. You see, when an affiliate becomes so strong that they drive the majority of the merchant's sales, the merchant instantly sees it as an investment opportunity to lessen their risk. So they basically offer the affiliate a ridiculous amount of money to purchase his property and in doing so, the merchant gains long term profits.

The point I'm trying to make is not that you need to sell your affiliate business. You shouldn't, because you are throwing away long term profitability. What I'm trying to say is that you need to comprehend the power of branding.

The Affiliate Smack Report



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How do you brand yourself?

- Logo
- Slogan
- Horizontal Site Design

A **logo** can be created by you or any graphics designer. It has to be unique and represent what your site is about. Your logo should be **used everywhere**. If you advertise your website in an ezine, reports, websites or other blogs, it should be used.

A **slogan** is just as important as it gives meaning to the logo. It should also be used in conjunction with your logo.

Horizontal Site design simply means, keep everything close to the same. Site Design is up to you, but as a general rule of thumb you want all your web properties to represent your main site. This branding trick helps to give the visitor a sense of familiarity when they for example, click off your blog to your website. This will help them still feel “at home” rather than feeling they are in unfamiliar territory. Use this trick to your advantage.

Fundamental #4: “Go Big or Go Home”

Lately, I don't know what on earth is going on with all these “gurus” recommending that newcomer affiliates should go Super “Niche” and avoid heavy competition. That is bollocks! How on earth do they expect an affiliate marketer to make huge money if he/she does not embrace the competitive market?

I think the main reasoning behind the latter is because people don't like to wait. Listen, if you are able to dominate a competitor market as an affiliate...you are swimming in gold.

Patience in this case PAYS...and it pays very well.

It's like a war strategy. You plan out exactly how you are going to dominate a niche and then you KILL it. Dominating a competitive lucrative niche is something that takes time. But once you get to that point of even partial dominance I can assure you that you are going to smile all the way to the bank!



Fundamental #5: “Build a Business”

Build a business.

It’s called “STUPIDITY” – and it’s one of the diseases that even experienced “poor” affiliates suffer from. Not stupidity in the fact that they are dumb or uneducated, but rather the fact that affiliates lack the understanding or the willingness to understand that becoming an affiliate marketer is more than just slapping up a small website or submitting articles. That is NOT the way to make a huge money as an affiliate and worst off all; it’s not the way to build a business.

I have learned this the hard way and it took me 3 years of hardship to get my head around that fact.

Listen, if you want to become a successful affiliate you need to treat everything as a business. When a member joins AffiliateTeachings.com and asks me or my partner Jean for help, we always state the importance of building a business. So many affiliates want to start the FREE route and then after that start with something more serious.

It’s exactly that mentality which makes them fail. Why? Because they build nothing but “shacks” and it does not have the power to deliver results as a business that has been built on a rock solid foundation.

Affiliate Marketing works and if you are going to TRY it, you have to start out on the right path.

Now it’s time for my deliberate plug.

I have established an affiliate training site aimed at taking newcomers and pushing them to become fully blown power affiliates.

AffiliateTeachings.com is filled with:

- Nearly 90 unique video tutorials (and growing each month)
- Premium video tutorials with remarkable content.
- A digital library filled with downloadable software – books, scripts, software, templates, graphics etc...
- The AT link cloaker which have been mentioned in this report
- The Research Lab – We fill this area with tools you can use to do your online research

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- Personal Assistance from ME & MY PARTNER

If you have the burning desire to become a top earning affiliate, then why not give us a try? I assure you that you will not be disappointed.

Give me a chance to train you...

[Click here to Visit AffiliateTeachings.com start your membership!](#)