

AFFILIATE COMMISSION GAME PLAN

**How to Quickly S.E.T.U.P.
Your Own Affiliate Business**

The Best Tactics and Strategies for Affiliates

N I C K J A M E S

NOTICE: You Do NOT Have the Right to Reprint or Resell this Transcript!

**You Also MAY NOT Give Away,
Sell or Share the Content Herein**

Disclaimer: Although all reasonable care is taken to ensure the accuracy of the information, the publisher and the editor disclaim all liability for any inaccuracies or omissions in this publication. The publisher or editor accepts no responsibility for the consequences of any action taken based on any information, opinions or advice contained herein. It is advisable to seek expert and legal advice on any subject covered in this publication. Where applicable reference to the male gender applies to the female gender and vice versa. The opinions and views expressed in this manual are not necessarily those of the publishers and editors. Readers are asked to draw their own conclusions.

Published by:

www.InternetMarketingTrainingClub.com

eShowcase Inc.

10785 West Twain Avenue

STE102

Las Vegas

Nevada

89135

United States

Unfair Advantage Cheat Sheets

Attention

Internet Marketers, Bloggers, Article Writers, Information Publishers, Copywriters And Anyone Else Who Writes Anything For Their Business...

What If You Could Banish Writers Block For Good?

*Imagine Every Sentence You Write Almost Effortlessly
And Magically Appearing On Your Computer... :-)*



Write articles, blog posts, mailings, even sales letters by simply filling-in-blanks!



Refer to hundreds of idea starters for virtually limitless things to write!



Access a complete library to write faster, easier and better than ever!

Grab your content creation package with over 700 pages of fill-in-the-blank templates, swipe files, checklists, case studies, training manuals and idea starters!

*Take a
look now!*



For Complete Details Visit

www.UnfairAdvantageCheatSheets.com

Recommended Resources

- **Internet Marketing Training Club.** The premium destination offering help and support for internet marketers and product developers. Thousands of pages of articles, hundreds of video tutorials and hours of audio interviews featuring experts at the top of their game.
<http://www.InternetMarketingTrainingClub.com>
- **Simple Product Profit Formula.** If you can write simple 7-15 page reports, you can make a living from the comfort of your own home, working to your own schedule. <http://www.SimpleProductProfitFormula.com>
- **Premium Product Profit Formula.** Discover how to create your own \$97 products in 48 hours or less! Ramp up your sales quickly by creating your own "premium" products in just two days.
<http://www.PremiumProductProfitFormula.com>
- **Unfair Advantage Cheat Sheets.** Over 700 pages of fill-in-the-blanks templates, swipe files, case studies, training tutorials and more to make writing anything faster, easier, and better. True must-have for every content writer.
<http://www.UnfairAdvantageCheatSheets.com>
- **Income Secrets.** Completely free training from Nick James. Begin with a 7-day email mini-course and then ongoing weekly training as he takes you "behind the scenes" to see how he makes money online.
<http://www.IncomeSecrets.net>

Contents

Introduction.....	7
Select a Market.....	8
Step 1: Brainstorm Markets.....	8
Step 2: Do Market Research.....	9
Step 3: Select the Best Niche Market.....	11
Quick Recap.....	12
Establishing a Website.....	13
Step 1: Choose a Domain Name.....	13
Step 2: Acquire Web Hosting.....	15
Step 3: Change DNS.....	15
Step 4: Edit .html Files.....	16
Step 5: Upload the Files.....	17
Quick Recap.....	17
Target the Market.....	18
Step 1: Find Out What's Already Selling.....	19
Step 2: Research the Product and Vendor.....	20
Step 3: Check for Commission "Leaks".....	21
Step 4: Choose the Best Product.....	21
Step 5: Join the Affiliate Program.....	21
Quick Recap.....	22
Use Content to Sell.....	23
Step 1: Decide What to Write About.....	23
Step 2: Create Your Mini Course.....	26
Quick Recap.....	29

Preparing the Mailing List.....	30
<u>Step 1</u> : Select an Autoresponder/Mailing List Manager.....	30
<u>Step 2</u> : Create Your Mailing List.....	30
<u>Step 4</u> : Create an Opt-In Box.....	31
Quick Recap.....	33
Conclusion.....	34

Introduction

Welcome to "**Affiliate Commission Game Plan: How to S.E.T.U.P. Your Own Affiliate Business.**" This is all about recommending affiliate products to people and pocketing a commission every time someone buys through your link.

Yes, it really is as easy (*and as profitable*) as it sounds!

The beauty of this model is that you don't need to create your own products. You don't need to fiddle with the hassles of setting up a secure payment system and download system. You don't need to deal with customer service inquiries, refunds or anything else.

All you have to do is put other peoples' offers in front of targeted prospects... and pocket your commission payments!

Now, the general method for doing this involves choosing a profitable market, picking affiliate products that your selected market is eager to buy, and creating content around these products in order to promote them. You'll do this using the **S.E.T.U.P Formula™** that we are about to go through together. Here are the specific steps:

- **Select a Market:** This is where you'll find out how to choose a hungry, profitable market.
- **Establish a Website:** Here you'll discover how to set up a website... even if you don't have any tech skills.
- **Target the Market:** Here you'll find out how to choose affiliate products that will appeal to your target market.
- **Use Content to Sell:** In this section you'll learn all about creating a five-part mini course (delivered by email) that you'll use to sell the affiliate product.
- **Prepare the Mailing List:** Finally, here's where you'll get the technical details for setting up your mailing list and creating an opt-in form on your website.

By the time you finish with this course, you will indeed have your **Affiliate Commission Business S.E.T.U.P.** and ready to start making money for you!

So let's get started with the first step...

Select a Market

The first thing you need to do is find a profitable market. If you successfully complete this step, you're well on your way to setting up a profitable affiliate commission business.

You see, a lot of people start off by finding something to sell, and then they try to find a market to sell it to.

That's like doing things backwards!

What you want to do is find a group of people who're easy to identify, easy to reach, and they should already have a proven track record of buying products or services in their niche market.

Then all you have to do is put yourself in front of them and offer the same types of products and services.

Here's how you'll complete this process...

Step 1: Brainstorm markets.

Step 2: Do market research.

Step 3: Select the best niche market.

Let's look at each of these steps individually...

Step 1: Brainstorm Markets

The first thing you need to do is come up with potential groups of people (*AKA markets*) who you may want to target.

You can compile this list by brainstorming using the following questions to determine your interests, the interests you observe in others, and just what you see all around you. Specifically:

- What are your interests and hobbies?
- What do you do in your free time?
- What do you like to read about online, in magazine, in books, etc?
- Where do you spend your extra money?
- What do you collect?
- What do you like to do on vacation?
- What kinds of movies and TV programs do you enjoy watching?

- What are your problems?
- What are your health issues?
- What have you been trying to improve in yourself?

Now answer these same questions, except do it for your friends, family and co-workers. Basically, brainstorm all their hobbies, interests and problems.

Example: Do you or your friends struggle to lose weight? That's a prospective market. Do you have a small dog that you're training? That's a prospective market. Is your sister taking a self-defense class? That's a prospective market. Does your friend suffer from anxiety? That's a prospective market. Does your cousin enjoy scuba diving? That's a prospective market.

You get the idea - everything you or your friends do is a prospective market.

Finally, the last part of this brainstorming task is to just open your eyes and pay attention to what's on the news, what others are talking about, etc. Once you start doing this, you'll soon discover there are ideas all around you.

Example: If you're watching a program like "Extreme Home Makeover," you'll quickly realize that people who're interested in home renovation is a prospective market. Or if you see something on the news about anti-aging foods, you can mark "anti aging" down as a prospective market.

So go ahead and compile a big list of prospective markets. There are no right or wrong answers at this point, since you're just listing the possibilities and brainstorming. Once you have a list, move onto the next step...

Step 2: Do Market Research

Now that you have a list of prospective markets, you need to narrow this list down so that you can focus on the profitable markets.

The way to do this is by doing market research. This is where you see if the market is easy to identify, easy to reach, and if they are already buying products and services.

Let me give you a bit of an exaggerated example...

Example #1: Let's suppose you're interested in selling something to people with blue eyes. Are there any forums for people with blue eyes? Are there any stores for people with blue eyes? Do people with blue eyes congregate in specific places so that you could reach them and put an ad in front of them?

Not really, right? It would be very, very difficult to reach this market. And even if you did go through the time and expense to reach them, it may be even more difficult to figure out what to sell to them.

Now on the flip side...

Example #2: Think about a market such as people who like to golf. Just take a quick look around and you'll find plenty of places where golfers congregate online and offline: the golf course, golf forums, golf groups on Facebook, golf magazines... and on and on.

It's a very easy market to reach, the market is easy to identify, AND these people are already eagerly buying products and services in the market.

So how do you find out if your prospective markets are easy to identify, easy to reach, and if the market is already buying products and services? Like this:

Step 2.1: First, run a general Google search for your keywords. Your keywords are those words most associated with your prospective market, such as "scuba diving" or "lose weight" or "puppy training" or "bodybuilding" or "learn karate."

Here's what you're looking for:

- Evidence that there are a lot of sites in this niche, such as blogs, forums, regular websites, etc. When there are a lot of marketers competing in a market, that's a good sign because it tells you that it's a healthy, big and profitable market.
- Evidence that people are buying things in the market. These sites you encounter should all be selling products. Take note of what they're selling.
- Evidence that marketers are spending money in the market. Look for the sponsored (*paid*) ads above and below the regular search results in Google. Look for advertising on the niche sites themselves. Look for advertising in other places, like Facebook, in the back of magazines, etc. If marketers are investing money, it's usually because the niche is profitable.

Step 2.2: Second, look in marketplaces. Amazon.com is a big marketplace, so run a search for your keywords to see if there are plenty of products being sold in the marketplace in your niche. You can also do a similar search in the Clickbank.com marketplace: <https://accounts.clickbank.com/marketplace.htm>. In both cases, look for evidence that there are multiple products being sold by multiple marketers. The more products being sold in a market, the better (*as it tells you that it's a big market*).

Step 2.3: Look for offline evidence of interest in the market. For example, are there offline groups centered around it? (*Check www.MeetUp.com if you're not sure.*) Are there stores that cater to this market? Are there magazines, TV shows, books, and other information about this market?

Step 2.4: Look for trends. You can do this by entering your keywords into a tool like Google Trends: www.google.com/trends. You want to look for big markets that have staying power. In other words, don't pick a market that is just emerging, unless you have experience in whether knowing that market will

stick around. When in doubt, choose "timeless" markets-that that have been around for many years, and will likely continue to be around for many years.

So, in a nutshell, look for evidence that there are lot of marketers creating products for the market, and look for evidence that there are people buying these products.

If there are multiple competitors of the same product, that's a **good sign**. And if products in the niche are bestsellers, **that's another good sign**.

Example: Just look at the golf idea again. You can find dozens if not hundreds of products in major marketplaces all related to golf. There are tons of golf websites, golf country clubs, golf products, golf instruction, golf vacations and more. And even if you just look at one aspect, like books about golf, you'll see dozens of books on the exact same topic (such as how to putt). Meanwhile, advertisers are spending a lot of money to reach this market. All of this shows you that it's a profitable, active market, which is exactly the kind you're looking for.

Once you've done this research, move on to the final step...

Step 3: Select the Best Niche Market

At this point, you should have already eliminated markets from your list that don't show signs of being profitable.

Depending on how big your list is, you may have whittled it down to just a couple choices, in which case you can pick the one that appeals most to you. (*Again, this is assuming the remaining markets on your list are profitable.*)

However, there's one more IMPORTANT point to make before we go too much further...

You don't want to tackle a big huge market, like "weight loss," simply because you'll have a harder time overcoming the competition. Instead, what you want to do is tackle a smaller segment of this market, which is referred to as a *niche market*.

Not only will you still have a profitable market to work in, but you'll be dealing with less competition... AND you'll attract even more people to you, simply because your marketing speaks directly to this segment of the population.

Take a look around, and you'll quickly see that all successful companies do this.

Example: Airlines don't try to attract every air traveler in the world. Instead, they choose a niche and cater to that niche, such as:

- Business travelers.
- Short-haul travelers (those hopping within a state or small region).

- Budget travelers.
- Travelers going to warm destinations.
- People going to Las Vegas.
- People going to Europe.

And so on.

Likewise, you don't want to attract the larger market - instead, you want to choose a segment of the overall market.

Examples:

- Instead of tackling the larger weight loss market, you can attract women who want to lose weight. Or niche down even more, and go after new moms who want to lose the baby weight.
- Instead of going after dog lovers, you might focus on training materials for those owning German Shepherd dogs.

Now, you want to make sure your niche is profitable, so go back and do the research on the smaller niches. That is, figure out which of these niche markets is profitable- i.e., are there multiple similar products being sold? That's a good sign. It shows there is *a healthy market* and **people are buying**.

After you've done all this, you'll know what niche markets are profitable.

Your list of prospective markets will likely be fairly small. Pick the one that looks most profitable to you. If they're so close that you can't tell which one would be more profitable, then pick the one you like best. After all, you should have an interest in this since you're going to be pursuing it for a while.

Quick Recap

You just learned how to brainstorm a list of potential markets and complete the market research needed to determine which markets are profitable. You also discovered how to focus in and choose a profitable niche market.

Tip: Make notes about the popular products in your chosen niche, because you'll need to refer back to this research just a bit later.

Once you pick your market, then it's time to establish your web presence...

Establishing a Website

Now it's time for you to set up your web presence.

In this section you're going to learn the steps, even though at this point you won't have all the information you need to set up your web page.

For example, you won't be able to complete your page until you've set up your mailing list-but at that point, you can just return to this section for a refresher on how to edit a webpage and upload it to your website.

The good news is that you're not starting from scratch, since you already have a web page template in your possession as it was contained in the download folder with this report...

So here's what you'll do next:

Step 1: Choose a domain name.

Step 2: Acquire web hosting.

Step 3: Change DNS.

Step 4: Edit .html files.

Step 5: Upload the files.

Don't worry if those steps don't make sense to you at this moment. We'll go over them in detail below...

Step 1: Choose a Domain Name

Your first step is to get **a domain name**, which is what people will type into their web browser (Internet Explorer, Firefox or Chrome etc,) in order to find your website (e.g., AffiliateCommissionGamePlan.com is a domain name).

Here are some tips for choosing a domain name:

- Pick a .com name. Most people associate domain names with .com names, so that's what they'll remember it as.
- Make it memorable. This means make it a short name, or make it something descriptive that's memorable. You might even choose something that's brandable. Point is, make it something your visitors are bound to remember (e.g., DogSecrets.com).
- Say it out loud. Sometimes you may need to say your domain name out loud, such as during an interview or even to your friends and family. Do a test run and see if you can say it without explaining it.

Example: "DogTips4U.com" is a poor name because you have to explain it (dog tips, 4 as in the number 4, not spelled out and then U as in the letter U... dot com). Now compare that to something easy like "DogSecrets.com" - you just say "dog secrets dot com." Easy.

Now, what you'll want to do is brainstorm several possible domain names, because it's possible your first domain choices may not be available. If you have trouble thinking up alternatives, try using the following words in front of or behind your main domain word (or words).

Example: If like the domain name "dogtraining.com" but that's taken, then you might see if "dogtraininguniversity.com" is available.

Words to put after the main word:

- University
- College
- Tips
- Info
- Information
- Articles
- Books
- Strategies
- Secrets
- Methods
- 101 (this of course is a number you need to explain if you ever say the name out loud)
- For Beginners
- Made Easy
- Everything
- Online

Words to put in front of the main word:

- Best
- All About
- Easy

- Quick
- Fast
- Amazing
- Guaranteed
- Secrets of
- Beginners
- Advanced
- Intermediate
- e
- i
- Online

Once you've brainstormed several names, then order these from your most to least favorite. Then go to Godaddy.com to purchase your name.

Tip: Do NOT search GoDaddy.com (or any other domain provider, whois tool, etc. in that manner) until you are ready to buy. Once you find an available domain name, purchase it immediately. It's not unusual for people to search for names and come back to them later only to find someone else has registered them.

Step 2: Acquire Web Hosting

Next, you need to purchase web hosting for a monthly fee. The web host stores your files and shows them to visitors when they go to your domain name. You can secure your hosting at a popular and well-known host like HostGator.com.

Tip: Choose the "Baby" plan, which gives you plenty of space, bandwidth and features. The Baby plan also gives you unlimited domain names on one account, which means you can set up multiple websites under this same account in the future.

Step 3: Change DNS

Once you've purchased your webhosting, then you need to go back to your domain registrar (e.g. GoDaddy.com) and change your DNS, which stands for domain name servers. These numbers link your domain name to your webhosting account, so that your website is served when people go to your domain name. Without these name servers, people would only be able to reach your website by typing in a long IP address.

These are two sets of numbers that you can find inside the "welcome" email that HostGator sent you. They'll look something like this:

```
ns1234.hostgator.com
ns1235.hostgator.com
```

Take note that these *are just examples*, and they are NOT your actual domain name servers. Again, you need to get these from the welcome email your host (HostGator) sent to you. If you didn't get this email or can't locate these numbers, contact HostGator's support.

Once you've located your domain name servers, then return to GoDaddy.com and follow these instructions for linking these name servers to your domain name:

<https://www.namecheap.com/support/knowledgebase/article.aspx/767/10/>

Step 4: Edit .html Files

The next thing you need to do is get the ability to edit the .html files (web template) included in this package. In order to do that, you'll need an .html editor. Here's a popular free version of the Coffee Cup software: <http://www.coffeecup.com/free-editor/>. Note that the page also includes a link to upgrade to the paid version. Try the free version first, and if you like it you may consider upgrading.

Alternatively, you can use the open source software, KompoZer, located here: <http://www.kompozer.net>.

What you'll need to do is open the web template page (.html file) inside of your chosen HTML editing software. You'll see the .html source code in one part of the window, with the way your actual web page appears displayed in the other part of the window. From this window you can then change anything you want on the page, such as:

- Inserting your mailing list code so that an opt-in form appears on your web page.
- Changing the text.
- Changing the colors.

And so on. If you haven't used the Coffee Cup software, KompoZer, or any other editor before, you can find their quick start guides and complete support here:

- Coffee Cup Quick Start: <http://www.coffeecup.com/help/articles/html-editor-quick-start-guide/>
- KompoZer support: <http://www.kompozer.net/community.php>

Once you've customized and changed the files (which we'll talk about some of the specific changes later), save the file and take note of where you saved it on your computer's hard drive.

Tip: Instead of working with HTML files directly, as an alternative solution, you'll use a Blogging/CMS solution like

WordPress.org - which is supported by almost any hosting company including Hostgator.com

Then move on to the last step...

Step 5: Upload the Files

Now you need to upload your files to your Hostgator account to put your website live and to enable everyone to see your newly edited .html pages when they visits your site.

There are two ways to approach this. One way is to use your web hosting's cpanel (control panel) and use their file manager. The second way is to use a third-party tool.

If you are using HostGator and you'd like to use the cpanel option, then you need to go to www.yourdomain.com/cpanel (replacing "yourdomain.com" with your actual domain name). You'll need to log into your control panel using the password and username that you set up when you signed up for your hosting account.

Once you're logged in, scroll down to the section titled "Files," and click on "File Manager." From here you'll be able to navigate the directories on your hard drive as well as the directories on your hosting account. You'll need to upload your index.html file (your web template) from your hard drive to your "public_html" folder on your hosting account.

Here are complete instructions for using the File Manager:

<http://docs.cpanel.net/twiki/bin/view/AllDocumentation/CpanelDocs/FileManager>

If you'd rather use a third-party FTP (file transfer protocol) tool, then you can use the free FileZilla software: <https://filezilla-project.org/>. You'll need to do the same thing, meaning you transfer the index.html and other website files from your hard drive to your "public_html" folder. Here are the instructions for completing this step using FileZilla: https://wiki.filezilla-project.org/FileZilla_Client_Tutorial_%28en%29.

Quick Recap

You just found out how to edit your web page templates and then upload these pages to your website.

A little bit later you'll learn more about what you need to change on these pages, such as adding your newsletter subscription opt-in box.

But next up, you'll find out how to find affiliate products to sell to your target market. Read on...

Target the Market

If you picked a hungry market as described in the "Select a Market" step in the beginning of the manual, then you already know this niche market is buying products or services. Now what you need to do is find out what they are already buying... and then give them more of the same!

In other words, you'll find out what the market is already buying and you'll sign up for related affiliate programs. That way, you earn a nice commission every time someone buys one of these products through your affiliate link.

There are two types of products you can sell:

- **Physical products**, which are things shipped through the mail. Examples include computers, golf clubs, dog collars, gardening supplies and weight loss supplements.

One of the most popular affiliate programs through which to sell physical products is Amazon.com. Because it's a trusted brand, there tends to be a good conversion rate (*meaning people who see your recommendation are relatively likely to buy the product*). Another upside is that Amazon also gives visitors who click on your link a 24 hour cookie, so if they buy anything from the site - even if it's something you didn't specifically recommend - you'll still get credit for the referral and the affiliate commission.

The downside of selling physical products is the low commission rate, which tends to range from about 5% to 10% or 15%. You might find some are a bit higher, but generally most commissions are right around 10%. In that case, you'd earn \$10 when you sell a \$100 item.

- **Digital products**. These are downloadable products like ebooks (including Amazon Kindle ebooks), memberships to websites, videos, software and similar items. Typically, with the exception of things like Kindle books, you get a much higher commission rate. Indeed, you may find commission rates as high as 50%, 75% or even more on digital products, since the vendor doesn't have as high overhead costs for these products.

The downside is that you are sometimes dealing with unknown vendors. This means you need to do your due diligence to insure the vendor is okay.

However, it also tends to mean lower conversion rates versus selling something on Amazon, since your prospects don't recognize the vendor or the brand.

Tip: Naturally, you can also sell services. For example, selling someone a web hosting account is an example of a service. The benefit of this particular example is that you usually get ongoing (residual) commissions for as long as your customer remains a customer.

So, what should you choose?

The answer to that is easy: Sell what your prospects are already buying. In some cases, you may sell a mix of digital and physical products. You may wish to focus on digital products simply because of their higher commissions, while offering secondary recommendations for physical products.

Example: Let's suppose you're selling products to people who want to lift weights. Your primary products might include digital (high commission) information products, such as books and videos about bodybuilding. Your secondary recommendations might include bodybuilding supplies, such as whey protein and lifting gloves.

So let's go through the steps required to find these products and then do your due diligence to make sure they're suitable. These steps include:

Step 1: Find out what's already selling.

Step 2: Research the product.

Step 3: Check for commission "leaks".

Step 4: Join program and get your affiliate links.

Let's look at each of these steps in more detail...

Step 1: Find Out What's Already Selling

As you'll recall from the beginning of the manual, I asked you to hang onto your notes from your market research. That's because now that you've picked a niche, you need to look even more closely at your market research to find out what your market is already buying.

The easiest way to do this is to return to the two most popular marketplaces:

- Amazon.com
- Clickbank.com

What you want to do is run a search for your niche's main keywords (like "dog training" or "organic gardening"), and then look for two things:

1. **Bestselling and popular products.** Clickbank automatically sorts your results according to bestsellers, meaning the popular products will appear at the top of the results. When you search on Amazon, be sure to choose a department and then sort by "New and Bestselling." If you're searching books or Kindle ebooks, take note of "Best Seller's Rank," which is found in the "Product Details" section. Look for the bestsellers in their category - these are the books and other products that people are buying.

Tip: However, take note that occasionally a product might be a bestseller, at least on the day you're looking at it, but perhaps that's a fluke. That's why you need to look at this second bit of evidence...

2. **Multiple competing products.** The second thing you want to look for is whether there are several similar products being sold. For example, if you ran a search for "puppy training" in the Amazon books section, you'd immediately see thousands of results... and many of these books are nearly identical. That is a GOOD sign, because it tells you that the product is so popular that there is plenty of room in the market for competitors to sell similar products.

Once you've determined the top-selling products in your niche, then make a note of the top five or so. Your next step is to research them...

Step 2: Research the Product and Vendor

Now you need to make sure that you're recommending good products to your prospects. That's because your reputation is very important, and you'll be developing a relationship with your newsletter subscribers.

If you recommend poor products, you might get your subscribers and other visitors to buy from you once... but never again. However, if you consistently recommend good solutions, then your subscribers will come to trust you, and they'll buy your recommendations again and again.

So, the first thing you need to do is make sure you're looking at products that do indeed have affiliate programs. If you're finding these products on Amazon or Clickbank, then yes... they have affiliate programs.

Your next step is to read or otherwise review the product yourself. In other words, buy the product and use it. If it's a book, read it. If it's a physical product, use it. Then you should automatically eliminate any poor-quality products from your list.

Now you have a list of solid products. Your next step is to do some research in Google by searching for the product name and the product creator's name. You might also do additional searches using words like "review" and "problems" (e.g., [product name] problems). What you're looking for are any red flags, such as customers complaining about lack of functionality, lack of support, an inability to get a refund and so on.

Tip: Keep in mind that just about any popular product or vendor will get some complaints from customers—just look up your own favorite products or stores. However, what you're looking for is a pattern of complaints, or a disproportionately high number of complaints.

Once you've further narrowed down the list by doing your due diligence on the products and vendors, go to the next step.

Step 3: Check for Commission "Leaks"

If you're looking at a product that is not on Amazon-perhaps a Clickbank product with a standalone sales page-then you need to make sure that there are no commission leaks on the page.

That is, you need to make sure the vendor hasn't inadvertently (*or deliberately*) set up the page in a way that hijacks your commission link or decreases the conversion rate.

Here's what to look for:

- Pop up screens with affiliate links.
- Any type of links or advertisements to other offers on the web page.
- Non-essential links (basically, anything that doesn't point to an order form, terms of service page, FAQ page or other necessary pages).
- Alternative payment options that mean the affiliate doesn't get rewarded for the sale - such as the mailing in of a check etc.
- A newsletter subscription form, where the newsletter content itself overrides the affiliate cookie.

Once you've completed these checks, should you have any concerns ASK the retailer about your findings... If all is well, then move onto the next step...

Step 4: Choose the Best Product

Now that you've done all the research, you can choose the best products from your list. You'll do this based on the overall quality of the product, the commission rate and other relevant factors (*such as whether you think the sales materials will produce a high visitor-to-buyer conversion rate*).

Go ahead and rank these products, with your top pick at the top of the list. While you may promote all of these products at some point, you should start by focusing on just one product.

Step 5: Join the Affiliate Program

Finally, join the affiliate program and get your affiliate link (this is the link you'll give to your prospects when you promote the product, so that you get credit for the sale).

Be sure to write down your username and password for the affiliate program, and double check that you've provided accurate information to them.

Quick Recap

You just learned how to find top-selling affiliate products and then do your due diligence to pick the right ones to promote to your prospects. You'll discover the easiest way to begin promoting your chosen affiliate products in the next section. The technique you are about to learn is extremely simple yet extremely effective and that's to create a five-part mini course delivered by email, which will help to build a relationship between you and your subscriber and then ultimately promote the affiliate product.

Excited? You should be, so read on to start learning how to do this...

Use Content to Sell

At this point you may have multiple products picked out, but what you're going to do is create a multi-part ecourse delivered by email over the span of five days.

Your ecourse is going to focus primarily on selling that one product, while also providing good content so that you can develop a good relationship based on trust with your subscribers.

You'll do this in two general steps:

Step 1: Decide what to write about.

Step 2: Create your course around the affiliate product.

In the first step you'll figure out what sort of content will help you achieve your dual aims of building a relationship with subscribers and selling the affiliate product. And in the second step you'll create the actual newsletter content and embed your affiliate links into this content.

Let's look at how to execute these steps...

Step 1: Decide What to Write About

The first thing you need to do is decide the topic of your five-part mini course. Ideally, these five emails should all be closely related, such as five tips for achieving some goal or the five steps for completing some process. That's because you want continuity from one email to the next.

Sending out an ecourse like this helps boost your "open" rate (*the number of people who open your emails*) and your read rate (the number of people who read the entire email).

Now, picking the topic is actually quite easy. That's because your topic is going to be directly related to the affiliate product you're promoting.

So let me give you a few examples of how this works:

Example #1: You're selling a book about how to lose weight. You can write an ecourse called "Five Surefire Ways to Drop 10 Pounds."

Example #2: You're an affiliate for a video series that teaches people how to drive a golf ball further. Your ecourse might be called, "Five Tips for Adding 30 Yards to Your Golf Drive."

Example #3: You're selling blog themes or plugins. You might create an ecourse called, "How to Set Up Your Blog in Five Easy Steps."

You get the idea. The point is to create the content around the affiliate product, so that you can naturally promote the affiliate product as the solution to your subscriber's problems.

The key is that your mini course should be ***useful but incomplete***. This means it solves part of your subscriber's problem, but they need to purchase a product from you in order to solve the rest of their problem.

Now, if you're selling a physical product, then your "how to" content simply includes recommending the product as part of the solution.

Examples:

- If you're selling golf clubs, you recommend a specific set of clubs as the solution to improving one's golf swing. This recommendation would be embedded in a mini course gives people tips for improving their golf swing.
- If you're selling whey protein, you recommend a specific protein to bodybuilders and tell them exactly when and how to drink this protein for maximum effect.
- If you're selling dog supplies, you might create a mini course about how to housetrain a puppy, which includes buying your recommended crate, collar, leash and other supplies.
- If you're selling organic pest-control sprays, then you'd create a mini course about how to get rid of garden pests. Naturally, you'd recommend the spray as the top solution.

In short: Your mini course will provide detailed "how to" information, with the product being an integral part of one of the steps or otherwise being a needed solution.

If you're selling information products, such as books, ebooks, videos and similar products, then again you want to create an ecourse that is useful yet incomplete.

It should solve part of your subscriber's problem, but they need to buy the book or other product to get the rest of the solution.

When it comes to creating your mini course, you can use one of the following approaches for creating useful yet incomplete information, which promotes books and other information products:

- **Provide an overview of what to do, but NOT how to do it.** If you're selling "how to" information (*such as how to housetrain a puppy or how to lose weight*), then your mini course can offer an outline of the entire process without sharing specifics.

Example #1: Your mini course on losing weight might include steps such as "start doing high intensity interval training." However, in order to find out exactly HOW to do this sort of training and how often to do it, your

subscribers will need to purchase the weight-loss product you're promoting.

Example #2: Your mini course might give people the steps for writing a sales letter (e.g., Step 1, Write an Attention-Getting Headline; Step 2, Create an Opener with a "Hook"...), but readers will need to purchase your recommended copywriting product in order to get the full details as well as sales letter templates.

Bottom line: your course is useful because it lets people know what they need to do, but it's incomplete (and they need to purchase the product for the full solution).

- **Share in-depth instructions on part of the process.** Another way to approach your mini course is by giving complete instructions... but only on one part (one step) of a multi-part or multi-step process.

Example #1: You could offer in-depth instructions on how bodybuilders can get bigger pectoral muscles by doing specific exercises. However, they need to buy your recommended bodybuilding book in order to find out the right exercises to do to work the rest of their body.

Example #2: Let's suppose you're selling a book about how to improve one's golf game. Your mini course could offer in-depth, step-by-step instruction on how to improve putting. The readers will need to purchase the golf book in order to learn how to improve their drives, get out of sand traps and other parts of the golf game.

- **Offer tips, tricks and secrets.** The final way to create a mini course that's useful yet incomplete (and also tightly related to the product you're promoting) is to offer tips and tricks to improve your reader's success with performing some process.

Example #1: If you're selling a weight loss book, you might create a mini course showing readers five ways to boost their metabolism.

Example #2: If you're selling a golf book, you might create a mini course with five tips for adding more yardage to their golf drive.

So you get the idea now of how to pick a topic for your mini course, something that's useful yet incomplete, which gives you a chance to promote the affiliate product as the solution.

Your next step is to create that course. So read on for further details...

Step 2: Create Your Mini Course

You'll see that I've included a set of five template emails, which you can use to quickly and easily create your course.

Let me also share with you quick instructions for making your course even more valuable to your readers while also selling more products from within the course...

Step 2.1: Name Your Course

You want to give your course an intriguing name and also, preferably, something that leads prospective subscribers know that it's a five-part course.

Here are example templates you can use to create your course name:

- Five Secrets of _____
- How to _____ In Five Quick and Easy Steps
- Five Surefire Ways to _____
- Five Things You Didn't Know About _____
- Five Tips for _____
- Five Easy Steps for _____
- The Five Best Ways to _____
- Five Tips/Resources Every _____ Ought to Know
- Five Guaranteed Methods for _____
- Five _____ Strategies the Pros Use to _____

You can start with these templates, but go ahead and brainstorm your own course titles.

Step 2.2: Title Each Individual Email

Next, you need to create subject lines that get attention and get your email opened.

You'll want to indicate somehow that each email is part of a series, so the beginning or end of your subject line may have a designation such as:

- Lesson 1
- Step 1
- Tip 1
- Secret 1
- Strategy 1

Or something similar, which lets your readers know at a glance which of five lessons it is (*so they can organize them in their inbox, plus they'll know if they missed any*).

However, the rest of your subject line should offer an intriguing tidbit that promises a benefit and/or arouses curiosity so that people open your emails.

Let me give you three examples:

- Lesson 1: The #1 Way to Get Rid of Belly Fat

Note: This offers both a benefit (getting rid of belly fat) as well as arouses curiosity.

- Lesson 2: What Hollywood Actresses Know About Losing Weight Fast

Note: This one also arouses curiosity by promising to share a secret that others know.

- Lesson 3: How to Lose Weight Without Exercising, Hunger Pangs or Diet Pills

Note: Again, it offers both a benefit as well as arousing curiosity, so people need to read the email to satisfy their curiosity.

Step 2.3: Create the Content

You've already learned earlier about the basic format for creating your course, such as offering tips, offering an overview of a step-by-step process or offering complete instructions on how to do part of a process.

The email templates I've provided will allow you to quickly and easily create your content, and it will even show you how to embed your affiliate links so that your course "soft sells" the affiliate products to your readers.

Basically, you'll follow this structure:

1. Create an intriguing, benefit-driven or curiosity- arousing headline as described above.
2. Greet the reader. (E.G., "Dear [First Name]).
3. Remind the reader of the last email. (E.G., "Last time you learned the #1 way to get rid of belly fat).
4. Tell reader what they're going to learn this time, being sure to arouse curiosity so that they're compelled to read the email. (E.G., "Today you'll find out how to get rid of the jiggle under your arms - and it's NOT anything you've heard about before!")
5. Share your steps, tips or other content. Include a recommendation for the affiliate product. (More on that in a moment.)

6. Build anticipation at the end of the email by telling them what they'll learn about next time. (E.G., "Stay tuned, because tomorrow you're going to learn a surprising secret for getting rid of cellulite -- you won't want to miss this!")
7. Include a P.S. This P.S. might be the place where you build anticipation for the upcoming email. It's also a good place, especially in the last couple emails, to remind readers why they should click on your affiliate link and buy the product.

One note about your mini course content: it needs to be EVERGREEN...

This means that the content is timeless - the information you're offering was relevant and useful months ago, it is relevant and useful today, and it will continue to be relevant and useful for years.

Specifically:

- Do not make any references that would date the content, such as mentioning a specific event happened "recently."

Example: Saying "last year during the presidential elections" dates the content. You want to avoid making these sorts of references that would give people an indication of when you created the mini course.

- Share time-tested tips, versus "fads" or unproven information.

Example: Weight loss through lowered calories is a time-tested tip. However, weight-loss through a new drug isn't tested, so it may fall out of favor in the future. Thus you want to avoid references to that drug.

The reason you need to create evergreen content is because people will join your mailing list and read the content for months or years to come. You don't want to be constantly tweaking and updating this content, so make it easy on yourself by creating evergreen content.

Now, let me give you a few specific examples of how to embed links in your content and promote your affiliate products. Notice that in all cases, there is a call to action, which is where you specifically tell someone to click on the link, check out the product or buy the product:

Example #1: "You just discovered the best golf grip to use to improve your drive. To learn even more great golf secrets, click here to get your copy of [name of product]."

Example #2: "If you're not familiar with high intensity interval training, then I strongly recommend you check this out: [insert affiliate link]."

Example #3: "If you're like me, you'll probably find this part of the process extremely frustrating. I wasted a lot of meat trying to figure this out. But once I discovered John Doe's

secret for grilling steak, every steak came out perfectly.
Check it out for yourself: [insert affiliate link]."

Note that whenever possible you should also give people a good reason to click on your link now. Let me give you two ideas:

- Create urgency by mentioning a limited bonus or discount.

Example: "Act now to get 50% off the regular price by using coupon code ABC123 - but hurry, this offer ends soon!"

- Create urgency by reminding them of the benefits they'll get by ordering now OR the continued pain they'll endure if they don't order now.

Example: "Get rid of your dog's flea problem by clicking here-and do it now, before the fleas overrun your home and make everyone miserable!"

Quick Recap

And there you have it - you just learned how to choose what you're going to write about and you learned about creating the actual content.

Be sure to use the included templates when you actually start writing your five-part mini course.

Now let's move onto the final step of this process, which includes the technical aspects of setting up your mini course...

Preparing the Mailing List

You have your affiliate product to promote and you've created a five-part mini course. Now you need to set up your mailing list so that people can subscribe to this list and receive the content. You'll accomplish this by completing the following steps:

Step 1: Select an autoresponder service.

Step 2: Create your mailing list.

Step 3: Upload your content.

Step 4: Create an opt-in box.

Let's go over each of these steps in more detail...

Step 1: Select an Autoresponder/Mailing List Manager

The first thing you need is software that manages your mailing list, including:

- Providing opt-in forms so people can subscribe to your list.
- Managing unsubscribes automatically.
- Letting you set up an autoresponder so that your mini course messages go out automatically at pre-determined intervals.

Now, if you search for mailing list managers, you'll see there are several options available. I suggest you go with one of the top and most-respected third-party services, either:

- <http://www.Aweber.com>
- <http://www.GetResponse.com>

These two are quite similar in terms of features, documentation and customer service, so pick whichever one appeals most to you.

Then move onto the next step...

Step 2: Create Your Mailing List

Both Aweber and GetResponse allow multiple (*unlimited*) autoresponders/ mailing lists on a single account, so the first thing you need to do is set up a new autoresponder for your mini course.

If you're using GetResponse, you can find out how to set up your first list here: <http://support.getresponse.com/category/getting-started>.

If you're using Aweber, then start here: <https://help.aweber.com/entries/21759477-How-To-Get-Started>

Tip: Choose your "from" field carefully. In most cases, this will simply be your name or your business name. This isn't something you want to change later (as people won't recognize your emails), so set it up correctly the first time with whatever name for which you'd like to raise brand awareness.

Step 3: Upload Your Content

Once you've set up your mailing list manager (sometimes called a "campaign") using the instructions at the links above, then your next step is to upload your five-part mini course.

If you're using Aweber, follow these instructions:

<https://help.aweber.com/hc/en-us/articles/206700908-How-Do-I-Create-A-Message->

If you're using GetResponse, then upload your content using these instructions:

<https://support.getresponse.com/faq/how-i-create-time-based-autoreponder>

Here are a few tips:

- **Send your messages out in close succession.** When your subscribers first join your list, it's pretty easy for them to forget you-and that's why you want to send the first message out immediately to new subscribers, and send subsequent messages soon after.

I'd suggest sending out one message a day for five consecutive days. At most, space the follow-up messages two or three days apart from each other.

- **Use the provided message templates.** Both Aweber and GetResponse provide .html templates so that you can send out professional-looking emails - use them!
- **Test the series.** Once your content is all uploaded, use the "test" feature to send the messages to yourself to make sure they are formatted correctly.

Once your list is all set up, move onto the final step...

Step 4: Create an Opt-In Box

Next, you need to copy the code that your autoresponder company provides you with and paste this code in the place on your website where you want your opt-in (subscription) form to appear. This form is where your subscribers enter their first name and email address, the click "submit" or "join" to join your list.

If you're using Aweber, follow these instructions:

<https://help.aweber.com/entries/21627471-How-Do-I-Add-a-Form-To-My-Website->

If you're using GetResponse, follow these instructions:

<https://support.getresponse.com/manuals/creating-custom-webforms>

Then follow the template editing and uploading instructions given earlier in this manual so that your opt-in form appears on your site.

However, you can't just put a subscription form on your site and expect people to sign up for your mini course. You need to **give them a reason to join your list**. And that means you need to create a bit of sales copy to persuade them to your list.

This can be fairly short, such as 200-500 words.

Below you will find a short copy writing template you can model, adapt and use to encourage your website visitors to subscribe to your five part mini course.

=====

[Insert Bolded Headline] This should state the main benefit of joining your list, such as "Now You Too Can Discover Five Amazing Secrets for [Getting Some Benefit] - FREE!"

Dear [Member of Specific Group, such as "Dear Fellow Golfer" ... If that doesn't work, use "Dear Friend"],

[Insert opener that introduces the problem.] Are you tired of [some bad thing]? Have you been looking for a good way to [solve a problem or get another benefit], but [some bad thing keeps happening]?

[Introduce your mini course as the solution.] Good news - now you too can [get a benefit or solve some problem] when you subscribe to the FREE five-day mini course, "[insert name of your course]!" Here's a sneak peek at what you get when you subscribe now:

[Insert around five benefit-driven bullet points, which give subscribers a reason for joining your list.]

"You'll discover a surprising way to [get a benefit] - you'll wish you had known about this years ago!

"You'll learn a simple [number]-step strategy for [getting a benefit]!

"You'll find out a little-known way to [get a benefit] - no one is talking about this!

"At last, you'll discover the quick and easy way to [get a benefit] - you'll be surprised at how well it works!

"You'll find out the [professionals in the field] do when [they have a specific problem]!

And much, much more.

[Provide a call to action and the subscription form.] All you have to do to [get some big benefit] and [get another big benefit] is enter your first name and email address in the form below, click "submit" and I'll rush you the first [lesson/edition/tip/step] in this five-part series:

[Insert subscription form here]

[Insert a closing line and your name.]

So subscribe now for free - because the sooner you get your hands on this information, the sooner you'll [receive some benefit]!

[Add a postscript.] P.S. You won't find a better way to [get rid of a problem or get some benefit], so fill in the form above to get started receiving your five-day mini course for FREE!

=====

Quick Recap

You just learned how to set up your mailing list and how to create sales copy that will persuade people to subscribe to your five day mini course.

Now let's wrap things up...

Conclusion

Congratulations! You now know how to S.E.T.U.P. your very own affiliate commission business, where you use a five-day mini course to sell an affiliate product.

Let's quickly review the **S.E.T.U.P. Formula™**:

- **Select a Market:** This is where you chose a hungry, profitable market.
- **Establish a Website:** Here you found out how to set up a website.
- **Target the Market:** This is where you chose affiliate products (the sort of things your market is already buying).
- **Use Content to Sell:** At this step you learned all about creating a five-part mini course (delivered by email) that you'll use to sell the affiliate product.
- **Prepare the Mailing List:** Finally, you discovered the technical details for setting up your mailing list and creating an opt-in form on your website.

I have two parting thoughts I'd like to share with you:

1. **Keep adding content to your autoresponder.** Remember those other good affiliate products you found while you were doing your market research?

Well now you can promote those products in messages you send after the initial five-day mini course.

Indeed, you can load dozens of messages into the autoresponder so that your entire business almost runs on autopilot. After the first mini course, however, you'll want to start spacing the messages out to about once per week.

2. **Advertise your website.** Just setting up your affiliate commission business won't magically produce customers - you need to attract those yourself.

But don't worry, check the "Q&A" materials included with this package, where you'll discover some great strategies for attracting targeted traffic.

So now that you know how to set everything up, your next step is to read the rest of the materials included with this package.

Once you've read them, then it's time to put everything you've learned into action - because the sooner you take action and apply what you've learned, the sooner you'll have your very own successful commission check business!

Best regards,

Nick James

www.AffiliateCommissionGamePlan.com
www.InternetMarketingTrainingClub.com