Introduction To "Viral Affiliate Marketing: How To Suck In Unstoppable Affiliate Commissions On Complete Autopilot Day In And Out Like A Bad Virus"

How To Use This Guide

The best advice I can give you is to read everything over once. If you can, do it in one sitting, then re read it again. Then, read the sections again that you are not sure about, and if you can, get someone else to read it as well, and both of you make notes.

There are plenty of website links in this book so it probably is best to read this book while you are online so you can see exactly what I'm talking about through out the book.

What This Guide Is About And Who It's For

This guide is for anyone who wants to learn more about affiliate marketing then the average joe will learn from the same old rehased information out there on the Internet.

Some of the affiliate marketing books released lately are a poor substitute at best. I don't mean to sound critical and I'm not one to bash someone elses hardwork, but it seems anything sells lately.

In this book I show you how to use viral marketing to catapult your affiliate income through the roof.

These are time tested proven methods of becoming a super affiliate without spending a fortune, if anything on advertising.

I have this real hatred of spending money on advertising, and I find the best advertising is usually free.

So let's get started!

Section 1 - Creating Free Viral Ebooks

In this book I cover many ways to make money with affiliate programs with viral marketing, but none come close to this idea. I've been using it myself now for many years, and it's something that will continue to work for many more years to come.

The basic principle here is to create free ebooks that are given away and passed around the Internet.

I'm sure you've all downloaded a free ebook at one time, well that's what I'm talking about now.

Now a lot of people think free ebook distribution is a waste of time, because no one values them, and in some instances they are right.

If you write a crappy ebook with no value, people will see it that way, whether they have paid for it or not. The key here is to write an ebook that you could easily sell for $47 and give it away for free!

In this section I'm going to show you how to create free viral ebooks to be given away to promote your favorite affiliate programs, and how to market these ebooks on an extremely tight budget.

I started using this technique in 2000 and I'm still receiving checks from affiliate companies I did work for back then, because my ebooks are still being passed around the Internet.

Section 1a - Creating Your Own Free Viral Marketing Ebooks

Let me recap what we are going to do in this section again.

In section 1a, (this section) I'm going to show you how to create and write and compile your own viral marketing ebooks quickly and on a budget, in fact, it will cost you nothing if you do it my way.

In section 1b, I'm going to talk about setting up your distribution centre. This is something that no one else is doing and it's a phrase I coined myself for this system.

This distribution centre will be the hub of your free ebooks. This is where people will come and download your free ebooks and where people will send you traffic.

In section 1c, I'm going to show you how to advertise your free ebooks on a very tight budget. You really don't need to spend a fortune to make a fortune.

So, how do you go about creating your own free viral ebook?

The secret to creating free viral ebooks is to keep them short and action packed. Not one ounce of fluff at all.

Your free ebooks should be no longer then 15 pages in length and should be full of useful information, NOT plug-a-thons for your affiliate programs you're promoting.

Infact, I would hardly even mention any affiliate programs at all.

This is how I setup my free ebooks.

The first page or two is copyright information and letting people know that they can pass this book along to anyone they want, freely and without cost. I would also tell them they can send it out to their lists.

Then I would get straight into the content of my book. I would write a good solid 10 to 12 pages of hard hitting content on the subject of the affiliate program you are promoting.

I'll give you a real life example. I created a free viral marketing ebook to promote the Xsitepro.com product.

Xsitepro.com is a product that allows you to create websites quickly and that are search engine friendly and I build a lot of content sites with Adsense plugged into them.

What I did was I created a free report detailing how I built a site from scratch and profited with Adsense within a couple of days using Xsitepro.

It was a complete how to guide, that made them really see how great Xsitepro is and how they could use the information I supplied them to make instant profits!

That's the key to a good free viral book.

Give the readers something they can use
straight away if they buy the product you are
promoting. Give them a real reason to buy the
affiliate program you are promoting by
showing them how they can profit instantly
from using it.

At the end of the book, make sure you have a
subscription box that asks them to send them
your email address in return for a few course
that they will receive via email.

This way you get the chance to try and sell
them again and again the product or products
you are trying to promote in your book.

I really want to make you realise the goal of
these books is to A) get them passed around
the Internet quickly and B) To get people to
subscribe to your free course so you then can
contact them anytime you like.

While making a sale from the book is great,
don't make this your entire goal and
definetly don't turn these books into plug-
a-thons where all you do is try and sell sell
sell.

Remember the goal of all good super
affiliates is to presell and collect email
addresses.

Educate your readers, make them see the value
of the affiliate program you're promoting,
give them an action plan they can use
straight away and you will see sales flow in.

Compiling your writing into an ebook isn't hard at all, in fact, it's dead simple and free. I don't use expensive pdf creators, I use a free one called HTMLDOC which you can download by putting that phrase into Google.com.

All I do is write my book into a html file and compile it using HTMLDOC - It even comes with a free tutorial.

One more thing you should do and I talk about this in the next section. When you write your book, let people know that at your website you have other free books they can download. I would do that at the start and at the end of the book.

Section 1b - Setting Up Your Distribution Centre

Now, this is something you are probably not familiar with. In this section I'm going to show you how to setup a distribution centre for your free ebooks.

That's right, the key to success with this method is to have hundreds, even thousands of free ebooks ready to be downloaded 24/7 as soon as someone lands at your website.

And that's what I'm going to chat about in

this section. Setting up your distribution
centre or your website.

A distribution centre as I like to call it is
like a warehouse for your ebooks. People from
all over the world will be able to come to
your website, search by a category and find a
free ebook to download and read.

Think of it like a Clickbank.com but with
free ebooks. So how should you design this
site?

Here is a great example.

http://www.cbmall.com

Also if you go to Google.com and type in
"ebook directory" or "free ebook directory"
have a look at the sites there for ideas.

Another good example would be
Ezinearticles.com - just instead of articles
you would have free ebooks people could
download.

Think of the possibilites this has, this is
something NO ONE is doing.

If you need a simple website design like
this, you can either go to Elance.com and
find a webdesigner, search for website
templates at Google.com or buy an article
directory script. They are easy to come by
and are cheap and hardly any modification
would be needed to change it from articles to

free ebooks.

Section 1c - Advertising Your Ebooks

In this section I'm going to show you how to get your books plastered all over the Internet and read by thousands.

I use 4 main methods.

1) Articles
2) Forum Posting
3) Joint Ventures
4) Ebook Directories

Using Articles To Get Your Books Downloaded

Article writing is my favorite method of getting free traffic, no matter what I'm doing. I find a well written article will get me more quality traffic then anything I do that is paid.

Writing articles doesn't have to be hard at all. In fact, writing articles is as easy as pie if you know how. This is how I go about writing a 500 to 750 word article....

First thing I do is think of a headline. Something catchy. Something that will grab the readers attention.

People love something they can use straight way. For example

10 ways to profit from niche blogs instantly
3 putting tips that will improve your handicap
7 ways to whiten your teeth tonight
38 ways to build an explosive opt-in list

and so on.

The headline and the first paragraph of your article will make or break your efforts.

Writing your body of the article is the easy part, especially if you are using the method above for your headline.

All you have to do is come up with points and write about them.

For example if you were using the 10 ways to profit from niche blogs example you could do the following.

* Using Adsense On Your Blog
* Using 3rd Party Affiliate Programs
* Selling Your Own Products
* Changing Your Blog Color Scheme For Improved Readibility
* Etc....

and write on each point. This way the structure of the article is already done for you, you just have to fill in the blanks.

Now I use a few little tricks when writing articles. I like to get as much bang for my buck (or for my effort) as I can.

In your article and byline/resource box try and do the following

A) Weave in your affiliate link for the product you are promoting

B) Weave in your website address

C) Weave in a download link to your free ebook

D) Weave in your link to a free e-course

Here is how I would do it.

I would weave an affiliate link and link to the free ebook in the article itself, without making it look blatantly obvious.

I would then in my resource box at the end of the article put the website address of your distribution centre and a link to a free e-course you created to promote the affiliate program(s) you are promoting.

I talk more about creating your own free e-course later in this book.

Alot of people ask me how I distribute my articles. Well, I use to do it all by hand and it was very effective but wasted a lot of my time.

I now use another service called
ArticleMarketer.com which charges a flat fee
to deliver your articles to all the lists you
need to send them to.

It's not as effective as doing it yourself,
but I still use them instead of doing it all
myself as it saves a lot of time.

Forum Posting

Simple enough really.

I'm not going to get into a whole lot about
this subject as it's pretty easy to get
started.

1) Find forums in your niche
2) Read some of the back posts and see whos
the boss, who posts good content and what the
rules are
3) Start posting with informative information
and include your download link to your free
ebook at the end of your post or in your
signature file

What most people have a problem with is not
writing good posts, but finding the forums to
post in.

Now that work is done for you. Just enter the
topic your ebook is on into the website
address below and you will find all the
forums you could possibly want on those
subjects.

http://www.link-advantage.com/search/

Joint Ventures

This is my favorite method of getting my free
ebooks downloaded all over the Internet.

You have 2 major joint venture partners. Opt-
in list owners and product owners.

Let's start with Opt-in list owners.

These are the people who you want to either
send your free ebook to their subscribers or
let them download your free ebook for
subscribing to their newsletter.

The problem here is, there really isn't much
in it for the list owner, UNLESS the book is
full of great useful content. The list owner
isn't going to make any money from giving
away you free ebook, but they can give their
subscribers some valuable information.

What you want list owners to do initially is
to send out an email (preferably) only
promoting your free ebook. If not, at least
get them to read the book and get them to
tell their subscribers its worth reading in
their regular emails they send out.

You don't just want an ad, you want an
endorsement, so your ebook really needs to be
something good.

Just like with any joint venture, you should know what the list owner does intimately. You should know every aspect of his websites and you should already be subscribed to his newsletter.

You need to build a relationship with these people and become their friends. I know it sounds like a lot of work, but who do you think they will listen to first? The guy off the street they don't know with a new free ebook, or a friend they share ideas with.

I think you know which one. The best way to do this is to become an expert in the field. Post in forums, write articles, be active in the community or market you are targetting.

This goes the same for when you approach product owners in your market.

There are 2 tactics you can use here and I prefer the second one best as it works a lot more often.

Product owners are always looking for bonuses to give away with their products and since you already have a quality ebook written, it would make sense that you would offer them the chance to give your book away with their product.

This is a great way to get really high quality downloads without doing any of the work at all. I've used this method many times, but I use it will a twist.

http://www.getfreeimebooks.com

Instead of giving these products owners the standard free ebook that everyone can download, I offer to create them a series of bonus products if they agree to add them to their product download.

Product owners go nuts over this. Yes it's a little extra work, but who cares. You're getting your book or books read by paying customers and you're riding on the credibility of someone already well known in the community.

It's a win win situation.

Ebook Directories

Free ebook directories are great, and an easy way to get your books downloaded quickly.

The secret is, just like article writing, is you need a catchy title. You also need to put the keyword of your ebook into the title as people use search results just as much as digging around the site.

So if your book is on affiliate programs, have that somewhere in the title.

Here are a list of the top ebook directories out there right now.

ebookmall.com/directory/
virtual-ebooks.com/directory.html
ebook2u.com

e-bookdirectory.com
wisdomebooks.com
joegna.com
ebookpalace.com
mindlikewater.com
ebookletdirectory.com
ebooksearchengine.com
free-ebooks.net
ebookdirectory.com
web-source.net/free_ebooks.html
zdnet.com

Section 2 - Creating Mp3's For Viral Affiliate Program Profits

In this section I'm going to show you how to create mp3 audio files to boost your affiliate income.

Creating audio products isn't as hard as you think. In fact, they are probably easier to create then ebooks.

In section 2a) I give you a complete guide on creating an mp3 from scratch in easy to use steps and plain english.

In section 2b) I talk about setting up a

distribution centre for your mp3's. Please don't skip this section.

In section 2c) I show you how to get your mp3's out to tens of thousands of eager listeners.

You can create mp3's in any niche market there is, doesn't need to be about Internet marketing. In fact, it will help you if you use these tactics on niche markets that arn't being attacked by advanced marketers.

The goal here is to create a directory of mp3's (just like the free ebook section I wrote on)

Section 2a - How To Create In-demand Content In Mp3 form

Creating your own audio product is not hard. All you need is a microphone and soundcard that's compatible and a product called Dubit, http://www.techsmith.com which you can try out for free for 30 days. I've tried other voice recorders, but none come close to the quality Dubit brings to the table.

The only problem with this is that Dubit turns your audio into .WAV format, which tends to be to large to download over the

Internet. However there is a free piece of
software that will turn all your wav files to
mp3 files instantly and quickly and you can
download it at Mthreedev.com Make sure you
download the wav to mp3 file not the mp3 to
wav file.

The only problem with this program is that it
asks you when it's setting up if you want to
install Gator and TopText. These programs are
now being called scumware and I suggest you
do not let them install it.

To find out more about scumware visit,
Scumware.com . If you would like to find
another piece of software that does the same
thing, visit Download.com and type in "Wav
To Mp3" as the search text.

So what would you talk about in your audio
products? What I would do is select an
affiliate program you want to promote and
produce a free report series via audio,
incorporating your affiliate program into it.

Say you're promoting a fishing affiliate
program that sells fishing lures and tackle.
What you could talk about is how to use these
effectively to catch the right type of fish.

Another example could be you're promoting a
piece of software that allows you to get more
traffic, your audio series could talk about
the best ways to get traffic quickly and
cheaply, while telling your listeners that
you use this piece of software to get most of

your traffic.

Personal endorsements are the best way to increase sales.

The problem with this is that getting people to your affiliate url can be kind of tricky, especially if you try speaking out your long affiliate url. The best suggestion I have is to go to Namecheap.com and register an easy to remember domain name and re-direct this site to your affiliate program url. Remember when purchasing your domain name not to register anything with hyphens or dashes in it. Also, try and make it as short as possible, for reasons I'll explain later.

You're redirecting your short domain name to your existing affiliate url because this will make it alot easier then saying to your listeners, "To visit so and so go to http://www.affiliateprogramhere.com/13466". Instead you will be saying, "To visit so and so go to www.yoururlhere.com. Now that's much easier to remember.

All though collecting Opt-In email addresses is the goal for any successful affiliate, if you've already followed the steps through out this book and already have a nice Opt-In mailing list, sending your visitors from your audio to an affiliate link is a nice way to earn some extra income, while boosting your reputation.

You could however ask everyone who downloads

your audio product from your site to
subscribe to one of your free courses, but I
don't recommend this. We want to get these
free audio reports out as quickly as
possible, and following this method won't
allow you to do that.

We want to be able to give these audio
products to every person who has a web site
or Opt-In list on your topic. We want to be
able to tell these people that they can
download your audio series and give it away
free, no strings attached to as many people
as possible.

Most webmasters love good content to give to
their readers. Whether you want their readers
to download the audio series from your site
or theirs is totally up to you, however if
your web hosting company has a limit on your
transfer limit, you might have to be a bit
careful you don't end up with thousands in
extra bandwidth charges. I recommend talking
to your web hosting company and telling them
what you are about to do.

I highly recommend Newwebsite.com for any
major web sites you're going to create. The
site is run by a highly respected Internet
marketer and the tech support is great.

Now if you want to get a little more
technical with your mp3 distribution, read
on. When I asked you to register a domain
name that wasn't too long, I hope you
listened. If you have any knowledge of Winamp

(which you can download for free at Winamp.comthe file that plays mp3's, you would know that when you're playing an mp3, the title of the mp3 flashes accross the Winamp screen.

Being able to change this allows you to flash your web site address across the screen. To add your web site and mp3 title do the following.

1) Open up Winamp as if you were about to play song.
2) Load your pre-recorded mp3 into winamp
3) When Winamp is loaded press "Alt 3" and a screen will pop up
4) Your now in File Info
5) Click the check box next to ID3v1 Tag
6) Fill in the title tag with the name of your audio product
7) Fill in the artist tag with your web sites address

And that's it. You don't need to touch anything else, but you can play around with other settings if you like. Winamp comes with large amount of help documentations if you need assistance.

Another neat feature with Winamp is being able to create skins and plugins. While this isn't something that will create a large amount of sales, it's a nice little extra.

Skins are the designs you find on your Winamp application. When you download Winamp you get

the plain default skin. If you have any sort
of artistic talent, this might be a good way
to boost your site's traffic. You could make
a YourSiteName.com skin and give it out with
your mp3's. Find out more about skins at
Winamp.com and Skinz.org

Plug-ins are a little bit more technical.
Open up your Winamp application again and go
to the bottom right hand corner. There should
be an orange lightning graphic. Click on it
and see what happens. That's an example of a
Winamp plug-in.

To find out more about how you can create
plug-ins, visit Winamp.com

The best thing about mp3's, skins and plug-
ins is that they get passed around the
Internet very quickly. Have you ever been to
places like Download.com and look how many
times a certain piece of software has been
downloaded? It's amazing. I've seen software
downloaded over a million times and that's
fairly conservative.

Section 2b - Setting Up Your Distribution Centre

This is only a short section, as I've talked
about setting up a distribution centre in the
previous section.

But with mp3's, you need to know 1 thing.
They take up A LOT of space! You will need a
hosting account with a lot of storage, and
not only that, a hosting plan that allows a
lot of bandwidth use. IE, a plan that allows
a lot of downloads.

I highly recommend that you get a dedicated
server for all your affiliate efforts, even
if you don't use the mp3 route.

You can find a great reliable webhosting
service at Newwebsite.com. I've used them for
nearly 2 years and have been very happy
indeed.

The aim with this method is to create as many
mp3's as you can and create a huge directory
for them, like with the free ebooks and the
articles.

I don't know of anyone doing this at all.
Your distribution centre will be where you
host all your mp3s for download in an easy to
search manner, like I wrote about in the free
ebook section.

<u>Section 2c - Advertising Your Mp3's</u>

I've already talked about advertising your
free ebooks and that applies to mp3's as

well. Use that information to get your mp3's plastered all over the Internet.

What I'm going to talk about is advertising the website with your mp3's on it.

Of course, you would only start advertising your mp3 site when you have enough mp3s collected to make it worth while.

Like I said before, no one has really done this before. No one has created a directory of free How To mp3's before and profited from them with affiliate programs. It's a great idea.

The two best ways to get traffic to your site will be with article distribution and reciprocal linking.

Like I said before, using the information in section 1 on advertising is also something you should do. Forum posting and joint venturing especially so.

In section 3 I write about getting traffic with articles in depth, so I'm just going to add a little bit more information here.

The best way to get traffic to your website with articles is to write an article based around a specific mp3 you have and link to it in your article and your article resource box.

Don't just link to your website, link to the

exact address of the mp3 you want to promote.
For example if you have an mp3 on Bee
Keeping, write an article on Bee Keeping,
then in your article tell your readers they
can download an mp3 on Bee Keeping from your
site.

Also, in your resource box link to the mp3
you are talking about in your article, not
just to your main website.

Reciprocal linking will play a huge part in
the distribution of your mp3s.

Posting in forums relevant to your mp3s and
linking to them is one way, but going out and
finding reciprocal link partners is a better
way in my opinion.

Finding quality linking partners is a great
way to boost your traffic and search engine
ranking.

The best part about having a collection of
mp3s on all different subjects is the fact
you get to have a wider variety of reciprocal
link partners and a larger number, you're not
confined to just one niche market.

For example, if you have an mp3 on speed
boating, thats one market you can target, if
you had an mp3 on bee keeping, thats another
market you can target for links and so on and
so on.

So how do you go about finding reciprocal

linking partners?

The best way I know of is doing the following.

Go to Google.com and type in the phrase you are targetting, lets say its bed and breakfasts.

What I do is the following. I type in "Bed and breakfasts" just like that into Google.com. I then find the first FIVE results. (These are also potential reciprocal linking partners)

I write their addresses down. I then put each website address into Google.com

Here is an example

http://www.google.com.au/search?
hl=en&q=www.bedandbreakfast.com%2F&meta=

I then click on "Find webpages that are similar to" and I look through that list for potential link partners as well.

I would then go to Alexa.com and type in the website address again and look at all the sites that link to that first website I put it.

I would then do that with all the five websites I found and I would come up with a huge list of potential reciprocal linking partners. I would visit every site to see if

it was worthy of even bothering with a reciprocal link request.

If you want to know if a website is worth the effort and gets enough traffic to warrant the effort, check it's Alexa ranking. I know a lot of people don't think Alexa ranking is a true indication of traffic, and it's not perfect, but it's a good guideline.

After I found a huge list of reciprocal linking partners I would email each of them individually and personally.

In my email I would have THREE offers for them.

I would say the following.

* That I had an mp3 or a collection of mp3s on a certain topic that would be interesting to their readers

* I would ask them to either

* A) Link to my website from their website and let their readers know about my mp3

* B) Give them an article they could use on their site promoting my mp3

* C) Let them host the mp3 on their site and link back to my site

* Or all of the above.

Section 3 - Writing Free Articles

I talk a lot about writing free articles for promotional use as it's such a great way to generate traffic and profits.

One of my favorite ways to make money with affiliate programs is using article distribution.

This is the formula I use.

1) Come up with a great idea for an article for the affiliate program I'm promoting

2) Write a short 500 to 750 word article

3) Slip my affiliate link into the article

4) Write a compelling resource box and put a subscribe to a free course link in it.

5) Send it out to as many people as I can

Here is an example article that does this really well. Notice how he slips his affiliate links into the article.

http://www.getfreeimebooks.com

Go to Google and type in

"Can YOU Really Make Money From Blogging"

Read that article over and over again and see how he writes it. It's very hard to even see that he is promoting an affiliate product in that article, but he is. It's called Autoblogger.

Section 3a - How To Write Articles Quickly

So how do you go about writing an article?

You don't need to be a great writer, infact, it's best if you don't have any formal writing skills as you will most likely need to forget everything you have learnt.

You see, people like articles that read at a 7th grade level. Why? Well, who likes staring at a computer screen trying to figure out what certain words mean so they can understand an article they probably only have 5 minutes to read in?

I certainly don't.

What you do need is a very catchy topic/headline to your article. Just like an

ad, an article headline can't be boring and must evoke an emotion, a reaction. It has to grab the readers attention, so you must be very specific about what your article is about.

For example....

How to mow your lawn

Is a bad example of an article heading because it's not specific and it doesn't grab the readers attention

How to mow your lawn in 15 minutes or quicker

Is a great article heading because it's very specific. In this article you are going to learn how to mow your lawn in 15 minutes or less, so anyone interested in lawn care, or they just hate mowing, (don't we all) will want to read this, because they A) have an interest and B) They know what they are going to read before they even read one sentence of your article.

So how can you come up with hundreds of ideas for your articles?

Here is an excerpt from a book called "Promote It Once And Get Paid Forever" about getting ideas for product idea's on any topic, but it will work just as well for article topics.

The Easiest Way To Come Up With Backend/Affiliate Product Ideas

I can usually come up with 150 to 200 product/web site ideas a day with this trick and I can tell you now, hardly anyone is using it. People know bits and pieces of the whole idea, but not to the extent I'm about to show you.

For instance, I was looking to create a product in the skiing field and I had the front end product idea, but I also wanted some backend product ideas, so this is what I found out.

I put a few skiing related phrases into Google looking for sites who might like to joint venture with me and sell my first product, and I found <http://www.ifyouski.com>. I then went to Alexa to find out how much traffic they were getting and I did a search on the Alexa site. You can see the results here....

<http://www.alexa.com/data/details/related_links?
q=&p=Det_W_t_40_M1&url=http://www.ifyouski.com >

Then if you go down the page, you will see what other people who went to ifyouski.com purchased on the topic of skiing AND other information about what sites are linking back to the original site. It also showed me a list of sites that people visited after

visiting <http://www.ifyouski.com>. How accurate all this info is, I don't really know but it's been useful.

All of this is extremely helpful. I now have three backend product ideas AND a list of sites to check out for potential joint ventures.

So what other ways can you come up with ideas for your articles?

Breaking news issues is a great one. If you are in an industry (like technology) that is always breaking new ground, writing articles on late breaking news really makes it look like your up to date with what's going on. You can literally become an expert on a subject by borrowing from other experts.

If you don't get newspapers to your door here are a few online resources to help you with this.

<http://www.cnn.com>
<http://www.time.com>
<http://www.internet.com>
 <http://www.reuters.com> - One of the best
<http://www.cnet.com>
<http://www.news.com.au>

I'm sure most of you have either read online discussion boards or even asked a question on one. This is a great place for ideas for articles. People obviously have a need for the topic they are talking about and they

also need answers, so why not write an article about the subject and even post it on the discussion board where you were reading.

If you are looking for a list of discussion boards and news groups, here is a list of the better known ones.

<http://www.groups.google.com> - The best by far
<http://www.forumone.com>
<http://www.corenews.com> - Very good
<http://www.deja.com>

So how can you write your article quicker then your competitors?

The best way to write any article is to plot it out in sections. Your article should be around 500 to 700 words in length.

Let's say your article is about affiliate programs. Here is how I would plot it out.

1. Introduction, what are affiliate programs (150 words)
2. How to select the right affiliate program for you (150 words)
3. How to setup your website so it collects leads (150 words)
4. How to create your own free course via autoresponder (150 words)
5. How to market your website and autoresponder (200 words)
Here is a great article on article writing it's self

Here's a simple method for tapping into an outstanding source of FREE publicity for your business.

Everyone likes to buy from an expert. Shopping for a computer? A sales person who knows computers inside and out makes us feel confident about her recommendations.

Planning to buy stocks? You likely look for a broker who has Wall Street down pat.

Here is an effective way to make yourself one of the leading experts in your industry. Write your own how-to articles.

Prospects and clients will read your articles, appreciate the good information you have to share, and look to you as an expert who can help them.

You don't have to be the next great novelist. Simply write a page of instructions that tells someone else how to do something. It can be information you learned on the job or advice you picked up in books and conversations. Customers buy because they have a problem they need solved. When you appear as a helpful expert with lots of answers, you're half-way to a sale.

Newspapers, magazines, e-zines, and industry newsletters all need a steady stream of good informative articles. It is easier to get your articles into smaller publications that

closely target your best customers. Often
these smaller e-zines and newsletters draw
better response than some of the big glossy
national magazines.

START WITH THIS FORMULA

Articles are easy to write when you use this
simple pattern. I have given this formula to
classes of college freshmen. Everyone in the
class is able to use it to write professional
quality articles.

**1. Start by pointing out a problem your
reader has.** I could have started this
article: "Spending lots of money on
advertising and still not getting the results
you want?"

**2. Then make your reader's problem seem
worse.** Point out the ways this problem can
impact their business, life, and happiness.
"Your ads bring in only temporary response.
Without an effective and affordable way to
get the word out on your business, you may be
closing your doors before the year is over."

**3. Next suggest one to five ways the reader
can solve the problem** or make the situation
better. "One simple way to get lots of new
prospects and customers is to write articles
for trade publications in your industry." I
could go on to explain how to write an
article (as I'm doing now).

4. End your article with a paragraph or two that reviews your most important points. Wrap up with a positive spin that paints a bright picture for your reader.

"Many entrepreneurs and professionals use their articles to launch successful national careers earning healthy six figure incomes. By following these easy steps, you can become a widely-respected exert in your field and give your business a big boost."

5. Finally, include your contact info in a final paragraph at the end. Now that readers are impressed by your good ideas, they will want to contact you to pay for more information, services, or products. Many publications will allow you to include four to six lines that provide your contact information and even a plug your latest product or service. Check the end of this article for my "resource box."

Most e-zines like articles a page or two long (200 to 400 words). Magazines increasingly want articles that fill just one of their pages (900 words).

Keep your sentences and paragraphs short. Avoid sentences that require lots of commas. The idea is to write in a style that is clear and easy-to-understand for a reader that is in a hurry. I think writing simply is also easier. How-to articles don't have to be fancy.

"BUT I DON'T LIKE TO WRITE"

A friend often reminds me that I like to write, but most people, including herself, hate to write. "Everything you type looks wrong and an hour later you haven't gotten anywhere," she says.

Many of us don't have time to write or don't feel it is one of our strengths. No problem. You can get a writer to do the work for you or hire an editor to polish the words you have written.

A fellow writer who ghostwrites books for other people confided many well-known business writers don't do their own writing. Bill Gates has several good books, but all were written for him by professional writers. He probably doesn't have time to sit down to write 200 pages.

Check with your local library for a list of writing clubs in your area. A quick look around my town turned up groups of non-fiction writers, technical writers, even a group of successful romance novelists. These are fertile sources of expert writers and editors, many who work for low prices.

Also approach English teachers, journalists, do a search for writers on the Internet, and ask people who write articles you like. Give the writer the general idea for your article and some information to draw from. Then let them use their creativity and taste to write

the article.

Kevin Nunley provides marketing advice and copy writing for businesses and organizations. Read all his money-saving marketing tips at [<http://DrNunley.com/>](http://DrNunley.com/).

There are however a few things Dr Nunley didn't touch on enough in that article. Those were:

1) Creating a compelling resource box

The resource box is your little reward for writing your article. This is where you get to tell your readers what exactly you are offering.

In your resource box, you should put the following:

* Your full name
* A bit about yourself
* Your website url
* Your subscribe link to your autoresponder
* And a little bit about why they should take action by either visiting your site, or subscribing to your autoresponder

Remember, you usually only have 3, 4 or 5 lines to do all this, so make it brief.

2) Taking your article viral

This is really a simple step and all it involves is 2 things

A) A little tweak in your resource box
B) A little help from the people who publish
your article

If you want people to give away your article
to others, all you have to do is ask. If you
want your readers to refer your article to
others, tell them so in your resource box.

If you want publishers to do the same, why
not ask them to give your article to their
publishing friends.

You can do this by telling them that they
will get your article first over anyone else,
ensuring you get your article published all
the time, and ensuring the publisher gets
fresh never seen before content.

You could also give them access to your
product (if you are selling one) for the
rights to a list of their publisher friends.

**How to spit and polish your article so it
looks like you're a professional writer.**

The number 1 reason why most articles don't
get published (behind not following posting
guidelines, which I talk about next chapter)
is the article is full of spelling errors .

Just because I said you don't have to worry
so much about correct grammar in your
article, it doesn't mean you can slack off
and not proof read and spell check your work.

Even if you don't have a spell checker program on your computer, there are plenty of free web based ones.

<http://www.spellcheck.net/>
<http://www.jspell.com/jspell.html>

If you are having trouble with one or two words, why not try <http://www.dictionary.com>.

You will also want to make sure your article flows properly and makes perfect sense. I know sometimes I write one word but mean another. Like put instead of but, etc....

You might want to print it out and read it aloud a few times, or even get a few other people to do the same.

This is also a good time to see if you've covered everything you've wanted to cover and your not leaving anything out the reader might need to know. There is nothing worse then an article that either doesn't make sense, or leaves so much information out due to the fear of giving too much away, that it's practically blank and full of fluff no one is interested in.

<u>Section 3b - Setting Up</u>

Your Own Distribution Centre For Your Articles

I've already talked about this a bit in previous sections, but I'm going to show you how to setup your website the best way possible to get all your articles read and published more readily.

What we are going to do is setup your own article directory site, just for your articles! Pretty cool huh?

It's not a hard thing to do. The hard part is filling the website with your articles.

You can get a really well coded, professional looking article directory script for free from,

ArticleDashboard.com

If you need programming help, go to Elance.com and you will find someone real cheap to help you set this script up.

Section 4 - How To Create Your Own Free E-course

Creating an E-course that is sent via

autoresponder is one of the best marketing
tactics you can use when it comes to
affiliate marketing.

Your whole aim as an affiliate marketer is to
get people to subscribe to your lists. The
aim of this book is to get you to always get
people to move from either your free books or
your articles or your mp3s to an opt-in list
on the same subject.

Having a prospects email address means you
can target the same people over and over
again with different affiliate programs,
where as if you don't have their email
address, you get one shot at them to make a
sale with only one affiliate program.

Creating your own E-course to promote any
affiliate programs is an easy thing to do.

Creating your free report is easy. Either
find 5 articles on your subject that you're
allowed to use, or create 5 articles
yourself. They don't have to be long, only
around 500 words. Then send them out to your
prospects over 5 days using your
autoresponder. Make sure these reports are
full of useful information, not just blatant
advertising. You do however get a chance to
advertise to them directly later.

How I create autoresponder series is by
writing 5 to 10 articles on the topic the
affiliate program I'm promoting is on. For
instance, if I were writing a report on

search engine ranking, I would create the
following articles.

1. The Tools Of The Search Engine Specialist
2. Meta Data, Yes Or No?
3. How Mini Sites Can Generate Thousands In
Extra Visitors
4. Getting Listed In Yahoo! The Easy Way
5. Creating Keywords Relevant To Your Site
6. Search Engine Ranking On A Budget
7. The Biggest Search Engine Myths

And so on..

Everyone can write, I don't care what you
say. Keeping it simple is the best way to go.
Don't get daunted by the task ahead of you
otherwise you will delay doing anything at
all.

Another tip I have for writing articles is to
jot down points, and use those points to
build your article. For instance, when
writing *"How Mini Sites Can Generate
Thousands In Extra Visitors"*, I would jot
down points like this.

* Choosing A Domain Name
* Finding Cheap Web Hosting
* Using Keywords Throughout The Web Site
* Submitting To Search Engines
* Tracking Hits
* Doing This All Over Again

I would then write 100 to 200 words per point
and voila!, there's your first article/report

for you to use.

Now when sending out your free report with your autoresponder, it should be set up something like this.

When the person signs up, they get part 1, then for the next 4 days they get parts 2, 3, 4 and 5. In these messages, you will get a chance to advertise to them in the first and last sections of your message.