

7-DAY CASH STRATEGY

QUICK START 7-DAY PLAN TO AFFILIATE SUCCESS



Table of Contents

| | |
|---|----------|
| Introduction | 3 |
| Day 1: Choose Your Niche Market | 4 |
| Day 2: Set Up Your Squeeze Page System..... | 7 |
| Day 3: Create Your Incentive Offer | 11 |
| Day 4: Promote Your Squeeze Page | 14 |
| Day 5: Send Out Emails..... | 16 |
| Day 6: Create Content..... | 19 |
| Day 7: Rinse & Repeat | 21 |

Introduction

One of the greatest aspects to affiliate marketing is that you can get started today, without needing a product of your own, or even a website. You also never have to deal with customer support issues, product updates, nor do you have to spend a lot of time evaluating markets or hiring freelancers.

It's a simple, yet incredibly profitable business to be a part of and this report provides you with a quick-start 7 day action plan that will help you start generating commissions quickly and easily, even if you are new to the affiliate marketing arena.

One thing to keep in mind however, is that when it comes to affiliate marketing, the more time and effort you put into building targeted campaigns, and enhancing product offers with bonuses and other incentives, the more money you will make.

While you can start generating commissions quite quickly with just a direct affiliate link to a vendors website, if you spend time tailoring your affiliate campaigns so that they truly communicate to your target audience, while demonstrating high value with additional offers of your own, the most successful your campaigns will be.

So without further delay, let's get started with Day 1!

Day 1: Choose Your Niche Market

Before you can create a squeeze page or start to collect leads, you need to know what your focus is, what niche market you're going to target, and what people in that market are genuinely interested in purchasing.

We don't have to spend a lot of time evaluating markets, but it is an important part in being able to build successful affiliate campaigns, since you want to be sure that the markets you are promoting are viable ones with an existing customer base.

If you are interested in promoting digital products, you could head over to <http://www.Clickbank.com> or [WarriorPlus](#) and browse through various categories, or use their internal search engine to find specific product types.

You want to pay attention to the "gravity" score of potential products as this indicates the popularity of the campaign. The higher the gravity, the better it's selling.

You also want to take time to visit the merchant's website to evaluate their sales copy.

Are they doing their job at converting visitors into buyers? You

want to make sure that your efforts at directing potential customers will pay off.

You also should look for any "commission leaks", such as the merchant accepting payment through outside channels. If someone purchases through an alternative provider than ClickBank, you won't receive the commission.

Create a swipe file of potential products, and then run a quick search through www.Google.com for a closer look at what people are saying about the product, as well as the number of competitors appearing in the side column advertisements (Google Adwords).

You want to focus on niche markets that have a healthy amount of competition as it demonstrates that the niche is a viable one, but at the same time you also want to make sure that you will be able to complete in the market.

One easy way of gaining leads even in the most competitive markets is by focusing on "long tail keyword phrases" within your affiliate campaigns and traffic generation strategies (such as article marketing or blogging).

Long tail keywords consist of multiple words rather than the industry's 'primary' keyword phrase.

For example, in the weight loss market, the term "Weight Loss" would be a primary phrase and therefore heavily targeted by

advertisers.

To get around this, you could set up content based pages that focus on alternative, less competitive phrases (example: " How to lose weight quickly and easily".

You'll be able to rank much easier within the search engines while ensuring that the traffic you receive is still highly targeted!

Spend the day evaluating potential niche markets until you've settled on your first topic. Tomorrow, you're going to begin setting up your squeeze page system and collecting red-hot leads!

Day 2: Set Up Your Squeeze Page System

While having a website of your own isn't required when just starting out in affiliate marketing, you do need a 'landing page' in which to begin collecting leads that you can funnel through various affiliate based promotions.

It's important to start building a list of your own early on so that you can leverage the time you spend promoting affiliate products.

Once you have an active subscriber base, you'll find it a lot easier to make more money, in less time.

Think about the possibilities of having a targeted and responsive subscriber base.

Rather than having to spend a lot of time generating traffic to your landing pages, promoting your affiliate links all over the Internet, or setting up campaigns, you can simply write a quality email that showcases different affiliate products and zap it out to your subscriber base!

Email marketing is truly the backbone to some of the most successful affiliate campaigns, and if you don't start building one early on, you'll leave a lot of money on the table.

So, how can you start collecting leads?

You'll first need an autoresponder account. Autoresponders help to manage your mailing lists and give you the opportunity to contact a large audience at once without the fear of being labelled as spam.

Autoresponder providers will also help to increase open rates, minimize the chances of your email being removed by spam filters, and even offers you the ability to segment your lists, so that you are able to write emails that target specific groups of people on your list.

There are many different autoresponder providers online, so you'll want to spend a bit of time evaluating the different offers and prices until you find one that suits your needs.

I personally use [Leads Leap](#), - established and credible autoresponder providers who go to great lengths to constantly improve their services by enhancing features and maximizing delivery rates.

On Day 2, you will set up your autoresponder account, and a basic squeeze page. A squeeze page is a simple website that features your autoresponder code (opt-in box) allowing you to collect leads.

You will begin directing people to your squeeze page in a couple of days and when you do, you'll see your list quickly grow with

targeted leads that you will later email with affiliate based promotions.

Your squeeze page should also feature an incentive offer, which highlights the benefits of a visitor joining your list and gives them a reason to subscribe. We'll discuss various incentive offers later on, but for now, you need to do two things:

1) Register Your Autoresponder Account and create your opt-in box code

2) Create a simple Squeeze Page

When it comes to creating your squeeze page, you have two different options:

1: You can host your squeeze page on free hosting services

2: You can register a domain of your own and use a professional hosting service

if you are just getting started with affiliate marketing, and you can't afford a domain name or hosting account, you can use any free hosting provider to establish an online presence and set up a simple squeeze page. As soon as you can afford to however, i strongly recommend registering a domain name of your own and a hosting account.

Not only will this give you more control over the content of your

website, but it will help you establish credibility in your market.

When it comes time to register your own domain name, make sure you choose something easy and memorable.

Avoid hyphenated domains, domains with a combination of letters and numbers, and domains that could be misspelled.

Go for common, easy terms, using keywords that represent your niche market.

As for registering your domain name, there is no shortage of registrars offering affordable registrations including:

<http://www.NameCheap.com>

Developing a squeeze page is very easy to do. If you are going to host with a free provider, I suggest the following:

[Leads Leap](#)

<http://www.Blogger.com>

I set up most of my squeeze pages with [Leads Leap](#), as they are quickly indexed by the search engines and with Leads Leap, you can use 'ready made squeeze page templates', saving you a ton of work time.

Once your Leads Leap account is created, log in and browse through the free templates that are available until you find one that you like.

Then, create your opt-in code from your autoresponder account and plug it into your page!

Save your changes and you're done!

Day 3: Create Your Incentive Offer

You want your incentive offer to be of high quality, and if possible - original.

The more targeted your incentive offer is, the easier it will be to convert visitors into subscribers, so you really need to think this through.

Offering just any old product, especially a private label product that's already heavily saturated or in circulation will make it harder to convince visitors that it's worth subscribing for.

So, consider the different ways that you could create an original product. One of the most affordable strategies is to write a simple report that provides an introduction on the topic or niche you're focusing on.

Reports can be easily created just by stringing a series of articles together, or you could outsource a report for less than \$97 by placing an ad within the freelance marketplaces, or hiring a writer from an industry forum or marketplace like www.Upwork.com

If you want a quick and easy way to build not only a giveaway but bonus products for your affiliate campaigns, check out the private label content packages at <http://www.PremadeContent.com> where you'll find some of the highest quality pre-made content online.

When you create your giveaway report, you will want to embed your affiliate links within the content.

That way, you are able to offer your subscribers with a valuable product for free, but can also monetize the offer so that anyone interested in finding out more about the topic can click on your affiliate link and visit the merchants website.

One thing worth considering is cloaking your affiliate link.

A lot of people will either ignore links that look like they are affiliate one, or they will strip out your affiliate ID and visit the merchants website directly, so by cloaking your link, you'll be able to maximize your income, ensuring that your links are well hidden.

One of the easiest ways to cloak affiliate links is by using free URL shortening services, like [Leads Leap](#).

If you want to use domain redirection, you'd register a domain name that reflects the product you are promoting, and then point the domain to your affiliate link so that all traffic is instantly redirected to the merchants website.

For example, if you were planning to promote a product within the weight loss market, you could register a domain name, such as <http://www.Weight-Loss-Insider-Tips.com> and set it up to automatically redirect to your affiliate link, which in turn, automatically redirects to the merchants website.

Not only will this minimize leaked profits, but by using a domain redirection, your domain will actually rank within the search engines which can generate even more exposure from organic searches!

Day 4: Promote Your Squeeze Page

There are many different ways to promote your squeeze page, and get targeted traffic onto your site.

Here are a few quick and easy ideas:

Guest blog on related niche websites and include a backlink.

Post on relevant forums and communities in your market.

Pin graphics and memes relating to your page on Pinterest and link back to your squeeze page.

Conduct an ad swap with similar newsletters (just make sure that you sign up for a service that allows you to deliver traffic over time after you've established an online presence.)

Post on Facebook and Twitter, linking back to a helpful content/article on your affiliate blog or direct to your squeeze page as long as you have an enticing incentive offer.

Post comments and helpful responses on popular blogs in your niche markets as people will notice you and begin to check out

your content pages.

Create a video for Youtube and link back to your squeeze page.

Spend some time on Quora.com answering questions. This is a great place to tap into your niche market and generate premium traffic to your website and squeeze page.

Be consistent! Whatever you do in order to generate traffic to your website, continue working at it! Consistency is key. You got this!

Day 5: Send Out Emails

When writing for your list, you really want to take your time crafting a highly targeted email that **truly communicates with your subscriber base**.

If you haven't been sending out free offers to your list, you may want to consider first emailing them a few days in a row with fresh, free content, such as articles, or reports (it's fine to use PLR reports and articles at this point. Just make sure they're high quality like what's offered on NicheRaiders.com or PremadeContent.com).

The idea is to warm up your list and begin establishing a relationship with your subscriber base so that they are more likely to respond to your promotional based offers.

People want to feel as though they are being given valuable information by joining your newsletter, so it's important that you strike a balance of high quality - free content and broadcasts and promotional based emails.

While there is no 'content schedule' that's set in stone, you could consider sending out free content 3 times a week, and a promotional email 2-3 times a week, varying the broadcasts.

For example:

Monday - Send out a free article relevant to your niche market

Tuesday - Send out another free article or report

Wednesday - Send out a promotional based email

Thursday - Send out a free article or report

Friday - Send out a promotional based email

Weekends: Give your list a break, or send out a combination of free content mixed in with a promotional based offer.

You'll want to keep a pulse on how well your subscribers respond to your delivery cycle and make adjustments if needed.

Every subscriber base will respond differently, so it's important that you really pay attention to open rates and the number of subscribers opting out of receiving further broadcasts.

When it comes to writing your first email, you want to take your time choosing a subject line.

Subject lines are similar to headlines on a sales page. They do the work of enticing readers to click on the email and read your content, so you need to make sure that it's compelling and highly targeted.

Avoid using 'trickery' with your subscriber base. Don't use subject lines that make it sound like they've received a payment, or that

you are responding to them, or any of that nonsense.

You want your list to take you seriously and to look to you as a credible source for quality information, so avoid using gimmicks.

Trust me, your list will appreciate it.

You can also start split testing email as your list grows. Split testing allows you to determine what works and what doesn't, so start off by split testing subject lines, then move towards content layout and so on.

Keep improving your emails and growing as an email marketer. The more experience you have the better and in this case, practice makes perfect!

Day 6: Create Content

Today is a day for creating content that you will use in future promotions and broadcasts as well as on your affiliate website.

You should spend the day writing 3-5 emails and plugging them into your autoresponder account so that they are delivered automatically whenever you get a new subscriber.

What happens is they get put into a cycle and begin receiving your emails based on the delivery times you've specified.

So your first email would be a welcome/introductory email that should thank them for joining and offer them a reason to stay (free content, ebook, etc).

You should always set aside one day a week for writing content so that you can keep your subscribers anxiously awaiting your next update. The more you are able to plug into your backend autoresponder system, the more easily it will be to automate your affiliate marketing campaigns!

In addition, by remaining consistent with your content delivery, your subscribers will know what to expect from you, and come to rely on it, boosting open rates and commissions.

Day 7: Rinse & Repeat

You should now have a clear idea as to how to get started in affiliate marketing. While there is much more to learn, this report was designed to give you a starting point, so that you can quickly take action.

Don't let the noise get to you.

While there are many different ways of maximizing your income with different affiliate strategies, start off with the basics and then continue to expand your knowledge as you gain more experience. The best way to learn the industry inside and out is by taking a 'hands on' approach.

You can read dozens of guides on the subject and still never get anywhere, if you don't take action. You need to apply the information you already know FIRST, and then expand on your affiliate campaigns as you gain more experience.

To your success!