



Internet Marketing Guide

Tips tricks and facts.

I have tried to take the introduction into Affiliate Marketing in a way that will work from scratch, and for somebody to take the industry from start to finish. From Newbie to Pro.

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3/5/2011

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Introduction

Before you jump in to the main content of this book, may I suggest several things so that you can fully absorb the methods that are going to be shared.

- Close the door behind you be it in the office or room.
- Stop all your other OS Application or programs, except for this document.
- Have a pen and paper to write down notes and points.
- Tell others, your spouse, parents, kids to give you at least 1 hr of uninterrupted time.
- Have a good rest before you read this.
- And keep your mind open for ideas.

I strongly respect your time and desire to start your campaign. I promise you I will make this guide as short and sweet, while remaining so compelling you will want to finish it. I understand the frustration reading a 300-500 page guide and getting only 30-40 pages of actual content! This is therefore a compromise at around 70 pages. And another thing, some of you will read this, sleep on it but never actually implementing the methods. So please, you have made the investment, you will learn the methods, but you, yourself need to take action and implement it. This is not magic. You have to put the methods in motion.

I cannot promise you success overnight, you will have to work at it, even make mistakes but the idea behind this guide is to furnish you with enough information to make as few as possible. So enjoy the eBook/book and put into practice what you will learn.

Before we get started, let me share with you this quote by William Van Horne:

-Nothing is too small to know, and nothing is too big to attempt-

To your marketing success and good health.

Affiliate marketing

From Wikipedia, the free encyclopedia



Affiliate Marketing is a general long standing concept, by paying commissions to people or businesses that promote your product for you.



Illustration of the concept of affiliate marketing

Affiliate marketing is a marketing practice in which a business rewards one or more affiliates for each visitor or customer brought about by the affiliate's own marketing efforts. Examples include rewards sites, where users are rewarded with cash or gifts, for the completion of an offer, and the referral of others to the site. The industry has four core players: the merchant (also known as 'retailer' or 'brand'), the network, the publisher (also known as 'the affiliate'), and the customer. The market has grown in complexity to warrant a secondary tier of players, including affiliate management agencies, super-affiliates and specialized third parties vendors.

Affiliate marketing overlaps with other Internet marketing methods to some degree, because affiliates often use regular advertising methods. Those methods include organic search engine optimization, paid search engine marketing, e-mail marketing, and in some sense display advertising. On the other hand, affiliates sometimes use less orthodox techniques, such as publishing reviews of products or services offered by a partner.

Affiliate marketing—using one website to drive traffic to another—is a form of online marketing, which is frequently overlooked by advertisers. While search engines, e-mail, and website syndication capture much of the attention of online retailers, affiliate marketing carries a much lower profile. Still, affiliates continue to play a significant role in e-retailers marketing strategies.

Affiliate Merchants

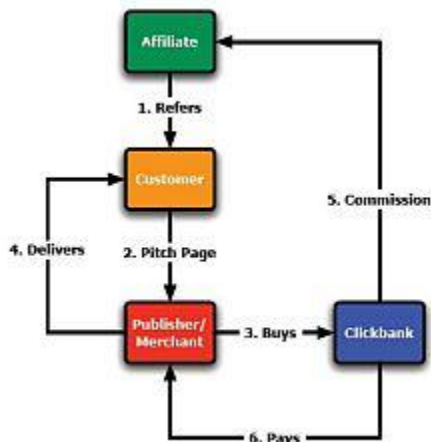
These are the intermediaries between yourselves the customer and the supplier, they enable you to sell or promote from a vast range of digital or physical products without stocking or paying for anything, minimizing your exposure to loss. There are quite a lot of Merchants out there the main and fast rule is that if they charge for the service do not use them. The main 3 that I use are:

- Clickbank
- Click2sell
- Commission Junction

They are all free to sign up with and offer varying degrees of the following information, but for the point of this example I will use Clickbank as a reference.

What is Clickbank ?

ClickBank provides an ecommerce solution for affiliates and digital content publishers. They act as an intermediary that processes the payment, tracks affiliate sales and pays affiliates their commissions.



Affiliates refer potential customers to the publisher's or merchant's "pitch page" using ClickBank affiliate links called "hoplinks".

If a sale is made, the customers will pay via ClickBank's checkout system.

ClickBank accepts all major credit cards as well as PayPal payments. After successful payment, the customer will be automatically sent to the download link for the publisher's product.

ClickBank will retain a small commission and pay affiliates their commissions and remits the balance to the Publisher or Merchant.

ClickBank only accepts publishers and merchants who sell digital products like eBooks, software, video and audio recordings. They do not accept merchants who sell physical products.

Why Affiliates Use ClickBank:

Reliable Tracking and Checkout. ClickBank handles over \$1 billion in affiliate sales each year. Their patented link tracking system is very easy to use and very effective for tracking affiliate sales.

Wide Product Selection. Affiliates can choose from over 10,000 products in the ClickBank Marketplace. There are products in almost every niche market out there from health to dogtraining.

Promote Multiple Products and Get a Lump Sum Check. If you promote 10 products and generated just 1 sale each paying \$10 in commissions, you will get a check for \$100 from Clickbank. This is preferable to receiving 10 checks from 10 publishers for \$10. Most affiliate programs have minimum payouts so with ClickBank you can aggregate your sales to make sure you get paid.

A Trusted Third-Party. Because ClickBank handles the checkout, tracking and commission payment, you are protected against unscrupulous merchants who do not pay affiliates.

Flexible Payment Method. ClickBank pays affiliates every 2 weeks. The payment method can be by check to all major countries worldwide or direct wire transfers to your US bank account.

Affiliate Account Setup

Creating Your Free Affiliate Account

Cr ating your free ClickBank affiliate account is a simple 3-step process.

The first step is just a matter of filing in a form. Click on this link to sign up:

<https://www.clickbank.com/accountSignup.htm>

After submitting the form, a confirmation code will be emailed to you. Just follow the instruction on the email or enter the confirmation code in Step 2 and your account will be created. In the final step, your account password will be automatically generated for you. You can now use your Clickbank ID and password to sign in to your account.

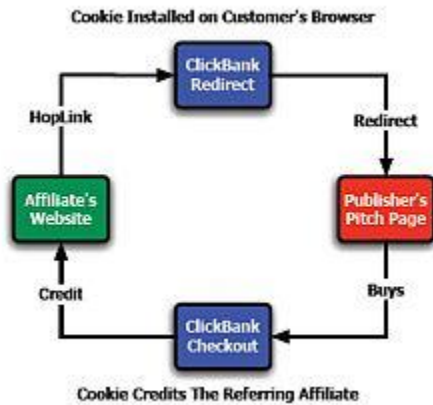
Note About Choosing a ClickBank ID

Your ClickBank ID is VERY important. It must be required for you to log into your account, to change your password as well as in your "hoplink" for tracking your affiliate sales. Here are some tips about choosing a good ClickBank ID:

Keep it short. As the id will be part of the hoplink URL, you would want to keep it as short as possible.If you want to, you can use a code name.

How HopLinks Work:

Hoplinks are essentially “redirects”. This diagram below illustrates the process:



- As an affiliate, you can place your hoplink on your website, advertisement, blog, social network, forum or even on emails and PDF documents. Basically you can place your affiliate hoplink anywhere you can post a link.
- When a prospective customer clicks on your hoplink, they will be directed to ClickBank's website but only momentarily. In fact, your referral will not even know this is happening.
- During this redirect process, a ClickBank affiliate cookie will be installed in the prospective customer's web browser.
- This cookie identifies that you are the person who referred this customer to the merchant's website.
- Once the cookie is installed, the customer is directed to the publisher's sales page or as ClickBank calls it, the "pitch page".
- If the customer decides to buy the product, the credit will be given to you as the referring affiliate.
- It is important to note that these cookies do not expire. So if your customer decides to wait a week and navigates directly to the merchant's sales page, you will STILL be given credit for the sale.

Tracking Ids

Adding tracking IDs to your hoplink is optional. As I mentioned earlier, there's virtually no limit to the number of places where you can place your hoplink. However, you may wish to know which source of traffic is generating the most sales for your promotional efforts.

ClickBank allows you to add tracking IDs to your hoplink so that you can keep track of your affiliate sales. All you need to do is to append the identifier "?tid=" followed by an 8-character tracking id to the end of your hoplink. For example, if I add a hoplink to my blog post, I could append the identifier "blog" to myhoplink like so:

<http://AffiliateClickBankID.PublisherClickBankID.hop.clickbank.net/?tid=blog>

When someone clicks on your hoplink from your blog and subsequently buys the product, you will be able to see the identifier "blog" in your sales report. If you see this happening, you may wish to drive more traffic to your blog post.

That's the benefit of using tracking IDs. As you get more experience with tracking IDs, you will learn that you can use special tracking software to monitor and track the success of your Adwords campaigns. This is called "keyword level tracking" and allows you to see which keywords actually convert into sales for your Adwords campaigns.

Link Cloaking:

ClickBank is a very popular affiliate network. With over 10,000 product to promote and over 100,000 active ClickBank affiliates, many people know how hoplinks work. This can result in commission theft or it can attract affiliate competition. Therefore, it's always a good practice to hide your hoplinks using link cloaking. You can use any free link forwarding services like these to cloak your affiliate links:

www.tinyurl.com

www.snipurl.com

However the method above is largely regarded as unprofessional since a lot of spammers tend to use these free link forwarding services too to hide their domains.

If you own your own domain name, you can create a cloaked link using a simple redirect page.

Nowadays, I use a much simpler technique that puts all my affiliate links on one php page,

i.e. link.php, which resides in the root directory.

The more experienced and better ClickBank merchants will actually provide a free service to cloak ClickBank hoplinks. By registering as an affiliate from these merchant's affiliate membership page, you will be given an affiliate link with the Merchant's own domain. This looks more professional and makes it easier for you to promote the program right away.

ClickBank Marketplace:

Marketplace Metrics Defined

In this section, I am going to give you an overview of how to find good products to promote from the ClickBank Marketplace. It helps to understand the key metrics that Clickbank provides to find good products to promote. There are over 10,000 active products listed in the ClickBank Marketplace. You will not be able to go through each of these products manually but you can use some of the filtering tools that Clickbank offers to shortlist products. For example, you can browse the database by product categories. Within each category, you can further filter the results by keywords or specific performance metrics. Here are the key ClickBank performance metrics defined.

\$Earned/ Sale

This figure is the average net amount earned per affiliate per referred sale.

This is the average net dollar amount paid to affiliates for each sale. Note that this figure takes into account refunds, chargebacks and sales taxes. Looking at this figure, you can tell what is the net dollar amount you can expect to receive if you successfully refer a sale.

%Earned/ Sale

Average percentage commission earned per affiliate per referred sale. This is a fixed percentage offered by the merchant to affiliates. It will only change if the merchant changes the payout percentage over time.

% Referred

This is the percentage of the publisher's total sales that are attributed to affiliates. If the gravity of the product is reasonably high, and if the % referred is high, it shows that affiliates are successful at promoting this product. If the gravity is high and the % Referred is low, it shows that merchant is doing a good job promoting the product directly.

Gravity

Gravity is a unique ClickBank performance metric. It measures the number of distinct affiliates who earned a commission by referring a paying customer to the publisher's product. Its important to note that this is a weighted sum and not an actual number. For each affiliate paid in the last 8 weeks, ClickBank will add an amount between 0.1 to 1.0 to the total. The more recent the last referral, the higher the value added. Generally speaking, the higher the gravity, the more affiliates are making money by promoting this product.

What to Look For

Here are some general tips on how to find a good product to promote.

Firstly, make sure that the product has a decent gravity. A gravity above 25 is considered decent. To give you an idea, the top performing products have gravity above 300. However, its possible for a product to have a low gravity if its still very new.

Secondly, you want to make sure that the amount of money you will earn is worth your while to promote. So look at the \$Earned/Sale figure to make sure that the product pays well.

Thirdly, look at the % Referred figure. You know that if the gravity is high and the % Referred figure is high (above 85%), then you know affiliates are doing well promoting this product.

Fourth, avoid products with high refund rates. This shows you that the product does not deliver on its promise. The refund rate for each product is not listed but can be inferred from the other data provided. You can use this formula to estimate the refund rate.

Here's an Example:

Product Price = \$47

\$Earned/ Sale = \$18.90

Payout Percentage = 50%

Clickbank takes 7.5% + \$1 of the Product Price as their commission

$(\$47 - 7.5\%) - \$1 = \$42.47$ (Price After ClickBank's Commission)

$\$42.47 \times 50\% = \21.24 (Affiliate Commission)

$\$21.24 - \$18.90 = \$2.34$ (Difference Due to Refunds)

$(\$2.34 \div \$21.24) \times 100 = 11.01\%$ (Refund Percentage)

Finally, you want to study the publishers "pitch page" to ensure that the right elements are there.

The Pitch Page

The publishers "pitch page" is ultimately where your affiliate hoplinks will lead to. It is also referred to as the "sales letter". As such, you want to make sure that it's a good solid sales page. You should review the pitch pages of merchants to ensure they meet minimum requirements.

What to Look For in a Pitch Page:

Headline & Sub-Headline

Most site visitors will decide within the first 5 seconds of arriving on a webpage, whether they will stay or not. Therefore, you want to make sure that the page has a very prominent and emotive headline and sub-headline to retain the visitor.

Bullets Showing Benefits

A lot of site visitor tend to scan the page from top to bottom (or bottom to top) without reading the sales copy in detail. As such, a good sales page will contain prominent bullet points illustrating the benefits of the product to the prospective customer.

Testimonials

Trust is a very important element in order to close a sale. A good product will contain very credible testimonials. A credible testimonial should ideally be a video recording by a satisfied customer. The next best form of testimonial is an audio testimonial. To increase the credibility of the testimonial, there should be a name or even a link to the person giving the testimonial.

Guarantee

When a customer is contemplating purchasing a product, the risk is on them. They are paying the money but they have no idea if the product will live up to their expectations. The best way increase the likelihood of a sale is to remove this risk to the customer.

This is commonly known as "risk reversal". For a risk reversal to be effective, the publisher should display a prominent no-questions asked refund guarantee on the sales page. Typically, a graphic of a guarantee certificate is used and its very effective.

Bonuses

Because ClickBank specializes in distributing digital products only, it's fairly common for ClickBank publishers to offer attractive bonuses for purchasing their product. Often times, the value of the bonuses are even higher than the main product itself.

Overall Look

Finally, you want the pitch page to have a professional feel overall. Some of the elements that show that a publisher is serious about their product are for example, if they have professionally designed graphics, consistent design and styling or theme.

The 2 most common mistakes are:

- 1) Picking a product just because they think it will sell well.
- 2) Picking a product just because it's a personal hobby.

I'm not bashing any particular internet marketing course out there, but a lot of courses imply that picking something you're interested in will somehow magically make it easier to make money. This couldn't be farther from the truth. The reality is picking something just because you think it will sell and/or because it's a personal hobby of yours is not a smart way to start a campaign. Don't take what I am saying here the wrong way. I'm not saying you must avoid products that you are personally interested in. Rather, making you're decision based solely off of these 2 factors alone is really just going to end up being a "hit or miss".

Emotional Attachment

The main problem with this method of picking products is that you are likely to become emotionally attached to your product and promotion which is very detrimental to your success as an affiliate. I know this sounds weird, but it's true, and it happens all the time. Believe me; I've been down that road one too many times. The marketers that pick their products this way will more often than not end up frustrated because the product they chose is not selling the way the thought it would(emotional attachment). Then they drop the product and repeat the same mistake again.

Long-term Markets vs. Short-Term Markets:

Nearly every product falls into 1 of 2 types of markets - short-term or long-term. Short-term markets consist of products that generally have to do with things like seasonal niches or trends. They are great for generating some quick income, but sales will most likely die out over time.

Some examples of short-term markets are:

1. Halloween (seasonal)
2. Mother's Day (seasonal)
3. New Technology Launches
4. Internet Marketing Launches
5. Video Game Launches

Long term markets consist of products that have to do with what is referred to as evergreen niches. Evergreen niches are those niches that will always be around no matter what. There will always be new buyers in evergreen niches. Unlike Short-term markets, these types of products can generate a lot of income quickly and for a long time.

Some examples of long-term markets are:

1. Weight Loss
2. Making Money
3. Musical Instruments
4. Dieting
5. Relationships

Both types of markets should have their place in your marketing strategy, but it is best to start off in the long-term markets. The reason for this is that there will always be new buyers coming into these markets that are desperate to buy what you have to sell.

The 3 Market Categories:

The next thing you need to keep in mind when selecting your products is what type of market category your product is in. The reason you want to identify your market category is because it will help you relate to your audience when you're actually promoting your products. Each one of these markets is full of buyers waiting to spend their money which is why you want to place yourself in front of them.

The 3 market categories are:

1. The Problem Market
2. The Product Market
3. The Passion Market

The "Problem" Market:

This market is extremely lucrative and is full of a lot of desperate buyers – the best kind. We all have problems, and we all need solutions to them. In this day and age, the majority of people will go online and search for answers to their problems before they do anything else which is why there is a lot of money to be made in this type of market as an internet marketer. If you can effectively identify the problem that your target audience needs solutions for, and then present them with that solution, you will be able to generate income at will. A simple process, yes, but it's an extremely profitable one. Here are some examples of problems to help you get Ideas:

- Hair loss (male and female)
- Women's health issues
- Men's health issues
- Weight loss
- Dieting
- Debt
- Relationships
- Acne
- Saving money
- Making money

The above are just a fraction of the countless problems that tons of people are desperately searching for solutions to every single day.

The "Products" Market:

This market category refers to actual products and more specifically, people searching for actual products. This market is also very lucrative because the majority of people looking for actual products online already want to buy that product. Another reason this market is great is because a lot of marketers overlook it which means the competition is minimal in most cases. The most common example for products within this category is when someone searches for a product name and/or the product name with modifiers such as "review", "buy", "scam", etc.

The “Passions” Market:

This market refers to people looking to buy items related to their passions. This market is also very profitable, but can sometimes be harder to make sales due to the fact that you are dealing with peoples’ hobbies. The main problem I have experienced within this market is that people within this market will often make decisions to buy based on how passionate they really are about something, how much money they have to spend, or a combination of both. For example, a person who plays guitar as a hobby is not going to be as likely to buy a guitar learning course as a person who has nothing more on his/her mind but playing their guitar all day, or the person that is dreaming of becoming a rock star. See the difference?

A few examples of passions are:

- Musical instruments
- Video games
- Art
- Sport Activities

All of these factors may seem unimportant to some, but I assure you they will help you select your products much more effectively than a lot of other marketers out there. Like I said earlier, a lot of marketers take a "shotgun" approach to picking products and hope they come across a winner. By keeping the above in mind while you pick your products, you will put yourself ahead of a lot of your competition. Not to mention your chances of choosing winning products will dramatically increase.

Keyword Research

Now that you have selected your products, you are ready to move onto selecting the keywords you will target for each of your products. The main goal for your keyword research is to try to find 20-25 long tail keywords that have a healthy amount of searches and low competition. However, in the rare case that you can't, just collect as many as you can. **Long tail keywords** are great keywords to target because they are easier to get ranked for in Google, and they are much more targeted towards potential buyers. A person searching for "weight loss tips for women" is much more targeted than someone searching for "weight loss".

Generating Your List:

There are a lot of keyword tools that get the job done, but there are none that compare to . I have used every keyword automation tool that has come out, and I can honestly say that Market Samurai out-performs them all. Although Market Samurai is a paid tool, you can try it out for free for a couple of weeks. Even if you decide not to buy the full version, you will still have access to the Keyword Research part of the tool for free.

This part of the tool alone will save you literally hundreds of hours in the long run. I highly recommend you get Market Samurai if you are serious about your success.

I always split my keyword research up into 2 parts -list generation and competition analysis, and I have done so within this course as well. This makes things much more manageable and allows you to focus more than if you are trying to do everything all at once. The first part of your keyword research is generating a large list of keywords. You want to grab as many keywords as you can. Don't worry about keyword competition or anything else like that yet because once you have generated a large keyword list, I will show you how to analyze your keyword list and create your master keyword list. By starting off with as many keywords as you can, you will set yourself up for better results in the end.

Here Is a breakdown of part 1 of your keyword research:

- Brainstorm 5-10 seed keywords. These should be broad terms, but they must be related to your product. The more you can come up with, the better.
- Generate a list of keywords derived from each seed keyword.
- Compile all of these keywords into a master list.
- Filter out the keywords from that list that are too competitive.

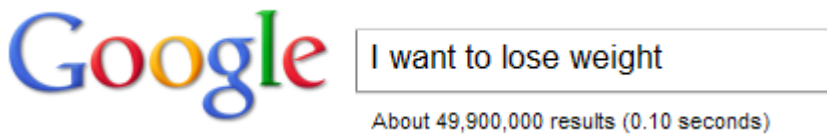
Don't worry if this sounds like a lot of work. The process actually takes only about 10 minutes with Market Samurai.

Competition Analysis

You should now have generated a targeted list of long-tail keywords with low competition. Even though you have filtered your keyword list to contain only keywords with low competition, you still need to take one final step. You need to check each keyword individually to see what the real competition for that keyword is. Again, I'm not bashing any course in particular, but there is a lot of misleading information being taught out there. When it comes to keyword competition analysis, the most common practice that is being taught is to search your keywords in quotes and then with the alliterative tag. This is an important step which is why we did it in part 1, but it is definitely not an accurate way to judge your true competition.

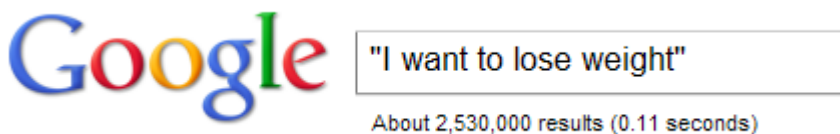
There are basically 3 ways of searching using Google and the subject is by no means representative or to be used but it will give you an idea of how to search to find out your true competition. Each step will drill down the competition.

STEP 1: This will show you the total amount of competition for your keyword.



As you can see the competition is fierce so let us narrow it down by inserting quotation marks around your keyword.

Step 2: Now the figures are dropping and you may find a way in.



Now we are down to around 5% of our first search, now let us try the allintitle: tag. Do not forget the colon.

Step 3: Using the allintitle: tag.



Now the figure and the findings can give you something to work with.

Checking True Competition:

The true competition of a keyword is what's currently ranking in Google for that keyword. If you are trying to get ranked on page 1 of Google, then you should be concerned about what is currently ranking there. There are 2 ways to check what is ranking in Google for your keywords. The first is of course, Market Samurai. However, you will need to have the full version of Market Samurai to use this function. If you do not have the full version, then you can do this part of your research with Firefox and either the SEO Quake plugin or the SEO for Firefox plugin.

Here's what you want to see ranking:

- 1.** Low Page Rank (PR) pages ranking in the top 10. At least 3 PR3 or less, but the more the better.
- 2.** Low amount of backlinks pointing to the pages ranking (not the domain). At least 3 with 50 or less backlinks to the page.
- 3.** Low on-page optimization for your keyword ie. the keyword is not used in the title, URL, or description.
- 4.** Article directories, web 2.0 properties, video sites, etc. If these types of user-generated content sites are ranking on Google's page 1, that's a good indicator that you will be able to rank content there as well.
- 5.** Forum threads.
- 6.** Answer sites like Yahoo Answers, Wiki Answers, etc.
- 7.** Affiliate "sniper" sites.

Go through your list and analyze each keyword. If there are any that do not meet the criteria, remove it from your list, but I do recommend you don't delete it. Just save it in a text or Excel file in case you want it for future use.

Traffic

Traffic is the lifeblood of any website, without traffic the website may just as well not exist. When it comes to Clickbank products , since most of the buyers are from US , UK or Australia , we need to modify that statement and say that without that kind of traffic, your earnings are going to be low. Even if you already have thousands of visitors, you aren't going to make REAL money unless a massive proportion of that's from the US , UK and Australia .

Now there are several methods to force traffic to your website : organic search site traffic, paid traffic , visitors from your email list , yahoo answers

1)Video Marketing

Essential Elements You Must Include In Your Video:

There are 3 elements we really need to include in our video to flow the customer from the video to the destination website with our selected offer.

1 Powerful Titles Demand Attention :

Just as with a sales letter in regular Internet marketing, your headline (or title of the video) is over 80% responsible for views. So paying particular attention to the name of your video is essential. Come up with a few titles and select the one you feel true to his curiosity and taps into the viewers desires. Also, make sure that you include the main keyword or phrase that you are targeting from your initial keyword research. This is basically applying basic SEO tactics to our videos so that your items rank highly for the search term when people actually search for that phrase.

For example, if we were promoting "Fishing Games" as we discussed earlier my video title may be "Fishing Games – Hilarious Fishing Moment" if we had a funny video of someone falling off a boat, etc. Really think about tying the subject of your video into the primary keywords in your market that you uncovered earlier in your research. It's very important to create solid titles. You don't have to be a master copywriter. Use power words that demand attention and grab the reader. As long as your title commands attention then it'll be okay.

2 High Quality Video Option

YouTube introduced a powerful feature recently that allows visitors to watch videos in a much higher quality if they have the bandwidth to do it. Now, if your video has some great content that would benefit from the high-quality feature then you may want to explore this possibility. If you want to use this feature then make sure you tell the customer before you show them the rest of the video we need to let the customer know we have a high quality version of this video. This increases the credibility and value of your video in the eyes of the viewer as you have taken time to ensure you are offering quality. Here is an example to demonstrate.

3 A Tantalizing Introduction:

The first part of any video should trigger the viewer's curiosity and build on the initial title subject. What you are doing here is solidifying the subject matter and reassuring the viewer that the video they are watching is something they want to see. By giving them a dramatic introduction and inciting curiosity, you guarantee that the viewer will keep watching, and that is essential. One very simple way to do this is ask the viewer a question. For example, here are a few questions you can ask to incite curiosity:

Doubt & Belief Questions

- Is this guy for real?
- Is this even possible?
- Can you believe this actually happened?
- Can you trust what you're about to see?
- Did this really happen?
- Can this be real?

Confirmation Questions

- What is the secret?
- What happened next?
- Why did this happen?
- Who the hell is this guy?
- What did he do?

You get the general idea, if you start the video off with these kinds of questions or combine them then you incite curiosity and a desire to find out is going on. If you do this, your audience is more likely to watch the entire video.

Cliffhangers or Continuation Flow Work Wonderfully

One of the most powerful psychological triggers is known as the "Zeigarnik Effect" which states that "People remember incomplete or interrupted tasks better than completed ones". Simply put, if you leave the information incomplete on YouTube you can lead them to another destination to "Complete" the information. If you're watching a TV show when it comes to the end of the season, don't you just hate the cliffhanger endings? These are absolutely fantastic ways to get your customer to click through to your website.

Once you have built up your customer's expectations with your video, leave the final part of the information on your website. One of my favorite little tactics is to create a two-part video. I publish part one on YouTube, and the second part of the video on my own website. This creates a continuation mentality that literally forces the customer to view video 2 after they have seen the first part on YouTube. This is a very powerful tactic that can create incredible flows of traffic from YouTube. Then at the end of video one might indicate that the answer is available at the link in my description. If I have triggered the right emotions in the viewer, they can't help but go find out the answer and thus click through to my website. You would ideally need to identify that this video is "part one" in the title and the introduction so that you do not annoy people. This would mean your destination website needs to publish the second video and then have a link directly to your Clickbank website and that's fairly easy to achieve.

The Call to Action

There are a lot of parallels we can draw between your videos and sales letters. Another one of these is the all-important call to action. At the end of the video and once you have hooked the viewers attention, we need to direct them to our website.

At this stage, many videos marketers would suggest having large call outs and watermarks or plaster your video with your URL all the way through. I think this approach actually detracts from the message and the impact of the video that my research has backed us up.

One of the best ways I have found to bring attention and drive the viewer to my website ease points to the URL in my description. If your URL is the very first word in the description of your video it will be automatically be visible to the customer but you must have the <http://> in front of it. So your link must be <http://www.somedomain.com> not www.somedomain.com for it to appear. So the very last 10-15 seconds of my video literally have an arrow those points to the link. The reason I have it for 10-15 seconds is actually very important. One thing they have found with YouTube is that most of the viewers actually chain watch videos. By this I mean they watch one video then as soon as that video is over they are presented with "Similar Videos" that are related to the one they just watched and the user clicks on these recommended ones. We actually have a technique that takes full advantage of this later but for now we need to make sure that the viewer goes to our video instead. People watching videos have a short attention span so by making the last 10- 15 seconds of our video static the viewer is more likely to impulsively click our link to investigate it rather than waiting for the video to end and see what is recommended next.

Now here is an example of this in action. If you're using the cliff hanger technique I mentioned previously then you could literally point to the link and say something like "the answer to this riddle is right here".

Alternatively, if you were promoting ring tones or an offer for a free iPod, then you would say something like:

"If you liked this video you will love this! Click here to find out how you can win a free iPod right now. Do it now, before your chance to win disappears!"

Video or Email

As you can tell, there are very many parallels to sales letters and copywriting emotional triggers that you can use to full effect in your videos to really engage the viewer into acting.

The strange thing is that unlike sales letters, video watchers are not as skeptical as they would be reading a sales letter directly so there are fewer barriers to complete the sale, which is great for us as Video Marketers.

It is up to you what campaign that you use, emails along with a video link can be used to inform your list about something interesting and then follow up with another email with the link to the relevant sales or squeeze page. On that squeeze page another video is always the best option, with a strong call to action (Click here, Just fill out the brief details below, etc). At no point give them the opportunity to leave your page until the end unless it's the action you require.

What It Takes To Go Viral

If you want your video to attract lots of visitors and go viral there are several factors that affect this and you should try to incorporate as many as you can. This does take some creativity and any time invested in this is very much worth the effort.

One element I often use is like a call to action in that I encourage my viewers to "Send it to their friends" to start the viral chain. I usually insert a static image that stays on the screen for 2-3 seconds prior to my main call to action so that if they do not "act now" they may send it on to their buddies and have them "act now" instead and start the viral spread of my video. In a recent Neuro marketing research study they found no real correlation between video length and the viral potential of a video.

The conclusion was not really a surprise to me. They found that as long as your video was engaging and the theme of the video caught the attention of the viewer then you were just as likely to go as viral as that damned "Dramatic Chipmunk",

Video themes that will help you go Viral

- **Create Controversy** – Opposing views that challenge popular conceptions always gets a response from people who agree and disagree.
- **Be Sexy** – Sex sells, especially on YouTube even if it's only suggestive it still gets attention. How many videos of sexy women in bikinis have you clicked on without even looking at the title (go on admit it!)
- **Be Shocking or Surprising** – Create an expectation of something happening then surprise the hell out of the viewer, this is very powerful.
- **Be Original** – Hard to do on YouTube, but if you have something truly original that is entertaining and exciting, this is almost guaranteed to go viral.
- **Be Proud** – If you support a cause or popular trend of thought then being proud of that and standing up for that point of view can work well too, this works with the controversial theme mentioned previously because those that disagree will also chime in.
- **Be Remarkable** – If you have something absolutely amazing to say or communicate to viewers that really is an attention grabber then tell the world!

All of these can help you go viral but it is unlikely you can achieve more than 2 of these themes in any single video and I am sure you may be able to think of more that you can add to this list. However, I deliberately left out the theme that has served me best,

“Be funny as hell”.

Now, I am no comedian but I do like a damned good laugh and know quite a few jokes. Heck, I don't know a single person who does not need a laugh in their lives and this is where I stumbled on this video goldmine. People like a good laugh, if you make people smile you have a rapport with them and they are much more open to suggestions or calls to action. This is a well-known fact in marketing and many of the top salesmen in the world just make you laugh and feel at ease.

Secondly, there are 100,000s of jokes on every topic under the sun covering pop stars, politics, celebrities, religion, blondes, brunettes, Scotsmen the Welsh, Americans and Britain's, sorry if I missed you out but be rest assured there is a joke about you somewhere. All you have to do is find a similar joke and convert it to make it relevant to the subject. How many times have you turned on the news to hear the latest celebrity scandal, a pop stars temper tantrum, a corrupt politician, and another financial scandal? Believe me, there is a ton of material out there that you can adapt for each of these stories in just a few moments and with a bit of research it's all FREE.

Sometimes this is as easy as changing the names. Other times you have to change the story around a bit, flesh it out with some facts and incidental storytelling to embellish it with details to make the joke longer and believable then deliver a fantastic punch line. You may even want to make the punch line on your website itself. This works really well if you have created enough engagement with the video. This is very much a humorous "Cliff Hanger" ending that can create a great amount of click through.

So, if you have found a popular trend and can find a way to make your target market laugh, you will find it a hell of a lot easier to convert them and direct them to your landing page or blog. Now here is the other beautiful advantage to this technique. You do not have to have a really fancy video to deliver it and it can be done in a slideshow with a few simple graphics for effect. You don't even have to record your voice or anything as some simple background music will suffice.

This is absolutely one of the easiest ways to create an entertaining and captivating video that is very likely to go viral and be spread around by people who think it's funny. You should even include a slide at the end that encourages the viewer to send it to their friends to help make it go viral. This can significantly boost your traffic and click through ratio.

Now I should also mention that humor works well for clickbank products and affiliate products that have mass appeal as humor based videos are not generally targeted to a specific audience so when they see or hear one they are more likely to pay attention.

Video Tags, Descriptions

One of the easiest parts of the entire equation is to find popular related videos to yours and copy the tags that they use in their videos. If you're searching for videos related to yours, make sure you order the results by views descending. This ensures that the most popular high clicked videos are at the top of the list.

You are looking for the most popular videos in your niche. The more popular the better as you will gain a lot of cross-promoted traffic from these videos if you tag this right. By using the same tags as these videos, your video will show up as a related video to theirs as well as appearing at the end of a video as a suggested video. This is not guaranteed, but you maximize your chance of this with this simple little tactic. Another important factor is to create a description for your video that contains the phrases and related phrases to the keyword or subject matter you are targeting.

By doing this you are helping yourself get more exposure and be more relevant to the search term, a YouTube visit or whatever they may be looking for. Now, a little known fact is that your descriptions can be as long as you like and you can actually stuff a lot of relevant keywords in here. I have heard of people putting entire 500 word articles in their descriptions stuffed with all the search terms related to their niche. Even though Google owns YouTube they don't use the same filters for the YouTube search engine as they do for their main web search engine. As such you can really take advantage of this to help get better ranking for your videos if someone is searching for your videos theme and keywords.

However, don't go crazy as users will flag your video and it could be removed along with all your videos. Use common sense and you should be fine.

Other Highly Profitable Video Content Strategies

If humor is not your thing then there are many other ways to make money from videos and each of these have their own merits and can be used to create an incredible profit streams. As such, in this section we will discuss many other profitable approaches to creating streams of revenue from videos for your business, no matter what your business is. Take a look at each of these options and see which one most suit s your business model. Each of these approaches is highly flexible and can be combined. You may be able to think of other approaches and use these as inspiration. It's a case of whatever works for you and what can make you money. The key to success here is experiment and refine. Find what works best for your market and tweak it into a highly profitable cash machine that works for you time and again, day after day, year after year...

The Objective Product Review

One of the most productive ways to create money-pulling videos is to tap into what I call the conscientious shopper. Many online shoppers are getting more cautious buying online and like to do a lot of research before making that purchasing decision. So what you can do with your videos is create a video review of the product you are promoting. This is ideal for e-commerce stores with many popular products. If you have a lot of competition, then it is likely a lot of people are buying those products and you can capitalize on that specific type of customer who likes to research product first.

Creating this type of video is very easy all you do is prepare a few photos off the product and use slideshow approach (discussed later) for video creation. Discuss the benefits of the product as if you were a customer and had previously purchased this product. Be objective, if there are any minor flaws in the product, let them know. Don't let these minor flaws be significant enough to put them off buying, just to add credibility to your objectivity.

At the end of the video you can then say where you purchased your product and then point to the link in your description directing them to the store you're promoting. As strange as it may sound, I have found this approach highly successful for promoting new release books from Amazon. People like to hear book reviews before they go purchase. Although Amazon's commission rates are fairly low compared to other affiliate programs, if you have a popular book review then those little commissions soon mount up into a nice healthy commission check.

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Creating a Killer Video in Just Minutes

The Slideshow Approach

My preferred way to create videos is with a slideshow to music. I don't need to crank up my camcorder or webcam and I like to use my graphical skills to put some extra polish on my videos. Now, understand, I am no Steven Spielberg by any stretch of the imagination. I like to keep it simple and straight forward to deliver the content and calls to action and this should be the way you start as well if you are new to video marketing.

As you achieve greater results you will naturally enhance your skills and create more and more powerful videos. The way I like to create my slideshow videos is with a nice introduction, clean, large bullet points and diagrams with a clear ending message that is a solid call to action. Now you can create a very powerful video with a simple program like PowerPoint or Open Offices Impress, which all export video and can embed music files. You can use Author Stream to convert your presentations into actual videos ready for promotion and even send them straight to YouTube. However, my preferred way to work with slideshows is to record my narrative with a headset and use Screen Capture software to record the whole thing.

Some people will not want to talk over the top of their presentations due to being shy, etc. As such you can just overlay some royalty free music and space out the timing as you see fit to create a very solid video presentation. Alternatively, you can go to Odesk.com and hire some cheap but professional voice talent for your videos.

Screen capture – Grab Your Screen and Record What You Do...

Screen capture is a very cool way to create powerful movies in just moments.

All you do is record your actions as you demonstrate something you are doing online or on your desktop. I have used this technique to demonstrate a product, review products (very powerful for affiliate marketing) and show how to do something productive to promote a product. If you are an affiliate marketer for example and promoting someone else's product you could find a ton of similar videos talking about the subject of the

product you are promoting and leave a video review of the product and it's benefits as a video response.

You will be amazed at how well this works. There are many great screen capture tools out there but the best ones are Camtasia Studio for the PC or ScreenFlow on the Mac. Alternatively, you can download CamStudio for the PC or JING, which is made by Camtasia, both of which are free screen capturing tools and are great for getting started. With any of the screen capture tools, you can record a slideshow and play an MP3 in the background on your slideshow to create a very nice video. This format is great for delivering the humor themed videos I have mentioned previously and delivers great results.

String Photos into Slideshows with Music

With that being said, I recently stumbled on a fantastic little online tool that really helps you make a kick ass video from a collection of graphics or photos and any music file and create a fantastic video. The website is called Animoto.com. You can create a free 30-second short video to test it but I do recommend getting the \$30/Year subscription so you can create unlimited videos at any length, which is an absolute bargain. They also offer an unbranded "Pro" version for \$249 for a year, or \$99 for a 3- month trial where you don't have the Animoto logo at the end of the video. This is my preferred option but I recommend you only get the pro version once you have secured some profit first from your other videos.

Another cool feature is that they can import photos from PhotoBucket or Flickr and as they have an extensive image and music library built-in to the system, this allows you to create some really great videos without worrying about copyrighted infringement.

Now, one thing with Animoto is that you have to have a lot of photos to make a decent length video (about 30 photos for 1.5 minutes of video) and they put their "Animoto" logo on at the end of the video unless you have the pro version. If you don't have a lot of photos relative to your industry you can get cheap stock photos from places like stockxpert.com or istockphoto.com where you can get many powerful "Studio" quality shots for under a \$1 each.

Anyway, this is a fantastic tool and a really cool way to create "Instant" videos.

<http://www.animoto.com> - Go give it a test drive for free and see how easily you can create a video.

Camcorder - Going Spielberg

Plenty of popular YouTube videos are created using digital camcorders and depending on the subject matter this might be the ideal choice for you. If you are on a tight budget and don't have access to a digital camcorder then you can checkout "The Flip" which is a compact HD camcorder that is very cool camcorder at a fraction of the cost of many camcorders. When working with camcorders, I always recommend having a storyboard, which outlines your ideas for the sequence of the video. All so, make sure you have a script to keep you on course as you create your video. When I used to make

movies at college, we used to record approximately 6 times the footage that we actually needed so we could cut out the best bits of videos.

Remember, most of what you record might not actually make it to the end video.

That being said, some of the best videos out there are completely unscripted or pre-planned. However, as we are doing this for business, spontaneity without subject matter is not always possible. So bear that in mind as you start recording a video to promote a clickbank product or any other product you wish to promote. Ideally, you'll use a digital camcorder, which you can download straight to your computer. Luckily many camcorders also come with the software to edit it and save your completed video ready for publishing on the Internet.

Webcam Videos

Web cam videos are often best used for controversy, inciting opinion, or expressing an opinion. By having the web cam focused on you, you are presenting yourself and your opinions to the world. For our purpose promoting a particular offer, you may be able to tell a factual story related to the offer. For example, if you were promoting a product about cars and you want to tell people about a car accident you were in, this format can work very well. Telling stories with webcams allows people to see your face, your emotions and empathize and relate to your stories. Using this approach can be very engaging if done right and all it requires is a cheap web cam attached to your computer.

Outsourcing Video Production

Outsourcing video production can be fairly expensive when you first start and may not be the best approach for new video marketers until they have a few successful campaigns under their belts. There are plenty of companies that can help you produce studio quality videos that will gain mass appeal but often times the costs are prohibitive. However, there are ways to "Outsource" for free or at a highly discounted rate. Most colleges have video production facilities and students who are "Learning the ropes" and need some extra cash. Simply put a poster up in a local college requiring video production services or even "Voice Talent" if you don't want to put your own voice or face on your videos. This way you can give your videos a professional look and feel but without the large expense of a studio. I have worked with quite a few students over the last few months on various projects and the skill level and quality of output can be phenomenal and very cost effective.

Also, you can find outsourcers on places like Odesk.com, Scriptlance.Com, Gigsbazaar.com, etc that you can hire at a massive discount.

Editing and Exporting Your Videos the Easy Way

There are plenty of video editing tools available on both PC and Mac and many now support direct export in formats ready for YouTube. This makes it easy to tweak and adjust your video to insert the elements discussed previously such as the call to action or the cliffhanger. You can even split a long video up into two videos if you need to. For example, on the Mac I use iMovie or on Windows I use Windows Movie Maker. Both are great tools for editing and very easy to use for the novice and expert alike. There are more expensive tools available such as FinalCutPro, which I occasionally use, Adobe Premier or even Sony Vegas but they are beyond the budget of most people and overpowered for what you may need.

Another option is to actually edit your videos online. There are several services that allow you to do this and my favorite (for ease of use) is Jaycut.com. It's fast, no limits and free. Another cool thing with JayCut is that it can also export the final video for you to other sites including your My Space page, Facebook, your hard drive and YouTube. If you are new to editing videos then JayCut may be the easiest way to get into video editing and add captions, text, music, etc. In fact, I highly recommend JayCut for all budding video marketers to get started quickly.

Once you have got to grips with the basics of video editing and made your first money from the techniques in this course, I recommend getting a dedicated piece of software like I have previously mentioned. With video editing software it makes cleaning videos much easier. By this I mean things like noise removal from audio and cutting out bits and pieces you don't want in the final video. Not only that, you can also splice videos together to create a final video. I do this a lot when recording to edit out and replace mistakes I have made.

Video Formats for YouTube

At this stage I should mention a couple of technical details to help you get the most out of your movie. When you export all save your videos, you need to save your videos as MP4 format using H264 encoding. I recommend you save your video at about 300Mb (Mega Bits) per second so that when YouTube and other video sites convert them to their FLV format you get the highest quality conversions. This is high quality web streaming levels and when you upload them to YouTube, they will format it for the high quality option we discussed earlier. Often, you will see this format labeled "Web Streaming –High" or something similar.

Video Sizes for YouTube

YouTube uses a 16:9 widescreen ratio for its videos. You have probably seen older videos that appear as an inset with a large black border. This is because they are in the 4:3 ratio that they used to support before the switch to widescreen. So, when you create videos make sure you are using a 16:9 ratio to fill up the screen and size your videos at 640x360 (Or Ratios with that aspect)instead of 480x360. Actually, the exact size is 640x356 but the 4 pixels don't make much of a difference. If you can size it exactly in your video editor then cool, if not then don't worry about it. When I do my screencapture videos in Camtasia or ScreenFlow for example, I can export them and resize on the fly to meet the exact requirements. If you have a widescreen monitor and you are doing slideshow presentations or screen captures as well your cool, these scale down correctly. If you are using a standard 4:3 monitor you may want to restrict the capture area to scale or just deal with the 4:3 aspect ratio.

Backing Up Your YouTube Videos

One thing I get asked a lot is "How do I backup my videos from YouTube?" Actually there is a very simple way to do that. There are many online services and pieces of software that can do that for you. The simplest of these is PWNYouTube.Com. PWNYouTube.com is a very simple online converter that allows you to download any video for offline use or re-upload to YouTube. A lot of people use this to download other people's videos and then re-upload them for their own benefit. This system allows you to download YouTube videos as the original .flv or a higher quality .mp4. All you have to do is find the YouTube video URL of your video and change the YouTube.com part of the URL to PWNYouTube.com, leaving everything else intact.

A Note about Copyright and How to Stay Legal

This brings me on to a very important topic of conversation, copyright. If you spend more than 10 minutes on YouTube you'll see at least 10 instances of copyright violations if not more. It seems everyone is taking copyrighted material such as music, photos, top Hollywood movies and TV shows and creating videos about them. While some music studios may not mind this exposure, many are losing their minds about this. YouTube receives many DCMA notices every single day and has had many lawsuits leveled directly at them for many of the copyright infringements caused by its members.

So what does this mean for you? My recommendation is that you do not use copyrighted material, period. If you get in trouble for using copyrighted material the least they could do is have an issue video is removed, the worst that could happen is you end up in a lawsuit.

If YouTube decides that you have too many of your videos are using copyrighted material they will delete your entire account and you will lose that valuable source of income. You can actually buy lots of photos of commercial quality for as little as a dollar each from companies such as stock experts or I stock photo. As for music, there are plenty of royalty free music sites where you can buy commercial grade music that you can use in any one of your videos and you stay safe. Not only that, there are literally thousands of video creation resources available online and these places often have bulk resources available at discount. They may even have prebuilt video clips that you can string together to create your own video. The possibilities are endless, and you avoid any legal entanglements with copyright lawyers. This is why I like the slideshow approach, it's a lot easier to control and stay legal and you can still create a really powerful video in just a few minutes.

There are several simple tactics that can really help you promote your videos. Video marketers often overlook many of these promotion tactics. However, I have been using these strategies for several years now with great success. At this stage you should have a video that you are really happy with and you feel has all the elements to convert traffic, potentially go viral with just a little nudge in the right direction.

Main Launch Sites Specialty / Expanded Sites

YouTube:
Yahoo:
MySpace:
Google:
MetaCafe:
DailyMotion:
Blip.tv:
i2TV:
Veoh:
BrightCove:
Crackle:
eBaum's World:
Stupid Videos:
Scippo:
Viddler:
Howcast:
5min:
Vimeo:
Graspr:
Webcastr:
Imeem:
Revver:
Break:

The Concept Behind TeamMogul



The Only Gig In Town? Maybe Not

First and foremost, YouTube is not the only gig in town, there are many other video sites out there to target and submit the video to. We can actually submit too many video sites automatically using a powerful online tool called Tubemogul.com. This website allows us to submit, track and monitor our videos, which is a great benefit to us as marketers.

One thing I like to do with Video Marketing and many other form of marketing is create a separate identity for each campaign for privacy as well as keeping myself organized with all my campaigns. You should then create an account under the same name with all the other major players in the video world that are supported by Tube Mogul.

Once you have done that, go create an account with TubeMogul under your chosen name. There are many advanced features available for paid members and these tools are fantastic once you start making money with your marketing efforts. Once you start seeing income from your videos I recommend you get these advanced features so you can optimize your marketing and make even more money. Using this tool will get your video published at many video sites and give you much greater potential to go viral, as you have so many distribution channels other than just YouTube.

To RSS or Not RSS? That Is the Question

Ok, this is a particularly powerful technique I have used with great success. First, you need an RSS submitting tool such as [Bookmarking Demon](#). This tool allows you to take a valid RSS feed and submit it to a wide range of RSS directories out there. This can create a wealth of one-way backlinks back to your video and send traffic through the roof as well as page rank.

Now, the question is, what RSS feed to submit? Well, unbeknown by most video marketers you can actually create an RSS feed from your profile or for your videos directly from YouTube. For example, if your author name were "Tuber123" your author RSS Feed would be:<http://gdata.youtube.com/feeds/base/users/Tuber123/uploads> Now, you can literally submit this to dozens of RSS directories and bookmarking websites manually or automatically with the software.

Note that many video sites have their own versions of RSS feeds so you can promote all of them in a similar way. Ideally you want to customize the name and title of the RSS feed to include your primary keyword for extra SEO juice. See what your options are when you create or submit the feeds. You can also include these RSS feeds in your Squidoo lenses, hubs, and blogs or where every you can include an RSS feed.

Can You Digg It?

One of the fastest ways to get your videos noticed is by social bookmarking. You can use any of the popular services to bookmark your video with the popular sites such as digg.com, Stumble Upon, Yahoo! Buzz, Technorati.com, del.icio.us, Propeller.com, etc. One of the fastest ways to do this is using a tool such as **OnlyWire**, which allows you to automatically submit your links to popular networks with one click. There is a monthly fee for this service but it is dirt-cheap comparatively to the time it saves. There is also a free version that requires you to promote their site on yours but I prefer the paid version that costs \$24.99 a year.

Alternatively there is software like Bookmarking Demon and many others that can pretty much automate social bookmark submission and can literally save you hundreds of hours of work. By doing this, your video can literally be indexed in a matter of minutes and you get your video exposed to even more people who watch these bookmarks. The other key benefit is that you create a wealth of backlinks back to your video that increase its ranking in the search engines such as Google. This means your video, on a popular trend or subject, can appear in the natural listings for that term. If this is a news item or something that had not all ready got a lot of people competing for this term (as it is so new) you can potentially dominate that search term.

As your listings are shown on that results page of Google, they also place the "Play Video" link and the thumbnail of your video. This is very eye-catching and can rank you very nicely above other links and draw a lot of extra attention.

Bribe Your Competition

Another fantastic technique that I have used is to actually pay my competition off. What I do is approach the top competitors with the most views and offer them a cash incentive to actually either place my link in their description or place an annotation (like a call out) to my video in their video. This is actually a clickable link that can direct traffic from their video to yours.

I prefer to have the annotation to the link as they may already be viral and may appear on many other websites and blogs across the Internet, in which case the link on the description serves me no purpose at all. Check their statistics and judge for yourself if you will benefit more from a direct link in the description or an annotation linking to your video.

Another option is to have them promote your link using an annotation. While this link is not clickable it does draw attention to the link even if the video is viral and shown on many other sites and blogs across the Internet.

Sometimes it is hard to judge what you should offer but I often find that many of these video authors do not expect to make any money from their popular videos and if they get an offer of \$50 or \$100 they will likely be very keen to put the link on the page. Remember, they cannot include a call to action to point to the link as we have done in our videos and they need to place the link to your website as the first words in the description. I would also suggest creating a contract agreement between you and the video publisher so they keep your link in place This can be incredibly lucrative and I have paid a lot of money to include my links on other people's videos and this has produced an incredible return on my investment (ROI).

Another great tactic is to use this method of promotion alongside all your other promotional strategies. This produces an exponential explosion in traffic and obviously, more money for you. That being said, I have offered up to \$5000 for a link on one video on YouTube that had over 10 million views and had it rejected so nothing is guaranteed but this is too powerful to ignore.

Playing Ping-Pong with Your Videos

This is another tactic that you can do that does not really require much thought. Just like a blog post, you can actually ping your videos with services such as Pingomatic.com or similar services.

By pinging your video, you gain more traffic from blog searchers as well as getting more backlinks. Just as with the previous example, these backlinks help you boost page rank. Your YouTube video is not going to be sandboxed as Google owns YouTube and they want as many viral videos out there as possible. Also, because of the viral / trend nature of videos on YouTube they know that there can be a massive spike in links and activity with videos so we avoid a lot of the SEO warnings that often occur with other websites.

Believe me, avoiding the Google slap is a great advantage...

Responsive Promotion

Another great promotion tactic is actually responding to other people's videos with your video. With YouTube you can actually link to one of your own videos as a response to other people's videos. To do this simply type in the search related terms and phrases to your video and sort the videos by views descending. This arranges the videos so that the most popular videos are at the top of the list. All you have to do then is go to each video and click the "post video response" link and select the video you uploaded as a response. This will then place your video underneath their video so that viewers of the main video get exposed to yours as well.

Also, if you followed my tips earlier about using tags and similar descriptions from these popular videos, your video may appear in the related videos box or even at the end of their video as a related item.

YouTube's Pay to Play Advertising

An often overlooked area of YouTube is the actual Sponsored Videos section located here: <https://ads.youtube.com/> where you can actually pay to have your video show up for targeted keywords as a premium sponsor. When you become a premium sponsor your videos are placed either above all the others for the searched term or to the right as with AdWords ads on Google. This is much like traditional PPC advertising with AdWords where you select your terms, assign your video and set a daily budget you are willing to pay for your premium sponsorship as well as a cost per click for each video you are promoting.

The really nice thing about this is that many people target the very popular terms and likely not the terms you are targeting. As such you will have minimal, if any, competition and it won't cost you an arm and a leg.

I am sure this may change in the future but you can certainly take advantage of this marketing opportunity on a minimal budget to see how much exposure you get and conversions. Suffice to say, if you have a video that converts well, make sure you use this technique for even more exposure.

Steal Traffic from Your Competition

This is not as sinister or nefarious as it may sound, just a clever little tactic I have been using for a long time. Earlier, when you found competitive or similar videos to yours that already have a great deal of popularity you can look at the statistics for a video and scroll down to the very bottom of the page and you will see which sites are linking directly to this video.

All you have to do then is go to each of the most popular links and see if it is a blog, website or social network profile. Then simply contact the owner of that site and tell them about your video and invite them to put this video on their website. This, again, brings more eyeballs to your video and can also help your video go viral.

This technique brings me neatly to my next tip for promoting your videos and one you should seriously consider if you are a video marketer and making money from videos...

Send It to Your Friends

Another way to spark the viral chain of events is to actually send it to your Facebook friends and ask that they send it to their friends as well. A lot of marketers don't even think to do this and it can work very well if it is a funny video with mass appeal.

Ultimately, you are giving your video a nice kick-start to go viral and every little bit helps.

Be My Buddy

Adding friends is a very powerful way to start the ball rolling with getting exposure on YouTube. Finding friends on YouTube is pretty easy. Just follow these steps:

- Find videos that are related to your target market and similar interests
- Go to the creators profile and click the "Add as Friend" in their "Connect with" box on their profile.
- Once your invitation has been sent move on to the next profile

Now there are automated tools available that do this automatically for you and I would be very careful if you use these friend adder tools as they can supposedly get you banned. I have not had this confirmed as I have never used them but I would not like to take the chance. The manual approach works well but takes time and is much safer. Once you have added a lot of friends who have similar interests to the subject of your video and have a lot of friends accept your friend request you can then actively promote your video to them using the often overlooked the "Share" feature.

You can then send this video out to all your contacts and let them know about the video that interests them. This can spark the viral exposure you need to get this video out there quickly and drive a ton of traffic to your video.

Make a Video Post on Forums

Another often overlooked source of traffic and potential viral nature is to post your video in forums and newsgroups relative to the subject of your video. Make a few informative posts first so you don't get a bad reputation as a spammer or something. Then post a link to your video or embed it in your post if you can (many forum systems now allow this) and create a viral stream of traffic from people directly interested in your subject matter.

Again, if this is a humorous viral video, then you can guarantee a lot of other people will be posting it in forums as well. So give it a kick-start and do it yourself first.

Full Channel Sponsorship

This is a little more costly but can be very lucrative. Remember earlier I mentioned the "Ask a Ninja" video series that now has a lot of corporate sponsors. Well, if you keep your ear to the ground and find an up and coming "subscription" star then you may well be able to make them an offer they can't refuse. Imagine being able to have them plaster your site on their popular videos (similar to the last technique) but also include your links in all their future videos and get exposure to their entire subscription base. If you can work a deal with the owner of the video series to get this done they can also customize their channel pages with your branded backgrounds and information and again. Further your exposure.

This can be expensive and you want to make sure you have a contract in place. Speak with a lawyer about this, as I cannot offer legal advice in this regard. However, ideally you want exclusive sponsorship and the right to renew for whatever period you determine. You may even want the right to sell the sponsorship to a corporate entity yourself later on if you are made an offer.

Dominating the Search Engines with These Techniques

You have two main sources of traffic, within YouTube or internally within other video sites and externally from other sites and search engines. Most of the aforementioned techniques allow you to dramatically boost your SEO potential within the SERPS (Search Engines Results Pages) and can really allow you to drive a ton of targeted traffic to your videos.

For example, on Google alone using the strategies mentioned here have allowed me to dominate at least 5 of the first 10 natural listings on Google and Yahoo for example. Remember, videos appear in the search engine results pages with the video thumbnail and the ability to play the video from the results pages. No other result has an eye-catching thumbnail. As such, you do not even have to have the number one spot to garner extra attention and this can be an incredible boost to exposure. Also, if you distribute your videos to many popular sites that are indexed within Google's Videos network and you promote these videos with the link building techniques discussed here, then you really have an excellent chance to drive some tremendous traffic to your videos and your offer.

[Slimming food swaps summer :: Diet Wellbeing :: All About You](#) 🔍

1 Jun 2010 ... allaboutyou.com brings you the best diets and weight loss tips including **summer** food swaps to save you calories. allaboutyou.com – The ...
www.allaboutyou.com/diet-wellbeing/Slimming-food...summer/v1 - Cached

[Summer Slimming – Our Top Ten Ice Lolly Treats – Under 100 ...](#) 🔍

27 Aug 2009 ... I've just returned from my **summer** holiday in Italy and managed not to put on one ounce despite all the tempting Pizzas and gorgeous Italian ...
www.slimmingsolutions.co.uk/slimmingblog/.../summer-slimming.../1898/ - Cached

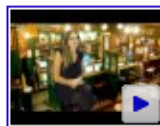
[BBC - Leicester - Local Radio - Slimming for Summer](#) 🔍

13 Jul 2007 ... Three fearless BBC Radio Leicester stars are going to embark on a weight loss programme and their progress is going to be followed on air ...
www.bbc.co.uk > ... > Local Radio > Look Good This Summer - Cached - Similar

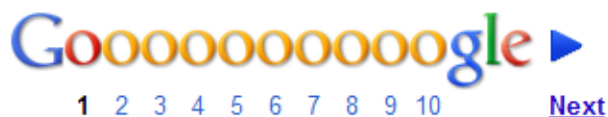
Videos for [slimming for summer](#)



[Slimming Summer Salads](#) 🔍
5 min - 20 Jun 2010
cbsnews.com



[Top 10 Quick Weight Loss & Slimming Tips for a ...](#) 🔍
10 min - 13 Aug 2010
Uploaded by psychetruth
youtube.com



1) Make a Podcast and VideoCast from your Video:

Another fantastic way to get your video out there is to PodCast it. Now, there are two options here, you can podcast the video or extract the audio and make a MP3 out of it. For example, if you are using Camtasia studio, when you export your video you actually have the choice to export an additional MP3 and an option for exporting an I Pod version as well. This way you have an instant podcast and videocast ready for distribution. Once you have got your podcast ready just start submitting it to select podcasting directories that will help you "Spread the Word" and bring attention to your videos.

Here are a few places you can submit your podcast to:

- <http://www.podanza.com/>
- <http://www.podcastblaster.com/>
- <http://www.youloud.com/>
- <http://itunestracks.co.uk/podcasts/>
- <http://www.mirpod.com/>
- <http://replay-video.com/guide/>
- <http://www.vicasting.com/>

There are many more directories out there and places you can submit your podcast or videocast to, just take a look at these ones to start and expand from there.

Twitter, Facebook and MySpace It

Everyone is on twitter these days and this allows you to tap into a very large stream of people who may find your video interesting. Now, this works especially well if you want your video to go Viral and it has humorous content. However, it also works with serious messages that can help people. I am actually working on a new Twitter course that teaches you real-world niche marketing with Twitter and how to market products and promote goods and services with Twitter in the coming months. Suffice to say, if you are on Twitter and want to get the word out, just "Tweet It!".

If you use a service like Tweetlater.com then you can set it up to send out a tweet automatically every few hours, which will save you a ton of time. The same goes for FaceBook and MySpace. If you have built up a "persona" for your market and you have hooked in social media networks into this approach then you should promote your videos to your targeted market through these mediums as well. Every eyeball is a potential customer!

2)ARTICLES MARKETING

Does article marketing work well with Clickbank Products ? Can you promote products for free simply by creating content and distributing it to directories? In this Chapter we look at one of MY favorite ways to earning easy cash online, and WITHOUT having to waste a whole bunch of coin on PPC as well.

Okay....but can I really make money promoting clickbank products just using article marketing? Don't I need to spend money on PPC ads to make these offers convert? Absolutely not! Ask yourself this: Why wouldn't CONTENT be equally as effective as any other technique for selling products? Articles are a source of traffic, the people who click on the links in your articles and see your site, service or offer are FAR more predisposed to spend money once they arrive.

(Whereas PPC ads are often subject to fraudulent clicks from competitors, window shoppers and people just searching the ads for the best deals)

**So , What's The key to make BIG money from article marketing and Clickbank?
Congruency Explained: Staying in line with your vendor's landing page.**

Consistence is of the utmost importance when you test campaigns because it strengthens your vendor's page. Remember, repetition sells. Next time you watch commercials on TV, notice how many times they drive the same point home over and over. You can see this in action with infomercials. And I am doing the same thing right now to try to help you learn this information and retain it for a long time.

Initial research at Ezine articles: Our target angle is at EzineArticles.com

Do not spend too much time on this step because it will slow you down in every niche. Believe me, all you need is a few minutes of research to get keywords and ideas for your angles.

We are looking to find:

1. What categories are best for your target niche.
2. Authors who have been writing in our target niche with the same resource box or similar for 1 month.
3. We then create original content using their angle and get ideas from their resource box. Submit your original content and run 50-70 URL clicks to your offers. Wait for conversions.

That's all.

Article Research

There is no end to research. You can have stellar research, but if you never take action, you will never make know what personal potential you have.

EzineArticles.com Steps Revisited

1. Type in your keyword or product name on the left hand side of the home page at EzineArticles.com. When you get their search results, scroll down to the bottom of the page and look at the newest results. We want to see what people are doing now
2. Click on an article that is relevant to your niche and click on the article category to see how many author names are recurring. This will let you know who is writing about what and how often in your niche. When you find this, 9 times out of 10 you have a winner. After you locate an author, go through their profile to see how long they have been writing in that specific niche. We are looking t o find which categories they are submitting content to over and over so we can create an original article using ideas from their angle and resource box.

In Less Than Five Minutes, We Have A Winner!

It should take you less than 5 minutes of research and you will already have a winner. Basically you pick out a category and look for a consistent author within that category, preferably one that you have some affinity with. You will find the search facilities easy to use. Pick a niche that is very common within Ezinearticles.com. I also picked this niche to show you that these brief research steps work in any niche at Ezinearticle.

Once we have an author that has been submitting articles for over 1 month to a specific category, you can reverse engineer his/her campaign starting with their call to action(resource box). An authors extended bio will also give you the chance to see exactly how many articles they have written, how many total views their articles have and finally, how many articles they submit per day. Everything is truly transparent here.

Once you identify an author that has been writing in the same niche subject

for at least a month, look to see if they have changed their resource box over the course of their campaign. You can get this information by clicking their first article they submitted to this niche and their most recent one. If the resource box language is the same, then we can assume that this resource box is working for our fellow marketer. It is now our job to get ideas from this resource box for our own.

You need to note that it is not necessary to use credentials if you do not have them. This is against the TOS (Terms Of Service) at EzineArticles.com. In fact, listing expertise is not necessary in the sales process. This is not part of your call to action. Your potential prospects just want to know: "What's in it for me!"

Our Competitor's Angle:

After this, we want to find out where their links are headed. If they are direct linking a campaign, that is the same as ours, we can be almost 100% certain that we will be replicating the same results as our competition. This is very exciting! Once you find this, you are not too far from a winner, and when you find it, it usually lasts for a long time! **If they are using a squeeze page, you can opt-in to see what their sales funnel** looks like. On most Clickbank products, you will not need a sales funnel (series of pre-sell emails) to find a winner.

Generally, the landing pages for a product have been tested quite a bit and have high conversion rates. So, it is only your pre-sell that stands in the way of a conversion. After researching a number of your competition's articles, you will get a good idea of what angle they are taking so you can create your original content to be congruent with you both your competitors angle and vendor's landing page.

You competitors angle should give you ideas for your angle. Some niches require more information to take action than others. By analyzing active authors that submit articles daily, we will come a lot closer to what each niche responds too. Some niches may require a 400 word article, while others may only need a short article to convert. While researching a niche category, you will get a very accurate idea of how to present your offer. And by taking the same angle as your competitors, you will duplicate a successful process that is already working.

When I write an original article using ideas from my competition, I do not to talk above my audience' s heads to confuse them, I just make simple points over and over again.

You can get as creative as you like but you always want to keep everything simple. Speak directly to them in an informative/persuasive article. You cannot directly sell in an article at Ezinearticles.com, so you will need to provide solid information and not glossy content. Mention the main benefit of your offer in your article body and title because it will increase your congruency.

This is sales 101 and is very effective. Most successful authors that you locate will write like this. Your article is the beginning of their solution Sales Copy and creating content is another area that marketers get lost in because there is an overflow of information on the Internet about increasing your copy skills and your sales strategy.

Frank Kern and Brian Tracy have helped me understand the sales process and what people respond too. I have been listening to Brian Tracey for years. Psychology of Selling has sold millions of copies world wide. This course covers quite a few useful techniques that you can use in your articles. This is why I recommend getting ideas from other marketers because it can improve your own copy and content skills in the process. This is fundamental to all effective learning. When you have your content angle, make sure three things are congruent: *your title*, *your article body* and *your resource box*.

Your resource box will ultimately provide a solution to what they are looking for. Here is an example title for an Eating Disorder article.

Eating Disorder Help- What you didn't know about eating disorders:or if you have a free 30 minute consultation Diet Product:

Eating Disorder Help-30 minute consultations :

An article title should raise questions that can only be answered in your article. If the marketers you are following in your niche has attention getting titles, get ideas from them, and be sure to include your keyword in the beginning of your title. You can include two keywords to get even more exposure in the SE's. Begin to research headlines on AOL, Yahoo and popular newspapers. What title propels you to pick up a magazine? This information is very useful and can help your copy tremendously.

Not a Good Writer?

If you feel that you lack copy skills, you can like I motioned before look for someone on Odesk.com . When I first began, I did not understand how to put my personality into print. Practice is the only way you will improve in this area. The main key is not to be afraid of writing or marketing online. There is zero face-to-face rejection. The more simplistic you can make your points, the easier it is to hold your readers attention.

Your content should be centered around a point of persuasion, which is your ability and effort to propel your readers to take action and click your links. Your competition should be following the same steps. Write an empathetic article to address their problem and provide your resource box as the solution.

In the eating disorders niche, you should write an article addressing their problem and hint to a solution. Tell them that the solution to their problem is to click your link. For example,

"CLICK HERE to solve this problem forever."

Keep it simple.

Your article is essentially an unfinished story and the solution is to click your link. Remember, you do not want to provide the entire solution in your article.

Mention their problem; be empathetic towards your reader, and then lead them to your resource box with quality content.

The Distracted Reader:

Have you ever been around someone who was completely distracted? What did you do? Did you know that there are ways of engaging your reader? Questions always make your reader fully engage in your content. Many authors use questions in their content to keep their readers interested. Ask questions to engage your reader, it works.

The Truth Hurts

- Pointers For Your Content
- Put their problem in a real light

If you are submitting an article in the eating disorder niche, you do yourself and them a disservice by not mentioning that they could have more problems than they could imagine from an eating disorder. People die from eating disorders every day and they need your solution. They wouldn't be reading your article if they didn't. Connect with your audience. Be upfront, but be empathetic.

If you are promoting a contest and the prize is a free purse, talk to the winner. This will help get your prospect into the emotional mindset you want them in by the time they get to your resource box. During a pre-sell, position your content to emotionally connect with your reader. This will increase your click through rate.

Get Your Pre-Sell Into Their Minds

Your prospect only takes your pre-sell to the offer landing page. This is why you want to be relentless and hammer home points that will help persuade your potential prospect to follow up on your article and "Click here".

Be confident in your writing, your product or service will solve their problem and give them the outcome they want.(This must be true of course.) Again, I can't stress how important it is to take get ideas for your pre-sell from your competitors. And if you run out of content ideas for a particular niche, type in your keyword into Google for more ideas and maintain your angle. Ezinearticles.com prefers their writers to list tips, strategies, and other helpful info for their articles. You should offer help, but you should not give your reader so much information that they feel satisfied.

Your article is a small warm-up for your lead or sales campaign. Study what is working for your competitors and also begin studying copy in your free time. Studying copy that sells will prevent your mind from being clouded with theories that may not be effective. This will also help you filter out bad information because you will know what is working. This is how bank tellers are able to identify counterfeit money, because they touch and handle the truth everyday.

KEEP IT SIMPLE!

Get That Content Out There!

After this, you are almost ready to submit your content. If you have a premium account you can time your articles throughout the day. To find out what time your competition is submitting their content, just watch each niche category, and make note of when the last article was submitted. Then, submit yours one hour after theirs so you can get on top of the recently submitted list, or better yet, submit two articles.

Staying on this list until you have promoted your articles, review pages or websites is important to maintain success in any niche initially. Even then, you can still submit articles everyday to increase your earnings or move into another niche altogether when you have your niche on auto- pilot. The more advanced marketers who use SEO to rank their content will produce even more traffic in a niche category. This allows anyone in the recently published category to benefit from their work. Remember, competition is good because it helps to create traffic. The same goes for you when you have your articles ranked, you can submit more articles to benefit from your trickle down traffic. This creates a second net and gives you more opportunities to make a possible conversion. There is a point of diminishing returns on competition however. Just remember, unless you are targeting every high potential keyword in your niche, you will need someone in your niche who is targeting a keyword you have not thought of so you can benefit from their article "trickle down traffic".

Continually submit fresh content (submit 2-3 per day per niche to stay in the recently published category) until you have your articles, review pages and or websites ranking in a particular niche.

Go Wide

You want to go wide with your campaigns and get your hands into as many niches as you can and continually test. You should also break your niches into different business centers and outsource any niche according to its monthly income. This is a nice way to determine how much to spend when you begin to outsource. By outsourcing your content, you allow yourself more time to test new niches. Never stagnate.

If You Decide To Keep Direct Linking

Important Tip: If you find that Ezinearticles is rejecting your articles for submitting the same type of content over and over and you are getting conversions, make a review page out of your angle and then start submitting content giving basic/general facts and send them to your review page. This is so important.

You will need to zoom out, give general/targeted info and then shoot them to your strongman, your review page. However, if this is happening, you have already unlocked the code in your niche to convert it.

Congratulations! Don't play with your niche. Outsource content and backlink you articles and review page.

Review Pages

Your review page is an attempt to write copy without sounding too pushy. This angle can be accomplished by speaking as if you were referring your best friend to a product. You can use this "review angle" at Ezinearticles, but you must send them to a review page or they will reject your article(s).

People want to know:

1. Does the product work?
2. Is there a guarantee?
3. What experiences have others had with it?
4. Can I get my money back?

You should include this content around your angle that is already working. By modeling those around you, you will begin to identify profitable campaigns a lot faster. If I never got ideas from my competition, I would have never have been successful. If you find someone who has set up a review page and they are promoting the same or similar product, get ideas from their review angle and test it. Never plagiarize. Again, I personally direct link all of my campaigns to begin with to see if they convert by themselves. If you feel comfortable making review pages, do it. But it is best not to test too many factors at once. When I began, I had no idea how to make a review page convert in my niche until I started looking at PPC campaigns on Google for my specific niches. This gave me examples of real pages that were working for my competition If you look in MSN and find direct links to your offers, get ideas from their ads for your resource box. When you locate a direct link, it means you have a very strong vendor landing page that can stand by itself without a heavy pre-sell. Now all you need is a call to action and PPC ads are wonderful for getting a winning resource box. I have used this technique many times to help convert offers.

Strong Articles

If you write a strong article, you will have good success at getting conversions without a review page. If you keep direct linking with articles, you will need to:

1. Write a few articles around your keywords and back link them to continue to get traffic.
2. Make a review page out of your articles that have the highest click through rate.
3. Back link your articles that have the highest click through rate.

When I say strong, I mean:

1. Effectively stating their problem
2. Driving home your main benefits of your solution.

Warning: Redundancy Ahead.

If you only provide general information and drive your readers directly to a sales page, your conversions will not be high. Remember, you can't bore your readers into buying. You will need to have a review page or article that is strong enough to keep them in the mode of realizing that you have the solution to what they are seeking. This is why it is so important to get ideas from your competitor's angle. Remember, the reason I like to direct linking is because it lets me test the strength of their landing page and I don't have less variables to analyze when a campaign isn't converting. If I can hammer points home and then send them to a vendor landing page that says the same thing, I greatly increase my chances of getting a conversion.

This is congruency in action.

You can also find review pages by looking at Google Adwords for your particular product or niche keyword. Just copy and paste their URL so you don't increase their ad expense on their campaigns. This will allow your competitors to preserve their stats so you can see if they stick around for a while for any particular keyword. It also lets you know if their review page is working.

Websites or Web 2.0?

If you don't like creating websites you can go to any Web.2.0 property such as Blogger.com and make a small review page for your key phrase or for your particular product that you're promoting.

Blogger.com

Blogger.com does rank pretty well when you have back links pointing to it. How many will depend on your competition for each key phrase. I have noticed that back links from just EzineArticles.com can get a review page in the top five. When I promote a review page and a couple of articles, I take the **top three positions for my product review. For those who are beginning, I recommend using Blogger.com as you learn to become comfortable with Wordpress for your own sites.**

My Results From Blogger.com:

I have put some review pages on Blogger.com. I get ideas from PPC ads on how to position my content around a review. People differ in their ideas on which Web2.0 property they prefer, but I have had good success with Blogger.com and have seen other marketers promoting them as well at Ezinearticles.com. This is a great tool when you are first starting if you feel at loss when creating a website.

Never click a PPC ad, you mess up their stat s and you want to watch them, not run up their costs. It will keep you from identifying a profitable keyword too.

Warning: Redundancy Ahead To Help You

It is important to not try to make everything perfect when you are promoting campaigns because this will slow you down. Just get your content out there for people to read and tweak it while it is live, don't procrastinate, ever.

Solid Ideas For Your Review Pages :

A nice little trick that I used to help with creating a review page is to look at your Ezine stats. Take the article that has the highest click through rate and take that content and include it on your review page.

Why? Because it was something that was said and how you said it that made them want to click your link. Looking at your stats will give you a good idea of how people respond to your content and information that you are presenting. No guessing here. You should also take your keywords from your most viewed articles and create more articles around them at Ezinearticles.com and other article directories. Never neglect this step, ever. Capitalize on your success and multiply it. **Please do this!**

Can't Find a Converting Resource Box?

If you have not located an author's resource box yet, you can go to Google.com and take a look at what PPC ads are saying to get them to click their link.

Finding Keywords

You need to find keywords that are congruent to your campaign and your advertiser landing page. If you use PPC ads as reference then remember to copy and paste the web address into your browser, it's not fair to keep clicking on an ad just because you are lazy, copy and paste it only takes a second. You can also go to **KeywordSpy.com** or **SpyFu.Com** and type in their URL to see how long they have been advertising.

Doing this will allow you to see how long they have been running a campaign for a particular keyword and how long they have kept the same verbiage in their ads.

This is a solid way to get a winning resource box if you can't find a good one to test. Using KeywordSpy.com Trial

If you just type in an example domain at KeywordsSpy.com which is in position No1 on Google Adwords for "Eating Disorder Help". This tool allows you to see all of their ad variations and how much they advertise. With their membership you can see their exact PPC and organic search terms. This information is very helpful in increasing your reach for your campaign. Their PPC campaigns will give you keywords that should have commercial intent. Follow someone who has been bidding on the same keyword or niche for some time because the keyword that converts for them can have commercial intent for you.

Dive deeper here only after you campaign converts and use trial only until you need more keywords. Using KeywordSpy.com Trial. You can check every advertiser for this keyword.

Make sure that your competitor is sending their traffic to a similar offer. This way you can ensure that the commercial intent will work for your product or solution for their problem. It is not necessary to pay a monthly fee until you want too. This information was gathered through their free trial.

Submit and Wait

?

The Waiting: After Your Content Is Live Once your content is out, check for conversions. When you get a conversion, get design ideas from PPC ads and create a landing page. You want your design to be congruent with a portion your vendor's landing page. This is why you see marketers posting snap shots of their vendor landing page on their review pages because it creates familiarity. This psychological trick will

make your prospects more comfortable with the design layout and content of your offer.

Your review page will now become your sales robot and an asset for you to build and rank. It also sets up a constant pitch that you can use that allows you a little more flexibility in your content.

Once you find niches that are easy to convert, tweak that campaign. If my niche has a popular product, I will write an article reviewing that product key term, plus the word review.

So, for our eating disorder niche, I will write an article with the title **ABC Eating Solutions Review-Does it really work?** If there is quite a bit of activity in your niche, traffic will be fairly high for the product name you are trying to promote. This gives you another way to monetize a niche and get more traffic to your product page.

Write 2 review articles at Ezinearticles.com, this will bring you more traffic. I say two because you can take two positions in the search engines with your articles, a normal search listing and an indented search listing. So, if you promote all of your pages, you can take position 1, 2, 3. Two for your Ezinearticles, and one for your review pages, and you can take over two more positions with Goarticles.com. You will need to back link all of these pages to keep your position in the SE's.

All of this, after we see 1-2 conversions.

Minimal SEO:

There are quite a few steps involved in tweaking a campaign and this is also another step that you can feel lost in, so it is very important not to drill down too deep into any research area when you're trying to establish a base income for yourself.

You can always go back and research as much as you want, or better yet, you can outsource this and have someone work for you while you continuously tweak and test campaigns. (I do not advise outsourcing when you're trying to get a campaign to convert.)

If you are a good writer, when you do outsource your work you will have less conversions, especially if you direct link your campaigns. I have seen this firsthand. Teach your outsourcing team to write by giving them copies of your articles and instructing them to stay within the same angle.

Expanding a campaign is nothing more than pointing as many links as you can to your review page with your keywords in your anchor text to help with your search engine rankings to increase your traffic, and since you will not be targeting extremely competitive keywords, your SEO work will be minimal. Begin to put your content on other Web2.0 sites such as Goarticles.com and then promote all of these Web 2.0 sites with your website if you have one. You want as much exposure as you can get!

Be sure to rewrite your content or it may get deleted from Goarticles.com You can also perform more research at Ezinearticles.com by observing other authors that have been writing in your niche for at least one month to see if they have discovered any more buying keywords that you can utilize in your attack on your particular niche.

Another solution is to outsource while you test more campaigns. Do not get lost in the SEO world. Target low competition terms and begin pointing links to your review pages and your articles. You can as motioned in the video marketing chapter Bookmarking demon to help you point links to your articles and review pages, or you can do this by hand. Placing content on the Web2.0 Sites I listed earlier in this report will help you with more links for your content. Just submit a unique article and point it to your Ezinearticle, Goarticle or review page with your keyword in your anchor text to help you rank for that particular term.

When your targeting low competition key terms, you will only have to perform a minimal amount of link building to rank. The stiffer the competition, the more work you will need to do, and continue to do. It can get very complex if your competition has .gov, edu., and has PR links, forum comments, blog comments and outranking you.

Forums Traffic

Another method that I use to make money from clickbank products is to advertise offer on forum boards. There are literally thousands of public discussion forums available online, dedicated to a wide variety of topics.

In case you are not sure, discussion forums are simply places where individuals who share the same interests can discuss aspects of those interests with others online. Typically, forums require that you sign-up and become a member in order to participate

in any discussions taking place on the forum and post comments yourself. However, member registration is usually free and it only takes a minute or two to complete.

Once you have signed up to a forum, you will be provided with a username so that you can login to the forum and start posting. You will also have a membership account which will allow you to input things such as your name, address, some personal information (if you want to) and, most importantly, your signature.

A lot of the time, users will use this facility to list their own personal website address, or include a quote that means something to them. You are going to include your affiliate link!

So, for this example, we're going to use a Catch a cheating spouse product. To begin with, go to Google.com and search for catch a cheating spouse+Forum. You will find that the search results will bring up a list of all the cheating spouse related forums. (This will work with any keyword, so just type in [keyword] + forum. So if you want to find some forums related to poker, just type in poker + forum).

Now, once you have had a look around and found a forum that you would like to join and set up your membership, it's time to insert your affiliate link in your signature box!

Make the link say something like: Shocking secrets on how to catch you cheating spouse.

Now, once you have your affiliate link as your signature, engage in a few high traffic threads and post one or two helpful comments or interesting news stories so that people will view them and see your affiliate link.

PPC And Clickbank offers:

PPC, (pay per click marketing) is a common method in which to promote clickbank products , as it's more effective and can yield faster results than free promotional methods such as article marketing, SEO to landing pages, or banner/text advertisements.

When done correctly, PPC marketing combined with high paying/high converting clickbank products can be an absolute goldmine. In order to utilize the effectiveness and vast outreach that PPC marketing provides, you will want to take advantage of a handful of keyword tools, available to you, which we will cover in the next chapters .

While there are many different PPC marketplaces available online, the top two that I recommend you focus on are:

1. Google Adwords

<http://www.Google.com/adwords>

2. Yahoo Marketing

<http://www.searchmarketing.yahoo.com>

If you aren't familiar with Google Adwords, it's very easy to understand and if you use the Google search engine for personal searches, you are already familiar with the marketplace layout.

Visit **<http://www.Google.com/>** and enter in a keyword string (any keywords under the sun, for example: Free iPhone)

Adwords ads are the results that appear under the "Sponsored Listings" on the right hand side of the search results window, as well as the ones that are highlighted above the search results.

These are advertisements that PPC marketers using the Adwords system have created. They appear in block format and feature an ad title, two lines of ad copy, and a link that directs readers to their landing page.

Advertisers can create as many advertising blocks (and campaigns) as they wish and by bidding on keywords ads, their advertisements will appear within different positions. Before we create your account and dive right in, there are also a few things you should know in terms of PPC terminology.

These are phrases and words used throughout the PPC marketing community and include:

PPC - Pay Per Click

CTR -Click Through Rate

Landing or Squeeze Page

CPC - Cost Per Click

CTR, your click-through rate is a very important aspect of your PPC marketing campaigns and we will discuss that in great detail in a future chapter.

The landing page or squeeze page is simply the place that you direct your visitors to, those who see your ad and click on your link.

CPC, Cost Per Click is the amount that you are paying for every click on your ad.

When it comes to setting up your PPC account, there are handful of steps that are required in order to have everything up and running successfully including:

Create/Compile a list of relevant keywords

- ☐ Customize your account and profile areas.
- ☐ Create your campaigns and assign specific keywords.
- ☐ Create your ad copy, titles, link, body.
- ☐ Create an effective landing/squeeze page in which to direct visitors.

Once you have your PPC campaigns set up, you then need to monitor, split test and consistently tweak your campaigns until they are producing the best results at the lowest cost possible. If you are new to Adwords, head on over to: **<http://adwords.google.com/>** select and create your account now.

Within each campaign that we create, we target it towards specific keywords that are entered into Google's search engine by potential customers. These keywords are grouped together and assigned to each campaign that we select.

For example, if I were promoting a clickbank product about **how to fix a leak** I would create a campaign for this specific product and then collectively compile a list of keywords that I have researched and determined to be popular phrases entered into search engines by my target customer base.

These keywords need to be direct and highly relevant in order to yield the best results, which is why keyword research is such a critical aspect of successful PPC and clickbank. The higher my maximum bid, the higher placement my advertisements will receive.

Google does not charge us for our advertisements appearing within the market place, but only when a potential customer clicks on one of our links. There are advertisers who focus on getting the top position for all of their advertisements and this isn't always the wise way to do business on sites like Adwords.

In fact, advertisers who were positioned in the second or even third spot placement within the Sponsored Listings area have claimed to have generated equal exposure but at a fraction of the cost.

Since your daily budget will reflect the number of prospects you are able to drive to your website, it's very important to get the most out of each click, and to focus on gaining top exposure without paying top dollar.

If you were to enter in \$20.00 as your daily budget, and ended up paying \$.10 for every click your advertisement received, you will receive 200 clicks (or website visits) before your daily budget has been depleted.

Pull the Trigger – It's Time for Action!

So there you go. You now have everything you need to start making money with Clickbank . My question to you is. Are you going to use this information? Or are you going to let this information sit idly on the hard drive never to see the light of day?

As with any money making strategy, information is useless without action and action without a game plan is also useless. So are you going to take action now you have a game plan?

We have provided you with a very solid business blueprint and you can start using these techniques and tactics today. Try this strategy with just one video and see how powerful these techniques can be. After all, what do you have to lose?

I should note that you do not have to use these techniques only with Clickbank products as all of these tactics work well with affiliate marketing as well as traditional business. The fundamentals of the business model are the same.

So go out there, do your research, find an offer, make a video, and go make some money today.

Read this manual again and watch the videos. We have had a wonderful time writing this

guide for you and we are looking forward to your success. Many of you have tried to so hard to

get the truth and now that you have it, please put it to work for you. And one more thing,

never, never give up.

All the Best for Your Wealthy Future