

# Marketing

## Associate Program Marketing Handbook

on-line reference



**Sales= Bait + Promotion + Credentializer + Endorsement + Click**

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### Introduction

Hello,

And welcome to the Associate Program Marketing Handbook.

In this product, you're going to find out 25 plans for getting traffic to your web site and making sales. It's practical, hands-on, step-by-step information you can use immediately.

This information will help you whether you have your own product to sell, or you sell other people's products via an affiliate or associate program. If you're unfamiliar with the term, an associate program is where you get paid a commission for helping to sell someone else's product.

Typically, this involves placing a banner ad on your web site, ads in ezines (emailed newsletters) and so forth.

The first thing you should know is that not all clicks are created equal.

It's HOW you obtain your traffic and how you send those clicks to your affiliate or associate sponsor that determines your conversion ratio. That is, it determines the percentage of visitors you send to your sponsor that actually buy.

You're going to learn ways to drive good quality visitors to your web site then send that traffic to your sponsor in such a way that it maximizes the chance of making a sale.

Do NOT feel like you have to use all 25 plans. They are there for your picking and choosing. You'll likely feel more comfortable with some than others. That's why we have 25 for you to choose from!

Enjoy and profit,

Marlon Sanders, President  
Higher Response Marketing, Inc.

Next Chapter: [Basics](#)



**Sales= Bait + Promotion + Credentializer + Endorsement + Click**

The Basics: Promote the products on your existing web site with reviews, endorsements and text links.

The number one way to promote affiliate products is on your web site via text links and graphics. (If you don't have a web site, in another step, you'll learn how to promote via classified ads and an autoresponder.)

While placing banner ads on your web site is perhaps the easiest way to promote a program, it isn't necessarily the most profitable one.

Here's what a text link is.

When you signed up, you usually receive a URL that looks like this:

<http://www.insertresellerdomain.com/cgi-bin/t.cgi/ID#HERE>

You put your ID number where it says "ID#HERE." That is the URL you publish in your classified ad. When people click on it, a clone of the associate web site pops up. If that person orders, you make a commission. Many reseller web sites also remember who has been there and give you credit if they come back and buy later.

The exact URL varies depending on which associate program software your sponsor uses.

You should understand that the tracking isn't 100% in most cases. However, depending on the system used, it'll surprise you how accurate it really is.

Some programs do not give you credit for sales that occur down the road. They only pay you if the prospect buys at the time of the visit. Check with your associate program provider to see if you get paid on sales that occur as a result of return visits.

////////////////////////////////////

**Bait + Promotion + Credentializer + Endorsement + Click**

Here is the basic formula for you  
to make money as a reseller

You'll see this formula at the top of each page in this product. Why? Because all the methods we teach work within its context.

One: Bait -- You must have good bait to hook people to come to your web site, click on your banner ad, classified ad or search engine link

The best type of bait is a freebie. A free report or free ebook is what you will use most often as bait. Throughout this product, we're going to discuss different types of bait and how to use them.

Two: Promotion -- You must promote your bait to get people to come to your web site or click on your ad

You're going to use a number of different methods to get the word out about your bait. You'll use search engines, press releases, banners ads, classified ads, and other creative methods.

Three: Credentializer -- Establish credibility through a free article, report, discussion board or some other form of content

"Credentializer" isn't a real word. It's a coined word that describes something that develops credibility with the prospect. You can use free reports, articles, tips and discussion boards to do this. We'll talk about these throughout this product.

The report or credentializer SETS THE HOOK. The freebie GETS people to come to your web site. It gets page views. But the credentializer is what makes people trust you.

The ultimate credentializer is . . .

Four: The endorsement

Your own personal endorsement is what is going to MOTIVATE people to click when you refer them to your associate program product. We're going to discuss how to properly endorse a product.

In the big picture, here are the elements that determine how much money you make:

1. Your traffic

That is, the number and quality of visitors you get to your web site.

2. Your web copy

No doubt about it. The web is a text-driven media. In other words, it's what you say and not your pictures that sells people.

3. Your web design

While the web is text-driven, design has a major impact on your success.

4. Your products or affiliate programs

How well do they match your visitor profile? How effectively do they turn your visitors into sales?

How to Put An Ad On Your Web Site  
(A Very Powerful Way to Promote)

In general, the more places you reference your affiliate products on your web site, the greater the response. Of course, quality is more important than quantity. You can use both text links and banner ads. The text links or banner ads get greater response at the top of a page (or in the middle) than at the bottom.

Here are a few facts to keep in mind:

One: Your personal review of the product with a text link will out pull a straight banner ad in most cases.

Two: The best way to promote affiliate program products is by writing your own review of the product in your own words and posting it on your web site. This review should be informational, NOT a sales pitch.

Three: Do NOT put one of your associate banner ads on the page where you write the review. This reduces credibility. Link to your reseller URL using a text link as explained above.

Four: The most important place to promote your programs is definitely on your home page, because that is the one that gets the most traffic.

Five: One good technique is to make the link part of your navigation or menu. For example, if you're promoting a product called "Power Widgets," on your navigation bar, you can a link to "Discover Amazing Power Widgets."

We're emphasizing text links because research has shown they get more response than banner ads. In reality, you should use both. But you'll definitely lose out if you don't use text links.

Here is an example of how to put an ad on your web site. The text below is called a "text link" because it is text only that leads to the link. That is different from a banner ad that uses a graphic image to encourage people to click. Normally, text links obtain a higher response than banner ads. But you may want to use both.

The text below would typically be placed in a box with a lightly colored background. Here's how to put a colored box like this on your web page.



[Discover the Amazing Widget That Does So And So](#)

This is my #1 favorite product on how to blank and blank. I've looked at a whole truckload of stuff. But Magic Widget really does it.

Here are four things I love about this product:

1. Explain thing number one
2. Explain thing number two
3. Explain thing number three
4. Explain thing number four

[Click here](#) for the Amazing Widget that Does So And So!

Or send an email to: [putautoresponderaddresshere](mailto:putautoresponderaddresshere)

Even if your sponsor has copy for you, it's best if you write your own. If everyone uses the same thing, it destroys the impact. You can list your own 4 or 5 insights you gained by reading the product. Just write down some things you learned that you haven't read in other products.

Here's how to create your own table for your web site:

Using your html editor such as Front Page or Dreamweaver, from the toolbar select the command "insert table." For your settings, select:

Rows: 1  
Width: 92%  
Height: 59 pixels  
Background color: #CCFFCC for a light green color  
Or, if you want light yellow, select #FFFFCC

To add the logo at the top, copy the logo graphic to your hard drive. Just right click on the logo above and "save picture as" and put it on your hard drive. Then "insert image" in your html editor. Or you can copy and paste the logo into your table. But then you also have to UPLOAD the logo to your web site.

If you change the width to 50%, then your box will only be a half page wide.

The key to getting three to four times the response with the ad is to add your personal endorsement. The personal touch can make all the difference in the world. Here's another example from my product.

What I suggest you do is write some text that describes how you actually feel about the product. If you tell the truth, you'll find a lot of other people identify with your feelings.

To see examples of how to write a good endorsement, just read through the testimonials for the product. You'll get tons of ideas. Go to:  
<http://www.amazingformula.com/testimonials1.html>

At the beginning or end of your endorsement, you include a text link to your associate URL. Here's how you do that . . .

#### How to Create A Text Link

Here is how you create the actual link to your reseller URL.

#### Examples of Text Links:

You could say something like:

[Discover the amazing widget that gives benefit, benefit, benefit](#)

Here is an example of how you create the link on your web site. Copy and paste the link included below to your html editor such as Front Page or Dreamweaver. Then select the text and create a link. Different html editors have different ways of creating a link. But usually all you do is select the text and type in the link location.

For example, the screen capture below is from Dreamweaver.

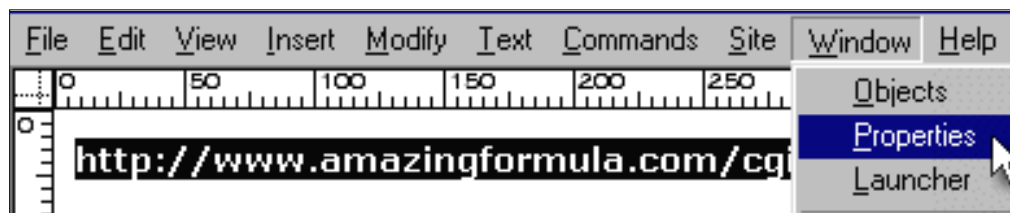
Step one: Open a new page in Dreamweaver.

Step two: Type your reseller url onto the page



Step three: Highlight the text on your page.

Step four: After highlighting the text on your page, click WINDOW then choose PROPERTIES. Take note of the screen shot below to see how it's done:



Once you have clicked Properties, the following will appear:



Step five: Type in the URL where it says "link," close the properties box with the x in the top left hand corner, and you're done.

By the way, you do the same exact thing if you want to create a hyperlink for an email address. You highlight the email address and then type this in the link field: `mailto:freetips@aweber.com?subject=adcode`

Of course, after "mailto:" you put the address of your own autoresponder, not mine!

To learn how to make a text link for your web page, [click here](#)

Remember, for maximum response, reference the product in a number of places in your web site via text links. And in addition to that, use the banner ad at least once.

Next Chapter: [Plan One](#)

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**Plan One: Endorse the product to your customer and/or opt-in list**

Send out multiple stand-alone emails to your customer list and/or opt-in list where people have specifically and deliberately given you permission to email them.

The fastest, quickest, easiest way to make sales is to send out a stand-alone email endorsing the product to your existing customers. And, if you have an opt-in list where people specifically and deliberately request to be on your mailing list, you can send an email to them also.

No spam. People must have given you permission to email them. In other plans, we'll talk about how to build your "opt-in" list. That is, an email list where people have specifically and deliberately given you permission to email them.

**WHAT MOST PEOPLE DO WRONG IS SEND ONLY EMAIL FOR A PROGRAM.** If you have a program that is really hot, really making you good money, continue to send promotions on it to your list as long as they make you money.

Once is not enough.

If you track your click throughs when you send out an email, you'll know your numbers. That is, how many people click from the email to your promotion. There is such an email glut nowadays that your email gets buried. That is why you send out multiple promotions.

Here is an example of an endorsed letter:

Dear Customer,

If you'd like to know how to (insert benefit of product), I have a tip for you.

The other day I stumbled across a product that showed me how to (insert benefit). It's called (insert product name)

I did X (add action) with it and I can tell you this -- it really does work!

There are a bunch of products on (insert topic). But this one was different for me. Here are some of the things I like about it:

1. (insert benefit one)
2. (insert benefit two)
3. (insert benefit three)
4. (insert benefit four)

To discover all the secrets for yourself, go to --

<http://www.resellerdomain.com/cgi-bin/XXXX>

////////////////////////////////////

## Analysis

The reason the letter of endorsement works is credibility. People on your list believe you, not someone they don't know. So they want to hear what YOU thought of the product. How you liked it. How it worked for you.

Whatever the product is. It doesn't matter if you're selling toothpaste or hair tonic. It's all the same. People want to hear your personal experience.

It's much better to send an email that gives your opinion than a slick piece of advertising. Oftentimes, something that comes across as slick is far less effective than an email that comes across as real and human.

The most important thing about the email is talk using the word YOU. Don't talk just about yourself or how great the product is. Talk about your experience with the product and how and why it will benefit the reader.

For example, instead of beginning an email with:

"We've just discovered a new widget," say, "If YOU'RE looking for an easy way to do XYZ, then here's something new I just ran across." I capitalized the word "you're" for emphasis. You wouldn't capitalize it in an email.

The point is, use the word "you" a lot. Talk in terms of what the reader wants and only about your product in the context of those wants.

Here are a few tips on formatting emails:

\* Use CAPITAL LETTERS SPARINGLY. IF YOU HAVE A LOT OF CAPS LIKE THIS IT IS HARD TO READ. A FEW CAPS GO A LONG WAY.

\* Use hype sparingly. For example, use exclamation points only to make an exceptional point! Don't use them all the time! If you use them all the time, they lose effectiveness!!!! Oh, and only use one exclamation point, not multiple ones like this!!!!!!

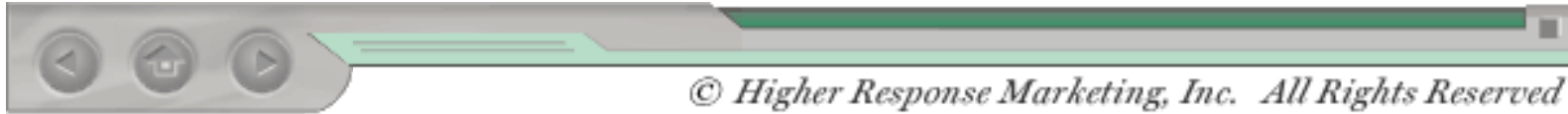
That looks amateurish.

\* Break each line at 60 to 72 characters. I break my lines at 60 characters. If you don't do that, some mail readers will cause line breaks in the middle of sentences that makes the email impossible to read.

Some people just type out 60 to 72 X's and guide their line length with that. But if you type a lot of emails, that gets to be a drag. Sometimes it's hard to tell if your line length is longer than the X's.

For a recommended program that will convert your lines to any width you specify, see [Resources](#).

Next Chapter: [Plan Two](#)



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Plan Two: Free report on one page web site and banner ads to drive traffic

Don't have a lot of time?

a. File a domain name at any of the other sites where you can file domains. (See [resources](#))

b. Create a one-page web site

Your web site should have one page. That is the home page. And that page will be a free report. There are a lot of terrific programs that can help you create a simple web page quickly. I use Dreamweaver but it's expensive for this purpose. Front Page is easy to use and has a lot of great features.

See [resources](#) for a free program you can use to create html pages.

Here are examples of free reports you might offer for different types of products:

They all begin with the same words: HOW TO...

meet beautiful women (men) who are honest, loving and intelligent  
amazing secrets of saving money on all computer products  
unleash the hidden power of windows  
advertise your home on the Internet and sell it fast  
separate the truth from the trash about weight loss programs  
discover the truth about (insert any topic)  
save 75% on travel using a little-known secret

You can use the techniques I give you in Plan 10 to create titles for your free reports. The title of your free report means everything. One way to get ideas for your free reports is to study the classified ads in the back of magazines, in ezines, and so forth.

Get ideas from what other people do.

c. Offer your free report through banner ads and ads in ezines and as a tag to posts in forums.

This plan is similar to Plan one except that you're creating a new web site and it only contains one page, which is your free report. The same advice applies to your free report as mentioned above. Show people how to do something specific.

The magic words for your advertising are: **FREE REPORT REVEALS...**

Those words have been selling products for many years offline. You would run a classified ad or small display ad in a magazine that said, "Free report reveals how to blah, blah, blah."

Then, when people wrote or called for the free report, you would send the report and a sales letter, or a combination of the two. ALL types of products have been sold with free reports. Everything from hair restoration to weight loss and investments.

If you're stuck for ideas on free reports, read the titles of articles in Readers Digest magazine and the cover of Cosmo. Regardless of the country you live in, you should be able to get a copy of those magazines.

If not, just scan any magazine rack for article titles that get your attention. Let's say you see an article called "Seven Secrets to Keep From Getting Ripped Off When You Buy Nail Polish."

You then adapt that title to your product. "Seven ways people get ripped off when they buy widgets and how to avoid them." You see, you let the article title create an idea in your brain. You don't have to use it verbatim. Just use the idea.

I can best explain how to do this by giving examples for my product. Then I'll give examples for other products. I have a member's only web site where people conduct marketing tests and report the results.

Here are potential banner headlines I wrote based on what people found out by conducting different tests.

- \* \$1600 in 18 hours with a very simple method. Easy!
- \* 4 words that turned a banner ad from a \$14 a week producer to \$14 a day!
- \* Which price sells most? \$29 \$39? \$49? \$59 \$69? \$97?  
(You'd think \$29 or \$39. Right? Wrong!)
- \* Which sells more products? A site with content or site with only sales information? The truth will shock you!
- \* A one-word change in an ad that doubled results.
- \* How a 30% price increase zoomed profits
- \* 3 words that boosted ad response 8%
- \* A nifty little change that doubled profits
- \* Banner ad gets 6% clickthrough
- \* From 3.3% response to 8%. Here's how it's done.
- \* This letter doubled sales
- \* A simple twist and now 10% of visitors buy
- \* Special sale nets 5.6% response

Next, what you do is turn your headlines into banners.

To illustrate how to do this, I turned the above headlines into banners:  
[Click here.](#)

The point is NOT for you to use my banners. I wanted to show you how to take headlines and report titles and turn them into banner ads.

Or, of course, you can come up with your own free report ideas and create your own banners ads and/or classified ads. When you write your free report, use the idea and the test results explained in the forum at the Players Only Club. But do NOT copy the post. Put it in your own words and expand on the concept to turn

it into a free report.

The best way to do this is to break it down into a step-by-step formula people can follow. Remember, the free report needs to give valuable INFORMATION that people can use.

And please pay attention to this. The key to a report that works is to give very specific information that shows you know what you're talking about. Vague stuff doesn't work. All of the examples I gave you above are specific and will arouse curiosity. Then if you write about the topic and reveal some good information, you're going to develop credibility and trust with your reader.

The purpose of the report is to give information and develop credibility. Do NOT hype the product you're promoting. That's the job of my sales letter. And it works to perfection. Your job is to get people to click on your reseller URL in an attitude of trust.

This results in the highest conversion rate possible.

### How To Create Free Reports

Of course, now you're wondering, "OK, how do I create a free report?"

Writing one is easy if you have an outline. Here are several that will work for you.

Method one:

a. Begin with a promise.

For example, you can say, In this report, I'm going to reveal a simple two-minute change that increased our hits to sales ratio by 37%.

b. List and explain the benefits  
Here are the benefits of this method:

One: It only takes a few minutes  
(Explain this point in one or two paragraphs.)

Two: It's free  
(Explain this point in one or two paragraphs.)

Three: Not many people know about it so you have a competitive advantage  
(Explain this point in one or two paragraphs.)

c. Explain the solution  
I like to break things down into steps like I'm doing here. Step one, step two, step three and so forth.

d. If helpful, provide screen captures that show how to do what you're talking about. Show people. Don't just tell them. I use a program called "Screen Print Gold." You can find this and other programs at any of the shareware sites in [resources](#).

e. Provide an example  
After you've explained how to do it, refer people to an illustration or example that shows people the end result.

f. Give your resource box where you reference your reseller URL.  
This article is by John Doe of Blahblah Company. John operates an Internet

business where he shows people how to sell more products online and offline. If you're spending a lot of time on your computer because you are involved in marketing a business (your own or someone else's), then check out this program John heartily endorses --  
<http://www.insertresellerdomain.com/cgi-bin/t.cgi/XXXX>

#### Method two

Method two is similar to method one except you focus on solving a problem.

##### a. State the problem

Have you ever noticed that as soon as you start Windows 98, you lose 30% or 40% of your system resources?

##### b. Point out the ways the problem causes you trouble

This means after you launch your email program and one or two other items, you're often almost out of system resources. Sometimes your computer freezes up and you have to reboot. Then you have a big long wait while Windows reboots. It's a total hassle.

##### c. Explain solutions people try that don't work

Now, you've tried adding additional ram. But guess what? It doesn't help. The problem is your total system resources and not your ram. You've tried limiting the number of programs you open. But you run a business. You need to open these programs. What's the solution?

##### d. Explain the cause of the problem

The reason for this problem is what's called your System Tray. It's the group of icons on the bottom right hand side of your computer that automatically start when Windows starts. These programs suck up your System Resources.

In addition, some programs are memory hogs. And when you shut them down, Windows doesn't free up the systems resources they required to run. After this happens a couple times, your computer grinds to a halt.

##### d. Give 6 tips to solve the problem

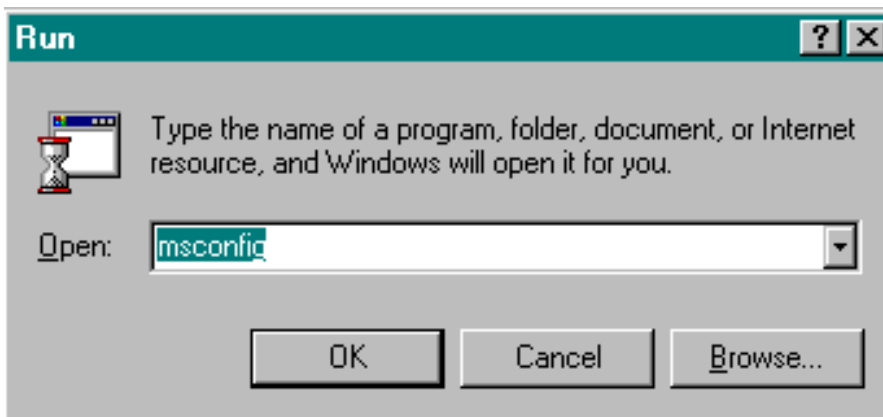
Here are six tips for solving your problem:

##### 1. Download the program MaxMem from <http://www.analogx.com>

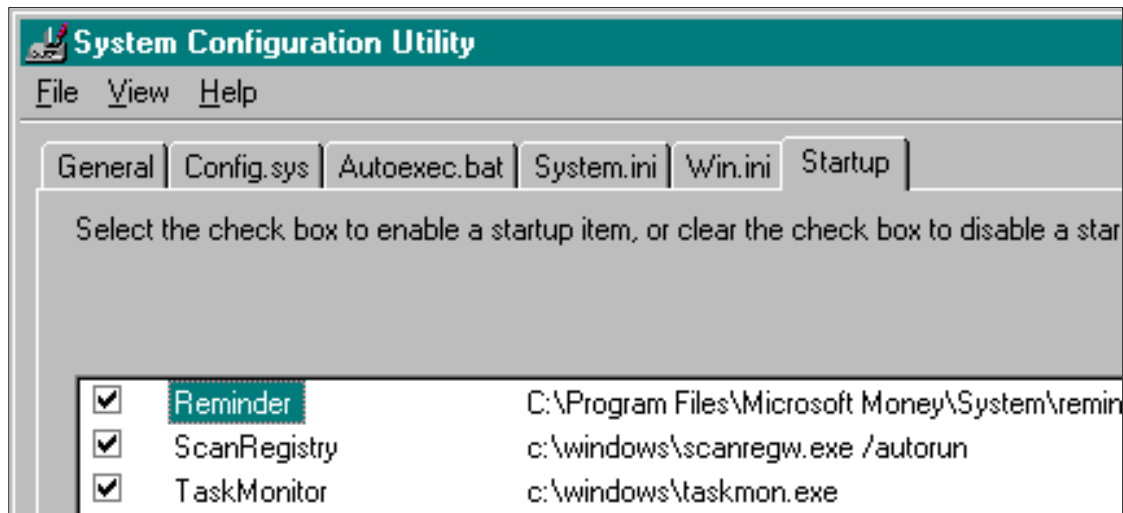
This program sits in your system tray and scans for memory leaks then frees up the stolen memory for you.



##### 2. Go to Start, Run and type "msconfig", and click OK.



### 3. On the page which appears, click on the "startup" tab



### 4. Uncheck any boxes of programs that shouldn't be running in your start tray.

5. If you don't recognize a program there, then copy the name of the program like "xyz.exe" and go to Start, Find, Files or Folders, paste in the name of the program and do a search. This will show you where the program is located on your computer. You can usually figure out what it does after you do that.

6. Visit the discussion board we have set up to allow folks to discuss other possible solutions to this problem. It's located at: <http://www.blahblahblah...>

e. Give your resource box where you reference your reseller URL

This article is by John Doe of Blahblah Company. John operates an Internet business where he shows people how to sell more products online and offline. If you're spending a lot of time on your computer because you are involved in marketing a business (your own or someone else's), then check out this program John heartily endorses --

<http://www.insertyourdomain.com/cgi-bin/t.cgi/XXXX>

### Three Ways To Make Money With Your Reports

One: You can expand it and use it as a free report that you promote through banner ads

Two: You can submit a short version to ezines as well as targeted magazines offline

Three: You can send it out as a press release using one of the resources we discuss later.

The best way to think about free reports is that they are BAIT. It's like you're catching fish and you need bait the fish will bite on. Do NOT spend a month coming up with your bait. The key to the bait is the title. Get a good title that makes people WANT to get the information.

Then give them the information you promised in short order and then sell'em something! You must deliver the info you promised or you'll lose credibility. But you don't have to give them a book. Just deliver what you promised.

If the fish don't bite on the bait you're using, what do you do? Use some different bait! Come up with a different title for your free report or write another

one. Your report only needs to be 300 to 600 words. Most people can write that much in 1 to 3 hours. When you're starting out, it may take longer. But with practice, you'll get fast!

## Buying advertising

Banner advertising can be expensive and click throughs are often very low. However, I've also known people who do quite well with. Post dot com crash, banner advertising rates are much lower.

Average click through rates on banners are something like 1/2 of 1%. However, I have friends who obtain much higher conversions than that by studying what does and doesn't work.

See [resources](#) for a web site that will help you stay current on what really works.

Next Chapter: [Plan Three](#)



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Plan Three: Use articles as search engine bait

Write 20 brief articles that target 20-30 key words you want to promote to the search engines. Put all the articles on your web site.

Here's an excellent example. I have a friend who used to sell search engine software. (The search engines changed so he doesn't sell it any longer). He put up a web site with a number of brief articles. Each article targets one specific key word he wants to promote to the search engines. You'll notice that the key word is repeated a number of times in each article.

Here are a few of the articles on the site:

- Search Engine Ranking
- Search Engine Listings
- Search Engine Submission
- Search Engine Promotion
- Search Engine Optimization
- Search Engine News

Here's the point. If you read his article on Search Engine Listings, the words "Search Engine Listings" are repeated a number of times in the article. This creates key word density. And it's something a number of search engines use to determine where you are ranked.

Now listen up, the mini-articles you write serve TWO purposes:

One: They develop credibility with the reader. Hopefully people read your mini-articles and go "Wow, this person really knows his or her stuff."

Two: They serve as fantastic search engine bait because you target each article at a few key words.

You can use the formula I gave you in Plan Two to craft your reports.

Search engines aren't the easiest way to get traffic in my opinion simply because the rules change frequently. That doesn't mean you can't do extremely well with them. But it is a method you have to concentrate on.

However, the way I just gave you can get you results. You create different articles that target your key words and submit these to the engines. You can change the articles so they have different keyword density and so forth.

There's a free software on the resources page that will measure keyword density of your articles for you and give you a break down.

Here's a tip from the search engine pros: Target words on the engines that are

NOT extremely competitive. You do NOT want to try to get listed at the top of word that has 5 million pages come up on a search. That means you have to compete with 5 million other pages!

You want to compete with 3,000 or 10,000. That makes the task far more realistic.

Next Chapter: [Plan Four](#)



# Marketing

## Associate Program Marketing Handbook

on-line reference



**Sales= Bait + Promotion + Credentializer + Endorsement + Click**

### Plan Four: Create a Site That Reviews And Recommends Related Programs

Create a web site that contains reviews of different affiliate programs.

You write a review of different affiliate programs and link to these from your home page.

You only want to recommend one product in one category. Two at most. For example, you could recommend one merchant account, one shopping cart, one Internet marketing product (mine), and so forth. If you review and recommend 5 Internet marketing products, it hurts your credibility.

These reviews serve as your CONTENT so do NOT make them a sales pitch.

Give some tips and tricks you learned about each product you recommend. Give some information that establishes your credibility.

Also, repeat the keyword 5 or 10 times that you want the article to rank well under in the search engines. So if you're reviewing a merchant account product, repeat the words "merchant account" and several other related key words such as "credit card processing" five or ten times in the article. The search engines will rank you higher on keyword density.

If you hunt in the search engines, you'll find a number of products that allow you to measure the keyword density of your articles.

Here is what is different about this from what most people do. Most people create a site that references many affiliate programs. But there is NO content. It's just a bunch of hype and links.

The difference here is that you're writing an intelligent review about each product that has information value. And you're only recommending one or two products per category. Whatever you get from the search engines is a nice bonus.

I think you'll find that intelligent reviews dramatically increase the percentage of click throughs to your sponsor that you convert to sales. Why? Because you build the credibility for the program BEFORE the person goes to your sponsor.

You can try several methods with this approach.

Personally, I don't like to see more than one product promoted on a page. I suggest you spend one page on each affiliate program you promote and only promote that program on that page.

You can write a review, show a product picture, print testimonials, and so forth.

To see examples of items you might want to include on a page, go to: <http://www.hitsncash.com/assoctools.htm>. You'll see example reviews, book covers and tips that can be published on a web page.

Another way to get traffic with these reviews is to use them as ezine ads. We haven't discussed ezines yet. They are newsletters that are emailed to people. Usually they are free to subscribe to. Many of them accept ads.

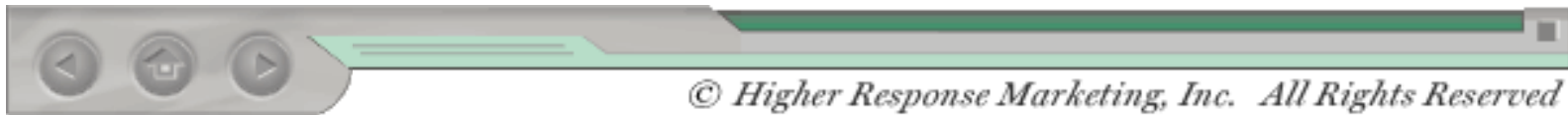
You could actually advertise your reviews! For example, "Free product reviews reveals the straight scoop on widgets. Get facts, opinions, insights. <http://www.insertyourdomainhere.com>"

You could even run something like that as a banner ad.

Turn this into an ebook: I can even envision someone creating topic specific ebooks given away for free or sold for \$5.00 that contain reviews of the top 50 or 100 products in a category. How about an ezine ad or banner that says, "Free ebook reviews top 50 widgets."

You can create ebooks using a PDF file format. For resources, [click here](#).

Next Chapter: [Plan Five](#)



# Marketing

## Associate Program Marketing Handbook

on-line reference



**Sales = Bait + Promotion + Credentializer + Endorsement + Click**

Plan Five: Listen to the news for hot topics.  
Put up web sites on topics

Listen to the news for HOT topics. Throw up a web site containing mostly links to other web sites and/or some tips you assemble from other web sites. Include banner ads and text links to one of our products.

Tie in the product to the hot topic...even if the tie-in isn't 100% logical. Promote the web site with an online press release blast.

If you decide to put together tips, gather them from other web sites but then write them in your OWN words. Do NOT rip off other people's copy, text or graphics.

You MUST put up a website with a professional look because you're going after media coverage. If you have an amateurish site, you're sunk. You need to study good-looking sites and develop your own template you can use for this purpose.

There are several companies you can use for your press releases. Go to our resources chapter for referrals.

You can create these mini-traffic-magnet sites on any topic you think people will be searching on. However, business topics, in general, should logically result in more conversions. You have to take everything into consideration though. A consumer site might draw so much more traffic that it ends up being the most profitable.

I recommend that you put up your own discussion board and chat room on this web site. This will look good on the press release. You can say, "A free discussion forum has been created for those wishing to explore this topic further. A free chat room is also available for discussing the issue with others." The press will like that statement and it increases the probability of your release being published.

For a vendor of discussion boards, see our [resources chapter](#).

This web site can be about ANY hot topic in the news that you know people will be talking about. Here's an example. I recently discovered a problem with Windows 98 that is very frustrating. You can have 256 meg of ram. But you are still only going to be able to have a few programs in your systems tray. Programs in your system tray (the lower right hand side of your computer) suck up system resources. My computer only has 60% available resources when I start it due to this.

OK. I could write a press release with the heading, "Secret Windows 98 Flaw Kills Computer Performance." I could write about the problem and how frustrating it is for business owners. Then I could say, "A web page and discussion forum has been formed to discuss potential solutions. Visit XYZ URL to swap information and possible solutions."

The best way to use this technique is:

- a. **SITE A PROBLEM** in your press release and quote statistics from a credible source that verify it is a problem.
- b. Give a few problem-solving tips after this in your press release
- c. Refer readers to the web site and discussion board.
- d. You might even want to file a domain related to the problem. This looks good to the media. It makes you look serious.

Of course, the whole purpose of this is to get traffic to the web site where you can post banner ads and text links to our products. For example, you could post this banner at the top of your discussion board page:

[Do you own your own business?  
Discover "no crash" solutions for selling  
your products online](#)

Here's an example. This is just an example and is not intended to be accurate nor a real press release. I gave this same example in an earlier chapter. This is NOT a mistake to repeat it here! I'm showing you how the same piece of writing or work can be leveraged in different ways:

**A. State the problem**

Have you ever noticed that as soon as you start Windows 98, you lose 30% or 40% of your system resources?

**B. Point out the ways the problem causes you trouble**

This means after you launch your email program and one or two other items, you're often almost out of system resources. Sometimes your computer freezes up and you have to reboot. Then you have a big long wait while Windows reboots. It's a total hassle.

**C. Explain solutions people try that don't work**

Now, you've tried adding additional ram. But guess what? It doesn't help. The problem is your total system resources and not your ram. You've tried limiting the number of programs you open. But you run a business. You need to open these programs. What's the solution?

**D. Explain the cause of the problem**

The reason for this problem is what's called your System Tray. It's the group of icons on the bottom right hand side of your computer that automatically start when Windows starts. These programs suck up your System Resources.

In addition, some programs are memory hogs. And when you shut them down, Windows doesn't free up the systems resources they required to run. After this happens a couple times, your computer grinds to a halt.

**E. Give 6 tips to solve the problem**

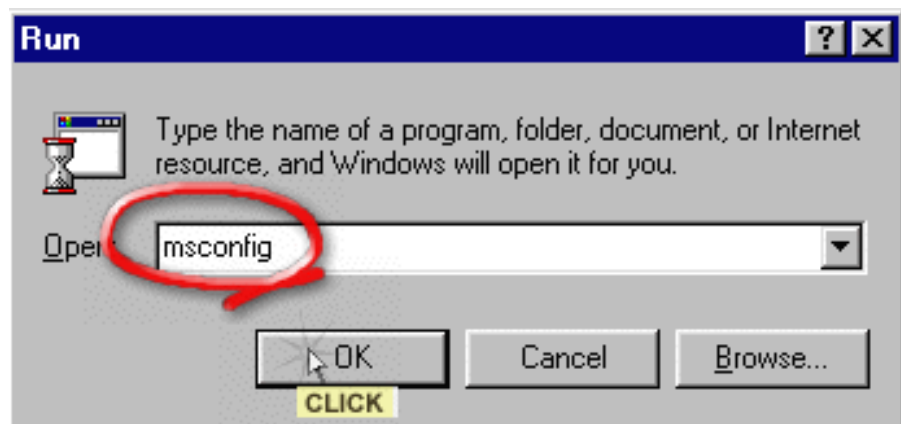
Here are six tips for solving your problem:

1. Download the program MaxMem from <http://www.analogx.com>

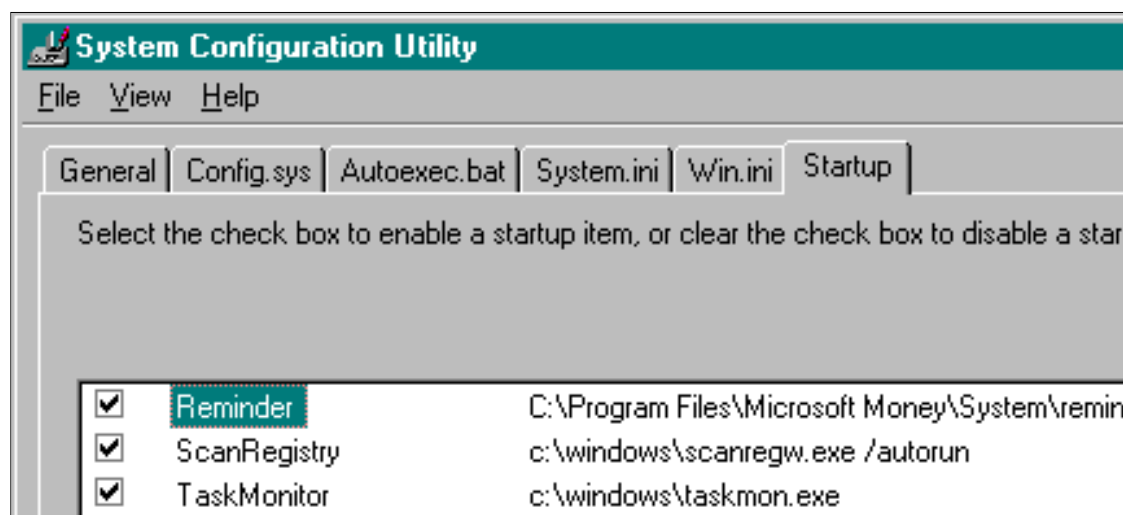
This program sits in your system tray (provide screen capture) and scans for memory leaks then frees up the stolen memory for you.



2. Go to Start, Run and type "msconfig"



3. Click on the "startup" tab



4. Uncheck any boxes of programs that shouldn't be running in your start tray.

5. If you don't recognize a program there, then copy the name of the program like "xyz.exe" and go to Start, Find, Files or Folders, paste in the name of the program and do a search. This will show you where the program is located on your computer. You can usually figure out what it does after you do that.

6. Visit the discussion board we have set up to allow folks to discuss other possible solutions to this problem. It's located at: <http://www.blahblahblah...>

F. Give your resource box where you reference your reseller URL

This article is by John Doe of Blahblah Company. John operates an Internet business where he shows people how to sell more products online and offline. If you're spending a lot of time on your computer because you are involved in marketing a business (your own or someone else's), then check out this program John heartily endorses -- <http://www.insertyourdomain.com/cgi-bin/t.cgi/XXXXXX>

////////////////////////////////////

Now, as in any marketing method, you often need to become an expert at it to use it most effectively.

A friend of mine does unbelievably well obtaining online publicity and promoting products. All he does for marketing is put out several press releases a week. But he worked a year or so perfecting his technique and method.

For resources to assist you, refer to the resources chapter. One of the vendors there sells a disk of publicity contacts. Once you own the disk, you can fax out your releases weekly at no additional cost.

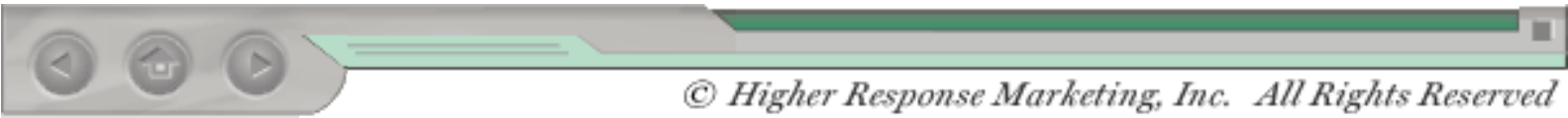
So your marketing strategy would be to listen to TV or the radio for a HOT current event. Write a press release that hooks into that current event. Then fax it out to your media contacts using the diskette.

Your total marketing cost would be \$6 to \$100 per week, depending on how many releases you fax out and how fast your fax connection is. Of course, if you live outside the U.S., you might consider exploiting your media contacts there also. And you can use online distribution. Faxing would be a tad expensive if you have to do it outside the U.S.

The most important thing I can say about this is to become an expert. Go to the media resources suggested in the resources chapter and study press releases. Every day look at the press releases on the distribution sites. That is, the sites that distribute press releases.

Go to yahoo.com and study the press releases and news releases there. Become an expert. That is the path to success.

Next Chapter: [Plan Six](#)



# Marketing

## Associate Program Marketing Handbook

on-line reference



**Sales = Bait + Promotion + Credentializer + Endorsement + Click**

Plan Six: Give away a free e-book, software or free service through banner ads and classifieds.

Ebooks have a higher perceived value than free reports. There are a number of ebooks available for free that you can distribute. Just type free ebooks in a search engine. If you cannot find an appropriate ebook related to the product you sell, perhaps you should create one that is a compilation of articles people have published in ezines. Of course, you must get permission to compile the articles in an ebook.

If you can't find a good ebook and you don't want to compile one, then plan B is to offer a free service on your web site that is related to your business. For example, a web site designer could offer a free meta-tag check or link check.

You want to use it strictly as a traffic builder. I personally wouldn't put much stock in the actual advice given by these free ebooks. You get what you pay for. And most of them are only tools to sell the author's products. Anyone with a computer can create an ebook. The value isn't in the ebook. It's in the information IN the book.

But who cares as long as the ebook can generate traffic for you. The words "Free ebook" and/or "free ebooks" will boost response to your banner ads and classified ads.

### Creating your own free ebook

You can also create your own free ebook. You can either write it yourself or hire it out. That may not cost as much money as you think.

In [resources](#), we list a place where you can bid out your writing to many writers around the world. You're bound to find a writer in your price range. Of course, use sound business procedures in dealing with any vendor.

### Giving away free software

Have you ever bought one of those computer magazines that gives you a free CD with shareware and freeware on it when you buy the magazine? Shareware is software you can try out for a period of time for free before you buy it.

Anyway, I've bought many of those magazines. Yes, I can find the shareware myself online using shareware sites (see resources).

If you find a piece of shareware related to the product you're selling, contact the vendor and request permission to offer it as a free download from your web site. Or perhaps you just link to it from your web site.

The best software those is freeware. It's totally free and never has to be paid

for. Search on freeware in any search engine. Some freeware contains advertising to support it. Other freeware is given away to generate branding or simply out of goodwill.

If you find freeware, you can run ads that say:

Free software does xyz benefit. [Click here to download.](#)

Now you're offering something of value and you will get traffic, assuming the freeware is something people want. There is so much stuff on the Internet. A lot of times people just don't know about software that exists.

The principle is the same. Find something of value. And give it away for free to generate traffic. Then what you have to do is turn that traffic into cash.

When people come to get the freebie, you put it on the same page as your promotion for a product. That way, they see your promotion.

A neat twist: What a friend of mine did is put together some free ebooks, reports, software, video and so forth into a neat little package he gave people when they subscribed to his weekly mailing list.

The weekly email was basically a sales pitch for his product. But each email hooked into a current event so it made you want to read it. And there was always an idea or information that made you want to read the next email.

Not a load of content. But enough of something that it made you want to read the next one.

And offering the kit of stuff gave people a great incentive to subscribe to his mailing list. That's just another twist you can use.

Next Chapter: [Plan Seven](#)



# Marketing

## Associate Program Marketing Handbook

on-line reference



**Sales = Bait + Promotion + Credentializer + Endorsement + Click**

Plan Seven: Use pre-written reports  
and create your own banner ads

It's best to create your own free report, banner ads and ezine ads. You'll get a lot higher response because you'll be the only one promoting your free report.

Even if you can't write worth a lick, you can create your very hot sizzling hot free reports.

How?

Easier than you think.

See [resources](#) for a recommendation on where to hire writers.

However, if you simply don't have time to follow this strategy, see if the company you're promoting can provide you with a free report. Again, this should be your second choice. Because obviously if a whole bunch of people are promoting this report, your ads won't pull nearly as well as ones for a fresh report no one has heard of.

The easiest way to create banner ads is with your html editor. You can create simple banner links like these:

[Free report reveals how amazing widget gives you XYZ benefit](#)

If you find that everyone promoting your associate program is using the same banner, you should think about creating your own if your program allows it. You can hire a graphic designer to do it for you. Or learn how yourself.

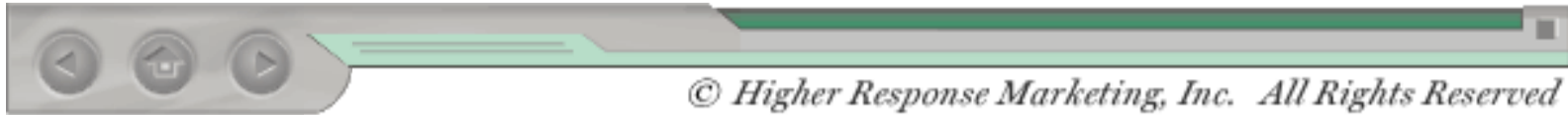
Just simple text link banners like the above work better than you might think. Why? Because people are used to clicking on links.

Fake navigation banners also get high click throughs but suffer from lower conversions.

As I've mentioned before, the real magic of the report is in the title. So if a report isn't pulling well for you, before you write a new report, change the title! I often conduct 12-product surveys to let people choose 1 item from a list of 12.

You can do the same thing with report titles. Write up a list of 12 titles and ask prospects or customers to pick the one they would most want to read. You can post such a survey in an online forum if you obtain permission. See the resources for a suggested method of locating forums.

Next Chapter: [Plan Eight](#)



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# Marketing

## Associate Program Marketing Handbook

on-line reference



**Sales = Bait + Promotion + Credentializer + Endorsement + Click**

Plan Eight: Endorse the product to your ezine list

How to Make Immediate Sales Using Your  
Opt-In List, Newsletter Or Ezine Subscriber Lists

In plan one we talked about sending an email to your opt-in list. Plan 8 is about sending an email to your ezine subscription list -- if you have one.

If you don't have an ezine, don't assume you should start one.

It's a lot of work to write an ezine and the payoff isn't what it used to be. A friend of mine was just telling me that he worked for a company where they built a 35,000 name ezine list. Yet when they sent out a promotion, they got only around 1,000 click throughs to a page and then 200 clicks on that page to another page.

For the time and energy required, you could be better off concentrating on one of the other Plan's we're presenting to you.

Every business and market is different. If you're in a niche without a glut of ezines, then having one is probably a good idea. But if you're in a niche or market that is loaded with free ezines, take another route. Maybe try starting a paid resource for \$20 a month where people get the monthly ezine and access to a password protected area with resources.

I've seen a few marketers do this with success in the crowded field of Internet marketing. One of my friends built his ezine list by buying out ezines from publishers who weren't making any money!

Having said that, if you have an email list where people have purposefully and deliberately opted in to your mailing list, don't wait! Cash in on it. For example, if you publish an online ezine or newsletter, you're set for action.

The secret -- and this is very important -- the secret is to send a mailing to your list SEPARATE from your ezine or newsletter. If you only reference the product in your ezine, you will not make nearly as many sales as you will if you send an endorsement as a separate piece of email with no other information in it.

I suppose some people won't like the fact you sent them something other than the ezine. Where do you draw the line? I don't know. That's up to you. I would set it up in your terms and conditions of subscribing that you will be sending people the ezine AND stand alone emails that are commercial.

Why? Because if you aren't making money off the ezine, why publish it? And I doubt you're going to make much money from advertising in today's market. Only the biggest ezines will do that.

It's funny. A lot of people want something for free. But they don't realize you CAN'T afford to continue providing the freebie to them if you don't profit.

That's why I don't publish an ezine. The "I want something free and don't sell me anything" mentality drives me crazy. What I do publish is a weekly marketing tip. It's one tip and one commercial plug. One-for-one.

As far as your email promotion, the best thing you can do in this email is just tell the truth about why you liked the product and specifically how it has helped you in your business. The more specific you make it, the better. If you increased your lead production, your hits to your web site, your hits to sales ratio or if you decreased the cost of generating a lead, those are all good things to mention.

If you've increased your overall sales or income, that is good. If you got an idea for a specific email promotion to your customer base, that's a good one to mention and give the dollars you made from it.

To stimulate your thinking, read through my testimonials:  
<http://amazingformula.com/testimonials1.html>

Here's an example of an email you might send

Subject line: A personal invitation . . .

Body:

This message is for John Q. Customer

Hi John,

Would you like to know the best investment I've made this year?

Awhile back I ran across a marketing product that really made an impact on my business.

As a subscriber to my publication Name of Publication you know I'm very particular about products I recommend, especially those related to Internet marketing.

But I can honestly say that one product has made a very significant difference in the way I run my online business. You may have heard of it. It's called The Amazing Widget That (insert info)

Here is how it has helped me in my business:

- \* Benefit one
- \* Benefit two
- \* Benefit three
- \* Benefit four

In short, the product has given me tremendous (insert benefit), helped me find new (insert benefit), shown me ways to (insert benefit), and opened my eyes to new possibilities I didn't even know existed.

It's unlike any of the other products on (insert benefit). That will be clear to you when you read about it. If this has only a fraction of the impact on your business and your thinking as it has on mine, it will be the best investment you make this year.

I would like to personally invite you to read more about it, click here.

Regards,

Your name

Your company

If you have a list of people who have asked to be placed on your mailing list but you need a convenient way to email them, I recommend one of the services on our [resource](#) list.

The great thing about these services is that when you send out an email, it contains an unsubscribe link. So people can unsubscribe just by clicking on the link. You don't have to dig through your email box looking for someone who wants off your list but subscribed under a different email address from the one they unsubscribed with.

That is a real pain!

If you don't have an ezine list or a mailing list, it's easy to start one. Just use one of the vendors on our list, and put their subscribe form on your web page. All these vendors provide a subscribe form your visitors can use to subscribe to your mailing list.

Next Chapter: [Plan Nine](#)



# Marketing

## Associate Program Marketing Handbook

on-line reference



**Sales = Bait + Promotion + Credentializer + Endorsement + Click**

Plan Nine: Offer a free report, e-book or other benefit to obtain opt-in subscribers then follow up with emails

Earlier we talked about how to use free reports.

The difference in this method is you're going to use the free report and/or e-books as bait to get people to opt in to your email list. Then you can send a series of follow up email promoting my products. As an alternative to a free report or ebook, you can offer any other incentive that will motivate your prospects to opt into your email list.

Here's an example of a form I used once. This offer is NOT valid now so don't sign up. It's just an example:

<http://higherresponse.com/freebies-optin.htm>

You can get your own opt-in form at one of the sites in the resources chapter. They provide the code that gives you the fill-in blanks with the submit button that sends information to them.

Here are things you can do  
with your follow up letters to make more sales

If you have access to your customer's names from the associate program, you can add extra incentives for ordering. For example, you can add an extra bonus or two or you can double the original guarantee provided by your affiliate program.

If you don't have access to customer names, then try reprinting additional testimonials you obtain from your associate program. Or you can simply highlight additional benefits and reasons to buy. Put one benefit in each follow up email.

How to Use The Explanation, Application, Illustration Formula  
For Writing Follow Up Emails

Step one: Explanation

Explain WHAT the benefit is. For example, X Widget scans your computer for memory leaks caused by Windows.

Step two: APPLY the benefit to the prospect

This means you'll spend more time working and less time rebooting your computer because it froze up or ran out of memory.

Step three: ILLUSTRATE the benefit.

Usually this is an illustration from your own life on how you personally have benefited from the product.

Before using this program, my computer crashed 3 times a day on average. Now I average only one freeze up every three days. I figure this has saved me at least 15 minutes a day.

Explain what this benefit is going to mean to them in specific terms.

The real secret

The real secret to getting your emails read is the subject line. And an email that fulfills the promise of the subject line.

How do you write a good subject line? Easy. Create a new mailbox in your email program. And every time you run across a subject line that gets your attention, put it in there.

If you find an email that is attractively formatted or grabs you in some other way, put it in this idea box. Then, when you need to come up with an idea, you have a resource to stimulate your thinking.

In short, the secret is to study. Study what grabs your attention. Then learn from it and use it.

Here are some ideas for your follow up emails:

- \* Give a success story
- \* Quote some testimonials
- \* Answer common questions
- \* Answer common objections
- \* Explain the criteria one should look for in a product like yours
- \* Give little-known facts about your product category
- \* Present proof your product works
- \* Give tips on using your product and getting the best results
- \* Tell the reader more ways the product will benefit them

Next Chapter: [Plan Ten](#)



# Marketing Associate Program Marketing Handbook

on-line reference



**Sales = Bait + Promotion + Credentializer + Endorsement + Click**

Plan Ten: Offer a free report, ebook or service through teeny tiny classified ads in ezines, magazines and **USA Today**

## How to Craft Your Own Teeny Tiny Ads That Pull In The Responses!"

The next part of the system is to write your teeny tiny ads that get people to request information from your autoresponder or visit your web site.

One way to come up with your classified ad ideas is to read the article titles on the cover of Cosmo magazine. I'm not joking! They come up with some really amazing article titles!

Another way to come up with good classified ad ideas is by reading and studying the classified ads in ezines and magazines. Which ones grab your attention and make you want to respond? Why?

Put together a collection of 50 or 100 ads you really like. Then pick out elements they have in common. Pick a phrase here and there. Begin writing your own ads. Write 50 or 100. Then go back and pick out the 10 or 20 you feel are best and test them.

How? One way is to find an ezine that is mailed daily. Buy ads on 10 consecutive days. Run each ad one day. You won't get a perfect scientific test because response varies significantly according to each day of the week. But what I suggest you do is pick out the top 4 winners and test them against each other.

If you're a patient person, you can run each ad in one ezine once a week. So let's say an ezine is published daily. You can run one ad every Tuesday for 10 or 20 weeks in a row. However, you still won't get a truly scientific test because your ads will still be spread out over a number of weeks.

Which brings us back to the first method I talked about. Buy ads in a daily ezine for 10 or 20 days in a row. Track the results. Pick out the best performing ads and test them against each other.

Now, if you're stuck for a good ad, here's a suggestion. You almost can't go wrong with several formulas:

1. Discover the \_\_\_\_\_ that \_\_\_\_\_

You insert 2 benefits into this ad. The word "discover" is a very powerful word to begin an ad with. For example, I used this formula as the headline of my sales letter **Discover The Amazing Formula That Sells Products Like Crazy!**

2. Free report reveals the secrets of \_\_\_\_\_

People love to get free reports. Here's an example of an ad using this simple formula. Free report reveals the 7 secrets of getting your spouse to quit arguing with you -- today! The word "secrets" is another powerful one to use in ads when it is appropriate.

3. How to \_\_\_\_\_

People love "how to" headlines. Promise to tell them how to solve a problem or get a result they want. Here's an example: How to find the highest payout gambling sites online.

4. Who else wants to \_\_\_\_\_

That headline has been working for the last 100 years! Who else wants to sell products like crazy?

5. Free newsletter reveals secrets of \_\_\_\_\_

This is the same formula as the free report. You can offer a free guide, tip sheet, book, e-book, newsletter, handbook or other information that sounds valuable. The greater the perceived value of the free gift, the greater the response.com Free newsletter reveals the top 10 ways to make money online.

Notice how I used a number in that example -- the top 10 ways to... By testing ads, we've found out that using a specific number often boost response. It makes people curious about what the 7 or 10 ways are. Plus it promises information of value.

It's hard to go wrong with the word "free." The word has been boosting ad response for the last 100 years. And it'll keep doing it for the next 100.

6. Do you make these mistakes in \_\_\_\_\_

Example: Do you make these mistakes in selling your products online?

The purpose of this ad is to make people curious. You want them to wonder what the mistakes are and if they are making any of them.

7. Do you know these ways to \_\_\_\_\_

Example: Do you know these ways to sell your products with dirt-cheap ads?

8. Discover the truth about \_\_\_\_\_

Example: Discover the truth about why men go impotent. (Hint: It isn't what you think!)

This is a headline that has been working for many years. It appeals to the feeling most people have that they don't know the real truth.

You'll notice I used a technique there I haven't before. That method is called the stinger. It adds punch to the ad. You put the statement in parenthesis and make a shocking statement that causes the reader to think twice.

Here's another example: Discover the truth about airplane safety. (Why everything you've heard is dead wrong!)

9. Discover the facts about \_\_\_\_\_

The purpose of this ad is to make people curious. You want them to wonder

what the mistakes are and if they are making any of them.

Notice that these formulas do NOT ask for money in the ad. That is a big no-no. It will kill your response. All you're trying to do is get the reader to send an email to your autoresponder or to drop by your web site. That's it.

### How to Pinpoint the Benefits of Your Product And Highlight Them In Your Teeny Tiny Ad

Here's another important tip: Always, always, always talk about the benefits of your product in the ad. And in most cases, you want to make a promise. To get the interest of readers, you have to promise something of value, something of possible benefit. Something that solves a problem or helps produce a desirable result.

All products have features and benefits.

Feature: A drill and a drill bit made of steel

Benefit: It makes holes in wood so you can build a doggy house for little scruffy.

Feature: Your shampoo has a dandruff-fighting ingredient

Benefit: You avoid being embarrassed in front of your friends, coworkers and family.

Feature: A car that has bright cherry red paint

Benefit: You stand out like a sore thumb so careless drivers are less likely to crash into you. Which means you'll spend your time making money online not recuperating in a bed at the hospital.

Let me point out a little nuance on that last benefit. The first part of the benefit is that "the car stands out like a sore thumb so careless drivers are less likely to crash into you."

But the second statement is what I call a benefit chain. You take the FIRST benefit and ask this question. So what? That's how I came up with second sentence "Which means you'll spend your time making money online not recuperating in a bed at the hospital."

You want to point out one or two key benefits in your teeny tiny ad. I like to word my ad so that it is promising a specific benefit. The more specific, the more believable.

### Avoid These Three Common Mistakes

Mistake one: Making claims that are unbelievable. For example, "Make \$3,000 next week with no money and no work" simply isn't believable. People are sick and tired of ads that sound like hype. Especially the ones that promise you'll make big money with no work and no investment.

Mistake two: Running good ads in the wrong places. If you run an ad for a woman's product on a site visited by 90% males, you aren't going to make many sales. Think about who is reading the ezine you're running your ad in!

Mistake three: Writing an ad that sounds like everybody else's. Sometimes I like to look at the ads everyone else is running and try the opposite.

For example, if I were selling a tax service to small businesses and everyone else was running an ad that said something like "Save money on your taxes with pre-tax planning."

I might run an ad that says, "Are taxes eating your lunch? Forget planning! What you need is the free no-more-taxes destroyer kit."

See, if everyone else is talking about "planning" I'm going to talk about "not planning." If everybody else zigs, then you zag.

How to use the flag method

Another little trick that can make your ads more effective is the flag. It's one word at the beginning of the ad that flags down your reader's attention. For example,

**Teachers!** Discover how to sock away twice the money for retirement with these 3 little-known 401k tricks. Free proof. Email: [tricks@notarealdomain.com](mailto:tricks@notarealdomain.com) or visit: <http://www.higherresponse.com>

The word Teachers! is the flag. Anyone reading the ad who is a teacher will know the ad is meant for them. Now, if you were running the ad in an ezine read only by teachers, the flag would not be required. However, if you were running it in a joke-of-the-day list, then it could help you attract the readers you want to reach.

How to use credibility boosters

Another trick is to use what I call credibility boosters. These are one to three word statements that build your credibility. For example, if an ad says, Get 40 miles to the gallon! Save tons on gas. Free proof.

The credibility booster is the phrase Free proof. You're offering proof. That makes someone who doubts the promise have an incentive to click to find out more.

Other words that build credibility are "tested" and "proven." For example, This little ad hauls in dollars day and night. Tested, proven system works like crazy! Free details. Email -- <mailto:resellscoop@getresponse.com>  
<http://www.higherresponse.com>

### How to Structure Your Response Mechanism

Once your ad has pulled in your prospect's interest, now it has to get them to respond. There are two responses you can request:

Response one: The autoresponder

"Send an email to: [freetips@aweber.com](mailto:freetips@aweber.com)"

Of course, you don't have to use aweber.com. You can use any autoresponder.

Response two: The web site URL

Visit <http://www.insertyourdomain.com>

You'll obtain the highest response by including BOTH of these methods in your ads. Offer an autoresponder as well as the web site URL.

Response three: Fax-on-demand

Fax-on-demand allows people with a fax machine to have a document faxed back to them. They call a phone number, type in the document number and their fax number and the document is zipped back to them.

## Response four: Voice mail

My friend Joe Shroeder from mlmbigfish.com fame uses a 30-minute voice mail seminar with great effectiveness. You can also offer a 24/7 voice mail number for people to call and leave their address if you're going to send physical information.

Next Chapter: [Plan Ten-B](#)



# Marketing

## Associate Program Marketing Handbook

on-line reference



**Sales = Bait + Promotion + Credentializer + Endorsement + Click**

### Plan Ten - Part B: How to Find Places In Which You Can Purchase Inexpensive Classified Ads.

You your run teeny tiny, dirt cheap little ads for the product in online publications called ezines.

The word ezine is a combination of two words: email and magazine. It's a publication that is emailed to you. The word magazine is an exaggeration. Typically the publications are more like emailed newsletters. These things have a circulation ranging from 500 readers to 600,000! And there are literally thousands of them on the Internet.

You can waste a whole lot of time researching ezines. In order to save time, I highly recommend several of the top notch ezine advertising directories that have been compiled. They have all the information you need for your advertising program on each ezine. And they list hundreds.

Here's an example of an ad I would run for The Amazing Formula.

Discover the amazing formula that sells products like crazy! Over 100 pages of customer praises prove it works! Plus, make 60% profits reselling the product. Free guide shows how. Free tips:  
 XXXX@aweber.com?subject=joke  
<http://www.higherresponse.com/track/t.cgi/XXXX>

Of course, all you have to do to get ad ideas is to read the ads in ezines. Save the best ones in a mailbox in your email program. Then, when you go to write your ad, pull'em out and read'em over.

**A REMINDER:** Any advertising you do is at your own risk. As with any business, there is the opportunity to make money. But you may also lose money. Never spend money on ads you can't afford to lose!

#### Running your ads offline

You don't have to run your ads online. You can also run ads for your associate programs offline. Find targeted magazines and run classified ads there that send people to your reseller URL for more information.

Your reseller URL is probably too long to run in a classified ad. So what you do is use the redirect method in Plan 22. That allows you to shorten up your URL.

How do you find targeted magazines? Well, if you're selling a product in an area you're passionate about (highly recommended) you should already know the magazines and journals people read. Because you read them yourself.

If not, then find someone who does have a passion for that field and ask them what magazines they read. Of course, there is also a good old-fashioned library.

If you run an ad in a magazine, you usually pay by the word or line, so you'll want to shorten it up. Something like: Free report reveals how to blah, blah blah. [www.hitsncash.com](http://www.hitsncash.com)

See, that's a short ad but still effective.

Next Chapter: [Plan Ten-C](#)



# Marketing

## Associate Program Marketing Handbook

on-line reference



**Sales = Bait + Promotion + Credentializer + Endorsement + Click**

### Plan Ten - Part C: How to Set Up Your Autoresponder System

Step Three: Set up your autoresponse system

You're going to go to one of the sequential autoresponder companies and set up your own autoresponder.

You pay \$10-\$20 a month and the robot does all the work for you. If you sign up as a reseller, you'll make a commission on your sales also.

Here is what the statistics screen at AWeber looks like:

- Quick Lead Stats -	
Today:	7
Yesterday:	10
Active To	19,604
Inactive To	3,007
Grand Total:	22,611

When you click on "Edit Messages" the next screen comes up.  
[Click here to view it.](#)

See where it says "Subject" on the yellow bar? That is where you type in the subject line of the email you're sending. You'll also notice that immediately following "Subject" is \$NAME: Anywhere you type "\$NAME," the program will automatically insert the name of the prospect.

What's really cool is that this feature adds the prospect's name to the subject line of the email! This is an amazing feature that totally personalizes your email.

Finally, when you click on the link "Click to Edit This Message's Settings," here is the screen that will come up. [Click here to see it.](#)

Notice how I begin the letter. This is EXTREMELY important. I say:

"This message is for \$NAME"

"Hi \$NAME"

By beginning the email with this touch of personalization, I eliminate potential spamming complaints. Which brings us to an unpleasant topic. There's a word on the Internet called "spam." You may or may not have heard of it.

What it means is the sending of information to someone who did not specifically

request it from you. Any and all unsolicited email is a gigantic no-no in any program. Do NOT send out bulk email. Do NOT send these letters to "safe" lists. Do NOT send them when someone posts to your free-for-all links site. Do NOT send them in response to someone who spams you!

Why? Because if someone feels they have been spammed, they can not only cause you to lose your ISP account and your web hosting, they can cause me to lose mine also. They could even put me AND you out of business. In short, they can make all of our lives hell.

There is one and ONLY ONE use for these letters. You send them when someone requests the information from your ad in an ezine or from your web site. By the way, when you buy ads in ezines, make CERTAIN the ezine is one people specifically opt in to, not one that is sent to people who didn't request it.

The rules are:

No spam!

No unsolicited email!

Only autorespond when people specifically request the information!

Spam complaints will get your reseller account automatically suspended and you forfeit commissions generated.

Here is a screen capture from getresponse.com of what the messages look like. Where the number 1 is you see the code to insert the prospect's first name. Where the number 2 is you see the time delay. This particular mailing list goes out weekly. So message one is sent instantly. The following messages go out every 7 days.

#### SELECT MESSAGE:

```

1 [[firstname]], do you want weekly marketing tips? (instant delivery)
[[firstname]], weekly tip: See every visitor! (sent after 7 days) 2
[[firstname]], weekly tip: Shrink graphics free! (sent after 14 days)
[[firstname]], weekly tip: Your sales letter (sent after 21 days)
[[firstname]], weekly tip: pops that make money! (sent after 28 days)
[[firstname]], weekly tip: monitor your uptime (sent after 35 days)
[[firstname]], weekly tip: recurring billing resource (sent after 42 days)
[[firstname]], weekly tip: all about cgi programs (sent after 49 days)

```

Number 3 shows you how to insert the prospect's first name in the subject line. Number 4 shows you how to do the same in the email message itself.

#### ADD NEW MESSAGE:

```

3 Subject: $firstname-FREE gift from Marlon
4 Body: This message is for $firstname

Dear $firstname,

Message here....

```

Number 5 shows you where you type in the interval. That is the number of days

the message goes out from day 0. Day 0 is the subscription day. Number 6 shows that you can select plain text or html emails.

Interval: 601 5

Attachments: none 6 [Add/remove attachments](#)

plain text  HTML enhanced [HTML preview](#) [HTML help](#)

Save Message Cancel

### Load Your Follow Up Letters In Your Autoresponder System

The next step is to craft your follow up emails and load them into your autoresponder system. I recommend only 3 messages if they are only sales pitches. If they contain useful information and tips, you can send an extended series of 7-10 messages.

You need to put a hard return after 65 characters on each line. That way, your message will look good when it arrives in your prospects email box.

If you're lucky, your associate program will have some follow up letters you can use. If not, you can write your own using the explanation-application-illustration formula I gave you in step nine.

Next Chapter: [Plan Ten-D](#)



# Marketing

## Associate Program Marketing Handbook

on-line reference



**Sales= Bait + Promotion + Credentializer + Endorsement + Click**

Plan Ten - Part D: How to create an opt-in list

If you have a website then your prospects can request information directly from there without having to open their email program.

Most other autoresponder companies provide you with a subscribe form that looks similar to this:

Free Report for subscribing to our mailing list  
Discover the amazing secrets of

(insert benefit)

Your Name:

Your E-mail Address:

To make this work you'll need to cut and paste a small amount of html code into your website.

You literally just copy and paste the code and then customize several fields. That amounts to typing in the name of your autoresponder in the designated place and the URL you want people to go to after they subscribe.

That's all there is to it. Here's what you do at [getresponse.com](http://getresponse.com). In the user's manual, there is a section titled "Adding prospects via a form on your web site." That's where the copy and paste code is.

One line of that code reads like this:

```
input type="hidden" name="category1" value="autoresponder_name"
```

You simply type in your autoresponder name where the bold letters are. For example, I have an autoresponder called: **resellscoop**@getresponse.com.

My line would look like this:

```
input type="hidden" name="category1"  
value="resellscoop@getresponse.com"
```

After someone submits the form you will need a "thank you" page for the visitor to see. Change the URL in the HTML to point to your page. At aweber you do that like this:

```
name="redirect" value="http://www.aweber.com"
```

Of course, you probably don't want to send people to [aweber.com](http://www.aweber.com) when they subscribe to your ezine. So you plug in your own url there like this:

```
name="redirect" value="http://www.insertyourdomainhere.com"
```

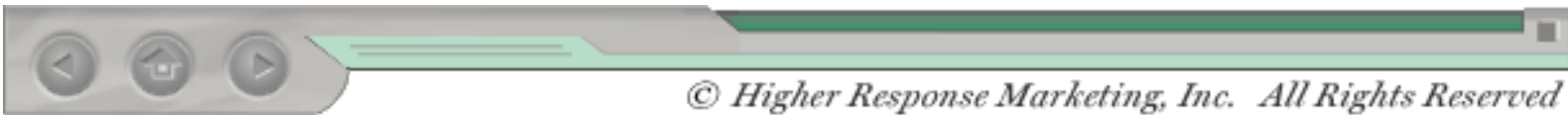
You'll find additional instructions and the code to copy and paste to your web site at AWeber on the "How to Start" page.

How to increase your opt-in subscription rate:

There are several ways to increase your opt-in subscription rate.

1. Offer a free bonus or bonuses for subscribing to your email list.
2. Use an entrance or exit popup that offers the chance to subscribe and spells out the benefits.

Next Chapter: [Plan Ten-E](#)



# Marketing

## Associate Program Marketing Handbook

on-line reference



**Sales= Bait + Promotion + Credentializer + Endorsement + Click**

Plan Ten - Part E:  
Repeat the winners and drop the losers

The final step here is to repeat your winning ads and drop your losers. In order to do that, you have to know where your responses are coming from. Here's how you do that with AWeber. When you list the email address for people to requisition information from, you format it like this:

unitname@aweber.com?subject=XYZad

After "subject=" you place the name of the ad you're running. What will happen is each time someone requests information from your AWeber account, you'll receive an email with the name of the ad in the subject line. That way you know how many people requested information from the ad.

You just count up the subject lines for each ad, and you know how many people responded!

To make sure that people format the email correctly, create a hyperlink in your html editor as I instructed you before for the web address. Only this time you're going to highlight the email address and then put this information in the link field:

<mailto:freetips@aweber.com?subject=XYZad>

Now, when people click on the link, their email program will automatically open up and put the subject line you specified in the email for them. For an example, click on the link above.

Here's a Neat Ad Tracking Method  
Available with Getresponse.com

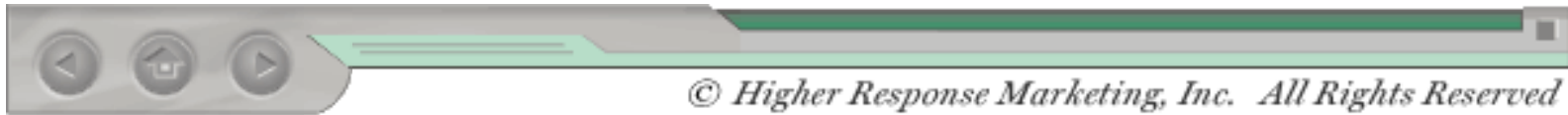
Here's how you do that with Getresponse.

They have an amazing Replicate-It!<sup>TM</sup> feature, that will replicate all your information and messages without you having to do the dirty job! What is more, Replicate-It!<sup>TM</sup> will update all your replications whenever you change your original message.

All you do is click on "Replicate-It" and it clones your email messages but lets you assign a different email address so that you can know where your replies are coming from! For more information, visit the [getresponse.com](http://www.getresponse.com) web site.

This is an awesome feature I haven't seen in the other sequential autoresponders. I'm not saying they don't have it. I may have overlooked it. But I do know for certain that you get it at [www.getresponse.com](http://www.getresponse.com)

Next Chapter: [Plan Eleven](#)



# Marketing

## Associate Program Marketing Handbook

on-line reference



**Sales = Bait + Promotion + Credentializer + Endorsement + Click**

Plan Eleven: Write articles for ezines and put your free report bait in your resource box

How to Get Free Ads By Writing Articles For Ezines

Another way to make a lot of sales is to write a short 300-word article for ezines and submit it to 200 or 300. You'll have to compile your list of ezines using the popular ezine directories.

You're wondering how you get your free ads? It's simple. When an ezine publishes your article, it's traditional for them to publish a "resource box" that gives a little info about you, your product, and also includes a link to your web site. What you do is list your reseller URL as the link they permit you to use.

Here's an example of a resource box:

Article by Marlon Sanders, the ambassador of "Just Click Send" marketing. To discover The Amazing Formula That Sells Products Like Crazy, send an email to: [weeklytip@getresponse.com](mailto:weeklytip@getresponse.com) or go to: <http://www.amazingformula.com/cgi-bin/t.cgi/XXXXXX>

Here's A Sample Article

Here's an example of what the resource box looks like with the complete article. By the way, you can post this article on your web site as a lead generator if you want. I'm publishing it here the way you would submit it with short lines. When you submit your articles to ezines, you need to keep your lines to 65 characters or less so the formatting doesn't get screwed up by the email programs.

You can write articles using the press release formula I gave you.

- a. You introduce a problem.
- b. Quote a fact or statistic that supports the problem.
- c. Quote yourself or someone else who verifies the impact of the problem.
- d. Present tips for solving the problem
- e. Give your resource box.

My sample article below is simpler than that. The formula is:

1. Strong benefit headline
2. Present benefits of solution in bullets
3. Present idea or tips
4. Resource box

For step-by-step instructions on how to write an article, refer to Plan Two.

### **The "just click send" formula for making money on the Internet**

**I have a formula for making money on the Internet. Almost no one uses it. Yet ...**

- \* It isn't new. People have been making millions with it for over a hundred years.**
- \* It isn't hot and sexy. See above reason.**
- \* It is tested and proven.**
- \* You can use it TODAY to put cash in your pocket before the sun sets.**
- \* It requires NO spamming or other frowned upon activities.**
- \* It is completely legal.**
- \* It costs virtually nothing.**
- \* It takes very little time to implement.**
- \* Even a dummy can do it.**

**What is this amazing formula? I call it "just click send."**

**It's simple. You have a list of customers. People who have purchased from you. You have people who have specifically requested (i.e. opted in) to your mailing list.**

**These people know you. They trust you. In some cases, they adore you. All you need to do is sell something. Go to [associateprograms.com](http://associateprograms.com). Pick out a product you believe in, preferably one you yourself have benefited greatly from.**

**Write a brief endorsement letter. Then click send.**

**Send your letter by email. Send it by fax. You can even send it snail mail. But the crucial thing is that ...**

**... you send it.**

**Simply because you endorsed the product, your customers WILL buy from you. You almost certainly will make sales.**

**Many associate programs have proven sales letters. They have tracking mechanisms in place. They have tested products that people want to buy. The only thing they need is a list --your list.**

**I issue this challenge: For the next month, "just click send" every week. That's right. Once a week ask your customers to buy something.**

**Try this and just see if you don't immediately and substantially**

**improve your profits.**

**I have a client that does \$7-8 million in sales annually. You know what profit formula I suggested to them recently? Just click send! They have customers from whom they don't consistently and regularly ask for more money. But now that I gave them my "just click send" marketing formula, they ARE doing it. And I make a little piece from every sale for lending a helping hand.**

**As long as you only endorse high quality products that create outstanding value for your customers, you can milk this cash cow for a long time to come.**

**I urge you.**

**I implore you.**

**I challenge you.**

**Just click send every week or two. And see what happens to your bottom line.**

**Article by Marlon Sanders, the ambassador of "Just Click Send" marketing. To discover The Amazing Formula That Sells Products Like Crazy, send an email to: [formula@amazingformula.com?subject=?xyz](mailto:formula@amazingformula.com?subject=?xyz) or go to: <http://www.amazingformula.com/cgi-bin/t.cgi/XXXXXX>**

Next Chapter: [Plan Twelve](#)



# Marketing

## Associate Program Marketing Handbook

on-line reference



**Sales = Bait + Promotion + Credentializer + Endorsement + Click**

Plan Twelve: Use Your Sig Line and Forum Postings To Distribute Your Free Report Bait and/or Ebook and/or free service

How to Promote The Program With Your Sig File

Whether you use Netscape, Internet Explorer, Eudora, Pegasus, Microsoft Outlook, or some other program to send and receive email, they all allow you to set up what is called a signature file or sig file for short. This sig file is added automatically at the bottom of every email you send to your friends and business contacts.

You can use your sig file to promote "The Amazing Formula." All you do is use this line as your sig file: "Do you know the amazing formula?" And you have it link to your reseller URL. Or, you can use most any of the classified ads I listed earlier.

For a screen capture that shows where you set up your signature file in Netscape, [click here](#).

In Netscape Messenger 4.61 you select edit, preferences and identify. However, the procedures are slightly different for new versions of the mail programs. If you search on the help file under the word "signature," you'll get instructions on how to set up a sig file in whatever mail program you use.

In addition, if you make helpful posts in discussion forums and newsgroups, you are usually given a place to list your web site address and a 5-7 word description. You can place your "Do you know the amazing formula?" tag line there.

In the resources chapter, there is a web site that allows you to search 250,000 online forums.

A secret few people know

There are ways to search message boards and forums by the topic or key word of post. That way, instead of just monitoring a few forums, the whole Internet is your playing field. See [resources](#) for details.

With this knowledge, you could spend 1-3 hours a day just making posts using this promotion method, depending of course on your topic.

OK, let's discuss specifics on how to do it.

Here's an example of how you put your tagline in most online discussion forums. [Click here](#).

Just be sure you don't spam forums, mailing lists or discussion boards with commercial posts. The proper approach is simply to give intelligent answers to the questions other participants ask and list your reseller URL and a brief description. That's it.

Placing pure commercial posts or hyping products in discussion boards can get both you and me in heaps of trouble. Don't do it!

Listen up: Do NOT post your reseller URL in newsgroups. Only use your autoresponder address. Why? Because if you screw up and offend someone, our site will get shut down. People in newsgroups don't screw around!

I encourage you to post your reseller URL in forums and discussion boards. But not newsgroups! If you do, you'll lose your reseller privileges and forfeit commissions earned in that month. Newsgroups are dangerous and not for beginners. It's fine and even encouraged for beginners to participate in online forums. You're much more welcome there.

When you scan down the posts in the forums, you'll see people asking all kinds of questions and requesting resources. You make a helpful post answering their question and then type in your URL and tagline in the place provided. That's it.

The KEY to a post that gets you lots of hits is the subject line. You are always allowed to give your post a title. Here's an example of how to type in your subject line. [Click here.](#) I like to post a subject line that promises valuable information. Think of something that will make other people want to read the post.

Here are some examples of subject lines I have used:

"I made \$1,300 from 2 ezine articles"  
"6 traffic tips"  
"Killer 3D graphics in under 5 minutes!"  
"Free online secured ordering"

Please understand -- these are ONLY for my product. I can't possibly cover the wide variety of products you may be reselling. But I can tell you that you'll get some excellent headline ideas by reading the titles of articles on the cover of Cosmopolitan magazine. Study those and it should come easy to you.

Beyond that, all you do is place helpful posts in online forums. You can post brief tips that CONTAIN USEFUL INFORMATION. Do NOT under any circumstances post an ad for a product. Always, always, always post valuable information and then refer to your free report in your SIG line.

I don't care what product you're selling -- computer software, a dating service, or bananas to Eskimos. You can always come up with problem-solving tips for the target audience.

How to track your posting results

In the chapter on how to eliminate long URL's, I give you a free way to track your advertising results. You can also use a commercial tracking service. [See resources.](#)

The subject line of your post determines most of the response to it.

Be careful of a practice called cross-posting. This is where you write one tip or article and post it to multiple forums. This is generally frowned on.

However, you can write these tips quickly with practice. So write different tips and rotate them to different forums. You could place a tip in one forum. Then 3 to 6 weeks later place it in another forum.

Or just write fresh tips. What you can and cannot do depends greatly on the forums you are posting to.

A routine for making sales every week

Develop a list of 10-50 forums that target your market or different markets for the same product.

Then every day write a tip or two and post to several forums. Get a system going and track results. You will soon learn what works and what doesn't.

Two routes to success

**Route 1:** Respond intelligently to questions that are asked on the board. Include your url in the space provided. You can do posts like this every day and create a regular income. You can make the rounds to 5-20 forums daily.

**Route 2:** Create canned posts that are tips and post them. They should contain valuable information and NOT be a pitch for a product.

If you post an obvious pitch for a product, you're going to get fried! DO NOT DO IT. What you do is post valuable information and include your sig line or your URL in the space provided. If people like your post, they will check out your web site.

**THE KEY IS A SYSTEM. YOU DO IT REGULARLY AND CONSISTENTLY. A ROUTINE.** Hit and miss does not work. Get a system. A routine. And do it all the time without fail.

Here are examples of several of my canned posts from the old days when I used this method:

6 free traffic tips:

1. Buy banner ads on smart clicks and let their system select for you the most responsive categories of web sites to promote on.
2. Go to those web sites and exchange links. Use a CGI program to automate this.
3. Submit 500-word articles to targeted ezines. There are a number of lists of ezines for free on the web.
4. Run ads in targeted ezines. You must track your results with affiliate tracking software. That way you know where your orders come from. The same suggestion applies to #1.
5. Start your own banner exchange on a 2 for 1 basis and use the 50% free inventory for your own promotions.
6. Make posts in targeted forums once a week.

For many more ideas and cool tools, see my info at:  
<http://www.higherresponse.com/track/t.cgi/8025/monster2.htm>

Marlon Sanders

Here is a post I added to a forum that was not in response to a question. Sometimes if I have neat ideas or find a cool resource, I pass it along in a post in several forums. If I come up with a killer subject line, this always generates sales. In this post, I shared a few cool ideas:

### **Two Cool Email Tricks & 1 website**

Hi,

If you use Eudora Pro to manage your email, here are two tricks that can save you tons of time and make you money.

If you don't use Eudora, maybe other members will post how to do the same things in Pegasus, Outlook 98 and other programs.

I recently discovered that I can access all folders in Eudora (where I file my mail) using any word processor. In your word processor, just locate Eudora and the folder you want to open.

Click on it and presto chango -- instant access!

Once you open the file in your word processor, you can search for any info you want. For example, I have visitors to my web site sign up for a free ezine. They fill out a form that gives me their name, address, phone and other important info.

When they click the submit button, I automatically receive the info via email. I use the filtering feature to identify those emails by the subject line and transfer them into my responses folder.

If I want to access all that info, all I do is pull it up in my word processor. Pretty cool, eh?

By the way, if you'd like to set up a form like this at your web site without CGI techie stuff and without spending a dime, just visit:

[www.freedback.com](http://www.freedback.com).

I have a sample at my website when you click to subscribe to my ezine. I use the form to QUALIFY prospects.

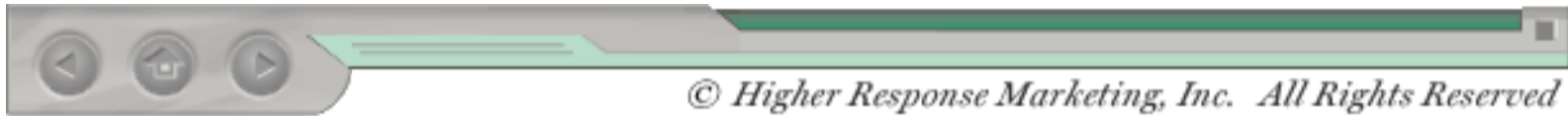
In addition, you can set up your own autoresponder in Eudora by saving any document as stationery (Select File, then stationery.) Then select "Tools" and "Filters."

Under actions select "Reply With" and select the name of the stationery file you saved.

Best wishes,

Marlon Sanders

Next Chapter: [Plan Thirteen](#)



# Marketing

## Associate Program Marketing Handbook

on-line reference



**Sales = Bait + Promotion + Credentializer + Endorsement + Click**

### Plan Thirteen: Use The Pay-Per-Click Search Engines

#### How to Promote The Program With Pay-Per-Click Search Engines

For many products, pay-per-click search engines can be very good. The idea is that you decide what you're willing to pay per click through to your web site.

In fact, now that advertising prices are much cheaper than they used to be, you could really clean up on pay per click. It all comes down to knowing your numbers. What marketers call your metrix. We'll talk about the metrix of advertising in a moment.

If you know that you make \$1.00 for every visitor to your web site, you could theoretically bid 0.75 cents per click and make money. Assuming, of course, the traffic was the same quality as your existing traffic.

Of course, I've found with advertising that is rarely the case.

The most well known of the pay-per-click engines is "Go To" at <http://www.goto.com>.

One cool thing is they have a UK version of Go To for all you UK folks. It's at [uk.goto.com](http://uk.goto.com). The way Go To works is simple. You bid on how much you're willing to pay for a click. Very simple and easy.

From the home page, hunt around until you see a link about advertising. It changes positions, so I won't try to tell you where it's at. This will give you bidding information. A lot of my friends bid a nickel to a dime on key words. In the old days, you could bid a penny or two. But I think the minimum bid is a nickel now.

I'm told by those who specialize in this form of advertising that the most important thing is to be on the first page of search results. What I learned is that it takes patience and experimentation to get profitable.

What you do is bid on all the logical words. Then, you watch your clicks like a hawk and see what converts and what doesn't. Next you cut out the bad words. You probably won't be profitable until you cut out the words that generate a lot of clicks but no sales. Those are the dead wood that cost you money but don't make you money.

You can hunt down the other pay per click search engines by typing "pay per click" in google. I know I tried advertising on Findwhat, Kanoodle and some others. I got clicks but my clicks didn't convert.

I told my friend John Keel about this. He's a "pay-per-click" guru. John told me I

just didn't know what I was doing! He says you have to refine the results. The bottom line is, you have to learn what you're doing and become an expert.

That's what you'll find with many of these methods. Whatever you do, you need to become an expert at it. That expertise is your competitive advantage. I don't know of any way to make money where you just click a button and forget about it.

I've seen methods like that before. But if they're that easy, in a heartbeat everyone else finds out about them, starts clicking the same button and the market is saturated overnight.

The path to profit is gaining specialized knowledge and information. What does that mean? That means becoming an expert. Buying "how to" products. Learning what you're doing. Becoming better at it than the next guy.

What Jon taught me is that the words you bid on have vastly different conversion ratios. What often happens is that you bid on a word that gives you high clicks and almost no sales. That will screw up your numbers really fast.

So you track everything and kick out the words that don't produce. You have to tweak and prune. You do that and you'll soon be profitable.

Here's a really goofy trick for learning more about the pay-per-click search engines. Go to any of them and type in "pay-per-click" or "how to make money with pay-per-click." You'll find web sites devoted to the topic. Ebooks you can buy. Special services. The whole deal.

The price of profit is study and experimentation. Everybody I know who makes money in this business makes it by working at it.

For example, I ran across this helpful stat:

43% of all Clicks go to the Number 1

16% to the Number 2 spot

9% to Third Result.

If that is true, then it gives you important information for your bidding!

You'll find out about all the little tricks. For example, Go To has a spreadsheet where you can bid on your words in mass. Submit a whole bunch of words all at once. That's pretty cool.

You can also go here, type in your word and Go To will suggest other words for you. The URL is in your resources chapter.

Finally, the Google search engine has a pay-per-click plan. Again, I tried it for my products and it just didn't make money for me. But I'm sure it's profitable for some types of products.

Also, I didn't put much effort nor experimentation into it. And that is important for success in anything.

The link is in the resources chapter.

Once you know how much you're making from an associate program on a dollars-per-click basis, you theoretically should be able to buy lots of traffic and make money.

The only hang up with that theory is your conversions. First of all, your sponsor's conversions will fluctuate within a range due to random variation. Some days and weeks you will convert more due to pure random chance and influences.

What's more, all traffic is not created equal. You can convert a high percentage of visitors to sales from one source of traffic and a low percentage from another source.

Traffic quality is everything.

In our associate program at hitsncash.com, we sometimes get an email from an affiliate who sent us so many clicks and didn't make a sale. They want to know why.

The answer is that clicks mean nothing. Where did the traffic come from? What is the quality of the traffic? How does the traffic match or fit the program being promoted?

Those are the questions you have to answer.

In our associate program, we see the traffic that comes through our site. We can see every visitor and how long they spend on our site. We use humanclick.com for this purpose.

We will see traffic come through from a source that is obviously some form of paid advertising. The visitors will stay on the page only a few seconds and NEVER click to a page two.

It makes me wonder if the advertising the person purchased is really a computer program that generates false click throughs. Why? Because if real people were involved, by default someone would click to page two sooner or later.

So the old saying "buyer beware" holds true. Don't buy a large amount of advertising from any source until you test a small quantity.

See [resources](#) for nifty programs and training to assist you.

#### Why There Is No Such Thing As Cost Per Impression or Cost Per Click

Let's say you send 1,000 visitors to a sponsor or affiliate program. You buy those visitors from a pay-per-click search engine for a .10 each. In U.S. money, that is \$100. Now, let's say you made two sales.

What you really paid is \$50 per sale. You spent \$100 to make 2 sales. So those two sales cost you \$50 each. If you made 10 sales from the same traffic, your sales would have cost you \$10 each.

What I'm saying is, ultimately there is no such thing as pay-per-click. All you really have is pay-per-sale. You bought traffic. You made 10 sales. The 10 sales cost you \$10 each. As long as your affiliate program pays you more than \$10 per sale, then you made money.

Your goal is to double your money at bare minimum. Triple is better. So here are a few bottom line figures for you.

Assume a conversion ratio of 1/2 of 1%. That is low for some sites. High for others. But it's a good figure to use as an example. That means you make 5 sales for every 1,000 visitors you send your affiliate program or sponsor.

If you pay .10 each for those visitors or \$100, and you make 5 sales, each sale costs you \$20. So your affiliate program needs to be paying you a \$40 to \$60 commission for those numbers to work for you.

If they're only paying you \$20 a pop, then you need double the conversion. You better be converting 1% of your visitors to sales.

Let's say you're on a pay-per-click search engine and that primo top spot costs you .50 per click. What are the numbers?

For every 1000 clicks, you're going to pay U.S.\$500. Let's say your program turns 10 of those clicks into buyers. You have \$50 a pop invested in each sale.

If you want to double your money, you better be getting \$100 per sale. To triple your money, you need \$150 per sale. Either that, or you need a higher conversion percentage than 1%.

Let's say your program converts 2%. Now what are the numbers? You have 20 sales. 500 divided by 20 equals 25. Each sale costs you 25 smackers. To double your money, you need a commission of 50 bucks a pop from your affiliate program sponsor.

Why cost per impression doesn't exist

Same story. You go to a banner advertising network and buy 10,000 impressions for the same \$500. You get 1000 clicks when your banner runs. Your cost per click was .50.

But cost-per-click means nothing. You can't bank that. You can't buy food with it. You must have sales. So you get 1,000 clicks and the same 20 sales. You're back to the same numbers as above.

The point is, in actuality, you aren't buying impressions. And you aren't buying clicks. The only thing that matters to you as an affiliate is cost-per-sale.

What if your program isn't giving you conversion rates that are profitable for you? Or they aren't paying you as high a commission as you'd like. What do you do?

You have to try to increase your conversion ratio. The way you do that is by writing an endorsement for the product and placing it on your web site. By adding testimonials or other proof the product works. By displaying photos of the product.

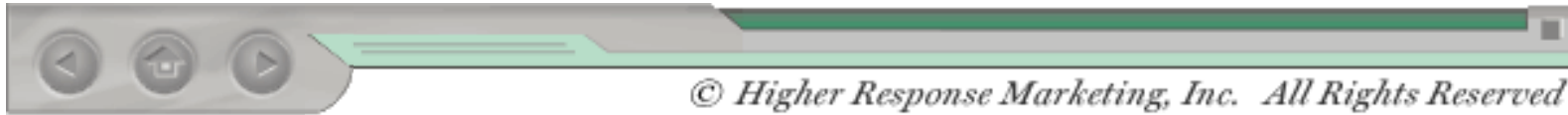
You have to work on your end BEFORE the click to increase the results AFTER the click.

Perhaps you ask people to contact you if they have questions about the product. Perhaps you use one of the instant messaging systems (see resources) to allow people to contact you live with their questions.

Another thing you can do is juice up the incentive to subscribe to your mailing list. That way, you can follow up with your prospective customer more than one time.

This puts the odds in your favor.

Next Chapter: [Plan Fourteen](#)



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# Marketing

## Associate Program Marketing Handbook

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**Sales = Bait + Promotion + Credentializer + Endorsement + Click**

### Plan Fourteen: Use Pop-Ups

#### How to Promote The Program With Entrance and Exit Pops

Some people like 'em.

Some people hate 'em.

But there's no doubt they work. I'm speaking about pop-ups, of course. Those little (or sometimes big) pages that pop up when you enter or exit a web site.

If it pops up on entrance, it's called an entrance pop.

If it pops up on exit, it's called an exit pop.

Either way, they can be very effective. To see examples of the pops I give my associates to use, go to: <http://www.hitsncash.com/assoctools.htm>. Then click on the link that says "entrance and exit pops." You'll be able to view samples of our popups.

The code that puts these little puppies on your web site is called javascript. Javascript is a programming language that does stuff. That's about the best way I know to describe it. You can find all kinds of free javascript in the reference given in the resources chapter.

If you're a newbie and don't know about all this lingo, don't worry about it. Most programs provide you cut and paste code.

If you want to get a great education on how to use pop-ups, including actual code to use, see the Amazing Popups ebook in [resources](#).

#### When to use an entrance pop

The most effective use of an entrance pop is for obtaining opt-ins to your ezine or mailing list if you have one. If you don't, offer people a freebie if they join your mailing list. And promote it with a pop up.

#### When to use an exit pop

I like to use an exit pop to promote one or more products. There are several strategies.

1. Pop up multiple links. I've seen people use 3 and as many as 10. You'll see examples on our exit pops page.
2. Pop an entire web site. I've had good success making the exit pop be my web

site.

3. Pop a small advertisement. We have a number of these on our exit pops page.

There are a wide variety of pop-up designs available. I've seen all text ones. I've seen ones with a picture and big text. I've seen plain windows with 3 hyperlinks and a few simple pictures.

The bottom line, of course, is what makes you money. And you can only know that by testing.

I can tell you this: The most important part of the pop-up, any pop-up, is the headline or text you use. That doesn't mean a powerful graphic won't get attention and increase results. It will.

But text is king.

So if it's between testing text and pictures, go for the text. And if you can't afford fancy graphic design, just put links on a window and keep testing your headlines.

How to avoid annoying repeat customers

One objection I've heard to pop-ups that has some merit is that they annoy repeat customers. If you have a site that gets a lot of return visits, you might consider hiring a cgi programmer to "set a cookie" when someone enters your site.

The programmer can then prevent the pop-up from occurring on return visits. If you're new to the web, you don't need to worry about this right now. But if you're an advanced marketer, you understand what I'm saying.

By setting a cookie, you can avoid popping your return visitors all the time.

The most common use of this is for an ezine subscription. You can set a cookie when people subscribe so they don't get the subscribe pop-up on their next visit.

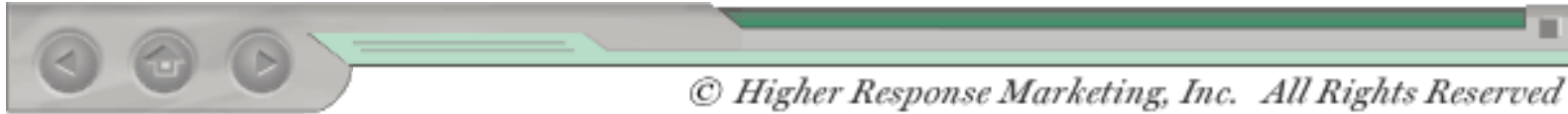
If all this talk of cookies is Greek to you, don't fret. You'll pick the lingo up faster than you can imagine. Hang in there!

By the way, just for your info, a cookie is a little bitty text file that is placed on the hard drive of someone's computer when they visit a web site. On a return visit, the web site then retrieves the cookie from the hard drive and reads the data on it. This process assists marketers in paying commissions, tracking visits -- and, of course, controlling pop-ups with return visitors.

Oh, another term I used is cgi programmer. Just to keep it simple, a cgi programmer writes little programs that make your web site do stuff. These little programs will become quite useful to you as you progress down the path of web marketing.

Your resources directory lists a web site that contains a number of free and for pay cgi programs. You'll be amazed at what you find there!

Next Chapter: [Plan Fifteen](#)



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### Plan Fifteen: The Amazing Traffic Finder Robot

#### How to Promote The Program Using The [Amazing Zeus Robot](#)

How would you like to have a web site with a million visitors a month?

The next resource has documented cases of people who have built web sites to that number using only one promotion source. First, let me tell you how I first discovered this method.

I have a friend who is a neat guy. Extremely bright and creative.

He had this site for paintball fanatics. I don't even know what paintball is but I guess it's a game people play.

Anyway, he created a web site for paintball enthusiasts. Then he contacted other paintball-related sites and offered a reciprocal link. He got tons of links and traffic and eventually sold the site for a nice chunk of cash.

He used a software program I'm not even sure you can get it anymore. It doesn't matter because there's a software program built for this purpose.

Welcome to the world of Zeus.

Zeus is a software program that will track down potential reciprocal linking sites for you using the most stringent criteria. Then it allows you to email site owners and request a reciprocal link. And it builds your reciprocal link pages for you.

The program excels at:

1. Finding highly targeted potential referral partners
2. Building a page of links.

Zeus builds a very impressive search engine type directory. This process is automated.

3. Tracking outbound emails and responses

The strategy I'm going to give you is not one I endorse nor disapprove of. It falls in a category that could be called controversial. I debated including this method because it's open to abuse by people who don't use the program as intended.

People in one camp could claim it's a spam tool. The argument that it is a spam tool would be that it can involve sending an email to someone with whom you have not made prior contact.

This can be avoided by making contact via phone or a postcard instead of an initial email contact.

The argument on the other side is that you are giving someone a reciprocal link and asking them to approve it via email. Reciprocal linking is a tradition on the web and when done correctly has in the past been an accepted practice, although some would even argue with that.

The people in the pro camp would say it's appropriate to ask for approval of the link since there have been court cases involving "deep linking" and so forth. That is, linking to pages deep within someone's web site. So if you're going to link to other's it seems to be prudent to inform them of that fact and ask them to approve, decline or change your link.

That's what Zeus does for you.

The other thing it does is extremely targeted searches. It has a highly sophisticated filtering process and is hardly a mass email tool.

The success stories for Zeus are drop dead. It is the closest thing to push button profits you'll find. However, it's a LOT of work. So don't let the fact that it's a software program fool you. You'll likely spend hours and hours using it.

This link takes you to ACTUAL LIVE logs where you can see the complete traffic history of the success stories -- before and after Zeus. You'll notice, of course, that the success stories are by people in niche markets. And the webmasters probably lived with the program.

Now the bad news -- There is a learning curve for the program. It will take you 1 day to a week to get proficient using the program. But the price of success is a little work.

OK. For those of you looking for the magic bullet, this may be the closest thing you'll find. However, it's a lot of work. But it does work.

And, frankly, users of the program say it can become addictive!

Bad news #2 is even though all you're doing is giving a link to someone else and asking approval of the link (which is quite possibly required by U.S. law to avoid problems), some people could accuse you of spamming, that is, sending unsolicited commercial emails.

If you read some of the lawsuits that have occurred over linking to other sites, you realize that it's wise to have permission before linking to someone's site. And if you can't send someone an email to ask approval of a link, then basically linking on the Net will die a slow death.

At the same time, reciprocal linking was one of the founding principals of the Net. The point is, you are taking a risk:

1. You risk getting your ISP account shut down.
2. You risk getting your web hosting shut down.
3. You risk getting your merchant account terminated.

Even for the most innocuous use of email, you are open to attack without defense. Your ISP and web host will likely shut down your account for one or more spam complaints, even if they are unjustified. You are presumed guilty with little evidence of offense required.

## Check with your sponsor

Some sponsors and affiliate programs may not allow you to use this method. If you follow Zeus instructions verbatim, it's unlikely you will get many spam complaints, although I suppose it's possible. Our initial testing a year ago did not show any problems.

However, given the extremely strong anti-spam sentiment, if you generate spam complaints, your sponsor or affiliate program will terminate your account.

If you choose to use the email function of Zeus, here are some safeguards to help you:

1. Hand screen every web site and email address exactly as Zeus instructs.

When you send an email:

a. Address the webmaster by name

b. Refer to a feature on the web site to prove you personally visited the site.

Most people and probably ISP's will not consider your email spam if you have personally visited the page and address the webmaster by name.

2. Do NOT promote any product whatsoever in your request for a reciprocal link. If you do any product promotion at all in your email that requests approval of your link to them and asks for a reciprocal link, you're going to be fried alive! Your ISP and hosting accounts will be shut down before you can say goodbye.

3. Give the link first on your site exactly as Zeus instructs.

4. Request approval or disapproval of the link.

5. Obtain approval from your affiliate program prior to using this strategy. And realize that even if they give you approval, if you get a spam complaint, you will be terminated.

How to totally avoid potential spam complaints

1. Call the webmasters on the phone. You'll obtain a much higher response rate and you totally avoid the spam issue. You can look up phone numbers using the who is function at [internic.com](http://internic.com). Just go to [internic.com](http://internic.com) and click on the "who is search" link.

2. Send out letters or postcards requesting a reciprocal link. Thank goodness that the laws of the U.S. still allow you to call people on the phone and send out letters.

Next Chapter: [Plan Sixteen](#)



# Marketing

## Associate Program Marketing Handbook

on-line reference



**Sales = Bait + Promotion + Credentializer + Endorsement + Click**

Plan Sixteen: Create your own product

How to Promote The Program By  
Creating And Selling Your Own Product

Am I crazy?

Telling you that the best way to sell someone else's product is by creating and selling your own?

It's true.

What you do is create and sell your own product. And then back end it with other products. To back end means to follow up with or to sell on the back end.

Why is this a great way to sell products?

1. Because you make 100% on your own product, not 50%, you have more money to spend on advertising. Advertising becomes more affordable.
2. You can now recruit your own associates to promote YOUR product and have thousands of people selling for you. Then you back end those sales with other people's products.

Of course, the problem is, how in the world do you create your own product THAT SELLS. Anyone can create a product. But how do you create one that sells?

The answer is that you must first target a market or a group of people with common concerns and needs. The easiest way is to go to look for a group of people that share common interests as you. See the resources chapter for a resource that allows you to locate online forums. Now do a 12-product survey and find out what they want to buy.

This is fully explained in my course at: <http://www.gimmesecrets.com> I also have a chapter here on how to do a survey.

After you know what they want to buy, you write your killer sales letter using the software at: <http://www.pushbuttonletters.com> or the formula in Gimme Secrets.

Then you create a short product on the topic. Pick a price. And test it using any of the promotion methods in this product. If it sells, then get on board with some associate software and start selling it. The software I recommend for beginners is at: <http://www.automateyourwebsite.com>.

In order to take credit cards, you can just sign up with any of the merchant

vendors in our list. There are several vendors you can use regardless of the country you live in. And they charge very small upfront fees.

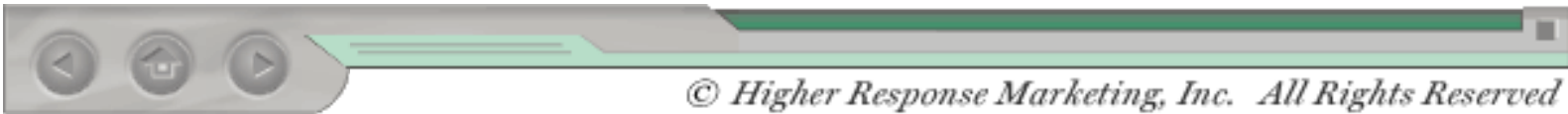
The magic of having your own product

The magic of having your own product is this: Now YOU can have hundreds or thousands of resellers selling your product for you. Then you back end those customers with your affiliate program products.

The biggest reason people don't create their own product is they think they aren't an expert and don't know anything. In my manual at <http://www.yourownproducts.com>, I show you a very easy way to overcome this drawback. It's simple but most people never think of it.

The main thing to know is you don't have to be an expert yourself. You just need to obtain expert information and package it attractively.

Next Chapter: [Plan Seventeen](#)



# Marketing

## Associate Program Marketing Handbook

on-line reference



**Sales= Bait + Promotion + Credentializer + Endorsement + Click**

Plan Seventeen: Create your own web site

How to Promote The Program By  
Creating Your Own Web Site

All right.

Many of the best ways of promoting products involve having your own web site. Let's talk about how to do it the right way.

One: Hosting

In the resources chapter, we give you several good hosting companies. However, the list does not even begin to cover all the hosts available. There are many good ones. And a few bad ones!

So ask your friends. Do your own research. Look for hidden charges and fees. See what is NOT included in your fees. And what you will be charged extra for.

Do you get free traffic logs or do you pay additional for them?

Do you get no autoresponders, a few, or unlimited?

How much bandwidth do you get per month without additional fees?

Do you get a real audio server? (Important only if you plan to stream Real Audio.)

Two: Registering your domain name:

I use dotster.com. Why? They have good prices. But here is something else. They have this really nifty feature where all you do is type in your name servers for your web host (they'll give that to you when you sign up) and then it magically sends your traffic to your domain name.

When you log into your account, you just click on name servers. Type in the name servers your host gives you and in 24 hours your account is up. Here's an example of a name server:

NS.WEB2010.COM

That's it. That's all a name server is.

This is MUCH better than transferring your domain to your web host through Internic. Why? Because if you decide you want to change web hosts, you have to get Internic to transfer your domain to a new host. And my experience is that it's a big hassle.

At least, it was for me when I did it.

At Dotster, you type in the new name servers and within 24 hours your new host is up and running! It's a thing of beauty. I highly recommend the Dotster service. There are other companies you can buy domain names through cheaper but many of them don't offer the service I just described.

Three: Creating your logo

You will want a logo for your company name. See the [resource](#) chapter for suggestions.

Four: Your web design

I'll tell you right now. I think most affiliates/associates would make tons more money if they hired out their web design. I know it'll cost you \$250 to \$500 for a good web design. But the money spent on that should be made back many times over by increased sales.

I know you think you can do your own design. But you probably can't! Bad web design totally and completely kills credibility.

How do you get good web design? Hire someone! Of course, look at their portfolios first. When you find a good web designer, hang onto them and treat them right! They're worth gold to you!

General suggestions:

- \* Avoid using a lot of red on the page. Red is associated with danger. Dark blue is associated with trust. Other lighter shades of blue must be used with skill or they appear cheap. Using color is an art.
- \* Don't have a lot of junk on your page. Keep your design simple and coherent.
- \* Learn about colors. Colors evoke emotions.
- \* Hire someone. Honest. It's a sound investment! And if you can't afford to hire someone, then study web sites that make money. And learn all you can from them.
- \* Study. Study. Study.

Five: Content

Making money from a web site has 4 parts:

1. Your web design. We just talked about that.
2. Your traffic. That's what most of this product has been about
3. Your sponsors or the products you sell.
4. Your content. Let's talk about that.

For your content, you can:

- a. Publish reviews of products.

At <http://www.hitsncash.com/assoctools.htm>, we provide pre-written reviews for our associates. You can go there and see what I'm talking about. You can use reviews provided by your associate program or, better yet, write your own.

b. Publish tips or articles.

We also provide tips our associates can publish on their web sites. You can write your own or obtain articles or tips from your associate program to use as content.

c. Feature pictures of products.

Another thing we do is provide product covers. Most associate programs do this for ebooks. And other product lines usually provide product shots.

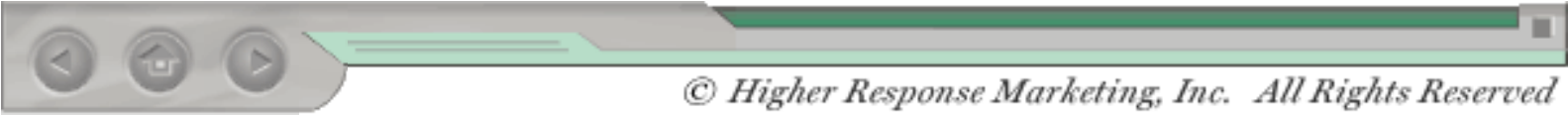
Six: How to avoid associate program over-sell

I hate it when I go to a web site and they have 5 or 6 banners, covers, promotions and so forth for different associate programs all stuck on one page. What you should do is divide them up by product and only feature one associate program on one page.

People get confused easily. If you're promoting products from 3 or 4 people on one page, it can confuse people. Simple is good.

Don't stick everything on your index.html page!

Next Chapter: [Plan Eighteen](#)



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**Sales = Bait + Promotion + Credentializer + Endorsement + Click**

Plan Eighteen: Co-reg cash

How to Promote The Program By  
Buying Co-Registration Traffic

All right.

Here's one most people don't know about. It's called co-registration or co-reg. You know how when you sign up for an ezine (emailed newsletter) sometimes, there are checkboxes where you can subscribe to other ezines or request info on other products.

That is called co-registration. One of my friends built his opt-in list to 15,000+ names primarily with this method.

Here is how to get traffic with it.

1. If you have an ezine, trade co-regs with someone else who has an ezine. So you both have a big boost in registrations.
2. Buy co-reg opt-ins.

Did you know you can buy co-reg opt-in names? It's true.

In your resources chapter, you'll find several excellent sites for learning more about what co-reg is and how to use it.

Those are just a couple. Beyond that, go to any search engine and type in "co registration" and your learning curve will begin!

The main thing is to test slowly. Do NOT spend a lot of money buying traffic of any sort until you find out how it converts.

Let's say you can buy opt-ins to your ezine list for .10 each. And you know from your statistics that your subscribers are worth \$1.00 each within 6 months. Every month take the number of subscribers divided into your income and get your dollar value per subscriber.

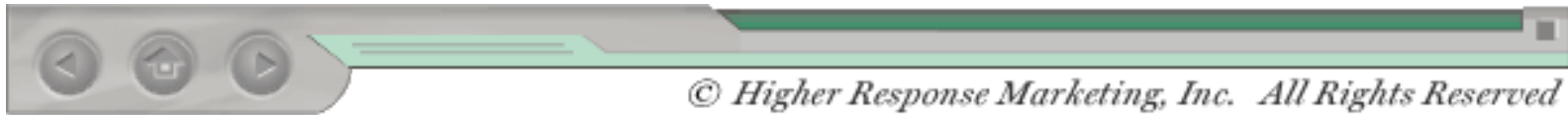
Let's say you had 1,000 subscribers and you made \$250 that month. Each subscriber is worth 25 cents that month. \$250 divided by 1,000 equals .25. Multiply that by 6 months and it'll give you a rough value of your dollar value per subscriber...assuming that stat holds constant.

We track all our statistics. You can get more info on that [www.statsprogram.com](http://www.statsprogram.com)

In any event, if you know a subscriber is worth a buck over 6 months, you figure you can afford to pay a dime to a quarter each. Why not 50 cents?

Because chances are the subscribers you buy won't convert as well. You just have to run the numbers to find out. As I've stated before, always test small.

Next Chapter: [Plan Nineteen](#)



# Marketing

## Associate Program Marketing Handbook

on-line reference



**Sales = Bait + Promotion + Credentializer + Endorsement + Click**

Plan Nineteen: Produce your own booklet

How to Promote The Program By  
Using Booklets You Write

Earlier I talked about creating and selling your own product.

Problem is, a product is a big task for many people. Possibly you. It just seems like the task you'll never be able to really do or complete. Or you flat out don't have time to do it. So let me tell you what you CAN do.

Produce a booklet that generates leads for you. A lead is someone who contacts you for more information or goes to your web site.

This is 100% doable. I promise.

See the resource section for a course that teaches you how to make and promote booklets.

Here's the great thing about booklets: It's EASY to get publicity for one that hits the market right. And Paulette teaches you how to get the publicity. Very ingenious.

You can sell your little booklets or give them away in PDF format. I recommend selling them if you're doing this online. But Paulette is the master of this topic. So I'm going to defer to her.

Get her stuff. It's good.

Actually, you can write a little booklet using the same formula as in the reports chapter. The difference with booklets is that you can use them in offline marketing. And the media love to give publicity to little booklets.

This is an unexploited area of marketing for most affiliates. And the opportunity is going to exist for some time to come. If you're eager, this one is for you.

Next Chapter: [Plan Twenty](#)



# Marketing

## Associate Program Marketing Handbook

on-line reference



**Sales = Bait + Promotion + Credentializer + Endorsement + Click**

Plan Twenty: Double Your Traffic -- Instantly

How to Promote The Program By  
Exchanging Exit Traffic

Here's another great way to use those exit popups.

Instead of popping up the associate program you're promoting, you can pop a friend's web site. And know what he or she does? Pop yours in return.

So you both just doubled your traffic -- instantly.

If you have a web site people visit over and over again, then hire a cgi programmer from elance to write a program for you that sets a cookie and only pops people a few times.

Don't know what cookies are? They are small text files placed on your visitors computers so you know if they've been there before. That way you don't keep hitting them with the same exit pop.

Of course, if you do this, you both need to have about the same amount of traffic. And you both need to have the same quality of visitors.

Hey, it isn't always easy. But it's a good thing if you can pull it off.

Next Chapter: [Plan Twenty One](#)



# Marketing

## Associate Program Marketing Handbook

on-line reference



**Sales = Bait + Promotion + Credentializer + Endorsement + Click**

Plan Twenty One: Use my survey/email formula

### How to Promote The Program By Using Surveys And Email

When people come to your web site, you can pop a survey or just have it on your web page. Ask questions to find out what your visitors want or are looking for. When they click submit, the survey emails the responses to you.

You read the response and send the person back a personal email with your recommendation. You could call it your "free consultation service." Or whatever.

The KEY is that you're providing a personal response and recommendation. That is something few affiliate sites do. Your competitors probably won't do it. So it gives you an edge -- if you're willing to do the work.

It goes back to a basic method of business that will never leave us -- communication! You get into communication with people, find out what they want and then tell them how to get it.

That is so important, I'm going to break it out into steps:

#### 1. Get into communication with people

This means establishing rapport. When people come to your web site, you have to create credibility and rapport. People feel rapport with you when they feel you are like them and/or that you understand what they think and feel. Or at least are on the same wavelength.

If you've ever studied NLP (neurolinguistic programming), you know about pacing and leading. Pacing means you match people in the mental state they are at. This is how you get into communication with them and develop rapport. People want to know you are like them, that you understand them and their problems.

They want to communicate with someone they can identify with.

#### 2. Find out what they want or don't want

Send them a survey by email. Pop the survey on your web site. Let people know you care about them and want to hear their thoughts, opinions and desires.

One of my favorite secrets to finding out what people want is to ask what bugs or annoys them about products in the category I'm selling. When you have that data, you're closer to understanding what people want.

#### 3. Tell them how to get what they want

You listen to people, find out what they want then help them get it. All the time your focus is on them and what they want. Not on your need to sell them something.

You can pop the survey on exit if you want. That way you only survey people who didn't click through to a sponsor's web site.

When you do your pop, you have to use special code that keeps people from being popped if they click from within your site. This is explained at [hitsncash.com/assoctools.htm](http://hitsncash.com/assoctools.htm) on the pops instructions. Click on the exit pops then read the instructions for the "onexit=false" code.

If you can't figure it out, use an online resource to hire a cgi programmer to help you. They shouldn't charge much for this. ([see resources](#))

Here are the kinds of questions you can ask on your survey:

1. What are you looking for?
2. What problem or problems do you need to solve?
3. How much are you willing to spend for help or a solution?
4. What can we do to help you?
5. Which of these is most important to you?
  - a. (text)
  - b. (text)
  - c. (text)
  - d. (text)
  - e. (text)
6. Any other comments?

A not-so-high-tech idea that really works

My friend Patrick Anderson used to have a survey on his web site. When people filled it out, they received a follow up call from his sales person. His business had grown to a point where I don't think they do this anymore.

But it does work. Old-fashioned phone calls.

Hi. You filled out the survey on our web site. And I noticed you're looking for a way to blah, blah, blah. If you have a second, I have a few ideas to help you.

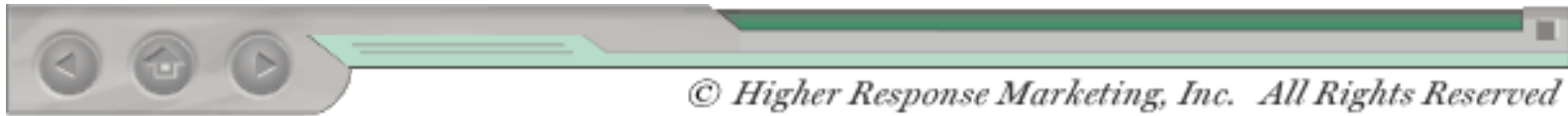
Notice that you use the word "ideas." It's hard to turn down ideas. Don't say, "I wanted to see if you're interested in buying my products."

People do NOT buy products.

They buy results and solutions. They don't care about your products. They don't care how great your products are. They care about themselves. They care about their problems. They care about their dreams.

So talk to them about their problems and what they want. If all else fails, get on the phone and talk to people! They won't bite.

Next Chapter: [Plan Twenty Two](#)



# Marketing

## Associate Program Marketing Handbook

on-line reference



**Sales=Bait + Promotion + Credentializer + Endorsement + Click**

Plan Twenty Two: Get Rid Of Those Long URL's  
and track your sales ratio

How to Promote The Program By  
Getting Rid Of Long URL's

You've been frustrated by using those darned long URL's.  
<http://www.whatever.com/cgi-bin/t.cgi/whatevernumber>.

It just doesn't look professional.

Now you can dump the ugly URL's and track your stats at the same time. How?  
By using a little more javascript code. You paste this code on a web page and  
save it as index.html. You replace the URL with your associate url.

If you use Front Page, Dreamweaver or any html editor, that is fine. When you  
paste this code on a page, the page will still look blank. But if you look at the  
html code, the source code, you'll see the stuff below:

```
<html>
<head>

<title> Your Page Title Here</title>

<meta HTTP-EQUIV= "REFRESH" CONTENT="1;
URL=http://www.yourassociateurl.com/cgi-bin/t.cgi/xxxxxx">

</head>
</html>
```

Now, if your ftp program (Cute ftp or WS ftp) you create a directory and upload  
this index.html page into it. Let's say you're promoting our product The Amazing  
Formula That Sells Products Like Crazy. What you do is create a directory called  
AMAZING. You upload the index.html into it and you're done.

If you don't know how to do ftp, go to: <http://www.websitetricks.com>.

Now, when you go to: <http://www.yourdomaingoeshere.com/amazing> -- it will  
automatically take visitors to your reseller URL. Best of all, now all the traffic is  
passing through your web site. You can track clicks on the above url and know  
for certain how many visitors you sent the associate program.

This lets you figure your unique visitors. So now you know how many visitors  
you sent a program. And you know the sales you made.

How to track promotions and ad results -- free!

To track a bunch of ads in ezines or wherever, all you do is paste the same code on pages called 1.htm, 2.htm and so forth. So instead of sending people to /amazing, you send them to <http://www.yourdomaingoeshere.com/amazing/1.htm>.

Now you don't need one of those expensive tracking programs. You can do it yourself in a flash.

Of course, you will need to be able to get your web stats. Your web host should provide you with basic stats. If they don't, there are a number of free services. See the resources chapter for options.

You just put their small graphic on your web site and it'll tell you all kinds of stuff about your visitors -- all tracked real time for you! And it's free.

There's another even easier way!

Maybe you're thinking, "Gosh, Marlon. That sounds good. But cutting and pasting all that code is a lot of work. Isn't there another way? I'm glad you asked.

Here's what you do. You register your short domain with one of the domain registration services that offer a redirect feature. (See resources chapter).

Then, you just follow their procedure to redirect the domain to your reseller URL. The service I use makes it extremely simple. You literally just type in the domain you want to redirect to and you're finished!

It's a no-brainer.

Now, you can use any short URL you can find to register.

Next Chapter: [Plan Twenty Three](#)



# Marketing

## Associate Program Marketing Handbook

on-line reference



**Sales = Bait + Promotion + Credentializer + Endorsement + Click**

### Plan Twenty Three: Cash In On Your 404 Errors

#### How to Promote The Program By Cashing In On Your 404 Errors

Know how you type in a wrong URL sometimes and get a "404 -- Page Can't Be Found" error?

We call those 404 errors.

And you can turn them into cash. If you go to our tools page at: <http://www.hitsncash.com/assotools.htm> and click on a link in the 404 column, you'll see examples of how to use a 404 page to make money.

What you do is get your web host to redirect your 404 pages to a page that has a link to an associate program. So instead of people just getting an error message, they have a link to click on!

It's simple and won't take you long to implement.

Ask your web host how to redirect your 404 error pages. They can do it for you or tell you how to redirect them.

What should you put on your 404 error page? You can use a banner if you want. But I prefer a simple text link. Text links get clicked on more often than banners because they seem less like an ad.

Just a simple text link in the middle of the page will do.

Next Chapter: [Plan Twenty Four](#)



# Marketing

## Associate Program Marketing Handbook

on-line reference



**Sales = Bait + Promotion + Credentializer + Endorsement + Click**

### Plan Twenty Four: How to Create Turbo-Charged Banners

#### Creating Turbo-Charged Banners

This is a neat little trick for banners.

You'll have to test this one to see how it effects your conversions. I believe you'll find your clicks and conversions go up.

To show you what I'm talking about, go to the resources chapter and click on **SWISH EXAMPLE**.

What you'll see is a page with a banner on it. But the banner has a flash presentation inside it. Notice, however, that it takes almost no time for the presentation to load.

That's the cool thing about it.

I've kept this one a secret. But now I guess it's time I let the cat out of the bag. While the banner you see on the page uses flash, you don't have to make it in flash.

Flash has a big learning curve. But you can learn how to create a flash banner in about an hour. The potential of the banner depends on you. You'll notice that the one on the page you're looking at has testimonials. It has action. It has sales copy.

That's the beauty of the program I used to create it. The program is called Swish. And it's one of the coolest programs I've seen.

What I love is that Swish banners load almost instantly. And they are small in size. This is first class technology.

The address for a lot of fun is under SWISH in [resources](#).

Next Chapter: [Plan Twenty Five](#)



# Marketing

## Associate Program Marketing Handbook

on-line reference



**Sales = Bait + Promotion + Credentializer + Endorsement + Click**

### Plan Twenty Five: We Saved the Best For Last

Face it.

The thing you need is traffic.

The thing you want is traffic.

The thing you gotta have is traffic.

Without it, you aren't going to sell anything to anybody. Problem is, you want to sell stuff so you can make money.

On the other hand, to get traffic takes either time or money. And both those commodities are in short supply, right?

So what's a person to do?

Is there a lazy person's way to get traffic without spending much time or money?

The answer is a qualified YES!

Qualified because it requires you have a car and that you drive the car on roads where other people are.

That's right. I'm talking about putting a magnetic sign on the side of your car. I call it car sign cash. Actually, I own the domain carsigncash.com. The signs are not expensive and you can get them made in a day.

Anyway, here's the twist. Normally, you couldn't do this with affiliate programs. Why? Because your reseller URL would be too long. But guess what? We already solved the long URL problem, didn't we? Plan 22 shows you how to use short URL's and redirect them to your long reseller URL.

Now, you can have your own sign made up with a redirect and you're home free. Stick that puppy on the side of your car and wheel on down to your burger stand and rack up sales.

Just think, next time you're stuck in traffic, you'll be making money.

But wait? What are you going to put on that sign to make money? If you have a really good domain name, that may be ALL you need. For example, I grabbed dumpyourjob.com. What else do you need?

One time I used a sign that said "Free Web Promotion Software". Then it had a

URL under those words. That worked well.

I stopped using it because it worked too well. Man people were cranking their heads everywhere I drove to get the URL. They were stopping me when I got out of my car to ask questions! It was crazy.

Your car sign is similar to a classified ad. Offering something free works. Or just a benefit-laden domain name. Of course, this method won't work with all products. Not all audiences can be targeted by driving around.

So sign up for an affiliate program that has broad appeal, slap that sign on your car and enjoy those traffic jams at last! You'll smile all the way to the bank.

Next Chapter: [Resources](#)



# Resources you can use!

on-line reference



**Sales = Bait + Promotion + Credentializer + Endorsement + Click**

## Resources You Can Use

To access the "Resources" section, please follow these instructions:

- 1) Click this link: <http://www.amazingformula.com/resources>
- 2) Enter in this username: access
- 3) Enter in this password: resources

Next Chapter: [Conclusion](#)



# Marketing

## Associate Program Marketing Handbook

on-line reference



**Sales = Bait + Promotion + Credentializer + Endorsement + Click**

Conclusion: You have the tools.  
Now it's time to use them.

I've shared with you twenty five marketing techniques to promote your associate programs. These methods will make you a lot of money if you use them.

The trick is to pick ONE method and run with it. Become an expert in it. You don't need to use all 25 methods. You only need one that works like crazy for you.

The most important part of the formula is BAIT.

But every step works together. I encourage you to use free reports, ebooks and free services as your free bait. Banner ads are a super way to get the word out about your freebie. Classified ads in ezines and magazines work also. And, if you have something that is very time-sensitive, press releases work

The technique I shared with you for piggybacking on media events holds the potential for the gigantic homerun. It could be huge for you.

But it isn't as safe or predictable as the other methods.

Search engines can work for you. But they are slow. At the time I'm writing this, it takes a long time for search engines to spider a new page submission. However, once you get some solid pages going there, you can have a real money machine going that doesn't require a lot of maintenance.

Zeus is work but has great potential. The car sign cash method is a no-brainer and you should do it if your spouse will let you!

The Swish Banner method could definitely work for you.

Whatever methods you use, I wish you great success.

Marlon Sanders  
amazingformula.com

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## Associate Program Marketing Handbook

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Example of how to create a text link, on your web page:

Highlight the text on your web page that you want to create into a hyperlink.

**This is the text we want to use, for our hyperlink**

Open the PROPERTIES BOX in Dreamweaver.

Inside the Properties box, you will see the section that allows you to add a "LINK".



Type your Reseller URL in that space while your text is highlighted, and the text you highlighted will automatically be linked! Above you will see a screen capture of where you type the text link.

And here is what our text looks like now, after the hyperlink was added.

[This is the text we want to use, for our hyperlink](#)

[Return to Basics Chapter](#)



Of your 7 messages how many do you want to use?



Update

Subject: \$NAME: free tips you requested

**Autoresponder - Instant Reply**

[Click To Edit This Message's Settings](#)

Name:

Email:

Send Test

Subject: \$NAME: Can I pay you \$40.20?

**Message #2**

[Click To Edit This Message's Settings](#)

Name:

Email:

Send Test

Sent 2 day(s) after previous.

## Autoresponder - Instant Reply

Subject: \$NAME: free tips you requested

This message is for \$NAME

Hi \$NAME:

You're receiving this email because just seconds ago I received a request at [higherresponse.com](http://higherresponse.com) for you to join my mailing list.

In the event you did not make this request, simply click the link at the bottom to unsubscribe.

\$NAME, how would you like to know the following secrets?

- [-] Mail & Newsgroups
  - Identity
  - Mail Servers
  - Newsgroup Servers
  - Addressing
  - Messages
  - Window Settings
  - Copies and Folders
  - Formatting
  - Return Receipts
  - Disk Space
- [+] Roaming Access
- [+] Composer
- [+] Offline
- [+] Advanced

If you do not know the information requested, please contact your system administrator or Internet Service Provider.

Your name:

Marlon Sanders

Email address:

marlon@higherresponse.com

Reply-to address (only needed if different from email address):

Organization:

Signature File:

Choose...

Attach my personal card to messages (as a vCard)

Edit Card...

file:///C:/WINDOWS/Desktop/New GenResell/sigexample.gif

Optional Link URL:

Link Title:

Optional Image URL:

file:///C:/WINDOWS/Desktop/New GenResell/sigsubject.gif

Name: Marlon Sanders

E-Mail: marlon@higherresponse.com

Subject: I tripled response with this method