

# The Six Essential Steps in Affiliate Marketing SUCCESS!

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BONUS REPORT: The Best, Hottest Markets to  
Get Into!

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# **The Six *Essential* Steps to Affiliate Marketing Success.**

## *Introduction*

The purpose of this ebook is to give you an overview of affiliate/internet marketing, but also illuminate you what are the key success steps and the concepts involved that will make you an online millionaire. It's all fairly simple; if you can grasp most of the concepts here in this ebook there is no doubt that you can be as successful as you want with affiliate marketing.

I want to make an important point right away: Internet Marketing is getting easier and cheaper all the time. In fact you need very little technical knowledge now to put up a beautiful website that is fully functional and capable of producing very amazing income streams. If you know how to write a letter on a computer, save it and assign it to a folder on your hard drive, you can build a website.

Only a few years ago, it was impossible to put up a website without detailed knowledge in html. Many programs that sold for hundreds of dollars now are available in totally free versions (open sourced software). I will be directing you to resources where you can get the programs including training.

I'm Curtis Burns; I've been making money on the Internet since 1999 and I've learned a lot of things about making money online. I have a couple different sites selling Internet Marketing Products and services, but I also do other things on the Internet.

## *What is Internet Marketing?*

There are different ways of making money at home through your computer. I can't cover every single one, but I will cover those that are becoming easier to do all the time because of advances in technology and the market.

### **Affiliate Marketing**

There is *Affiliate Marketing* (which I'll also be referring to as *Internet Marketing*); an agreement between two sites in which one site (the affiliate) agrees to feature content or an ad designed to drive traffic to another site. In return, the affiliate receives a percentage of sales or some other form of compensation generated by that traffic.

These are products and services that have a proven sales record, that is, they cater to a hungry crowd. These can include cell phones, mp3 downloads, books, kitchen appliances, and a vast, vast array of products and services. If there is a cool product out there, chances are it has an affiliate program.

The key with affiliate marketing is that you don't have to create the product or services, you just drive the traffic to the buy link and you get a commission of anywhere from 5% to 50% of the purchase price. If you sold a \$100 item with a commission of %50 through a link with your commission id on it, you'd cash in with a cool \$50; and you could have been sleeping in your bed while it happened.

### **Info Marketing**

There is *info marketing*, this is where you research subjects that people have a need or desire in learning more about and you package it into an ebook or some other virtual product such as an audio or

video file. Many times the info is gleaned from free sources and resold for profit.

## **Passive Forms of Online Income**

There are also more passive forms of income through websites such as "AdSense" where you can sell "clicks" from your website. You can set up a context sensitive adspace on your website, insert some code (very easy to do), which then reads the content of your page and automatically posts ads of a similar nature to what people are reading on your site. So if people were reading a page about relationships, the ad space would post ads such as a dating site. You would then get a referral fee for someone clicking on that ad.

## **What are the Six Steps to Affiliate Marketing Success?**

They are all *relatively easy* and they *build one on top of the other*.

They are in order:

- 1. You, The Application of Your Personal Qualities**
- 2. Goals and Objectives**
- 3. Basic Tools and the Skills**
- 4. Research**
- 5. Site Building**
- 6. Traffic Generation and Retention**

If you can master these, Internet/Affiliate Marketing for you will be a cinch. Think of them like ingredients of a cake or your favorite prepared meal. It's not complicated but it has some basic parts to it.

## ***Step #1: You, the Application of Success Qualities***

The first step is YOU, your personal qualities, your integrity as a human being, and the ability to get things done. Yes, that person staring you back in the mirror.

### **Determination to Succeed**

You need to have a basic, determined desire to succeed at your chosen goals. You need to have a strong desire to become financially independent, and you need to have super bulldog grit to get you through all the haunting doubts, uncertainties, and fears that most certainly will try to pull off your course.

### **Independence**

You need to have a certain independence, to not need a boss to inspire, motivate, or prod you to get things done. If you really like the cubicled existence of the typical 8-5 job with all of its built-in security (but limitations also) then you may not like internet marketing after all.

You have to have a certain liking for forging your own path as you build brick by brick, as it were, your virtual storefront.

### **Real Desire to Help People**

You need to have a real desire to help people and not just to make a buck, people will notice it. You also have a similar interest in the product or service that you are selling, and the tone of your site will communicate that to the prospective customer. Having a point of

identification with the customer allows you to understand and better help them get what they need.

Internet marketing is a people to people process just like any other business.

### **Be Able to Leave Your “Ego” at the Door**

You need to be able to put on the shelf your preconceived notions about what sells, how to sell it, and what is really going to work. You need to be able to follow the same path as those who became successful and imitate them. Sometimes it is hard to listen to people tell us how to do things, because we think we already know everything. Our ego gets in the way of our learning things.

A lot of times that means putting away your “pride.” A lot of people fail simply because they only want to do their own thing, they think that everybody will come flocking to buy their widget. They think they are right, but they never do any research or even try very much to get into the mind of the consumer. Hence, they don’t make any sales. More on this later.

### **Perseverance**

You need perseverance; you cannot give up in your efforts.

Sometimes people get started and then they quit after only a few weeks or months because they wouldn’t give things time to start to give results. Sometimes you need time.

You’ve heard of the saying that it is always darkest just before dawn. Sometimes we just have to keep plugging away in our efforts, despite all seeming evidence to the contrary.

This is, of course, the separating line between the winners and the losers; the winners just hold out longer.

### **A “Make It Happen” Attitude**

You need to understand that you’ll never make the “perfect” website. You can never wait until you feel everything is in perfect order, because then you’ll never get out the gate. Sometimes you need to understand that you have to learn by doing, failing a few times, and then getting it right.

If you look at the website of successful internet marketers out there, you’ll see a typo here and there, a broken link, or a page that might not look entirely at it’s best. But they all work and make money. Sometimes success is accomplished by getting things together with a relative sense of completeness and putting it out to the public. There is always something that can be changed, better edited, or layed out; but at some point you just have to run with it.

If you possess these qualities you have the initial makings of a successful internet marketer.

### **Recommended Resources:**

[Think and Grow Rich, by Napoleon Hill](#)

[Most all of Brian Tracy’s books](#)

## ***Step #2: Goals and objectives***

The next step you need to take is to create a set of realizable goals and objectives. You wouldn't try to build a house without a plan, would you? The same goes for your internet business. Goals are helpful in a number of ways:

### **Give You Focus**

First they keep us focused. You always need your goals written down to help you refocus when you get sidetracked by life's inevitable distractions, enthusiasm killers, and sudden urgent situations. You need your compass and your map to steer you through the storm, your goals and objectives are that compass and map.

### **Realistic Plan of Action**

Goals also help us to formulate a realistic plan of action. If we start with our goals first, we can plan "backwards" from them and create a workable plan to their achievement.

Goals also help us not to extend ourselves too much too soon. If we create graduated, doable goals we can walk a steady, but sure path to whatever we want.

### **Goals Need to be Specific and to Exceed Your Current Abilities**

Goals also need deadlines and to be as specific as possible, this way they force to not "underachieve" as well. Our goals have to be high enough to force us to exceed our present abilities. If our goals get too general or easy it doesn't spark that "make it happen" miracle-power

within us. If our timetable to accomplishing our goals is “sometime”, then that could mean anytime from a year to ten years. If we give ourselves a deadline of three months to achieve a certain objective for instance, then we feel a sense of urgency and are motivated much more to accomplish them.

**Recommended Resources:**

[Sun Tzu for Success, by Gerald Michaelson](#)

[Any book by Brian Tracy](#)

### ***Step #3: Your Tools, and Basic Skills Needed***

The next major step of success in internet marketing is the set of basic tools that you need and skills at using them. Let me say again, that these tools are becoming cheaper and easier to obtain all the time. You can find open-sourced free versions of all these tools, and they are all not very difficult to learn at all.

You don't need to be a technical wizard, but you do need a certain skill level.

#### **Computer**

You need basic computer skills. You need to be able to turn it on obviously, open up any word processing or spreadsheet document, and save it to any directory or folder on your computer's hard drive.

You need to be able to surf the web, navigate to any website, access any search engine, save a website to your favorites, and understand how to type in a websites address or URL such as [www.bestwebwealth.info](http://www.bestwebwealth.info)

#### **Hosting**

You need to understand how to acquire web hosting space, the different companies and plans available to you. There are many hosting companies available and each have well trained support staff 24/7 to help you with anything.

## **Domains**

You need to understand what a domain is and their different extensions (.com, .org, .gov, etc.)

A domain is basically a web address that you register through a domain registrar, and it becomes your virtual “real estate” which you place your website on.

## **Web site software**

You'll need to acquire and understand how to use website creation software, how to create a basic webpage, add text and create links, how to insert a graphic.

This software is actually quite easy to use; it is very similar to word processing software. So if you can write a letter on a computer, you can create a webpage!

## **Graphics software**

You'll need a basic image editing program and understanding of how to use it; how to create and give a name to an image, and how to make basic modification such as size, position, etc.

There are many free tutorials on learning this thing on the net, as well as different free open source programs.

## **FTP**

You'll need to understand how to upload pages and images from your computer to a website hosted on a remote server. This is done through an FTP (file transfer protocol) program, which are quite simple

to use. Many times you can do with through the control panel of your website hosting account.

### **Access a website control panel**

Speaking of control panels, you'll need to know how to access and use your website host control panel; how to administrate the various aspects of the backend of your website such as file management, creating email addresses, setting redirects, and other things.

These are all very simple to understand and good hosts have 24/7 customer service techs on hand to guide you through any process that you need done and are most friendly and helpful.

### **Autoresponder**

You'll need to have and understand how to use an autoresponder account, which sends out emails to your lists. Email marketing is an essential aspect of internet marketing, and you'll need to understand how to use it.

You'll need to know how to create a series of messages that go out at specific timed intervals, and also how to send out broadcast emails to everyone on your list with your latest offers, newsletters, and messages to your customers.

You'll also need to know how to create an email newsletter signup form and post it on your websites. This is quite easy to do, and the better services have techs on hand to guide you through the process.

## **Keyword Research**

You'll need to understand how to use basic keyword research programs/websites; how to find relevant/low competition keywords to direct targeted traffic to your websites.

Many keyword research programs are free; some with more bells and whistles are available on a small fee basis.

## **Affiliate Networks**

You'll need access to a couple good affiliate networks, they manage large numbers of companies and their affiliate commission structure, the link building and payout system. Working with affiliate networks is a very smooth process, making it very easy to set up a profitable website very quickly, many offer their own pre-built websites.

## **Spreadsheets for Organization**

You'll need to create spreadsheets to store and access all the growing number of domains, usernames, passwords, admin info, dns info, and important information for you growing list of websites and campaigns.

## **Mentors**

It is also very true that one of your key tools in your internet marketing system will be your mentors, teachers, and fellow internet marketers. This will be your most valuable asset.

There will be times when you need feedback, advice, and new info which only other people can provide to you.

Remember the saying: If you want to be successful, surround yourself with successful people.

## **Optional Tools**

There are other tools available such as directory submitters, article submitters, SEO software, project management software, etc; but these are more advanced and you don't need to be concerned with them at the beginning. In fact a lot of successful marketers recommend that you don't become too dependent on such tools, because your best tool will be your brain.

### **Recommended Resources:**

Site Rubix, through Wealthy Affiliate mentoring community

<http://www.wealthyaffiliate.com>

NVU, free website building software

<http://www.nvudev.com/>

Gimp, free image editing software

<http://www.gimp.org/>

Host Gator web hosting

<http://www.hostgator.com>

Aweber, the best autoresponder solution

<http://www.aweber.com>

## ***Step #4: Research***

The next main step of Internet Marketing success is research. You need to establish beyond any doubt what are the products that people need, want, and are actually buying. Advertisizing is expensive, and a lot of people have gone broke trying internet marketing simply because they never did adequate product and market research.

In fact if you do your research right, you don't need to buy advertizing. You can utilize all the free marketing methods to get all the sales you could ever want (more on that later)

### **Research Basic Concepts**

#### ***Niches***

A niche market may be thought of as a narrowly defined group of potential customers, such as german shepherd owners, Beatles music lovers, or parents with ADHD children.

In your efforts in affiliate marketing you job is to target your sites, copy, and marketing effort to specific niche markets. A lot of these niche markets "fall through the cracks" as it were, there is a high demand but very little competition to serve their needs. Your job is to ferret out these niches, of which there are many thousands, and profit by offering solutions to their unique problems.

#### ***Relevance***

You have to learn to think not in terms of *what you want to sell*, but *what is it that people really need and are spending their hard-earned*

*money on.* Your sites, copy, and products must have *relevance* to your targeted niche markets.

You have to learn to get into the mind of the person going to your website. Not everybody will do this, but the key to making sales is being able to get out of your mind and into the mind of the customer. A lot of people fail here.

## ***Keywords***

Keywords are the lifeblood of the affiliate marketer. Keywords are the actual words or word-phrases that consumers type into search engines to find websites that serve their needs. There are two general types of keywords: general keywords and long-tail keywords.

### ***General Keywords***

Vague, general keywords are very broad, non-specific phrase that if typed into a search engine will bring up literally millions of results: "dogs", "cats", "music", or "books". They are useless to the internet marketers.

### ***Long-Tail Keywords***

Long tail keywords, however, are what you need to understand. The "long tail" of these keywords is that they are search phrases of three words or longer. "Caring for your sick dog", "professional cat breeding", "trumpet music lesson books", or "classic car repair books" would be long-tailed examples of the general keywords in the previous paragraph.

The virtue of the long-tail keywords are that they are indicative of a search query of a person who is more advanced in the *buying cycle*, and much closer to the actual purchase. They probably got their credit card out already. You don't want to waste your time optimizing your sites for keywords of a general nature. You basically are looking for your "niche" in the marketplace that you will literally fill.

### ***The Buying cycle***

You need to understand the product-buying cycle. People usually start out by doing research, reading reviews, and seeing what is available.

Then they come back later and start using more specific search-phrases.

Then later again they use specific search phrases that contain the word "buy".

*You have to optimize your sites to be keyword sensitive to people who are using "buy" keywords in their searches. This way you only deliver "hot" customers to your door and make money.*

### ***Pain***

People buy things because they have problems that they need to solve. The more urgent, or pain-producing, the problem is the more they are inclined to immediately make a purchase.

For instance you need clothes. Why? Well, because if you walk around naked, you're going to get cold, get a lot of stares from people, and you're going to be very uncomfortable. Buying clothes stops that pain.

If you are overweight, suffer from acne, deal with bi-polar disorder, or any other affliction, you are desperate to get a cure for your condition. You are suffering and you want relief right now. These are the people you need to focus on in your affiliate marketing campaigns.

If you were to distill these concepts into two parts it would be:

1. Find out what people want, and
2. Give it to them

It's pretty simple really.

You don't want a lukewarm crowd, hemming and hawing over different products and services; you want desperate buyers with BURNING NEEDS who want your products and services NOW.

This is the key to making the big money.

### ***Competition***

The fact that there is competition in your niche is actually a good thing. It indicates that there is a strong demand for that product and your campaigns have a certain assurance of success because it is a proven seller.

A lot of people shy away when they find out that there is a lot of competition for their intended niche. Actually they should become excited because they have the chance to plunge into a very active market.

### **Basic Research Tools**

Some of the tools that you will need here are keyword research tools, but there are also some tools that you may never have thought of.

## ***Google***

Search engines such as Google allow you to see if certain keyword results have high competition, and help you to get a feel for the market with the various website results that come up.

## ***Keyword Research Tools***

Keyword research tools allow you to see the actual numbers of searches that were made with specific keywords all over the world, and also give you information regarding websites that are keyed to those keywords.

This information enables you to find high-demand, but low-competition products and services out there; it enables you to see what people are really looking for, and what they are putting down their hard earned money to buy.

Keyword research tools are free to access but there are also fee-based tools available that have more bells and whistles. For basic research though, this information is basically free.

## ***Retail Sites***

Retail sites such as EBay and Amazon usually have “Best Sellers” or “What’s Hot” areas, where you can see what people are actually buying and you can then sell similar products. A study of them as well as newspaper, TV programs, and magazines allow you to see trends.

If you see an ad for any type of product or service, odds are that if you were to sell it you would be successful to, especially long-running ads. A company usually will run advertizing (an expensive proposition) with proven successful products, which you would be very wise to imitate.

## ***Question and Answer Sites and Forums***

Question and Answer sites such as Yahoo Answers and various forums are extremely helpful. A study of them gives you insights into the minds of those who frequent them, which you can use to your advantage in your website copy and keyword marketing.

For instance if you were selling dog training products you would want to frequent dog training forums, they would give you valuable information on what people are really looking for and needing help with, which you can then offer from your websites.

## ***Highly trafficked websites***

Another simple, but often overlooked research venue is find out what are the most highly trafficked retail sites; because, obviously, they sell what people want and that's how they got so big!

The above mentioned tools and techniques indicate the level of research mindset/commitment that you need to be successful.

## **Recommended Resources:**

[Who Loves Money, by the Wealthy Affiliates Kyle and Carson](#)

[Desperate Buyers Only, by Alexis Dawes](#)

## ***Step #5: Site Building***

The next main point of Internet Marketing success is Website Building. Let me say right off the bat that you don't need to become a web design Leonardo da Vinci in order to succeed in making money online.

In fact being a magnificent web designer could be a detriment. You see web designers are interested main in creating pleasing-looking sites, but not necessarily sales-producing sites.

A sales-producing site is one that clearly and directly offers the pain-relieving, problem-solving product or service to the website visitors. The visitors are not website design critics, they just want relieve from their suffering.

Some of the best sale-producing sites would not be considered some of the best-looking sites as a matter of fact. So the main idea here is: don't sweat the surface details of a site, let the main message come out.

### **Web design basics**

A site usually has a few basic features

- A. A home page, where the visitor first goes to and has a clear navigation menu, links, and information relevant to them and their needs.
  
- B. Content pages, that have detailed text and images about subjects of interest to the visitor, as well as affiliate links.

- C. *Email Newsletter signup forms* are usually on good websites, creating and posting them are very easy; techs from your autoresponder company will help you.
- D. Pages such as *shopping carts, download pages, or buy now links* usually are not a part of affiliate marketing because those are handled by the actual merchant's sites, but they are relatively simple enough to post yourself. There are abundant learning resources online to learn.

A good rule of thumb with content pages is to keep things as simple as possible, get right to the point, use paragraphs of no more than three or four sentences each.

It is not as easy to read from a computer screen as it is with a book, so be mindful of that when creating content.

### **Site Optimization –SEO**

Optimization is also very important in basic web design; this in itself is very easy to do once you understand the principle.

Basically you need to employ your keywords that you established are relevant to your intended traffic and place those in certain prominent places on each page that you want to be indexed by the search engines.

1. Employ your keywords in the title (title tag) of your page
2. Use them also in a major subheading of your page (h1 and h2 tags)

3. Put the keywords in the first paragraph, even the first sentence if possible
4. Sprinkle them about 3-5 times in the content of the text of the page
5. Put it in the final paragraph
6. Bold, underline and/or italicizing them will only help
7. Use the keywords in the alt tags of images
8. If possible use your keywords in the actual URL of your website

Don't be concerned about h1, h2, or alt tags right now; you'll understand them when you get to that point.

## **Page Rank**

Page rank is also very important in search engine optimization (also called SEO), it affects your position in the search results. Basically sites with higher page rank get higher positions in the results listings. The actual formula for determining page rank is a secret to every search engine, and it is constantly changing; but a great part of it has to do with the number and ranking of other sites that are linked to your site.

The logic here is that a site with a greater number of high-ranked inbound links has greater relevance and therefore gets higher placement.

Getting page rank is an organic process, but can be sped up by submitting your site to site directories and getting reciprocal links from similarly focused sites.

More and more these days it is impossible to “cheat” on SEO, you need to have quality, relevant content and the search engines deliver those pages to inquirers.

**Recommended Resources:**

[The Wealthy Affiliates and their Site Rubix and Web Design Tutorials](#)

## ***Step #6: Traffic Generation and Retention***

The final main step of online marketing success is that of Traffic Generation and retention.

You can produce the most relevant, succinct, and optimized page on earth; but if no one goes to it, how great is it really?

There are two major ways to generate traffic to your site: pay for clicks to your site, or use free methods to get organic search engine traffic to you site.

### **Pay Traffic Generation**

You can literally buy targeted clicks to your site with Google Adwords or other search engine pay-per-click (PPC) offers. You make bids on clicks that arrive at your website through ads that are indexed to people's queries on the search engines.

Whenever you make a search query you see the results on the left of the page, but off to the far right you'll see ads which are contextually matched up with your specific query. People made bids on those spots on the right and they are charged a small fee .10 to 5.00 if someone actually clicks on the ad. This delivers highly targeted traffic to your website and is somewhat costly, so you have to figure in how many clicks you can afford to buy and still make a profit. There are PPC strategies, and there are resources with more information available.

A note of caution is in order though with PPC, a lot of people dive right into PPC with no previous experience and end up getting burned by losing a lot of money. PPC is an advanced marketing strategy and it is recommended that you start out with the free techniques.

Other ways to pay for traffic is to buy classified or banner ads on other websites that are similar in subject to your site, this way you have some assurance of getting at least somewhat targeted traffic to your site. But don't just post ads anywhere; you wouldn't advertize office supplies on a baby clothes site.

## **Free Traffic Generation**

Free traffic generation is really exciting; it allows you to make up to thousands a month with almost no adspend at all. Your only expenses are that of your internet connection.

### ***Article Marketing***

Article Marketing (also called "Bum Marketing") is very simple. You create informational articles that are keyword optimized (using the points above) that are about 300-500 words in length and post them on high page rank websites or article directories.

Natural search engine traffic will flow to them and to the author's (you) website in the resource box at the end of the article. They go to your site, read an article or two, sign up for your newsletter, and eventually they end up becoming customers. These are the highest quality targeted leads.

There is a formula for easy article creation. First of all you are somewhat of an expert in the subject that you are writing in (it is a product or service that you sell) and it is easy to write about it. You don't want to be long either.

1. Tell them what you are going to tell them

2. Tell them
3. Tell them what you just told them

Don't write a book; just write a concise 3-4 paragraph article describing the solution to the person's problem. They'll be inclined to follow you link to your home page for more info, and they are on the way to becoming a paying customer.

You can write an article a day, every day and get a continuous stream of targeted traffic to your sites.

### ***Forum Marketing***

Another form of totally free marketing is called forum marketing. What this consists of is you cultivating a regular presence on various internet forums. In your signature space, which can be customized to appear with every post that you make or reply to, you can have a link to your website along a line or two of ad copy.

The idea is that you are posting to an area where highly targeted, highly motivated customers frequent.

There are literally thousands and thousands of niche forums out there; to find one appropriate to your niche just do a search using the terms "'your niche' affiliate program". You'll get dozens, if not hundreds of results.

### ***Social Networking Sites***

MySpace pages are becoming more and more popular with users every day. You can find almost any kind of niche by searching their groups

and forums. You can create a free MySpace page and put up links to any site of your and offer them any bonus offer you like.

### ***Squidoo Pages***

You can also put up a Squidoo page (<http://www.squidoo.com>) absolutely free on any subject you like with links to any homepage your affiliate program you have. One of the chief advantages of Squidoo pages (called lenses) is that they enjoy a high page rank with Google and your pages will go right to the top of search engine queries (if properly optimized, more on that later).

### ***Reciprocal Links***

This is a technique not only to get free traffic to your website, but also to increase your sites page rank.

It consists simply of your making a mutual agreement with the webmaster of another similiarly-niched website to post links to each other's website.

Usually all you need do is send an email to a site's webmaster requesting a reciprocal link. Not every query will be answered, but a good many of them will because they see the value in them. Webmasters are always looking for more traffic.

### ***Directory Submission***

This is another free way to increase access to your website; it consists of applying to have your site listed on what is called a site directory.

The benefit of this is that your website increases in relevancy with the search engines if you have a lot of inbound links.

The other benefit of course is that people do searches from these directories and you'll get traffic from that. Most people however do their searches from Google, Yahoo, or MSN; but you'll get the benefit of the increased page rank, especially if the directories you link to are of high page rank themselves.

Some directories have a fee, but a lot of them are free to use. You can also pay others to manually submit your sites for a marginal fee, as that can be a labor intensive task.

Usually though you'll want to make a habit of daily submitting your sites to directories on an ongoing basis.

### ***Traffic Retention***

Now once you got them to your site the whole other part of Internet Marketing is keeping your visitor. If you don't connect with the visitor in the first couple of seconds, they are going to move off perhaps never to return. Then you need to create a need for the visitor to come back, and come back often.

### ***Quality Content Regularly Updated***

The first part of visitor retention is purely organic: create good content on a continual basis. You're forming a personal relationship with your visitors, and they show their appreciation by buying again and again your stuff.

Use current events and fads in articles, blog postings, etc to continually redirect readers back to your site. You don't have to be long winded, but you need to offer valued information. In one way you really can't "buy" or "cheat" your way out of being relevant to

customers. You have to have an interesting site, especially to the niche that you cater to.

### ***List Building***

Now the second part of customer retention is *list building*. You need to have an email newsletter that goes out to opt-in readers, that is, people who agree to receive an email from you. Either you can send them a bonus (like this ebook you are reading) create a small little e-course pertinent to your niche, or even offer to send out new article announcements via your email list.

The technical part of this is inserting an email capture form (acquired from your autoresponder service) into the code of your website and posting it prominently, on every page if possible. This is easy to do, your autoresponder tech support people can walk you through it.

So now that you have your list, which is slowly but surely building in size, you can send out periodic "broadcast" messages updating them with new info items of interest to the particular niche; *but* this also allows you to include links to your products, reminding them of how great your product or service is. You can even include new offers that come along which would be of interest to your niche.

Remember that this list is sort of like your friends, they like you and trust your authority; they don't mind hearing about new products or services. After all, who doesn't like buying stuff?

The list also addresses a very important part of sales: people need to be presented with an offer multiple times before they finally decide to buy. With the bombardment of media messages out there, it just

takes that long to filter through. People also sometimes need a while to be fully convinced that they need something.

Actually people “want” the thing you have nearly instantaneously, but their “common sense” needs to have a good reason full of respectable “logic” to justify that purchase. This is the part that takes time ;) So just keep telling them all the *reasons why* they need this thing, and eventually they’ll go for it.

**Recommended Resources:**

[The Wealthy Affiliate Internet Marketing Community](#)

## Last Word

If you can wrap your brain at least somewhat around what I have been writing about for the last 35 or so pages, then congratulations! You've got what it takes to be successful in Internet Marketing.

If you follow these steps, maybe devoting 1-2 hours a day on them in six months to a year you could be in a position to be able to do it full time, and quit that cubical, rat race existence. You can have more time for you family, you can travel (all you need is your laptop wherever you go.)

You will, of course, need coaching and mentoring helping you to find you niche and getting things rolling. I highly recommend the Wealthy Affiliate resource. You could just try to go it alone, but forming a helping alliance will drastically cut your learning curve, not to mention your expenses.

CB

<http://www.bestwebwealth.INFO>

## **Appendix: Recommended Resources**

### **Cultivating Personal Success Qualities**

[Think and Grow Rich, by Napoleon Hill](#)

[Most all of Brian Tracy's books](#)

### **Goals Formulation**

[Sun Tzu for Success, by Gerald Michaelson](#)

[Any book by Brian Tracy](#)

### **Website Building Tools and Resources**

[Site Rubix, through Wealthy Affiliate mentoring community](#)

[NVU, free website building software](#)

[Gimp, free image editing software](#)

[Host Gator Web Hosting](#)

[Aweber, the Best Autoresponder Solution](#)

### **Research Methods**

[Who Loves Money, by the Wealthy Affiliates Kyle and Carson](#)

[Desperate Buyers Only, by Alexis Dawes](#)

### **Website Layout and Design**

[The Wealthy Affiliates and their Site Rubix and Web Design Tutorials](#)

### **Traffic Generation and Retention**

[The Wealthy Affiliate Internet Marketing Community](#)

### **Affiliate Networks**

[Commission Junction](#)

[ShareASale](#)

[PayDotCom](#)

## **Internet Marketing Forums**

<http://www.warriorforum.com/forum>

<http://www.ewealth.com>

<http://www.abestweb.com>

<http://www.affiliate-talk.com>

<http://www.internetbasedmoms.com/bb>

<http://www.clickbanksuccessforum.com/forum>

<http://www.conqueryourniche.com/forum>

<http://www.A4uforum.co.uk>

<http://www.therichjerk.com/forum>

<http://www.howtocorp.com/forum>

<http://www.im4newbies.com/forum>

<http://forums.digitalpoint.com>

<http://forums.seroundtable.com>

<http://forums.seochat.com>

<http://www.webmaster-talk.com>

<http://www.geekvillage.com/forums>

## **Bonus Report: Hot Markets**

What are the proven successful niches you can start out in? What are the products and services people are buying with their hard earned money year in, year out? This is information that beginners need to know.

### **Pharmaceuticals and Health Products**

People with chronic health problems are always looking for solutions to their problems, from depression, to skin problems, to weight problems. They have a burning desire to relieve their pains and sorrows caused by their maladies. This is a perennial hot market.

### **Gambling**

This is massive online market, they are always on the verge of losing something important, or may need to win back what they lost. If you want to capitalize on a human vice, this could be highly profitable venture for you.

### **Marketing**

Just take a look at yourself! You may be here because the day job just isn't cutting it, you hate the daily grind at the office, or you just think you could do it all better. There are millions of people out there like you. With the economy probably going into a recession, this market is only going to get hotter. They are very motivated to get good information.

### **Hot New Products**

Every time a new product comes out, whether it be the latest game console, to the newest type of cell phone, to the newest type of basket ball shoe; they just got to have the latest version. They want to

appear hip or cool to their friends, and you can capitalize off their anxieties big time.

### **Seasonal Products**

These can include holidays, special events, sporting events, religious events, concerts, etc. There is always a rush to get these things and you can cash in on the wave.

### **Software**

This can include anti-virus software, business applications, marketing applications, games, registry cleaners, music downloaders, etc. People have an average of five programs running on their computers, and more and more people are getting computers. It is a very hot market.

### **eBay**

Almost a quarter of a million people make money through eBay, there is a great deal of competition for sales. Therefore people are highly motivated to get new products and info to help them increase their sales: software, databases, strategy books, etc. Offering these types of products will be lucrative because there is a proven market.

### **Investments**

Very similar to the marketing niche; there are software tools, investment newsletters, online trading venues, and ebooks that can help them get a better return on their money. There is the ever present lure of big profits, and investors are desperate for information and tools to enhance their trading techniques.

### **Cell Phones**

There are millions of internet searches on cell phone every month. There are different strategies of getting sales off this very hot sector.

There are games, ringtones, upgrades, peripherals, and the phones themselves.

### **Relationships/Dating**

Loneliness is kind of an epidemic. People have a basic need to connect and form partnerships. The biological imperative to reproduce is almost impossible to ignore, and relationship/dating sites (and affiliate programs to) are perpetually hot.