



***World Internet Academy***

***Truth About Affiliate Marketing Other  
IM Guru's Won't Tell You About!***

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## **Affiliate Marketing Truth #1 – Mis-Represented Income Proof**

- Some IM gurus are resorting to using ‘mis-represented’ income proof on their sales page
- How it works:
  - Guru launches a new product through e-mail list and joint ventures with ‘buddies’
  - Generates large amount of sales in a short span of time
  - Creates NEW PRODUCT to sell
  - Uses PREVIOUS income proof as proof the NEW PRODUCT is effective
- Bottomline: The more money you give them, the more they’ll use their income proof to sell you NEW products!



## Affiliate Marketing Truth #2 – Promoting ClickBank Products

- Many new internet marketers are ‘lured’ into affiliate marketing because some IM gurus depict affiliate marketing as ‘the easiest money you’ll ever make’
- ClickBank is the MOST competitive affiliate marketplace!
- Be careful when using PPC to promote ClickBank products, especially when you DO NOT offer ANY REAL VALUE
- Buying the product name of a popular ClickBank product as a keyword for PPC is a HYPER-COMPETITIVE approach you should avoid
- Also avoid ‘cookie cutter’ sites e.g. product review sites, ‘made for AdSense’ sites!



## **Affiliate Marketing Truth #3 – Using Pay-Per Click Advertising**

- PPC advertising is fast becoming an expensive way to market affiliate products, if you don't know what you are doing
- Many PPC techniques that worked two years ago don't work today!
- You'll unlikely find affiliate marketing profitable if you promote only popular products using obvious keywords
- Google is clamping down on 'thin' affiliate sites that DO NOT add value to the visitor



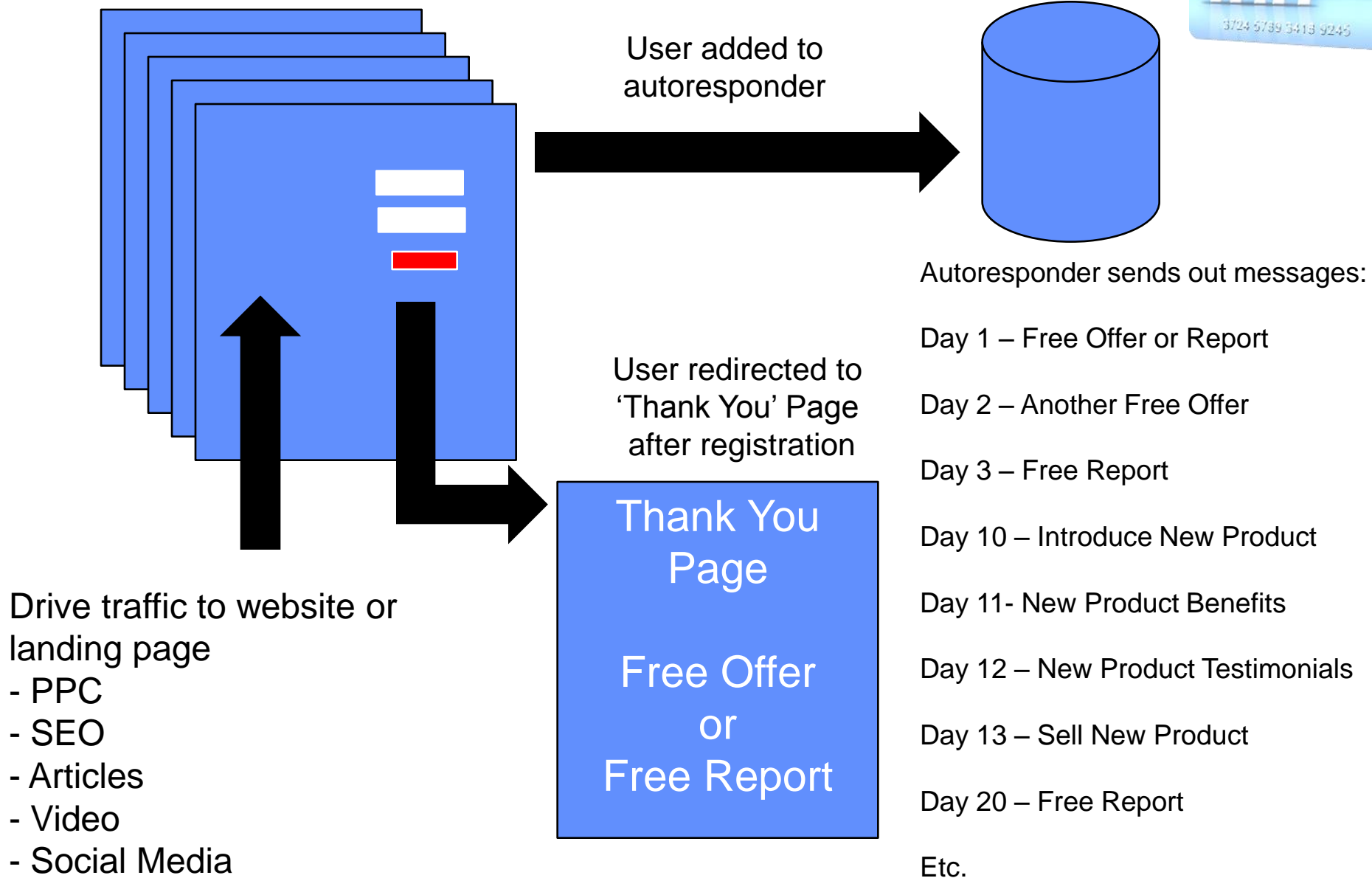
## Affiliate Marketing Truth – The Solution

- Don't fall for the 'get rich quick' affiliate marketing methods
- Develop 'domain expertise' for the niche you wish to focus on
- Carefully research products that can benefit your niche market
- Think 'profile' rather than 'product'
- Develop 'real' multi-page websites that ADD VALUE
- Build your list using an autoresponder
- Develop an effective e-mail marketing affiliate campaign
- Use FREE traffic techniques instead of PPC if you are not familiar with PPC



## Affiliate Marketing Truth – Action Plan

- Research a niche you wish to focus on
- Research useful affiliate products to promote to your niche
- Research 10-20 long-tail articles based on keyword research
- Write or outsource article writing
- Purchase a domain name based on your PRIMARY keyword
- Create website using website builder
- Perform on-page SEO for each web page on the website
- Insert autoresponder code on your website
- Plan and write or outsource e-mail topics and load into autoresponder
- Rinse and repeat!





# Affiliate Marketing Truth – Recommended Tools

- Domain Name

<http://gd.wiatools.info>

- Keyword Research

<http://www.keywordresearchpro.com>

- Article Writing

<http://www.guru.com>

<http://www.rentacoder.com>

<http://www.odesk.com>

- How To Check Whether Articles Written Are Unique

<http://www.copyscape.com>

- Article Submission

<http://www.ezinearticles.com>

<http://www.goarticles.com>

- Website Builder

<http://www.xsiteprosoft.com>

- Autoresponder Service

<http://www.fabianrecommends.com/aweber>



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