

Wealthy Affiliate Challenge

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Simple Fast Passive Affiliate Profit Streams Within 30 Days!

Thanks so much for signing up for this free training.

To be honest I'm a little nervous about making such an 'out there' promise.

But I wanted to put myself under pressure...

If you have any questions along the way please reply to this mail and look for our replies from richard@wealthyaffiliatechallenge.com .

To kick off let me quickly recap my promise...

The desired OUTCOME is for you to have at least one passive income stream set up on your website within the next 30 days...at

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ZERO cost.

Couple of definitions:-

- Passive profit stream is the combination of laser targeted traffic from specific keywords directed to a very relevant post on your site that compels visitors to click through and view an offer... most importantly the offer is high quality and converts a percentage of visitors (1-5% expected) into buyers in turn earning you commissions.

- Website is a free siterubix domain hosted freely by Wealthy Affiliate (WA). Used because you have complete ownership and control of your content, which can be easily moved to your own domain name and hosting when you're ready and profitable. WA make this transfer super easy.

As we go through the training I'll be showing **you how to find high quality offers** that are already selling, and **how to get the laser targeted traffic** that is most likely to buy the products.

Wealthy Affiliate (WA) will be providing 100% FREE membership, two free websites free hosting and training on how to set up your website properly.

Please note WA also offers premium membership at discounted \$19 month trial moving to \$47 per month for additional training.

This is the membership level I'm at but is NOT necessary for this... free is fine.

I do recommend the premium level training but only when you know you are going to be profitable and enjoy this business model.

My goal is to help you become profitable so any extra training you might want is paid for out of your PROFITS.

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I'm super excited to be helping show you what I believe is a great way to earn extra money.

Right let's get busy...

[Go here to claim your free WA membership and start building your website \(you won't believe how easy this is ;\)...](#)

After you've filled in the form head over to the getting started training linked to in the left hand navigation.

Simply follow the training and enjoy it, it's awesome.

Don't feel you have to rush...

...your passive income profits will wait!

START TRAINING CLICK HERE

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The Inspiration for This Profit System

I Hope you're enjoying the WA training.

I don't want to take too much of your time, as staying focused and getting stuff done is key to success, but I did want to share a story about Vitaliy.

Vitaliy is a fellow member of WA who inspired me to test out a few ideas I had with a case study he had done.

I'll go into a lot more detail on this once you've got your site up and running and we start getting down to it.

But for now I just wanted to share the scope of what is possible when you follow a proven plan, take action and maybe get a slice of luck (I don't think luck is the right word).

Anyhow Vitaliy found a very popular product, had an idea for a unique keyword (tuned out to be 3 keywords), and created helpful content that compelled people to click his affiliate link and view the sales presentation...

The result?

\$40k profit in his first month!

Seriously.

Clearly this is not ordinary and as Vitaliy readily admits its extra ordinary

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in the extreme.

But it proves that if you follow the system, and take actions, great things might happen.

Actions ALWAYS create results (good and bad).

But

Do nothing...

... get nothing.

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Keywords Can Make You A Fortune...

Yesterday I told you about Vitaliy who literally hit the mother load when he combined a proven product with a fantastic keyword that brought him loads of laser targeted visitors.

Vitaliy's results are to be hoped for but not expected.

But anyone can profit from combining these three elements.

- **Proven product**
- **Buyer Keywords**
- **Compelling helpful website content**

It's predictable and mostly profitable (unless your gifted at putting these together don't expect 100% success... but do expect a lot)

So let's quickly remind ourselves of my promise...

To help you build at least one profitable passive income stream within 30 days.

Once set up this stream will send you a steady flow of affiliate commissions.

The trick to getting targeted visitors to click through your website content and buy stuff lies in making sure all elements are extremely RELEVANT.

And the easiest and fastest way to do this is to look at the keywords that

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people are actually searching for.

Kyle from WA is probably the most knowledgeable person I know on the subject of keyword research (he should be having created the best keyword tool I've ever used - [Jaaxy](#)).

But the strategy I want to teach really only scratches the surface to simply deliver us the **most probable profits...**

An example...

Imagine I'm a lovely young future bride (takes some imagination I know).

I'm getting married in a couple of months and want to drop a few pounds to look stunning in my dress.

Now if I've no knowledge of how to lose weight fast what might I do?

Research my question on a search engine is statistically what most people do.

Google and Bing are the big search engine players.

If I type in *"How do I lose weight fast"* is this a good keyword for our purposes.

For our purposes NO.

Because it's known as a research keyword, even if I find a really good article that shows me how I could lose weight and links to a product I'm not likely to buy anything first time.

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But say that article mentions a product like 'The Venus Factor' which is currently one of the top selling female weight loss products on the net.

Research shows that if I'm interested what I'm most likely to do is visit my search engine once more and type in something along the lines of...

"Does Venus Factor really work" strictly speaking this is still a research keyword but it's certainly a keyword we're interested in.

Example 'buyer' keywords would be "buy Venus Factor" or "Venus Factor discount"... there are others, but you can see the pattern.

These keywords all contain the product name.

When people type product names into search engines they are either very specifically researching the product and / or at the point of buying it.

They are looking for helpful information that helps them to justify any decision to purchase.

As an affiliate marketer it is very profitable to get your content in front of these types of keyword searcher.

There are other types of keyword that could also be very profitable but for now I want to remain **entirely focused on the certainties...**

We're looking to profit first and fast.

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Passive Income Streams Revealed...

Passive affiliate profit streams rely on

1. **Product / Service Specific Buyer keywords**
2. **Relevant helpful website content**

and

FREE Pay Per Click (PPC) Traffic from Bing (not Google Adwords unless you know what you're doing)

How do you get FREE pay per click traffic from Bing?

Grab yourself a Free coupon code for setting up a Bing PPC account.

(If you've already got a PPC account you'll likely not be able to get another voucher unless there is somebody else you could use to get one.

But don't worry this method is profitable with or without the voucher)

Click below to grab the voucher / coupon for your country.

[CLICK HERE FOR BING PPC COUPON](#)

Page looks like...

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Microsoft Bing Ads & Google AdWords Pay Per Click Advertising Coupons

Save Over \$100 In The Next 5 Minutes



12

2

113

G+1

Tweet

in Share

Like

Bing Ads: get a free Bing coupon today to run PPC advertisements on Bing and Yahoo! Search.

-  Are you from the **United States**? Use this [\\$100 coupon](#).
-  Are you from **Canada**? Use this [\\$100 coupon](#).
-  Are you from **the UK**? Use this [£75 vouchers](#).
-  Are you from **Germany**? Use this [€100 coupon](#).
-  Are you from **France**? Use this [€75 coupon](#).
-  Are you from **Italy**? Use this [€75 coupon](#).
-  Are you from **Spain**? Use this [€75 coupon](#).
-  Are you from **Australia**? Use this [\\$100 coupon](#).
-  Are you from **New Zealand**? Use this [\\$100 coupon](#).
-  Are you from **India**? Use this [Rs1000 coupon](#).
-  Are you from **Mexico**? Use this [\\$1000 coupon](#).
-  Are you from **Brazil**? Use this [R\\$190 coupon](#).

Once you've selected the voucher for your country you'll be taken to Bing where you claim your free advertising.

The reason you need your Siterubix website set up is because Bing require you to have a website to start.

Here's what their sign up form looks like...

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ds? Benefits Cost Case studies Get started FAQ

×

Reach more customers



Submit the completed form below to request your coupon

Name: * Last name: *

Company name: * Your website URL: *

E-mail: * Phone: *

☐ Yes, you may use this information to send me a coupon and other Bing Ads promotional email

Type the code from the image. *

[Request your coupon >](#)

[Privacy](#)

The bigger picture here is that we can very quickly test keyword > landing page content > affiliate offers and because we're only going to be targeting good quality products our probability for success is very high.

Not every campaign will be a winner, but many will and as you take action and react to results you'll get better and better at putting these together.

Once you find profitable campaigns you can just let them run and run with a minimum of management.

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But when you know a product converts it really motivates you to put the work into creating content to also dominate through search engine optimization ([SEO the Wealthy Affiliate core training approach](#)), or extending your ambitions still further by adding email marketing as well.

My hope for you is that these profit streams enable you to cover the cost of WA premium where you can learn how to attract even more targeted visitors through SEO and Social Media traffic and dramatically build your profitability.

OK let's build a passive income profit stream...

So if you've followed the WA training you've probably already got a niche market in mind?

If so great use it and we'll find good products to test out.

If you don't have a niche in mind no problem.

This technique is perfect for quickly testing niche ideas.

Note: You'll notice I use the word 'test' a LOT! It's because marketing is all about testing.

Great advice... do not assume... test.

Testing produces factual data which can support smart decision making.

I have passive profit streams running for products and in niches I have

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zero interest in, it's just so fast and easy to set these things up.

I will say that personally I'm now more interested in developing these streams only in markets that interest me because this business should be fun as well as profitable.

Working in niches you enjoy is not really working.

A few rules I like to follow

I personally like to look at '**evergreen**' markets and products where possible.

Evergreen products convert consistently over long periods of time.

Wealthy Affiliate itself is a perfect example of an evergreen product to promote. Now I'm only using WA as an example because it's such a stark contrast to most of the products offered in the make money online niche.

Making money is obviously an evergreen niche but most of the products sold in the niche rely on a 'launch' process. So we typically see huge hype and hoopla over new products, which launch and then seemingly disappear.

WA on the other hand is entering into its 12th year!

I only do this using Bing PPC not Googles Adwords. Google are just not affiliate friendly.

I would advise perfecting this approach on Bing and then test (very carefully) a transition to Google (they have a lot more traffic).

Whilst we're on the subject of other advertising networks by all means

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test other's but Google and Bing are way bigger than the rest of the search engine networks.

Facebook is a great advertising network but is a very different proposition because your advert is interrupting their social activity, and therefore requires a way more patient approach in order to convert.

Keywords in PPC Advertising

As we go through the training I'll walk us through a case study and show you exactly what I do.

But for now I should explain PPC keywords are associated with a 'match' type.

This is simply how close a match to your keyword do you want the advertising network to look for before showing your advert.

So if my keyword was "*Cannon 123abc camera review*".

The search... *Cannon 123abc camera review* is an **EXACT MATCH**.

"best cannon 123abc camera review" is a **PHRASE MATCH** because it could have other words at either end.

"best cannon reviews" is a **BROAD MATCH** keyword because it's a general fit.

Enough about keywords for today we'll get back to them tomorrow when we set up our first ad campaign with Bing.

Note: If you're using your own money to fund PPC don't sweat. PPC and this method are no great risk.

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You can set a spending limit's per day or month so if you did something wrong you'll not going to destitute yourself my accident.

Also the keywords are so targeted there may not be much traffic to start with anyway.

I recently set up a test campaign for a product I had started using; I set everything up and let the ads run. This is a relatively new product to market, so the keyword research tools where useless because there simply wasn't enough data yet.

So I checked after a couple of days... zero clicks, zero spend.

Kept an eye on it got a very steady stream of clicks... I cannot remember how many exactly I was on holiday when I checked the stats.

I do remember how much I had spent... cost me £1.67

Checked the affiliate account of the vendor...

4 sales... \$220.00 in commission!

Some of this is annual recurring billing as well!

How do you find quality offers to promote?

I'd like you to do a little research and have a look at the VAST array of products you can promote.

Most large companies offer an affiliate program... why wouldn't they it's a

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very profitable route to market for them.

So you can look at physical products, downloadable products, membership programs, CPA offers, books, music, voucher schemes, and the list could go on.

Personally I like evergreen products, ideally with recurring billing. These give you the chance to be paid repeatedly.

For example the affiliate that introduced me into Wealthy Affiliate has earned \$22 per month for over 3 years... and will continue to do so because for me WA is vital business asset (it's also a tax deductible expense ;).

Amazon provides a world famous affiliate program... just imagine the millions of products you could promote.

Note on Amazon. I sometimes very lazily send paid traffic directly to a vendor's sales page by-passing my website / landing page for speed of testing. Amazon doesn't allow this.

With Amazon you have to send your ad traffic to a website, and hope they then click through too Amazon from your site. I'll cover this again later.

Company affiliate schemes can be managed 'in house' like Amazon and Wealthy Affiliate for example.

Or

They can be managed by Affiliate 'Networks' such as ClickBank, JVZoo, Commission Junction, Hydra, Neverblue, and again the list can go on.

Before you can earn money you have to sign up to these networks in order to set up an account (you want to get paid).

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This is another reason it's important to have your own website.

Some of them make you jump through a few hoops before accepting you. Some might not accept you (this is usually the CPA networks that are not so keen on newbies).

Don't worry there is more than enough of the easy ones.

Probably the easiest of them all (no slight on their quality) is ClickBank which I'll use in my example.

ClickBank is a digital marketplace, selling mostly downloadable training programs or membership products.

The good news about ClickBank is the commission % is very high. 75% commissions on digital product is the norm!

The bad news is that ClickBank products are very competitively promoted (because of the ease of acceptance and the high commissions).

JVZoo is similar to ClickBank easy acceptance, and products, but you do have to apply to each product vendor for final acceptance, which adds an additional step.

By all means check out **Clickbank.com** click the create account tab and set up an account if you want to.

You don't have to set up an account to view the marketplace.

I suggest you visit Clickbank and have a good look around check out some niches, and products, maybe find a few that you like the look of.

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ClickBank & Conversion - Make Sure You're Profitable

OK before going deeper into Clickbank I must mention.... **CONVERSION**.

For our simple profit steam model conversion is everything as we are paying for visitors (free voucher or not).

Example (for the math): Say we decide to promote The Venus Factor we can see from the Clickbank marketplace data for the product that the product has an initial sale value of \$33 (It also has a recurring billing element that actually increases its average value to us but for this example we'll ignore that).

So every time somebody buys through our link we earn \$33. Therefore we must test to see if we can send continual visitors via our website to this offer **profitably**.

Everything in marketing is a test, but we have to start somewhere so let's predict that our traffic will convert at 1% (1 visitor in every 100 that visits our site will click through to the offer and buy the product).

If we divide 33 by 100 we get 33 cents.

In theory as long as we can get targeted clicks for less than 33 cents we're profitable.

When testing we want to find out the actual conversion percentage because if it's worse than 1% we're potentially losing money and if it's better we're making more money.

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Say for example the conversion is 3% and we pay 30 cents a click.

Our profit / loss would look like this...

Traffic = 100 clicks @ 30 cents each = \$30

Sales / conversions 3% = 3 @ \$33 (our commission) = \$99

Deduct our ad spend from our sales revenue and we have... \$69 in profit... yeah!

But if the conversion was only .5% were not looking so good...

Spending \$30 to only make back \$15... no way to stay in business.

So it's important to really get to grips with the metrics.

To Clickbank...

Clickbank.com

Once you reach Clickbank the niches are in the category left hand navigation.

Looks like...

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In the example above I've selected the Health & Fitness Niche to reveal a whole

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load of sub niche options...

Have a click around and get the feel of the navigation.

The screenshot shows a Clickbank product listing for 'The Venus Factor: The Legacy Continues. (view mobile)'. The listing includes a description: 'Absolute Media Monster. Over \$40 Million Paid Out As Of June 2015. \$100k/day Possible. Build Long Term Campaigns And Enjoy The Gravy Wagon. Please Read Tos Here: www.venusfactor.com/affiliates'. To the right of the description, there are three numbered callouts: 1 points to the product title, 2 points to the 'Avg \$/sale' of \$47.24, and 3 points to a red 'PROMOTE' button. Below the description, there are statistics: 'Stats: Initial \$/sale: \$33.03 | Avg %/sale: 72.0% | Avg Rebill Total: \$38.62 | Avg %/rebill: 74.0% | Grav: 156.90 <4'. The category is listed as 'Cat: Health & Fitness : Diets & Weight Loss'. At the bottom, there are icons for US flag, dollar sign, arrows, a box, an up arrow, and a mobile phone.

1 The Venus Factor: The Legacy Continues. (view mobile)
Absolute Media Monster. Over \$40 Million Paid Out As Of June 2015. \$100k/day Possible. Build Long Term Campaigns And Enjoy The Gravy Wagon. Please Read Tos Here: www.venusfactor.com/affiliates

2 Avg \$/sale
\$47.24

3 **PROMOTE**

Stats: Initial \$/sale: **\$33.03** | Avg %/sale: **72.0%** | Avg Rebill Total: **\$38.62** |
Avg %/rebill: **74.0%** | Grav: **156.90** **<4**
Cat: **Health & Fitness : Diets & Weight Loss**

Above is what the Clickbank listings look like.

These are all products you can promote.

1. Represents the product title in the pic above "The Venus Factor".
2. Average sale value. This product has both a one off sales value and an optional monthly billing product. 74% of buyers opt to take the monthly billing option as well, and this increase the average sales value from \$33.03 to \$47.24.
3. Should we decide to promote this product all I need do is click on the 'promote' button (more on this below).
4. In the picture above represents the 'GRAVITY' of this product...

Yes, gravity. Gravity is a Clickbank measure that tells us how many affiliates have sold the product in the previous 12 weeks... It's actually a little more complicated than that.

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I would suggest reading this [article from CBgraph.com](#) as working with Gravity is key to success... (I'll wait while you read it).

Really good article I hope you agree.

Personally I wouldn't be quite as black and white as only promoting products with gravity of 20 - 100, but the point that products with over 100 gravity are attracting a lot of affiliate competition is valid and means we should be cautious.

Because PPC cost pricing is auction based... meaning the more competitors competing for the keywords we want the higher we'll have to bid. Profitable keywords can become unprofitable if too many competitors drive the prices up.

Short story... we promoted a product called Naked Beauty The Symulast Method (cellulite reduction exercise program). My wife bought and tested the product and we promoted it by both PPC and building a review website. In it's peak period early spring for the US and UK markets this product would make us over \$1500 per month.

Three years later the same promotion now only makes about \$300 per month because of all the additional competition.

All credit to Susanne my wife, she spotted the product and suggested we should promote. Getting in early has paid off very nicely.

To finish off today's training let me quickly cover how to get your unique affiliate ID should you decide to promote a Clickbank product...

After clicking the 'Promote' button a new window will open in your Browser...

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A screenshot of a web browser window showing the Clickbank affiliate program setup page for 'VENUSIND'. The browser's address bar shows the URL: <https://rpenf.accounts.clickbank.com/info/jmap.htm?vendor=VENUSIND>. The page title is 'Affiliate Program: Promote Products for 'VENUSIND''. Below the title, there is a text box for 'Account Nickname' containing 'rpenf' and an empty 'Tracking ID (Optional)' text box. A red 'CREATE' button is positioned below the tracking ID field. At the bottom right of the form area is a 'CLOSE WINDOW' button. The browser's status bar at the very bottom shows 'Close'.

If you've set up a Clickbank account and are logged in it will automatically fill in your unique account nickname (rpenf in my case above).

It also gives us the chance to add tracking information.

Tracking where your sales come from is CRITICAL in PPC. So I add abbreviated info that tells me where the click / sale has come from...

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Affiliate Program: HopLink for 'VENUSIND' - Google Chrome

<https://rpenf.accounts.clickbank.com/info/jmap.htm?affiliate=rpenf&promocode=blp1venusfactorphras1&source=&subm>

Affiliate Program: HopLink for 'VENUSIND' Close

ClickBank pays you 75.0% when you sell VENUSIND's product. To refer a customer send them to this domain name:

<http://adea2bs-x6fs6qaqgm6puarmco.hop.clickbank.net/?tid=BLP1VENUSFACTORPHRASET1>


Copy the following HopLink HTML code and add it to your web page:

`<a href="http://adea2bs-x6fs6qaqgm6puarmco.hop.clickbank.net/?tid=BLP1VENUSFACTORPHRASET1" target=`

WARNING: Due to the possibility of transcription errors, we recommend copying the HopLink from this page instead of typing it manually. To copy the HopLink, click on the text of the HopLink and either right click and select copy or hit Ctrl-C.

This HopLink has been encrypted by HopLink Shield. It represents an encrypted version of the traditional HopLink format of <http://affiliate.vendor.hop.clickbank.net>.

English ▼



What is this? Small SAVE

CLOSE WINDOW

Close

So in the example above my unique affiliate link to promote The Venus Factor would be the top url.

The tracking bit I added is the bit after the = BLPVENUSFACTORPHRASET1
This is my own code with the B at the start telling me the traffic source was Bing, I've then added the product name keyword ("venus factor") and phrase to represent the keyword matching I've used, T1 is how I label only bidding on traffic from tier 1 countries (US, Can, UK, Aust, NZ).

So if I use the Naked Beauty example I bid on...

"Symulast" phrase match US CAN UK linking via my explanation about Symulast post (Feb to August)...

"Naked Beauty" phrase match linked via a review page...

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However when the product first came out I could direct link to the sales page for both keywords (by passing my website) very profitably. But over time more effort was required to remain profitable.

Clickbank is a very good network to promote products from and all products are covered by a solid 60 day guarantee, so there is no risk for buyers.

Not all products are great though some have high refund rates so a little research is worth doing.

I'll talk more about what I look for in products to promote but wanted to give us a contrast to Clickbank for tomorrow...

Clearly the sweet spot in affiliate marketing is finding good products that are not being heavily promoted by affiliates...

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How To Find PROFITABLE Affiliate Offers To Promote...

Clickbank is a great affiliate network to consider because it's so easy to get started.

The downside...

There is a lot of competition.

But if we look a little harder...

We can find hidden gems.

This will take some detective work on our part but it should pay you back handsomely...

[Huge list of Affiliate Networks here...](#)

I don't think I saw **[JVZOO.com](#)** on the list... they should be.

OK there is no doubt looking outside of the big networks is a good idea.

The next set of tips is about using **Google search terms** to find potential partners that are harder to find (less comp).

Your niche keyword + "affiliate program" example = acne + "affiliate

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program" looks like...

Google search results for "acne + 'affiliate program'".

About 827,000 results (0.41 seconds)

Ad go.appdirect.com/ ▼
Be the trusted partner for your affiliates with our SaaS portal.

Affiliate Partner Program - appdirect.com

best acne affiliate program - Warrior Forum
www.warriorforum.com/.../516638-best-acne-affiliate-program.html ▼
4 Jan 2012 - 3 posts - 3 authors
Hi all I am in the health/acne niche but have only been promoting two products since I began a couple of months ago. I have now decided to try ...

Becoming an Affiliate for AcneEase AcnEase natural acne ...
www.acnease.co.uk/affiliate/ ▼
Becoming an Affiliate for AcneEase: Looking to make some extra cash? Join AcneEase's **affiliate program** by promoting their skincare products and acne ...

Affiliates: Exposed Acne Treatment - Natural and Scientific ...
www.exposedskincare.com/cgi-bin/category/affiliate ▼
affiliate sign-up & login Thank you for your interest in the Exposed Skin Care Affiliate Program. Exposed Skin Care is dedicated to producing the best acne care ...

Cure Acne :: Affiliate Program - Total Acne Freedom Treatment
www.totalacnefreedom.com/affiliate.html ▼
It's never been EASIER to make money with Total Acne Freedom.com! We offer an exciting **affiliate program** with huge commissions. And getting started is as ...

Google Apps Referral
apps.google.com/referrals ▼
Earn £10 for Each User Referred
Join the Program Now

UK Affiliate program
www.paidonresults.com/Join-Now ▼
Over 200 UK Affiliate Programs
Join Our Affiliate Network Today!

Acne treatment
www.shetics.co.uk/acne-treatment ▼
Experienced doctor led Clinic.
Personalised treatment plan

Affiliate Tracking
www.hitpath.com/ ▼
+1 866-882-6102
Experience the HitPath Difference!
Expect Reliable & Personal Service

Easy Affiliate Software
www.tapffiliate.com/ ▼

In the screen grab above you see that the search has identified a huge number of results.

Sure there's a little work in checking them out, but this work can pay you back for months maybe years to come!

Also try replacing 'affiliate program' in the search above with alternate terms such as 'partner', 'associate', and 'joint venture'... they'll be more here.

Also most affiliate tracking software leaves a footprint on the web.

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For example a large affiliate tracking software provider such as Idevaffiliate powers many affiliate programs for many different business, The affiliate sign up page for most of these contains the text "affiliate software by idevaffiliate" at the bottom of the sign up pages.

Therefor a search in Google for *"affiliate software by idevaffiliate"* will yield...



Plenty of affiliate campaigns to work through here.

Want to narrow down to your niche?

Change the search string to yield...

Acne AND "affiliate software by idevaffiliate"

Change 'Acne' for your niche.

You could search Google for a list of Affiliate tracking solutions and then try to find their footprint.

Personally I like...

inurl:(affiliate OR partner OR associate) + "sign up"

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or

inurl:(affiliate OR partner OR associate) + program

(affiliate OR partner OR associate) + program + acne

Finally...

If you can't find an affiliate program for a company you're interested in promoting send them an email asking... what's the worst that can happen?

When you see the vast array of products and services you can promote it's almost overwhelming.

There really is no shortage of great products and by looking outside of the normal places you'll be able to reduce competition dramatically.

So we've now got ourselves a [free website](#) to show affiliate networks that want to see this AND to host our content that converts visitors to commission earning click-through.

We also have a way of finding laser targeted traffic using Bing PPC.

AND we know where to find all the affiliate offers we'll ever need.

The only thing remaining before we build our first passive affiliate profit stream is to decide what sort of content will convert our traffic most profitably...

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Creating Content That Converts

OK so we've got a website... now what?

We add content to it.

But not just any content... content that converts visitors to click-throughs and buyers.

At this point we've selected a good product(s) to promote our job now is to help people answer their final questions before clicking through our affiliate link and buying the product or service.

Review content is both easy to create and converts very highly.

When I say easy to create I don't mean just throw down 50 words and your affiliate link, I mean try and create the best review for the product or service that you can...

Look at other reviews, and combine all the ideas you like to try and make the very best review...

Click on the image or link below too watch Kyle's training on creating great review content.

The video is about creating a Wealthy Affiliate review but the review template and principals work with any product or service...

Wealthy Affiliate Challenge

The image shows a screenshot of a WordPress post editor interface. The main content area displays the title "Wealthy Affiliate Review, My Unique Take" and a permalink. Below the title is a text editor with a large video player overlay in the center. The video player has a play button and a progress bar showing 00:00 / 12:24. The text editor contains the following content:

Paragraph

modules within Wealthy Affiliate, essentially each Classroom module is an entire different online business model that could be used to generate a full time income online.

And that is just some of the perks to being a member of Wealthy Affiliate. You also get access to ALL of the tools you need to run a successful business online...

The Tools & Services within Wealthy Affiliate offer you a robust "tool box" encompassing all of your research, writing, and website building/hosting applications for your business. Included in the tool box are:

- Keyword & Competition Research Tool
- Wordpress Express (3 click website builder)
- Low Competition, Cherry Picked Keyword Lists
- State of the Art, Unlimited Cloud Hosting (Premium Members)
- Access to over 1,400 website templates/themes

Page 2

Word count: 1438

Draft saved at 7:11:54 am. Last edited by Kyle on February 20, 2012 at 8:53 am

Page/Less Meta Settings

General Page Setup

Boxes Section

Highlight Section

General Page Setup

Content Section - Select Layout Mode (optional)

Use this option to change the content layout mode on this page.

Page/Less Section Control

Below are all the sections that are active on this page.

Here you can turn sections off or on if needed to adjust for the individual page/post.

Categories

All Categories Most Used

Uncategorized

Add New Category

Tags

Add

Dependent tags will continue

Choose from the most used tags

Video Help

Full Screen

[Or click here to watch the video...](#)

Wealthy Affiliate Challenge

Putting It All Together...

Congrats on getting this far.

Today is about building our first passive affiliate income streams.

To recap I just wanted to cover the process I use to create passive affiliate income streams...

Which for me are my main business strategy for creating financial freedom without building a business that requires a lot of my time to run (think "The 4 Hour Work Week" by Tim Ferris).

My website(s) are the cornerstone to my business they provide both credibility to help me gain approval for affiliate networks that want to see a professional website.

And they host content that both attract search engine visitors (SEO) as well as landing pages for Pay Per Click campaigns.

However this is the process I go through to create passive income affiliate profit streams...

1. I'll use the finding affiliate program techniques I shared earlier to find 5 to 10 promising looking products or services within a niche that interests me. I'll visit the sales pages and see if I like the sales page. If it's terrible I won't promote.

2. I 'test' traffic volumes and my landing page click through rates by directing Bing PPC traffic at my review page (not the home page unless the review resides there).

Wealthy Affiliate Challenge

3. By split testing the advert and content on the landing page I can bring traffic costs down and improve click through to the offer. I would expect a minimum of 1% conversion of landing page visitors to product buyers.
4. For profitable products and services that I think have more potential I will create more product / niche specific website pages with the aim of BOTH attracting free search engine traffic as well as receiving PPC traffic from Bing.
6. If I enjoy the niche I will add email list building to my marketing arsenal because this will improve my profitability dramatically.

Wealthy Affiliate Challenge

Checklist

1. Pick 1 niche you're interested in testing (can always change this later)
2. Research QUALITY products to promote, ideally with upsells, or recurring billing options (software, services, and memberships).
3. Create a list of at least 3 good products, and pick only 1 to start with.
4. Create your free WA website ([get website here...](#))
5. Get Bing [ad voucher here](#).
6. Using [Kyle's training](#) - create a review page / post for your website.
7. Bing PPC: For speed set up one phrase match product name keyword advertising campaign (keyword in speech marks like "example product keyword"). For your chosen product.
8. Make sure you bid for the right geographic region (best to stick with USA, UK , Can, NZ, Aus)
9. Don't bid more than 10c per click to start, change it if Bing's auto bid technology suggests higher (if you need to bid higher keep in mind a 1% conversion expectation, meaning if your commission is \$30 avoid spending more than 30c per click).
10. Add a second advert version to the campaign. Bing will automatically distribute ad impressions between the two ads. This way you can test your ads and continuously improve ad performance through trial and error (split testing). Only change 1 element in each ad variation (headlines and main product benefit are the big ones to test).
11. Stop product campaigns that don't make any sales within 100 click throughs (visitors).
12. Keep profitable ones (obviously 😊)
13. To scale profitability consider re-investing profits and become a premium member of WA. You'll learn how to attract even more visitors using free methods to your website, and will now be well on your way to a fun and rewarding online business.