

# ***Affiliate Cash Secrets***

by Derrick Van Dyke  
<http://AffiliateCashSecrets.com>

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## Introduction

This is Derrick Van Dyke from Affiliate Cash Secrets. I created this special report to show you a simple and **effective**, step-by-step system for promoting any type of affiliate product or service online -- even if you're a complete beginner.

Affiliate marketing is the fastest and easiest way to make money online. You simply promote the unique affiliate link provided by the product owner and you can start making money right away.

You don't need to create your own products to be successful online. Why spend hundreds of hours researching a profitable market and then compiling all of that information into a product you **hope** will be a good seller?

You can simply take advantage of **other people's hard work**, research and ideas and promote their products helping both you and them in the process.

Call it **the lazy man's way of making money online**, but becoming an affiliate is probably the easiest way to start making money online.

Affiliate programs are definitely the best choice for anyone who is just getting started online.

### Here's why...

- You don't have to create a product of your own
- You don't have to build a complicated website
- There's virtually no overhead or cost of goods sold
- You have no products to ship or inventory to track
- You don't have to handle credit card transactions
- You don't have to handle refunds or customer support

All you have to do is refer people to a merchant's website through your personal affiliate link. When someone clicks on your link, you get a percentage of the profits on anything your customer buys.

But promoting an affiliate link is just the beginning. The **critical element** for long-term success is to **build an opt-in list** of prospects whom you can form a relationship with over time and will purchase the products you recommend.

You've probably heard it before, but **the money really is in the list!** And this system will show you how to build a massive opt-in list for FREE while actually making money in the process. Once you understand and apply the techniques you will learn in the "Affiliate Cash Secrets" system, **you will quickly become a super affiliate** in any niche market you choose.

## What Exactly is Affiliate Marketing?

Affiliate marketing is the promotion of products sold by a merchant in exchange for commission-based compensation. In the offline world, an Affiliate is what would typically be known as a sales representative. But working as an online affiliate, you don't have to wear a suit or drag a briefcase of samples around with you!

In fact, once you build your strategy for making money through affiliate programs, you won't even have to think about it anymore -- except when it comes to deciding how to spend the money you've made. :o)

### It's a win-win situation for both parties:

- The merchant makes money without any up-front advertising cost (they only pay you if you generate a sale).
- You make money without the hassles of running a business.

And everything is 100% automated. Sales and commissions are tracked automatically through web links and cookies and you receive a check or PayPal payment at the end of the month.

## Do You Have What It Takes To Be Successful?

The truth is that 99% of all affiliates make less than \$100 a month, while the other 1% earn **staggering incomes** from affiliate marketing.

The difference lies in the way these two groups *perceive* affiliate marketing as a business model. Those who make good money view it as a real business, while others see it as a "get-rich-quick" scheme and consequently, never make any money.

Much of your success will depend on your attitude and your ability to stay focused and not give in to fears of failure. **Failure can not be an option.** You have to visualize and expect success. Otherwise, it may never materialize.

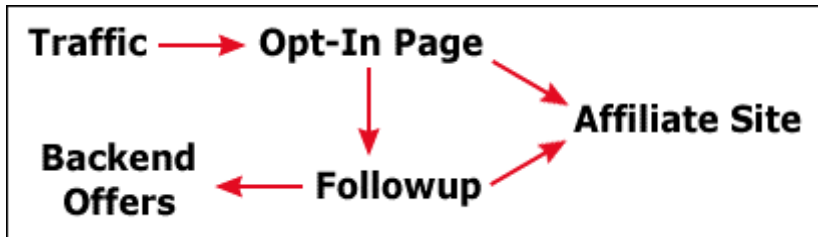
**You can make an absolute killing in affiliate marketing**, but it will take some work. And if you're just starting out, you have a lot to learn. But as your knowledge and skills increase, so will your income.

You will almost certainly make mistakes along the way, but you can't give up. Just learn from your mistakes and move on. **And the best part is**, you can minimize your mistakes by following [my step-by-step blueprint for success](#).

## How The System Works

What you see below is a simple yet highly effective system you can use to make money with affiliate programs, while building a massive opt-in mailing list at the same time.

1. Drive traffic to an opt-in page to capture leads
2. Offer a free report as an incentive to join your list
3. Redirect prospects to the affiliate web site
4. Follow up with pre-sell content
5. Offer back-end products and services to your list



Why is this system so powerful?

Because you can make money while building your list for free.

**Here's an example of this system in action:**

1. You create a lead capture page for a specific product.
2. You give away a free report about the product.
3. You purchase a solo ad in an ezine for \$100.
4. You get 300 visitors and 50 join your list.
5. Five of those 50 purchase the product.
6. Your commission is \$20 - you break even on the ad.
7. You got 50 quality subscribers for free.
8. You follow up with five messages over the next five days educating and effectively pre-selling your prospects on the product you are promoting.
9. Five more prospect on your list buy the product.

You've doubled your money and now have 50 free opt-in leads. Now you can sell other related products to these leads over time and enjoy the lifetime value of a prospect?

**Your main goal as an affiliate is to drive traffic to your lead capture page and convince people to opt-in to your list so you can follow up and *pre-sell* your prospects with quality content.**

Why? Think about this...

If you spend time and money to drive traffic to a merchant's website, fewer than 5% will buy. So what happens to the 95% who don't buy? If you aren't capturing your visitor's email addresses, you're throwing money right down the drain.

If you get people to join your list first, **you can sell multiple products** to the same prospects and maximize your advertising efforts. The long term profit potential of your business relies on repeat sales from the same customers.

Can you see why it's so important to capture leads?

Why continue spending money on ads, sending people to the same page and hoping for a sale, when you can get them on your list first and have **more control** over the conversion process?

You've got to lure your prospects in and expose them your message multiple times. This will save you so much time and money you'll wonder why you ever did it any other way.

### **What Do You Need To Get Started?**

The first thing you need is a simple, direct response web page or "lead capture page" to collect leads and redirect traffic to the merchant's site. If you don't want to hassle with creating your own, [you can get one here](#) that's ready to upload.

Second, you'll need an HTML editor and a site template. Obviously, you need some content to put on your site. And unless you want to spend time learning HTML, you'll need a template to use.

Third, you'll need a quality autoresponder system to follow up with the leads you capture. This will be the lifeline of your business so don't settle for a cheap system. Personally, I wouldn't use any other service than [Aweber](#) because of their unmatched deliverability.

**Once you learn how to create a direct response website, you can do it over and over and quickly penetrate any niche affiliate market you desire.**

The process is simple and once you understand and apply the principles outlined in this report, you'll be able to have your first affiliate marketing machine up and making money within a week.

**Here's a basic outline of the 5-step Affiliate Cash Secrets system:**

#### **Derrick VanDyke's Affiliate Cash Secrets System**

**Step #1: Target A Profitable Niche Market**

**Step #2: Create Your Lead Capture Page**

**Step #3: Generate Pre-Sell Content**

**Step #4: Drive Traffic to Your Lead Capture Page**

**Step #5: Sell Back-End Products to Your List**

The real beauty of this system is the fact that you actually make money while building your list for free. It doesn't get any better than that!

Are you ready? Let's begin...

## **Step #1: Target A Profitable Niche Market**

The first step is to select a market that you know will be profitable. You don't want to waste your time promoting products that won't make you any money.

If you want to making money fast, then I highly recommend you start out selling information products. Instant delivery, high profit margins and high commissions make information the perfect product to sell online.

The best place to start your search is in the [ClickBank Marketplace](#). Look for products that pay 50% or more with at least 60% of total sales referred by affiliates.

The top 10 in each category or sub-category are the most popular products. You should start there and work your way down.

### **Carefully Evaluate the Product**

Just because a product sells well doesn't mean you should promote it. There are a lot of scam artists that sell junk with a great sales letter they stole from somebody else. That's one of the reasons I always buy everything I promote.

### **Read the Sales Letter**

The product that you want to promote should have a sales page that converts at least 3% of the visitors you send. [Click here to see a site that has an 8% conversion rate](#).

### **Here are the top 5 elements of a good sales letter:**

1. **The title should be in big, bold letters** and lead with the main benefit. It should immediately grab your attention and convey exactly "what's in it for you." The sub-heading or first paragraph should clearly state what you learn by staying and reading the rest of the letter.
2. In most cases, **longer sales letters tend to convert better** than short ones. People who are genuinely interested in the product will take the time to read every word.
3. **You can never have too many bonuses** (well maybe:o). But bonuses create an irresistible offer in the buyers mind and make it too good to refuse. However, make sure the bonuses are quality. Otherwise, it could have the opposite affect.
4. **Make sure there is an incentive** to "act now." A limited-time offer creates fear that the buyer may miss out on something if he doesn't take action immediately.
5. **Beware of sales pages that offer multiple payment options.** If the merchant accepts payment through ClickBank and 2CheckOut, PayPal or StormPay...Run! Because you won't get commission unless the customer orders through ClickBank. In fact, any outgoing links, especially Adsense ads, are unacceptable.

## Buy the Product

You simple *have* to buy the products you plan to promote. Here's why...

First, it's difficult to sell something unless you know, first hand, that it's a good product. **It's easier to convince your prospects to buy** something when *truly* believe they will benefit.

Second, **you need to have knowledge of the product** so you can effectively pre-sell it. Giving your unbiased opinion or review is the best way to warm your prospects up for the sales letter.

Third, **you can use excerpts from the book** in your content to show people that you *actually* own the product.

Worst case scenario...if the product stinks, you can simply get a refund. ClickBank is good that way.:o)

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## **Step #2 Create Your Lead Capture Page**

If you want to be a successful affiliate marketer, **you simply have to capture leads** and build a good-sized list. With a few thousand subscribers, you can literally create cash on demand. It isn't difficult to craft a good letter and make \$300-\$500 in a few hours. Heck, one of my campaigns made **\$1,928.03 in just two days!**

Your opt-in page is the first point of contact with your visitors. So, you need to pull out all the stops here! Your success is highly affected by how many visitors you can convert into subscribers. The ultimate goal is to present the exact information your prospects are looking for when they hit your opt-in page. You can see a good example at my website, [Affiliate Cash Secrets](#)

If you already know how to code HTML and upload a web page, this step will be easy for you. But if you're a complete newbie like I was, you'll need to get some software to make the process easier -- you don't want to code HTML by hand.

First, you need WYSIWYG "What You See Is What You Get" HTML editor. I use [Microsoft FrontPage](#). If you want a free editor, try [1st page 2000](#) or [NVU](#).

Next, you'll need an FTP program and the login information from your hosting account. I use [WSFTP](#). Another good FTP software is [CuteFTP](#).

**Note:** if you have zero experience with HTML and you don't want to take the time to learn, [you can get custom lead capture pages here](#). All you have to do is add your subscription box (I'll show you how to do that in a minute).

### **An opt-in page consists of three things:**

1. A captivating headline that screams "benefits"
2. Bullet points that give more benefits
3. A strong incentive to join you list

### **The Headline**

The first step is to write a powerful, attention-grabbing headline. Here's an example from my Digital Profits opt-in page:

**"Free Report Reveals How You Can Generate Huge Sums of Cash On The Internet By Creating Simple, One-Page Websites That Sell Like Crazy!"**

That headline tells me it's simple, it's free, and it will make me tons of cash. Although most people are skeptical, they will continue just out of curiosity or the feeling that "this might be the one." Nobody wants to miss out on a true opportunity to make money.

### **The Bullets**

Next, brainstorm to create some eye-catching titles for the articles or reports you will write to pre-sell your prospects (see step two). You can use these titles as the bullet points for your opt-in page.

Here are some examples:

- 10 Steps to Success with Pay-Per-Click Advertising
- 5 Simple Methods for Finding Money-Making Programs!
- 7 *Must-Have* Tools That Make Keyword Research Easy and Fun!
- 9 Secrets to Writing AdWords Ads That Get More Clicks!
- 20 Tips for Creating Successful AdWords Campaigns

### **The Incentive**

It's not enough anymore to simply give your subscribers a freebie. The Internet is saturated with junky info products. You need to give something of true value. Something that will make them salivate and drool over.

Okay, enough with the drooling. ;o)

If you give subscribers something original that they haven't seen before, your conversion rate will be much higher than those affiliates who offer some worn out ebook that everybody has read.

[Click here](#) to get exclusive, viral PDF ebooks that you can brand with your affiliate ID's and promote multiple products at the same time.

## Adding Your Subscription Box

First, you'll need to sign up with a good, dependable autoresponder service. For several reasons, [I personally use and recommend Aweber](#)...mainly because of their high deliverability -- because of Aweber's relationship with hundreds of ISPs, 99.9% of their mail gets through.

I use a service called [Delivery Monitor](#) to check the delivery rate of my mailings. I tested a mailing through my own server and was surprised to find that **my delivery rate was a pathetic 43%** -- and that was on a new server with a brand new IP that had never been used. Without a doubt, [Aweber](#) is your #1 best choice.

I haven't used them for awhile, but I've heard lately that [GetResponse](#) has improved their delivery rate.

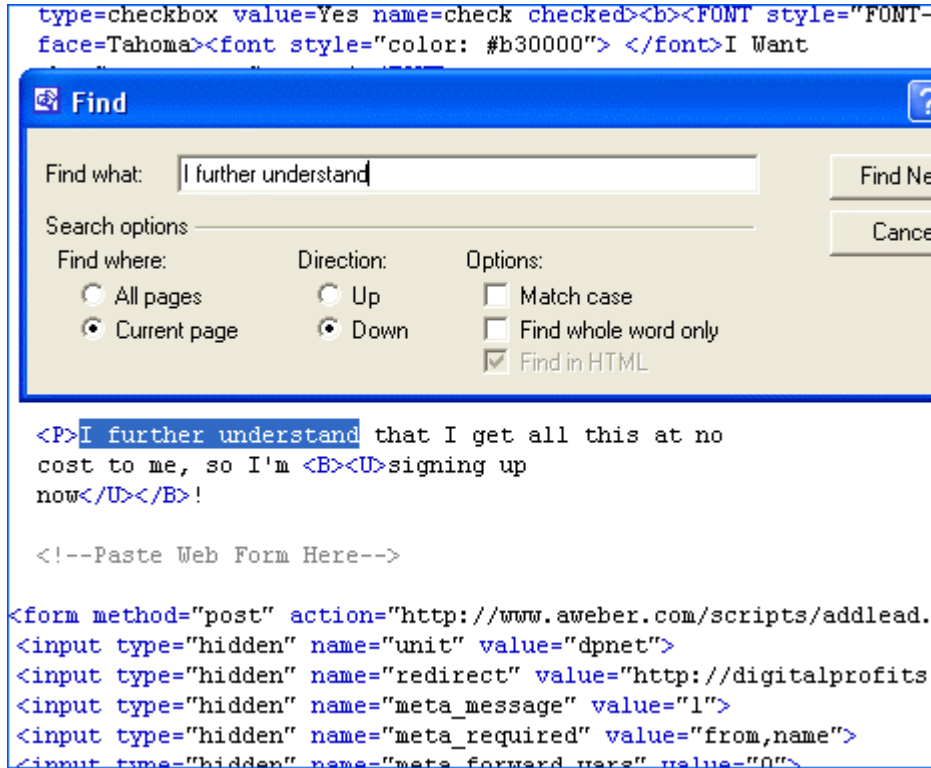
Whichever autoresponder service you choose, it will generate the HTML code for a subscription box. You simply copy and paste the code into your opt-in page.

The form has a hidden field named "redirect" (Aweber forms). That's where you'll enter the affiliate link for the product you are promoting.

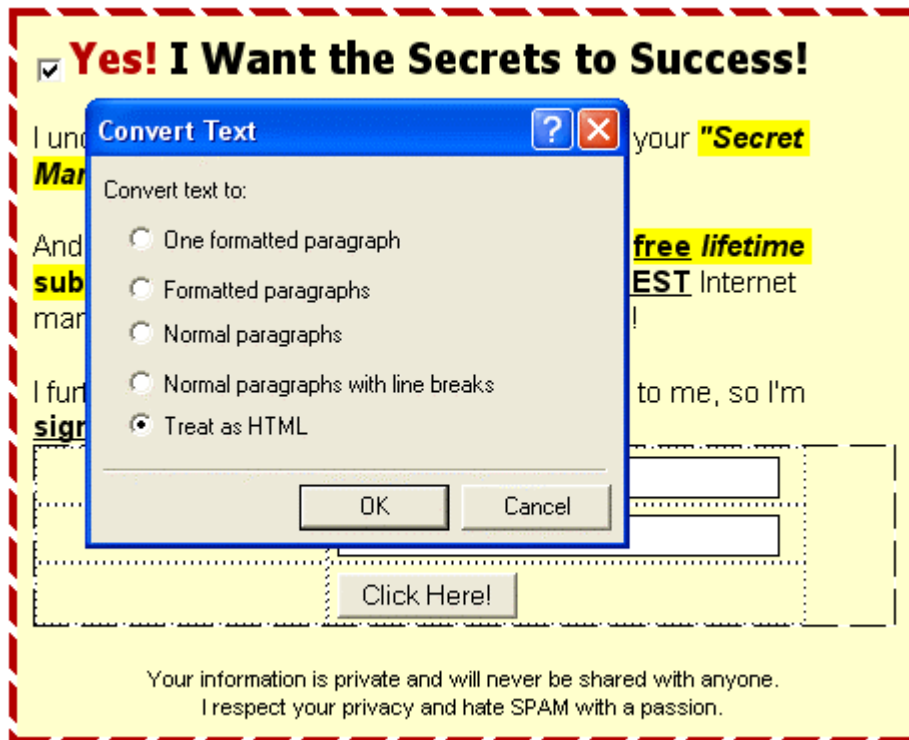
```
<CENTER><FORM METHOD="POST" ACTION="http://www.aweber.com/scripts
<input type="hidden" name="unit" value="dpnet">
<input type="hidden" name="redirect" value="http://www.aweber.com
<input type="hidden" name="meta_adtracking" value="adcategory">
<input type="hidden" name="meta_message" value="1">
<input type="hidden" name="meta_required" value="name,from">
<input type="hidden" name="meta_forward_vars" value="0">
<TABLE>
<TR><TD COLSPAN=2><CENTER>For More Information</CENTER></TD></TR>
<TR><TD>Your Name: </TD><TD><input TYPE="text" name="name" size="
<TR><TD>Your E-mail Address:</TD><TD><input TYPE="text" name="fro
<INPUT TYPE="SUBMIT" NAME="submit" VALUE="Submit"></TD></TR>
```

To paste the form code into the page, select HTML at the bottom of the screen of your HTML editor. Then select Edit, Search from your main menu to find a string of words near the place where you want to paste the code. Your form will always begin with the <form> tag and end with the </form> tag.

Derrick VanDyke's "Affiliate Cash Secrets" Marketing System



If you have FrontPage, you can right click where you want the form and then select Paste Special. Next select Treat as HTML (see screen shot below).



## Derrick VanDyke's "Affiliate Cash Secrets" Marketing System

Your prospects will enter their name and email address and submit the form to your autoresponder. They will then be redirected to the affiliate merchant's Website where you could possibly make a sale.

At that point, you will already have their email address. So if they don't buy, your autoresponder will follow up automatically and close the sale (or sell them something else).

### Putting Your Opt-In Page Online

I'll briefly cover the steps to get started now. If you need more information, you can find tons of free tutorials by searching at Google.

The first thing you need is a domain name. I use [NameCheap](#). They have a good user interface and \$8.88 is about as cheap as they come. However, I like to search for domains at [Inexpensive Domains](#) because they have a better suggestion tool.

If you plan to promote multiple products, the goal is to come up with an appealing and descriptive name that is still somewhat generic...unless you want to buy a new domain for every product you promote.

If you want to target a specific market, you can simply use a variation of the merchant's domain name. For example, if you are promoting [Affiliate Cash Secrets](#), you could buy AffiliateCashSecret.com (without the 's').

If you can't come up with something, here are two tips to help you decide:

1. Register your full name. That will help brand you as an expert. And it's generic enough that you could promote any type of product you want.
2. Include words that imply content like info, marketing, tips, publishing, ebook, news or secrets.

### Hosting Your Domain

When you're first starting out, you can get by with cheap, \$5 hosting. Most hosting services in the \$25-\$30 range have more than you need. When you start building mega content sites or a subscription service, you can always upgrade.

Whatever you do, don't fall into the free hosting trap. You get what you pay for. If you don't want your site to go down twice a month or distracting advertising banners running across your page, then avoid free hosting.

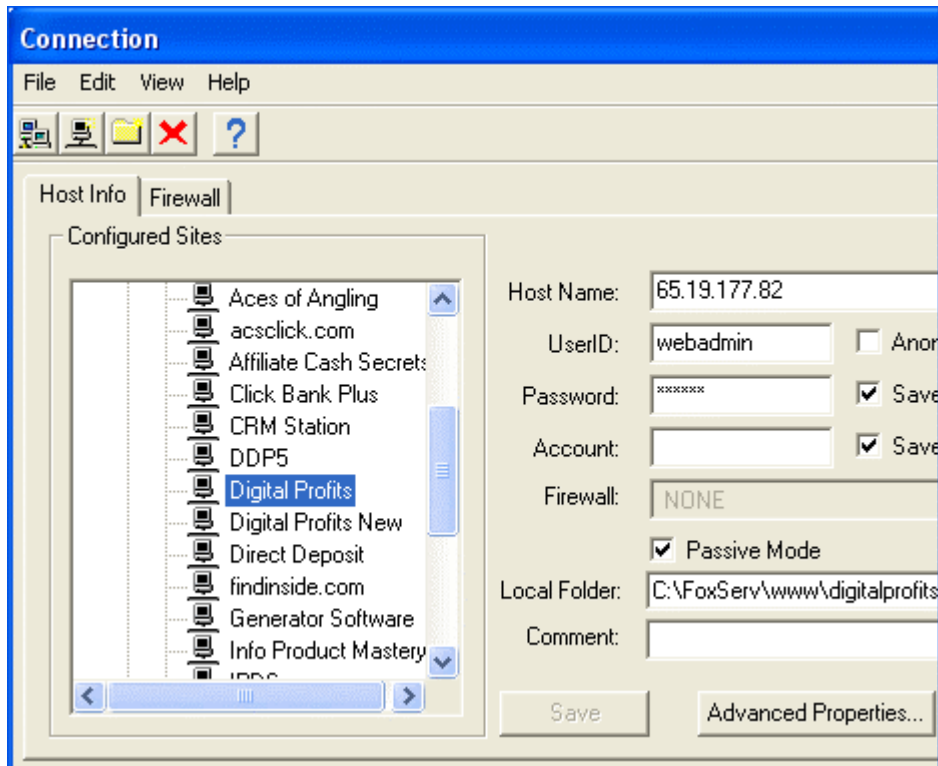
Here's a good, reliable (and fairly cheap) hosting company: <http://hostgator.com>

### Uploading Your Page

The screen shot below shows me logging in to Digital Profits with WSFTP. Follow these instructions to log in:

## Derrick VanDyke's "Affiliate Cash Secrets" Marketing System

- Host Name: Enter your IP address or domain name
- UserID and Password: get those from your host
- Click Save and Enter to log in



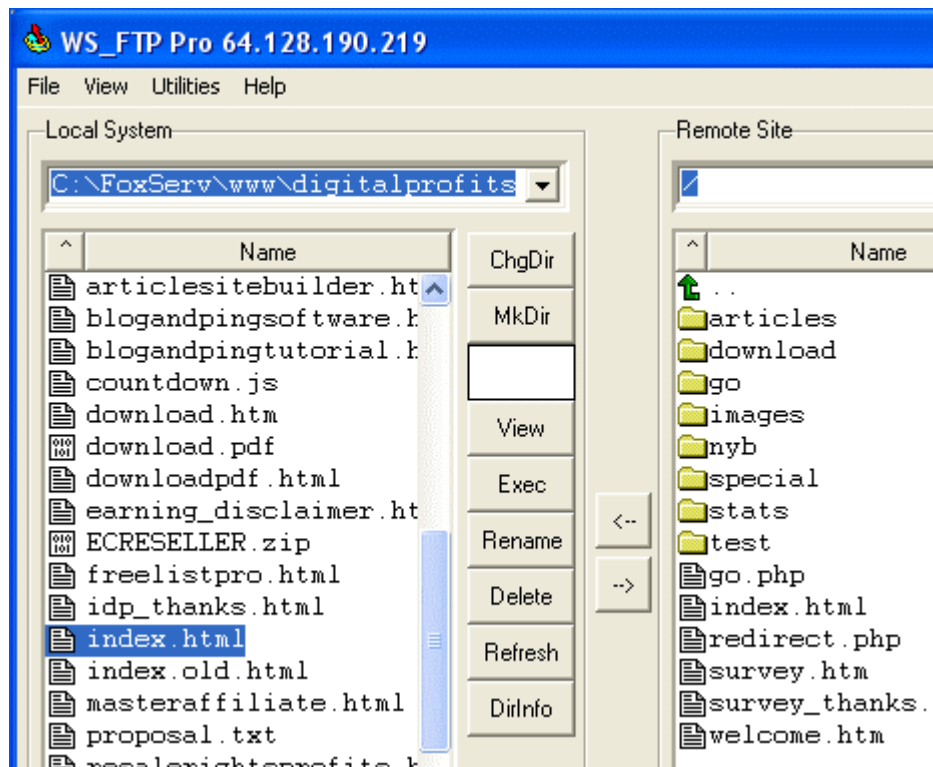
In the next screen shot, the files on the left are on my computer. The files on the right are on the web server. I have already navigated to the public\_html (www on some servers) directory where the files are live on the Internet.

I am going to transfer index.html (the opt-in page) by double-clicking the file or selecting it and clicking the right arrow (-->).

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That's it! Now you just need to type your domain name into your web browser and test the lead capture form.

Note: WSFTP has extensive video tutorials that show you this process in more detail.

Now that you're opt-in page is live and you've signed up for your autoresponder account, it's time to start loading your autoresponder with high quality content that your prospects will want to receive.

Your content will serve two purposes:

1. To educate your prospects on the products that you promote
2. To build a relationship with your subscribers

It's a fact, **most people don't buy on the first visit** to your site. It takes several exposures to a product before a sale is made. If you send prospects straight to an affiliate website, you've only got one shot to make a sale. Even if the sales letter converts 10% of your prospects, you still lose out on the potential sales from the other 90% who didn't buy.

## If You Capture Leads First, YOU Will Have Complete Control of the Sales Process

You will also find that your conversion rate will be much higher when you **pre-sell** your prospects by sending them informative articles and honest reviews about the products and services you promote.

Building a relationship with your subscribers will **boost your credibility** and establish you as an expert in your field. If you can get your prospects excited about something and establish trust, **they will buy just about anything you promote.**

## **Step #3 Generate Pre-Sell Content**

It's tempting to use other people's articles that you can find in abundance at various article directories. The problem is, the person who wrote the article becomes the expert in the mind of your readers -- not you.

It's acceptable to have a "guest article" once in awhile. But you should only use articles that are related to an affiliate product. Get the author's permission to use your affiliate link in the resource box.

It's also tempting to use the "copy-and-paste" ads that affiliate program manager's provide for you. There are two problems with this type of content:

1. These ads usually attempt "sell" your prospects. Articles, reviews, and your personal recommendation are much more effective ways to pre-sell your prospects.
2. Popular products have thousands of affiliates promoting them and it's likely that your prospects have already seen the ads and are desensitized by too many exposures.

### **Creating Your Own Content**

This may sound like a lot of work, but if you use my simple techniques, you can create killer content in just a few hours.

#### **Articles**

Articles are essential to the pre-sell process. You should send at least one original article to your subscribers each week.

Your articles should create a problem that your affiliate product solves.

For example, you could write an article about "The Top 10 Mistakes Affiliate Marketers Make." The solution would be avoid these mistakes by becoming an "Affiliate Cash Secrets" member and learning [the real secrets to becoming a super affiliate marketer](#).

#### **Three easy ways to write articles fast:**

**1. Write your own articles.** Find one or more articles that cover the topic you want to write about. Then, create an outline for your article based on the main points in the articles you found.

**2. Re-write existing articles.** This is a quick method for creating quality content. Simply find an article that would easily promote your product and re-write the content in your own words.

**3. Use private label content.** You can purchase ebooks, articles and reports that you can change, edit and even include your own name as the author. You can use sections of this material to create articles. Just add an introduction that identifies a problem, reword some of the body to show your own style, and then write a conclusion that solves the problem.

**Other tips for finding content:**

- Include excerpts from an ebook you are promote in the articles you write
- Use bullet points from the sales letter as an outline for your article

**Reviews**

People love to follow the advice of 'independent reviewers' who give their honest opinion of a product. They don't have to know you get commission. Your review should help people make an informed decision without appearing like you are affiliated with the product.

A good review should use as many of these five element as possible:

1. **Unbiased** - I'm just trying to help people make an informed decision
2. **Hope** - People are making good money with this program
3. **Urgency** - hurry, only 11 copies left!
4. **Fear** - don't buy any other product until you read this
5. **Authority** - I've used this system successfully to...

**Three formulas for writing reviews:**

**1. List positives and negatives of a product or service.** Listing the negative aspects of a product shows that you are unbiased. However, don't go overboard or you could lose the sale. Saying something like, "The main problem with this ebook is the amount of content. The 158 pages could have easily been reduced to 80 or so pages. But if you're a beginner, you will appreciate the detailed tutorials."

**2. Outline the steps or chapters in an ebook.** This is my favorite because you give the reader a taste of what they'll get. Curiosity is a strong emotion. People are compelled to pursue unanswered questions.

**3. Take your reader through the process of accessing a new service.** Here's a quick example, "The sign up process was a breeze. But when I first logged in, I was a little

confused by all the options. But once I reviewed all the video tutorials, it all started making sense. First, I set up my...Second, I added a...etc., etc."

## **Viral Reports**

Viral reports are by far the most powerful form of content on the Internet. Give this aspect of your business your best effort. Your viral reports will become your profit-pulling, around-the-clock sales force.

If you can create a PDF report on a high-demand topic and then give people the rights to give it away, **people will line up to distribute it for you**...and you'll be laughing all the way to the bank.

But you must provide excellent content. **It has to be a valuable resource** that people will want to share with their subscribers and website visitors. But the trick is...you can't give away the farm. Give them just information to make them want more and then recommend a product that will help them solve a problem or achieve a goal.

### **Your viral reports will serve three purposes:**

1. To get distributed around the world by others
2. To generate leads for your list
3. To promote your affiliate products

If you really hate writing, here are two simple ways to get your own viral reports without having to write a single word:

1. **Hire a ghostwriter.** There are many freelance writers who specialize in web content. You can find them at [RentACoder.com](http://RentACoder.com), [Elance.com](http://Elance.com) or [Guru.com](http://Guru.com). A 3-5 page report would be between \$100 and \$300, depending on various factors. But it's a fast method and it's a great time saver.
2. **Join Affiliate Cash Secrets.** Each month, you will receive a brand new, viral PDF ebook that you can brand with your affiliate links and give away as an incentive to join your list. You also get professionally designed lead capture page, an affiliate review, and private-label articles to send to your list.

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## **Step #4: Drive Traffic to Your Lead Capture Page**

**Traffic.** When it comes down to it...you can have the best product to promote and a relentless follow-up system...but if you can't generate quality traffic, you won't capture any leads and you won't make any sales.

**The biggest mistake** that most people make when they're starting out is trying to do everything themselves. They read a book that says, "You *have* to learn HTML and create a complicated website" or "You *have* to create your own products.

But that's all hogwash. Well...not exactly. Creating your own products and building a network of websites can be *very* profitable. But if you try to do it all at first, months will go by before you *ever* make a sale.

You'll work your fingers to the bone trying to do everything yourself and guess what...

**You still won't have any traffic!**

Affiliate marketing is like outsourcing your work...but you don't have to pay for it. Plus...

- you don't have to create a product
- you don't have to design a website
- you don't have to write a sales letter
- you don't have to deal with customers

...or anything else. You just promote. And once you learn to generate quality, targeted traffic, **you can promote anything** you want and *know* that you will turn a profit.

The ability to generate quality traffic at will opens up endless opportunities -- like building a list or making money from AdSense ads.

**Important:** don't waste your time on hyped-up traffic scams that don't work. Here are a few examples of bogus traffic:

- guaranteed traffic
- surf for hits
- FFA sites
- free banner exchange
- blast your ad to 5 million

If it sounds too good to be true, it probably is. The sole purpose of these sites is to collect YOUR email address and sell you products.

Think about, if a business can generate so much traffic, why would they give it to you for free? And if it were so profitable to blast your ad to 5 million people, why only charge 20 bucks?

Having said that, there are a few free traffic generators that work...but only if you promote them. So they aren't really free. Because it takes time or money to promote.

Either way you look at it: Time=money...money=time.

### **So how do you generate traffic quality, laser-targeted traffic?**

I've outlined the top methods of generating traffic below. These are the same methods I and every top Internet marketer use to generate tons of quality traffic.

### **Traffic Tactic #1: Ezine Advertising**

**The fastest and easiest way to get traffic** is to tap into other people's lists. An ezine (electronic magazine) is much like a traditional magazine or newsletter...only it's delivered via email.

If you're on a tight budget or want to **get started quickly** without a website or a list of your own, then ezine advertising should be your number one choice.

Three reasons why ezine advertising is the **perfect solution for beginners** who want to get into profit fast:

1. **It's highly targeted.** People subscribe to ezines to receive information about specific topics. You just need to find ezines that cover topics related to the product you are promoting.
2. **It's cost effective.** You can find ezines that sell solo ads for as little as \$20.
3. **It's a quick way to get traffic.** You can place an ad tomorrow and see profits by the end of the week.

Ezine Advertising is the **number one choice** of experienced marketers for driving laser-targeted traffic to their websites. If you do your research and select the best ezines for the product you promote, you can expect response rate of 20-30% or more.

### **What Is An Ezine?**

An ezine is similar to a printed magazine except that it's delivered electronically via email. And instead of purchasing an ezine, people sign to receive it for free or a monthly subscription fee. Most ezines are published weekly, but some are published daily, monthly or bi-monthly.

### **Types of Ezine Ads**

**Classified Ads:** the cheapest and the least effective ads you can buy. Classified ads are limited to two or three lines and placed at the end of the ezine. Some ezines even give away free classifieds as an incentive to subscribe. Unless you place a classified ad in an ezine with 30,000 subscribers or more, your chances of getting a response are very small.

**Sponsor Ads:** these are more expensive than classified ads, but will give you a much better response. Sponsor ads can be placed at the top, middle or bottom of an ezine issue. You can include more text in a sponsor ad so it's a good way to test your copy before going all out on a solo ad.

**Solo Ads:** this is the king of all ads because your offer is sent exclusively to everyone on the mailing list and gets full attention of the subscribers. No articles or other content is included. Solo ads can be expensive, but they can increase your response by as much as 100% over sponsor ads. You can usually expect a 20% - 30% response rate from a good solo ad. In other words, if you purchase a solo ad for \$100 in an ezine with 5,000 subscribers, you should expect about 1,000 highly targeted visitors.

**Note:** Solo ads can be purchased for as little as \$10. You will get a much better response from a \$10 solo ad sent to 500 subscribers than you will from a \$10 classified ad sent to 5,000.

Here's your step-by-step guide to successful ezine advertising.

### **Step One: Subscribe to 3 or More Ezines**

Subscribe to ezines that offer top sponsor and solo ads within your budget. Subscribing to ezines before you place your ads will allow you to determine the quality of the list and potential profitability of your campaign before you spend any money. You can also make sure your ad goes out.

**Tip:** set up a specific email address for your subscriptions and filter them into a specific folder in your mail program for easy access.

You can find a wide variety of ezines in these directories:

- <http://www.ezine-dir.com>
- <http://www.directoryofezines.com>
- <http://www.go-ezines.com>
- <http://www.ezineadauction.com>

**Note:** when you [join Affiliate Cash Secrets](#), you will have access to my personal database of best ezines to advertise in.

### **Step Two: Contact the Ezine Publisher**

Contact the publisher to find out if anyone has else has purchased an ad within the last month for the same product you want to promote. **This is critical** because you don't want to advertise the same product to people who may have already purchased.

Here are some additional questions to ask (if they are not stated on the website):

- Can I personalize the subject line?
- Can I personalize the message?
- What are the personalization codes?

- How often to you publish?
- When is your next opening?
- What is the maximum word count?

### **Step Three: Set Up Your Ad Tracker**

You will want to create a tracker for each ezine. [When you join Affiliate Cash Secrets](#), you get unlimited ad trackers for free. The system will create a link for you to use and it will track your visitors and commissions just like your regular affiliate link.

**Never pay for adverting unless you can track the response.** You need to know how many visitors and sales you get for each ad you place so you can determine whether or not you want to run another ad in a particular ezine.

**This information is critical** for determining how well each ad campaign does and how well you're converting visitors into sales. Sometimes you just need to tweak your ad copy and run the ad again for better results.

If you get good results the first time, **run your ad again** in a week or two. Not everyone will buy the first time around. And many who were "on the fence" the first time they saw your ad, may purchase the second time around.

### **Here are some suggestions for writing ads:**

- Write a personal endorsement. With all the hype online, people are more likely to read and click on something that you personally recommend.
- Use a section from the sales letter or a testimonial for the product you are promoting. That's an easy way to get content for a good solo ad.
- Use other people's ads. One of the bests ways to come up with ideas for good ads is to read ezines. Look for ads that catch your eye. Modify them to fit Affiliate Cash Secrets and add your own personal touch.

### **Step Four: Place Your Ad**

This is the easy part. You simply fill out a form with your ad copy and credit card information. After you process the order. You will receive a confirmation telling you when the ad will run. And since you are already subscribed to the ezine, you can verify it yourself. Don't rely on them to send you a "courtesy copy."

### **Step Five: Put Half Your Profits Back Into Advertising**

Okay, sounds simple enough. But where do you put the extra profit? That's why you track your ads. So you can make an informed decision and **maximize your profits**.

Let's say you place your ad for Affiliate Cash Secrets in three ezines as I suggested and they yield the following results:

## Derrick VanDyke's "Affiliate Cash Secrets" Marketing System

	Subscribers	Response	Ad Cost	Profit
Ezine #1:	1000	20%	\$100	\$120
Ezine #2:	1000	30%	\$100	\$230
Ezine #3:	1000	30%	\$100	\$340
<b>Total:</b>			<b>\$300</b>	<b>\$690</b>

All three ads were profitable. The response rate and conversion were close. But Ezine #3 brought the **most cash**. So if you were going to put half your profits back into advertising, where would you put it?

Let's say you are going to put \$400 into advertising this time... Take two hundred and invest it back into the successful ezines and invest the other two hundred into two new ezines. And then **multiply your profits** from there.

You could buy two more solo ads in ezine #3 or you could place a different ad in ezine #2 to see if it pulls better. But you're probably not going to waste too much time with ezine #1 (although I wouldn't discount it because it did produce a profit).

**The profit potential of this method is incredible.** Once you tap into the strategy and see it working you'll see exactly what I mean. And until you do, you'll have a hard time understanding why I get so fired up about it :o).

**Note:** it can take up to two weeks (or longer) to get into some ezines. So it's important to get your spot as soon as possible.

### **Traffic Tactic #2: Forum Marketing**

Forum marketing is definitely one of the **most effective forms of free advertising**. If you've got time on your hands, but no money to advertise, this should be your first choice.

Forums are free advertising sources and if you spend an hour a day posting in multiple forums you will capture leads and you will make sales -- for any product you promote.

The concept is simple. You act as if you are not selling anything (which in fact, you are not!) All you are doing is interacting with people that match the product you are promoting and are therefore likely to buy it if they look at the offer. Your offer is appended to your signature automatically in every post you make.

Here's a sample signature you can use:

Still Struggling to Make Money Online?

I'm not - Click here to find out why...

==> <http://affiliatecashsecrets.com>

The job is simply to have fun! That's it! Really there are no catches here, no strange angles. The only thing you can't do is talk openly about the product you are promoting because it just doesn't work.

**Here are five approaches to successful forum marketing:**

- 1. Answer questions.** If you're an expert on the topic, you can easily help people who ask questions in the forum.
- 2. Ask a question.** If you're not an expert on the topic (i.e. affiliate marketing) there must be a lot of things you want to know. This is a quick and legitimate way to add a lot of posts to any forum.
- 3. Ask for a critique.** Say you write an article and post it in your blog. Make a quick post to ask what people think. You'll not only get exposure for your signature. You'll also get a good back link to your blog.
- 4. Ask for an opinion.** If you come across a product or service and want to research it first. Forums are a great place to find out. For instance, you could make a post that says, "Has anyone had any experience with this product...?" It's that simple. Just go to [ClickBank](#) and ask about every product in the marketplace!
- 5. Offer an article.** You wrote an article, published it to your blog, and asked for a critique in the forums. Now go back and make a post offering your article for publication with the condition that they leave your resource box intact.

To get started, go to <http://warriorforum.com/forum> and sign up for an account.

Next, log in and then click Profile at the top. This is where you can add your signature which will appear at the end of every post you make.

Read the rules about posting. Basically, you either ask specific and relevant questions or you answer questions by replying to posts that other Warrior members make.

Start by looking at what others are posting and how people are replying to those posts. Once you get a feel for it, post as much and as often as you can. Never advertise in your posts (except where permitted). Let your signature do the work for you.

And don't forget to use a tracking link so you know where your sales are coming from...

The Warrior Group is the #1 marketing forum on the Internet. But here are a few other sites you'll want to visit:

- [Mike Filsaime's Free Advertising Blog](#)
- [Allan Gardyne's AssociatePrograms.com Forum](#)
- [Phil Willey's Affiliate Talk Forum](#)

The last one is actually a bulletin board system. So you don't need an account and you have to add your signature to each post. The good part is...All your posts get indexed by search engines and you'll be found on Google and Yahoo!

## Derrick VanDyke's "Affiliate Cash Secrets" Marketing System

You can get a surprisingly large amount of sales from affiliate links that were posted in forums on discussions about the programs you promote. You should say something positive about the product and then ask if anyone has heard of it.

There are a lot of newbies posting in forums who are desperately seeking direction to help them start making money online. Whenever you see a post like that, reply and say, "Hey - Check out this site..." and explain how it really helped you.

*And make sure you leave your affiliate link in your signature.*

Here is a good list of forums to keep you busy:

- <http://www.ablake.net/forum>
- <http://www.howtocorp.com/forum>
- <http://www.bizweb2000.com/wwwboard>
- <http://www.mlmforums.com/forums>
- <http://warriorforum.com>
- <http://Talkgold.com>
- <http://Scam.com>
- <http://Webmaster-talk.com>
- <http://Ceowebsites.com>
- <http://Freelancemom.com>
- <http://Biz-whiz.com>
- <http://Worldwidefreelancer.com>
- <http://Webproworld.com>
- <http://Wahm.com/forum>
- <http://Traderonlineforum.com>
- <http://Theadvicepro.com>
- <http://Talkfreelance.com>
- <http://Sitepoint.com>
- <http://Moneymakergroup.com>
- <http://Work-at-home-business.info>
- <http://Dollarfriend.com>
- <http://Ryze.com>
- <http://Webdeveloper.com>
- <http://Webmasterworld.com>
- <http://Ablake.net>
- <http://Cina.org>
- <http://Innovateurs.com>
- <http://Entforum.caltech.edu>
- <http://Entrepreneur-web.com>
- <http://Entrepreneur-web.com>
- <http://Njef.org>
- <http://Entrepreneurs.about.com>
- <http://Internetbasedmoms.com>
- <http://Getpaidforum.com>

### **Traffic Tactic #3: Pay-Per-Click Advertising**

You can literally start receiving traffic within 15 minutes of setting up your ad campaign at pay-per-click services like Google AdWords...and you can get started for just \$5.00.

Pay per click is a simple concept: you write little ads to display on search engine results for specific keywords that you select. If you bid high enough, your ad will appear on the first page of the results. And since it's a bidding system, you only pay when someone clicks on your ad.

To get started, you need to sign up at <http://adwords.google.com>. Google has comprehensive tutorials and keyword search tools to get you up and running fast.

Although AdWords is the quickest way to get traffic from pay-per-click advertising, it is also the most expensive for keyword bids.

You may want to start with some 'lite' PPC advertising at the following search services:

- [Yahoo Search](#)
- [Kanoodle](#)
- [Miva](#)
- [7Search](#)
- [EPilot](#)
- [Go Click](#)
- [Search Feed](#)

If you want more information on pay-per-click advertising, I highly recommend you [download the #1 authority on AdWords, Google Cash.](#)

### **Traffic Tactic #4: Article Marketing**

If you're serious about making money online, article marketing should be one of your main promotion strategies.

Here's how it works:

Each day, you write a simple article about the product you are promoting. It doesn't have to be long 250 - 350 words is ample. If you make it too long, your reader may never get to your resource box (more on that later).

If you are promoting Affiliate Cash Secrets, you would write articles about affiliate marketing and promotion. Topics could include anything from "10 Ways to Profits from Affiliate Marketing" to "How to Build Your Opt-In List Fast."

**Note:** [when you join Affiliate Cash Secrets](#) you will get exclusive, private-label articles every month.

Whatever you write about, just make sure it doesn't read like a sales letter. Your articles should be purely informative.

### **How You Get Traffic from Your Articles**

First, you should submit your articles to all the popular article directories. When webmasters and ezine publishers look for free content to reprint on their websites and in their newsletters, they turn to article directories.

In exchange for the free content, they agree to leave the article intact and include your resource box. This is where you get your traffic. Every time someone reprints one of your articles, your resource box is included with your name and a link to your site or an affiliate site.

Here's one resource box that I use in my articles:

To learn more about my automated marketing system, check out my new site at <http://affiliatecashsecrets.com> for more tips on affiliate marketing. Feel free to distribute this article in any form as long as you include this resource box. You can also include your affiliate link when you sign up at my Affiliate Cash Secrets website.

Notice how I give them permission to reprint my article. This is called "viral marketing" because, if people like the article, it will spread from one person to another, like a virus.

You should start with 10 articles. That will get you started as an expert author at EzineArticles.com, the number one article directory on the Internet.

EzineArticles.com gets about 40,000 visitors every day, so your articles are very likely to be picked up and reprinted by several publishers.

### **Here are the top places to submit your articles:**

- <http://ezinearticles.com>
- <http://articlemarketer.com>
- <http://articlesfactory.com>
- <http://articlecity.com>
- <http://ezau.com>
- <http://goarticles.com>
- <http://newfreearticles.com>
- <http://sitepronews.com>

You can find more directories by searching on Google. But I highly recommend you start with the list above.

[Click here to automate your submissions](#) to over 2,000 directories and publishers.

### **But Derrick, what if I can't write?**

If you can't write or simply don't have the time, you can hire a ghost writer at <http://elance.com>. In fact, I use ghost writers when I don't have time to do it myself.

Ghost writers will typically charge around \$5 per 400-word article. So if you want \$100 good articles, it's gonna cost you \$500.

## **Traffic Tactic #5: Blogging for Profit**

If you want to generate consistent, long-term traffic and sales, you need to start blogging. It takes time to build a blog. But if you do a little each day, you'll profit in the long run.

The first thing you want to do is go to <http://blogger.com> and create a blog. You're going to post content in your blog so it gets picked up by search engines.

Blogger.com is owned by Google. So everything you post gets into the Google Search engine eventually. You're also going to use Ping-O-Matic to notify all the blog services about your posts so you get into other search engines like Yahoo! and MSN.

Next, you need to get some articles up so you can get an AdSense account and make a little money with that too. You need some content in your blog before you can display AdSense ads and affiliate links.

You can write your own articles (if you have time), have a freelance writer do it, or you can [get articles with private-label rights at AffiliateCashSecrets.com](http://AffiliateCashSecrets.com).

### **Setting Up Your Blog**

Just go to <http://blogger.com> and create a new blog. You'll want to create a new blog for every product you promote. I recommend you start with Affiliate Cash Secrets for your first promotion because the affiliate program pays 75% commission monthly.

Once you create your blog, go to Settings. Under the Basic tab, add a description of your blog. The title can just be Affiliate Cash Secrets. I put Building Your Automatic Money Machine for the description. But you can enter whatever you want.

I also set Show Email Posts to NO. I don't want any distractions in my blog. No external links, etc. My visitors are there to do one thing or two things: click on an affiliate link or an AdSense ad.

Next click the Formatting tab. Select "Show 1 Post on the main page." I only want one article on each page because that gives the reader a stopping point where they come to my resource box and click through to my site.

Post template - here's where you can add your resource box to appear on each page. It will not update your entire blog. But it will appear in the HTML editor every time you make a post.

Now click the Comments tab.

Default - new posts do NOT have comments. Again, you don't want any distractions on your site. This isn't a "fun blog," it's a "money blog."

Finally, click the Template tab. If you want a different template, click "Pick New." Google has a ton of tutorials on how to edit your template so I won't cover that here. But you'll notice on my blog that I changed my Links and put the AdSense ads on the side bar.

When you're finished posting, go to <http://pingomatic.com> and enter your blog name and URL. This will notify all the search engines that your blog has been updated. Only ping when you have added new content or made significant changes to your blog.

I would add about 10 pages to start. Then add 3-5 pages a day. After 3 months at 5 pages a day, you will have 450 pages listed in the search engines. That could easily generate a few hundred visitors a day to your blog.

Back Links from sites with a PR (page rank) of 5 or more will significantly increase your search engine rankings. And you'll get crawled faster too. You can see the page rank of any site by installing the Google Toolbar at <http://toolbar.google.com>

To get free back links, you'll need to submit your original articles to these directories. You can use articles from the directories below as examples to write your own. Just make sure the end result is original content. And if your article is good, it may get reprinted by thousands of publishers.

- [EzineArticles.com](http://EzineArticles.com) - PR6
- [ArticleCity.com](http://ArticleCity.com) - PR6
- [GoArticles.com](http://GoArticles.com) - PR5
- [IdeaMarketers.com](http://IdeaMarketers.com) - PR5
- [SiteProNews.com](http://SiteProNews.com) - PR4
- [ArticleMarketer.com](http://ArticleMarketer.com) - PR4

Want more info on blogs? [Click here to discover...](#)

"How A Work Shy College Dropout Cracked The Secret Code To Become A *Super Affiliate* Earning Up To \$516.53 Per Day On Autopilot Using Free Blogs!"

## **"Affiliate Cash Secrets"**

**Explode Your Affiliate Commissions While  
Building a Massive Opt-In List for FREE!**

**[Click Here to Get Started Now!](#)**

## ***Step #5: Sell Back-End Products to Your List***

The first four steps of the "Affiliate Cash Secrets" marketing system comprise a complete formula for affiliate success. But that's really just the beginning.

Once you set up your lead capture page to build a list and follow-up with pre-sell content to promote a product, you could let it run on auto-pilot and continue to see good profits.

But you can make even more money by selling other related products to the same prospects and customers.

People who buy an ebook like this one also need:

- Domain names
- A web host
- An autoresponder service
- Marketing software
- And much more...

That's why building a list of prospects interested in a specific topic is so profitable. There are new products entering the marketplace every day that people will buy on your recommendation because you have established yourself as an expert in your field.

Every time you come across a good product or service, it just takes a few minutes to send a quick note to your list and you can literally see results within 15 minutes.

And remember...this system will work for any product in any market. People who buy weight loss information will also buy weight loss products or skin care products. There are thousands of niche markets out there just waiting to be explored.

You now have a money-making affiliate marketing system that will only get better the more you work on it. Now that you've found something that works – you can duplicate the process time and time again and multiply your profits astronomically.

The "Affiliate Cash Secrets" marketing system is, by far, the fastest and surest route to Internet riches. Imagine having dozens of **automated money machines** all over the Internet generating leads and pulling in profits without you even lifting a finger. Once you do the work, the whole system runs on complete auto-pilot.

**How would you like to take a significant short cut** and reduce your setup time by 80% or more? What if you I told you that you could get everything I've just described without writing a single word and without hiring a ghost writer or a glorified webmaster.

Would you be interested?

**Affiliate Cash Secrets will give you all the tools you need to...**

## **"Make Truckloads of Cash from Affiliate Programs While Building a Massive Opt-In List for Free!"**

Each month, you will receive an Affiliate Success Package including:

- A brandable, viral PDF ebook that promotes an entry-level affiliate product and contains back-end offers that the you can brand with your affiliate ID.
- A pre-written and tested lead capture page to promote the ebook
- Five follow-up messages that promote multiple affiliate products
- A video tutorial showing how to set it all up

The complete package will be zipped up and ready to download.

In addition, you will also receive:

- Free access to my personal ezine advertising database
- Free opt-in tracking system that tracks visitors/subscriber conversion rates
- Free affiliate tracking system that tracks visitors, sales, and conversion rates
- Monthly bonuses like article submission software and other affiliate tools

You'll have everything you need to get your affiliate marketing business up and running fast! [Click here to get started now!](#)

Feel free to [contact me](#), if you have any questions.

**Sincerely,**



Derrick VanDyke