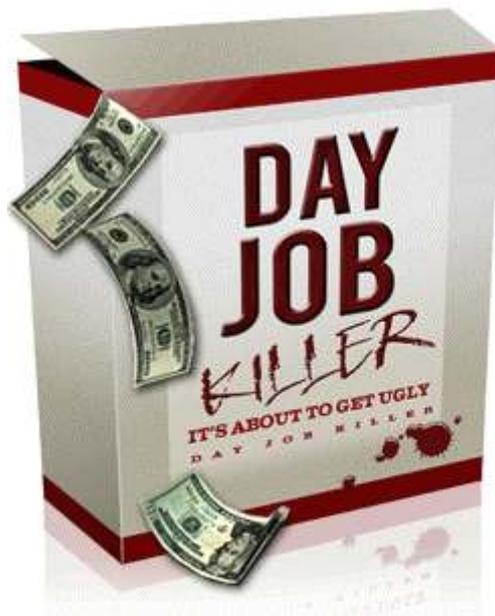


PRESENTING

DAY JOB KILLER



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INTRODUCTION

Updated February 5th, 2007.

Dear reader,

Welcome to Day Job Killer, the book that almost never happened.

It has been four months since we released Affiliate Project X, four months since we came out of nowhere and turned Internet marketing on its head. It's been over a year now since I got started in Internet marketing – and it's only been a few minutes since you made a decision that may propel you to financial freedom...

I say “may” because there is only so much I can do to guide you. At this point, it's on you. If you are the type of person to read the guide, take notes and take action, then you are about to make it – and make it in a very big way.

When we were planning our next release post Project X, we decided to: “*find out why affiliates and internet marketers continue to fail to make money online. And then provide the solution*”. It was that always that simple.

Pretty soon, it was obvious why the majority failed time and time again; they continued to go broke on Adwords using a “Google Cash” method that worked in 2004 but doesn't work in the new world order.

So, we created the “Direct Linking X” section, which provides affiliates with the same “cut and paste” simple method, and yet manages to preserve their bank AND increase the chances of profit massively.

One problem that affiliates have is that they don't have a list to market to. And if they try to build a list, they tend to do it wrong, fail and decide that they just can't pull it off. And part of the problem is they tend to do it on Adwords, lose lots of money and go off the idea. One reason is that they aren't building a *targeted* enough list, and also, they don't know how to suck in 70% opt-in rates, and collect buyer's before they even get to the product vendor.

We address all of these problems in the “leveller” method, which should put you on a par (in terms of both short term finance and long term leverage) with most gurus and product vendors – if you follow our lead and take action.

And so it goes on...

Day Job Killer is quite simple a collection of solutions to problems that all Internet marketers and affiliates face in 2007.

Our tone is deliberate and we don't mince our words. And we also have the heart to tell it like it is. So when we say that you have never had it this good, we mean it. Enjoy Day Job Killer, take action and enjoy the results.

Chris & Ken

Day Job Killer team, January 2007

2 DIRECT LINKING “X”

Well, here it is. The easiest way for affiliates to make money online in 2005 is back for 2007. *Google Cash* is back...

Not sure what Google Cash is, or why it is worth bringing back from the dead?

Here's some history: in 2004, Chris Carpenter released his e-book *Google Cash* (www.googlecash.com). Inside GC, he discussed what was at the time a revolutionary formula for lazy affiliates to make cash from the Google's Adwords program. The concept? Simply take your affiliate link and plug it into an Adwords ad for a semi-targeted keyword.

Promoting a poker e-book? Bid on the keyword “poker” and watch the returns flow in. Right now that probably seems like somewhat obvious, but at the time, it was the equivalent of the invention of the wheel for affiliates everywhere. I know this because I have heard plenty reflect on the “good ol' days” when it really was *that* simple to make money. I wasn't around back then, but when I talk to some *old-schoolers* and see their eyes glaze over when they reflect... I can only imagine what it was like.

The appeal of the system was its simplicity, and that is why so many affiliates continue to plough tens of thousands into Google's coffers, chasing the dream.

But that was then. Almost two years later, I hit the web and quickly saw the genius in Google Cash. And just as quickly, I developed a series of techniques for reverse engineering it, and making it partly workable.

In actual fact, perhaps I am being overlash harsh: my methods generated *tens of thousands* for me ... but the fact remained; it wasn't as simple as it was once, and very often I would find myself spending an excessive amount of time tweaking my campaigns to ensure profitability.

The method lacked the simplicity of the original method, which is where the appeal came from. I wished there was a simple idea that would bring it back to 2004 again...

Fast forward a few months, and I hit on a strategy that makes use of the exact Google Cash strategy, making it at the same time fully workable and simplistic, and yet just as profitable as before. This is a technique that is at least in part due to seeing several Internet marketers who were doing it without realizing the sheer scalability and the sheer potential for the IM community (although to be fair, one such person is generating \$50,000 per month using this technique; his ideas also contributed to other techniques in DJK).

The secret involves a technique my Project X students will know from before relating to the value of keywords. Welcome back, Google Cash...

YOUR PROBLEM: You lose cash on Adwords. Fast. Caught up in bidding wars on the vaguest of keywords, you push the wrong product – and do it all the wrong way. Click through rates tumble to *zero point something* and you pull the campaign. Still broke. Still frustrated. It's time to learn why you have been losing at the wrong game up until now...

THE METHOD

Back in 2004, the advantage was *the method itself*. The very fact that you used Adwords with an affiliate link was the trick. Fast-forward to today, and things couldn't be more different: Adwords can be a cutthroat business if you get a few things wrong. But, the fact remains, if you could find a single advantage and leverage it a thousand times over, soon enough you will start to pull away from the masses – and you will make money.

And the trick in this case is very underused:

STEP ONE: find a product. Any product. Join the highest converting affiliate program for that product (using our simple selection techniques)

STEP TWO: Use an Adwords direct link – but only bid on the brand name in question.

STEP THREE: Use the merchant's Adwords ad down to the letter when creating your ad. Then, use our ad copy techniques to increase your CTR by 50-400% and drop your CPC down until your return is at least double your ad spend.

STEP FOUR: repeat the process across any one of ten million products.

Why this technique works

This technique works for three very powerful reasons.

Firstly, the method relies upon one basic truth about Adwords: the broader the term is, the harder it is to profit from, and the greater the chance of rampant overbidding by other advertisers.

A broad term is a “general” phrase such as [affiliate] that might receive plenty of searches of all kinds. The problem is the breadth of the term: some people are searching for affiliate guides; others want affiliates to promote their product. What do you sell to such a varied group? That's a tough question that requests patience and a big budget to answer.

On the flip side, a “narrow” keyword is far more transparent, and obviously super targeted keyword – it is quickly very obvious what the searcher wants;

for example: [affiliate project x review]. There's no mistaking what the person searching for that is after.

Now back to the overbidding I mentioned earlier: with broad terms, product vendors and affiliates dive into a market with no regard for ad spend. This in turn renders the keyword difficult to target.

Important: all the while, the narrow terms are typically overlooked by 90% of marketers, including most affiliates and vendors. All these factors mean that broad terms such as [keyboard] are vastly overpriced, and narrow terms such as [Roland Fantom X] are laden with value.

That isn't to say that narrow, low volume terms aren't cheap. They are very often more expensive – but they are very often cheaper than they *should* be. A lot cheaper. My Project X buyers will remember the simile of buying a \$1,000,000 mansion for \$200,000, and it still holds true four months later.

And get this: sometimes a narrow, focused keyword can cost the same as a broad one, which suggests that most Adwords advertisers are a naïve and impatient bunch who think that *lots of clicks* is the way to go.

To give you an obvious example, search for [make money] on Google and take stock of the advertisers who are there. You will notice that 90% of them are not there in a week's time. The reason? They don't make money.

But, they are replaced by more advertisers who don't make money, and the cycle continues. You would think that the cycle would end, but it doesn't appear to. Ever. Just ask Google's shareholders.

At any one time, there are 100 advertisers jacking up the price on the term. Why? Because they want clicks, and not returns (why appear on page 9 of the search results and go bust slowly, when you can go bust that much quicker?) More on this later.

The second reason why this works: we are going to only bid on keywords that *look* profitable from the onset. We spend two minutes sizing up the market, quickly researching which product vendors appear to convert best... and then chuck our ad out there. We could be more thorough, but the truth is this: *at worst you are going to be about break even using this technique. So lets not hesitate and let the cash pass us by.*

Thirdly, we are going to copy the ad that the product vendor uses, meaning we have a proven template to work from. And then? We proceed to use one of our proven attention grabbing templates to suck every click out of our super targeted keyword.

The result? We get a sky-high click through rate on a super valuable keyword, and we only pay cents. A very powerful end result I think you will agree.

Fourthly, people who search for a specific product will very often purchase more than one product at the same time. Because everyone needs a new

laptop case when they buy that laptop. This is important because it gives us a dual advantage: we can get paid for both commissions, further increasing our margins. With some merchants we can break even on the first sale, knowing that there are likely to be concurrent or recurring purchases made. This is a factor found in some markets and not others, a point I will return to later.

Fifthly (are you starting to see how serious this is?), we are only going to send the consumer to the cheapest priced deal (or at least the cheapest deal that appears on page one of Google; consumers are lazy with all but high end items). And we only sell when the vendor has got other things on track too (we don't join Mom & Pop's book store program and compete against Amazon; brand and customer trust is another factor we discuss).

Oh, and I have saved the best part until the end. The method works on practically every product on the web (or at least any with an affiliate program). As such, the potential is practically limitless...

STEP 1 – FIND A PRODUCT, FIND AN AFFILIATE PROGRAM

Firstly, be aware that you can look for an affiliate program that fits the bill, or you can find a product first, and then look for an affiliate program that looks up to the task. In any event, we can always test to see which affiliate program converts better later, and we can ditch products as we see fit. In other words, our decisions are not final, and so we do not need to get it right the first time.

And remember, there are literally tens of millions of products to promote, in markets you never even heard of. So, let's get started....

As I say, you are going to want to find an affiliate program and join it. There are two possible avenues we can go down here:

- 1) Use an established affiliate network – while there are hundreds of thousands of affiliate programs, many of them are part of a much bigger affiliate network. So instead of us having to trawl through the web for these programs, we can find them in one place. The main affiliate networks are:

ClickBank – www.clickbank.com - by far the biggest network for digital products and e-books (like the one you are reading). The advantage of ClickBank is that the products generally pay out very large commissions – 50% or 75% because the vendor has no real costs to ship the product (its digital). Secondly, ClickBank does not require you to jump through any hoops to start promoting the products. It is the lack of rampant protectionism, coupled with high payouts, that has made ClickBank a staple of the entry-level affiliate. The only problem with CB is that the sheer numbers of newbie affiliates you are up against and can make it harder to profit. Its still incredibly doable, and I love you CB. But be aware of that last point.

Commission Junction – www.cj.com - a very large, well-established network with many major brands on their books - including eBay and Yahoo. The vast majority of the products on CJ are physical products rather than the digital ones (e-books etc) that you find on CB. As such, the payouts tend to be a lot lower. More so, we will have to “apply” to each merchant we want to promote. The affiliate manager will then take a decision as to whether to allow us to join. This is a running theme for pretty much all the major networks, and one that presents some minor issues (clue: if we get rejected, we have a workaround, but even then we can just move onto the next program... and remember, these guys don’t like us hardcore direct marketers, a point I will also return to).

PayDotCom – an affiliate network that operates entirely via Paypal (the idea is simple: Paypal, but with affiliate tracking); there are plenty of gems lying around on this network, including some products that *used* to be on ClickBank but left the network for whatever reason – same products, but all of a sudden there are is a lot less competition. Several affiliates who make moves on a fairly large scale use this network, and for that reason I would check it out : <http://www.paydotcom.com>

LinkShare – another well established affiliate network, with some big brands, and plenty of smaller product vendors to choose between – <http://www.linkshare.com>

TradeDoubler – the biggest UK affiliate network. Americans: are you a member of this one? I expect not, but you should know that the US market is the toughest one on the planet. As such, you should try and operate in other large, wealthy English-speaking countries (read: the UK, Canada and Australia). Visit <http://www.tradedoubler.com>

You would do well to check out the smaller affiliate networks. My advice? An affiliate network can never be too small. Sign up to them all. As I say, US affiliates would do particularly well to sign up to UK, Canadian and Australian networks for reasons I discuss in a moment (perhaps even go one further and restrict yourself to these countries). You will also often find that some affiliate programs are on several network (or they also run their own affiliate program). If you find the larger networks and bigger vendors tend to deny your application, the smaller networks are not so short sighted because they cant afford to be:

For a fairly exhaustive list of affiliate networks, including smaller ones, head to: <http://www.associateprograms.com/articles/228/1/Affiliate-networks-list>

- 2) Join an affiliate program that is not on any network – while there are many products out there on the major affiliate networks, there are many thousands with their own affiliate program. The advantage? Absolutely huge for those in the know. Because there are “gems”

amongst these isolated programs, we can make a killing. You can find these programs one of two ways: either simply Google [product category + affiliate program], for example [hi-fi electronics program] – or refer to one of the affiliate directories on the web. Once more, Associate Programs has all of them in one place for you to navigate:

<http://www.associateprograms.com/directory/>

Aside from the hidden gems, there are some big players with their own affiliate networks too. Most notably Amazon.

The cool thing about Amazon is their brand recognition and their trust. As such, if they are the cheapest for a particular product, we are almost guaranteed to see sky-high conversions off the keyword we choose.

Amazon has a separate affiliate program for each of its websites (UK, US, etc). It can be advantageous to sign up to all of their affiliate networks, especially if you are in the US (Americans: you are competing in a tougher market than some of us in other countries). Very often, a product might be too competitive for USA searches, while being profitable in the UK or Canada, for example.

PICKING A PRODUCT

While there are millions of products out there, its easier to start with the high –end products - simply because the margins are so much greater.

And the truth? Clicks aren't that much more expensive for a \$1,000 product compared to a \$10 one.

And, if you only bid on very targeted terms, the conversion rates aren't too dissimilar either. In fact, conversion rates are sometimes higher for expensive niche items because of the nature of the consumer: mass market products tend to appeal to freebie hunters. High-priced niche items only appeal to purists. And purists are ready to indulge in their hobbies. So, if in doubt go higher.

There are two ways to find these kinds of products. Firstly, start with a category and find the highest priced items. There are so many categories to choose from, but here are some to get you started. I have deliberately bunched these up to show you how many categories are out there. Each category has several thousand products to choose from:

Video game consoles, video games, music equipment, music product equipment, furniture, car accessories, kids' toys, designer clothing, sporting goods, jewellery, home cinema, DVD box sets, personal computer hardware, computer software, computing accessories (printers, scanners, mice, laptop batteries, web cams), camping equipment, e-books and digital products,

health and fitness equipment and supplements, magazine subscriptions, web hosting, posters, DVD rental services, you get the picture by now.

Secondly, head to one of these sites and browse for products:

EBay product categories - <http://hub.ebay.com/buy>

Yahoo Shopping - <http://shopping.yahoo.com/>

Amazon.com (arrange by top sellers and browse any category)

Pricerunner <http://www.pricerunner.com> (also, see UK site)

Products about to drop (for quick trend hopping):

Amazons release schedule <http://amazon.com/gp/new-releases/>

eBay pulse <http://pulse.ebay.com/>

Finally, you can do your research offline by simply picking up a niche magazine and coming up with 50-100 product ideas in one go, or visit a niche website and do it that way. Start with the products that are consistently in demand, the big sellers in their category (a good example: PSP games console, Sex in the City DVD Box set etc), or products that are about to drop in the next few weeks; for example, a quick glance at two of the above sites tells me that a dozen products that I expect I could sell are about to be launched next week. How did I know this? Two minutes research through Google.

The point? Products are plentiful and not difficult to find. If you are committed enough, you can probably come up with a few hundred in an hour or so. As such, we shouldn't be too anal about choosing products. If it pays out anything about \$10, chuck it into a pot, and move onto step 2. I suggest you build a short list of ten to thirty products that are fairly expensive (\$30-200) and move onto the next step: estimating demand.

Before we launch our campaigns, we want to be sure that our product will generate sufficient demand for it to be worthwhile. Remember, we DO NOT need made many clicks to make this work. If there are 500 searches a month, we can probably grab 50-100 of those in clicks, and easily and come out with 3-5 purchases, each earning us \$10-50 net profit each month. Not impressed? Each one takes us a few minutes to set-up and a few minutes to manage. So, we do it 100 times over.

The way we test out the scalability of a niche is simple too. Simply use either:

Digital Point Suggestion Tool:

<http://www.digitalpoint.com/tools/suggestion/>

or

Google's Keyword Tool:

<https://adwords.google.com/select/KeywordToolExternal>

Note: Overture’s “suggestion tool”, once the staple of the affiliate, appears to be dying a slow death, apparently to be replaced by a graphical interface of some kind similar to Google Trends. At the time of writing, the original suggestion tool has stopped working, and some are speculating it shall not return.

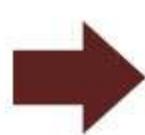
Spend a few minutes making sure there are enough searches for that product (but remember that both tools are very limited, and only give you guesstimates; Google’s Estimation Tool is notoriously poor at accuracy for low volume terms). Now we have glanced quickly at search demand, let’s move onto the next step, choosing an affiliate program / merchant.

(c) SIZING UP A MERCHANT

When you decide to promote a product, there are a number of factors you need to consider. The first, and most important issue is this: **is the merchant currently being promoted on Adwords for the product we want to target?**

If the answer is yes, we want in on the action. If not, we can still make it work but why bother with the hassle? It makes everything far easier for us to take what is working and try and better it, so first Google the product we want to target and see if our merchant is there:

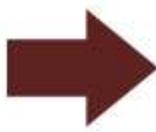
If we search for [akai MPC 2000XL] we can see that there are a handful of merchants who appear:



[Buy Akai MPC 1000](#)
The new music production center from Akai.
www.dolphinmusic.co.uk/akai

[bem-music store online.](#)
Buy here and save money.
Massive stock. Mega deals.
www.bem-music.com

[Akai mpc 2000xl](#)
Compare prices from hundreds of retailers. Find, compare and buy!
www.shopping.com



[Akai mpc 2000xl](#)
Fantastic low prices here.
Feed your passion on eBay.co.uk!
www.ebay.co.uk

The interesting thing here is that there are *two* eBay affiliates present (one of them is outside of the screenshot just above the first ad). One is using the eBay.com domain, and one is using the eBay.co.uk domain (to get around the double serving rule). The fact that there are two of them suggests that eBay might be the best fit for the product, which makes sense to me.

Here's why: eBay's affiliate program is best suited for high-end products and electronics as eBay pays out very little for bids made when the product is not purchased (its pitiful), but the payouts for new registrations and successful bids can be quite high *if* an expensive item is bought. In this case, the Akai MPC 2000XL sells for about \$1000.

eBay can also work very well with certain products due to the fact that its products are just so darn cheap – which naturally means higher conversions. Just know that eBay is often the cheapest deal for many products, and with high end products we can make enough to point the consumer in their direction and hope we take our cut of eBay's "winning bid" fee.

You may also notice that there is another merchant here – "Dolphin Music". I have promoted their products before (they are a UK music equipment store on the TradeDoubler network I mentioned earlier). A quick glance at all of these sites will tell us who has an affiliate program and who doesn't – typically there is an "affiliate program" link at the bottom of the page, so we can quickly suss out whose program we can take a closer look at.

ADVANTAGE: Remember what I said about promoting products outside of your country? The only issue that we need to *see* who is advertising in the relevant country, but Google will only show us ads for our own country. One way to get around this is a tool called "Adwords Anywhere", which allows you to see Canadian, British and American keywords no matter where you are in the world: <http://www.adwordsanywhere.com>

If you're cheap (real cheap, the above tool is like, ten bucks), then you can use a limited version of the tool that Google provides (you cant click on the ads, and there are various other limitations but it will suffice):

Google US version: <http://www.google.com/search?q=+&adtest=on>

Google UK version: <http://www.google.co.uk/search?q=+&adtest=on>

Google Canada: <http://www.google.ca/search?q=+&adtest=on>

Google Australia: <http://www.google.com.au/search?q=+&adtest=on>

So, the first thing to look for when considering a product is who are the current merchants appearing on Adwords? If they are already there, they are already making money on that keyword, and their brand / check out system / conversion has been proven. So Google the product name and take note.

But our homework isn't done yet. We also have to consider one other factor: what is the payout for the product. In other words, how much are we going to be making from each sale. You can quite easily see from the vendor's site what

the payout is (or by doing a quick search for the vendor's name on the relevant affiliate network). Very often one vendor will pay 4% and another will pay 6%. That's a 2% difference in price but a 50% difference in potential earnings. At these low margins, a small percentage point can count for a lot.

Finally, choose the two best vendors and join their program. Once you are accepted, move onto the next stage. If any one of them knocks you back, go for your second choice. You can do it with one of the two, but I prefer both so you can split test vendors from day one (another advantage I have coming up for you).

If you cannot sign up to a merchant that is already on Adwords, for whatever reason (they decline your application – it happens, or they don't accept applicants from your country etc), then drop the product, and look for another merchant / product combo to play around with. There are literally tens of thousands and millions of products, and the advantage lies with the method, not them. So simply choose another merchant.

Head to the merchants affiliate page and create a direct affiliate link, direct to the page of the product.

3) SETUP OUR FIRST ADWORDS AD

Now we have our product and our link, we are going to set-up our Adwords campaign for the product. Take the name of the product, and paste it into our Adwords campaign. You may want to make sure you have the product name correctly spelt and that you have the full and correct name. The way to do this is to enter the term into Google's suggestion tool and the WordTracker tool and see if any other matches come up.

You may also want to read a review of the product and see which terms the reviewer uses to describe it, to ensure you catch any "industry specific" nicknames in the product. The Akai MPC 2000, for example, comes in 2 models: a 2000 and a 2000XL.

Something else to watch out for, different products have different numbers. For example, Akai MPC 2000XL and Akai MPC 4000 are different samplers. If you send [MPC 4000] searchers to a page with the 2000XL page, they won't buy. These idiosyncrasies aren't just limited to samplers, and you should always be on point when it comes to getting the name right, especially with electronics (which very often seem to have fairly complex names). If in doubt, use a longer, more targeted name for your keywords.

Now, head over to Digital Point again and enter the product name and scan for terms that look like people searching for information rather than to purchase. Let's take a look at the results the Digital Point tool brings up for the [gears of war] keyword (an Xbox 360 video game):

How many times is this phrase searched for?	
Wordtracker	Overture
Check out what else Wordtracker can do for you.	
gears of war 12,286.0 / day	gears of war 4,762.2 / day
gears of war commercial 568.0 / day	cheat gears war 432.5 / day
gears of war trailer 471.0 / day	gears through walk war 330.9 / day
gears of war cheats 454.0 / day	gears trailer war 258.6 / day
gears of war song 349.0 / day	360 box gears war x 187.1 / day
gears of war walkthrough 327.0 / day	cheat code gears war 159.6 / day
gears of war logo 307.0 / day	commercial gears war 135.7 / day
gears of war wallpaper 274.0 / day	gears wallpaper war 111.2 / day
gears of war glitches 206.0 / day	commercial gears song war 111.1 / day
gears of war soundtrack 187.0 / day	gears song war 105.9 / day
gears of war theme song 177.0 / day	gears soundtrack war 86.7 / day
gears of war mad world 175.0 / day	gears glitches war 76.0 / day
gears of war music 148.0 / day	360 box cheat gears war x 62.9 / day
mad world gears of war 136.0 / day	gears of war game 62.4 / day
	gears review war 61.6 / day

Here we can see that the terms “cheat”, “walk through” and “trailer” stand out. These are fairly high volume terms and they will affect our profitability. In some markets, including such keywords can actually ruin a campaign completely. Look at the above to see how many unqualified terms there are: these guys want reviews and information, and are not qualified buyers.

To remove any terms you see, enter a –minus in front of it in your ad group:

- free
- review
- trailer
- etc.

ADVANTAGES: I have a friend who is one of the laziest people I know, and he loves this method. He was telling me about one of his campaigns one day; he was promoting high-end electronics and he was worried that his merchant was costing him sales, but he didn’t want to switch and lose too much short-term income if he was wrong. I told him to simply take his ad and make a duplicate copy with a second vendor’s URL. Then split test the two for a week and see what happens. Sure enough, he did, and his new merchant outperformed the old one by a sizeable percentage.

This is important: when using this method you will not only want to split-test ads to improve your CTR; you will also want to split-test vendors (some convert far better than others, but often you don’t know which until you try). Remember to quickly create a duplicate ad and change only the URL to your affiliate link for the second merchants. Always split-test vendors once you have a winning campaign.

(b) Create your ad.

As you may know by now, I am not a big fan of being too original. It’s far easier to take from what is always working, get it working too, and then get a

bit creative to improve on something that already works. With that in mind, we are going to create our ad off the back of what others are using. For example, if we return to our earlier example, the MPC 2000XL, we are going to want to try both eBay's affiliate program and Dolphin Music's own.

We also want to use the ad that others are using, and so you will want to copy what the affiliate or merchant is saying. Here we come up with:

Buy Akai MPC 2000XL
Akai's monster 2000XL for only £499
Next day delivery, 26% off RRP.

Not only have we copied several of the ads that are being displayed, but we have also added two important sections to our ad. Can you guess what they are? Think about it, and read on...

ADVANTAGE: The most important factor when reviewing a merchant is the price they charge for a product relative to the competition. This is less true with information products (e-books pretty much always sell for the same price) but with physical goods like this, especially expensive ones, the consumer will always look for a bargain. Always try to put the **price** in the ad along with the word "**buy**" – so that those who want a better deal than the one our merchant offers do not click and waste our money.

This also leads me on to the only time you can promote a vendor who is not already been promoted on Adwords: if the vendor's price is far lower than the competition (or at least lower than those who appear on the first page of the search term, while consumers want bargains they are also pretty lazy and seem to rarely dig past the first page of search results).

So, we have now created our copy and paste ad, and we are good to go. We are going to launch an ad that is as similar to those currently being shown as possible to start with, and let it run for between 50-100 clicks (no more, no less).

The reason we start off with the exact ad that these guys are using is simple: their ad is running, and they have already done the research to create it. We don't have time to mess around and find out exactly what they are doing, which benefits the market wants... just copy them to get the ball rolling. We have a lot of products to promote, so take action.

Then, when our ad has proven itself profitable, we can get clever. Let your ad run for 100 clicks and then, you should decide on a course of action.

So where are we up to once we have the first 100 clicks?

Firstly, the obvious question: is your campaign profitable? If you have had 100 clicks, at a total cost of \$40 and have earned \$60 in commissions, then you should lower your bid from \$0.40 to \$0.30. The goal is for us to get at least 100% return on our clicks as soon as you have finished testing the ad. If you

have hit on a campaign that is incredibly profitable, then great, leave it alone. At least for now.

Note: a 100% return on your clicks might not sound like a lot, but believe me: double-your-money spread across one hundred campaigns that you have built up over a few months is going to make you very wealthy, very quickly.

Now that we have found our product, launched our campaign, got feedback from the market, and adjusted our bid accordingly, its time to try and increase our click through rate. Why?

Two reasons. Firstly, increasing our clicks ensures that we get more traffic. And remember, these are super targeted keywords. We want clicks – the odds are already stacked in our favour, and we have deliberately narrowed our focus to the most profitable keywords (now it's a case of getting all the clicks).

Second reason: under Google's "quality score" system, we will pay less for each click if we get a higher click through rate (CTR). Quality score is dependant on several factors including landing page relevance, but the key is still CTR. So, the higher our CTR, the less we pay per click, and the more clicks we get in total.

Instead of getting 100 clicks for \$40, we get 150 clicks for \$30. As you can imagine, this has a devastatingly powerful effect on our total returns for each campaign.

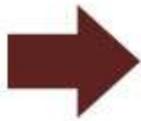
Now we are going to use one of our patented "CTR booster" techniques to increase our CTR, and boost our returns. We started by copying the ad of other successful affiliates; we know what our returns our like. Now lets try and beat this guys at their own game.

(c) ADWORDS "PLUG IN AND GO" POWER PLAY TECHNIQUES

Now a collection of simple Adwords techniques that have been proven to push your CTR through the roof. Some we came up with ourselves, others we stole from the best in the game.

TECHNIQUE #1: Differentiation

This is a powerful technique that is very rarely used on Adwords, but it's very powerful with keywords where everyone is saying the same thing. For example, if you look at this search term, you will see that all the advertisers are pushing the same benefits – price being the main issue – and all but one have the keyword in the headline. Who is going to rise to the top? Probably whoever pays the most per click.



Buy Akai MPC 1000

The new music production center from Akai.

www.dolphinmusic.co.uk/akai

bem-music store online.

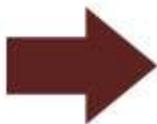
Buy here and save money. Massive stock. Mega deals.

www.bem-music.com

Akai mpc 2000xl

Compare prices from hundreds of retailers. Find, compare and buy!

www.shopping.com



Akai mpc 2000xl

Fantastic low prices here. Feed your passion on eBay.co.uk!

www.ebay.co.uk

If we do the same, our ad will not stand out.

The solution is to chop off half of the characters in both lines of our so we have a “mini ad”. This can be very powerful when there is really only one benefit (normally price) that people care about anyway:

Original ad

Buy Akai MPC 2000XL

Akai's monster 2000XL for only £499

Next day delivery, 26% off RRP.

New ad

Buy Akai MPC 2000XL

Low price: £499.

26% off RRP.

You can also cut down the headline (which is by far the most read part of the ad anyway) down to a single word, so:

Nintendo Wii Console Becomes Nintendo.

You may notice that in our example, the advertiser with the shortest ad is the one at the top, probably because of a far higher CTR. Copy, get it working and then differentiate.

TECHNIQUE #2: POSITION THE BOLDED KEYWORD

With Adwords, any keywords that the user types are bolded in our ad. For example, if the user types “Akai MPC”, the words “Akai” and “MPC” will be bolded like this:

Buy **Akai MPC 2000XL**
Low price: £499.
26% off RRP.

Many advertisers are aware of this and deliberately try to use the relevant keyword in their ad. However, few are aware that you can add a further twist to the method (and increase your CTR by an additional 10-25% in my experience) by positioning the bolded keyword in a certain way – specifically, you should try putting the keyword on the far right hand side, the far left hand side, or both to create an eye-grabbing effect.

For example:

Buy the **Akai MPC**
Only £499 for **Akai MPC**
Next day delivery. **Akai MPC**.

Or

Buy the **Akai MPC**
Akai MPC 2000xl £499
Next day delivery, **Akai MPC**

The only issue with this is that it doesn't read too well, so try to get the balance right between *grabbing attention* and *keeping it*.

TECHNIQUE # 3: IT'S A NUMBERS GAME.

Apart from liking prices, people just *love numbers*. Any number will do, don't be picky. I can't remember who told me this, but he was one of the most successful Adwords users I know – “if in doubt, just put lots of numbers in your headline, preferably ones that relate to the benefits. And throw some in the body of the ad for good measure too”. So simple, but people love to have numbers to compare things too – and again very few advertisers make proper use of numbers, so differentiation is an issue once more

Note: if you're wondering why I talk a lot about differentiation it's because I spend so much time copying everyone else – so when I do split from the pack, I am very aware of what I am doing.

If you can find a way to put a number in your ad (provided it highlights a benefit), then do it. It can make for a powerful headline. For example: “MPC 2000: \$999”; “\$5,777 in 19 days?”; “Drop 19 pounds in 72 hours” – using numbers is another very simple way to improve CTR.

Now back to the method, and a favourite merchant of mine.

4) ADVANCED TECHNIQUES & KEY THEMES

Now I am going to discuss some key issues and advanced technique, along with Amazon's affiliate program in separation.

AMAZON'S AFFILIATE PROGRAM

The first affiliate program you will want to join is Amazon's own. There are a number of benefits to the monstrous online retailer's affiliate program: firstly a massive selection of products. In fact, I know people who make a living purely from Amazon's program – PPC only – across dozens of niches (think non-US markets). Secondly, Amazon is a very trusted, well-established brand: which means that people feel very comfortable buying from them. End result: lots of products to promote, and very high conversions.

Two other points about Amazon: firstly, they operate on a variable commission basis. So, if you promote and sell tens of thousands of products on that basis, then you will get the maximum payout. It's a bit complicated (but not too much). Here's how the payout structure works:

Total Items Shipped	Referral Rate
1 - 5	5,00%
6 - 20	5,25%
21 - 50	5,50%
51 - 100	6,00%
101 - 175	6,50%
176 - 500	6,75%
501 - 1600	7,00%
1601+	7,50%

As you see can see, there is a big difference in how much you make when starting out and how much you make when you have gathered full steam. The most attainable bracket here is the 501-1600 level, which pays out 7% of the sale value. You should of course aim higher, but that's the level you should really be aiming for to start off.

Don't be intimidated by the big figures: it's pretty easy to sell products when you follow our steps, and remember; we aren't getting \$70 commissions here. We make lots of small amounts – the key is volume (and tracking the metrics).

As of 12th January 2007, Amazon pays out every month instead of quarterly. The only catch is they pay 60 days behind (so you get your January pay check at the end of March, 60 days after the Jan pay period came to an end. You get the idea).

Second point, and this is important: people who buy from Amazon will almost always buy **more than one product**. So even if you bid on the keyword [happy days DVD box-set] and sell them that, they will probably also buy some random books, CDs, and maybe electronics.

It's pretty nuts to watch what people order – people have the strangest of tastes. And of course, you get credited with both sales. **As such, we can only break even on the direct sale, and then make between 20-100% more on the other products they buy.** Another nuance of the Amazon buyer that makes direct linking so damn powerful.

By the way, Amazon now only pay out on sales made in the last 24 hours (sounds ridiculous I know), but then again, we are looking for people who want to buy a specific product then and there. The whole “24 hour cookie” thing was a big issue when they changed it, but it was mostly a problem for affiliates who send bulk untargeted traffic and try and convince people to buy, then hope that they somehow order something a few days later.

We aren't trying to convince anyone and if Amazon makes sales after the 24-hour period is over, more power to them. We have enough advantages on our side (we could quite feasibly still turn a profit within a 20 minute cookie).

In summary, and because of these factors, Amazon's affiliate program is a great one, especially if we commit to it and try and meet the higher quantity levels to get maximum commission.

ADVANTAGE: Sometimes you will see a product already being advertised by an affiliate AND a merchant. Some of you may know about Google's “double serving” rule: basically only one advertiser can promote the same domain per keyword. That's true for any merchant we choose to promote, but it happens the most with Amazon.

So, effectively, if you want to promote an Amazon product, and Amazon or an affiliate (or both) are already there, you are going to have to compete against them, outbid them (or straight *out-hustle* them), and take their ad spot. That's option one.

Option two is to use an alternate domain name (an incorrect one) for the display URL and you will get your ad running right away (without having to beat them). The only problem with this method is that your display and destination URL are going to be different... and that is a red flag for the Google editors to come your way and disapprove your ad for having a “inaccurate display URL”. This is irritating, and it's the reason I developed my technique, “campaign nuking”, which is coming up soon.

In any event, there are two solutions: firstly, use another domain extension for the term (amazon.com instead of amazon.co.uk, or amazon.co.uk/us instead of amazon.com). For some reason, it seems that simply having a different extension will slip past the editors far more easily than using a completely different domain. Perhaps they only glance at each ad (they have a lot to get

through one would think). This is especially true with big sites like Amazon (are the editors careful not to knock big spenders' ads back?)

The second option is more aggressive, and entirely necessary if you have both a merchant and an affiliate bidding on a keyword (the merchant using a correct domain, and an affiliate using the variation domain name trick above).

One of them has to go and it's going to be bloody. More on this in the Campaign Nuking and Nudging sections coming up...

ADVANTAGE: keep your eye out for new launches of products – video games, electronics, music, clothing, jewellery, sporting equipment, car accessories, anything high end that a particular market is about to go crazy for. Buy niche magazines (scan them quickly while the shop owner looks on irritated) and see what the “next big thing” is.

Obvious examples include the big console launches (PS3, Nintendo Wii), but home electronics nuts and various other markets jump on the latest trends just as swiftly, only with far less competition on Adwords. If we can get our affiliate ad up the day the product drops, we can often make a quick \$100-300 while the market scrambles to catch up.

ADVANTAGE: Look at Amazon's affiliate programs for all English speaking countries (Canada, UK, United States, etc). You will need to sign up to each country's affiliate program separately only (www.amazon.co.uk, www.amazon.ca etc). And promote them on separate campaigns targeting that country (don't promote amazon.co.uk products to the Canadian market; sounds obvious, but it's a costly error).

Either way, there are serious profits to be had by looking outside of the hyper-competitive US market. In fact, here's an idea: if you know someone who speaks a foreign language (say, German), hold them to ransom until they help you translate keywords / product names and your ads into German. I have real confidence that a lot of affiliates in some of these countries are cleaning up (think affiliate marketing in the States a few years back, less competition and far more accessible for the newbie).

ADVANTAGE: In truth, you can start off promoting 10 or 20 products on Amazon, leave it for a few weeks... and then the Amazon will research products *for you*. How? Well, as I say, Amazon commissions tend to come in two kinds: direct referrals and secondary orders – where the person buys whatever you are recommending off the keyword you targeted, and a second product.

These secondary purchases will give you additional ideas. Pay particular attention to any purchases that pay commissions of \$5 or more, and check to see if Amazon are on that keyword. If so, that's a good sign, and we have another product to add to our ever-growing portfolio.

Now, let's cover an example broken down by average cost and return. I cannot tell you what the **precise** return is for these campaigns because most people will order several things at once. The way I decide if I want to keep a campaign is by measuring cost versus direct sales of that product. If there is a good margin between the two figures (of 20-50% I will let it run).

Note: If I am operating at break even, I will try and improve it (I almost always can do, you should be able to as well). I generally like to let anything but a losing campaign run, because you can very often push it up into a good level of profit.

5) AN EXAMPLE OF A SUCCESSFUL CAMPAIGN

Here is a quick example of a successful Amazon.co.uk campaign. This is a promotion I did (am still doing) for Adobe Photoshop Elements, a slimmed down version of Adobe's high-end graphics package.

It retails for about \$100, and my commission is a little under \$9.00 (about 9% commission - through Amazon. That figure varies depending on whether it's the full version or an upgrade, and whether Amazon gets the sale or one of the merchants in their marketplace).

I would like to say that I used some complex formula to find this particular gem. I didn't. I found it by browsing through Amazon's software category and seeing that it had a good sales rank.

I did a quick search and found that Amazon's price was roughly comparable with other product vendors, and unless the consumer has a reason to not buy through Amazon (read: much cheaper price elsewhere), then Amazon will generally get the sale because of the trust factor and brand recognition.

Searching on Google confirmed that there were two Amazon ads (one an affiliate using the amazon.com/uk display url, and one Amazon.co.uk themselves). Two ads that are very likely profitable (I could have watched the ads for a week and see if they are still running, but I decided to take action and test it myself). Since there were two ads (one with the .com domain, and one with the .co.uk domain), I would have to "nudge" out one of the two to make sure my ad was displayed (more on nudging and nuking later; they are vital tools in the 2007 affiliate's arsenal).

So, I headed over to the free Wordtracker tool at <http://www.digitalpoint.com/tools/suggestion/> and built a simple keyword list with terms such as *adobe photoshop elements*, *photoshop elements*, *photo shop elements 5* and the like (nothing clever here). I also added negative keywords such as -free, guide, download, training, crack, etc so my ad would not show if some freebie hunter typed in [download photoshop elements free] or some such keyword. I then headed over to the Adwords Wrapper tool to quickly add [brackets] and "inverted commas" to include all match types.

Note: I don't spend more than 20 minutes researching keywords – the product brand is a hot keyword, don't try and get clever beyond that.

Stage 1 was complete. I had my product and a simple keyword list. Now I needed to test the product by putting up an Adwords campaign. I generally like to copy the vendor's ad as closely as possible, and in this case I had to nudge out another affiliate to have my ad appear, so I copied his ad fairly closely too.

I also tried to differentiate my ad by leaving some of the characters blank, and by trying to use several numbers in there (consumers love numbers, remember?)

Here's what I came up with. It's still running to this day:

[PhotoShop Elements 5.0](#)
Only £55.97 - Save 14%
Free Shipping.
www.amazon.com/uk

I also entered a domain name of Amazon.com/uk so as not to end up with a bidding war with amazon.co.uk (you *can* actually outbid Amazon and indeed any other vendor and still make a profit, but generally its best not to try to, some Amazon ads seem to be protected by the Prince of Darkness and you can't get rid of them).

I launched with a bid of about £0.30 (about \$0.60) with a view of dropping it to \$0.25-35 once I had kicked my competition out of the market, and established a high position right from the start.

I entered at a position of 1.3 so I could tell right away that my CPC was well ahead of what the market dictates I should be paying (its generally a good idea to enter high, position 2-3 or so, but not *right at the top*). So, I quickly dropped my CPC down to about \$0.40 and my position fell to 2.3 or so.

My CTR was still around the 5% mark and so I dropped my max bid once more to \$0.35 and let it run for 100 clicks. After spending an initial \$45, I paused my ad, and took a moment to check my stats. I had recouped about \$80 in sales. At this point I was very happy with the campaign. Any test run that provides a return of double your clicks is good to excellent. I re-launched the campaign right away.

Remember, with Amazon, you will make direct sales **and** secondary sales as customers generally buy more than one item – so you can profit from the product you are selling, and get a nice little bonus from any others they happen to buy too. So, if I am doubling my money with direct sales, I am probably going to triple it when you include these secondary purchases.

Note: if my return was close to break even, I would have gone back and checked my keywords, possibly removing all but the most targeted keywords (I would have kept *adobe photoshop elements 5* and pulled most of the others;

generally the longer the keyword, the more the consumer knows what they want and the more likely they are just to just click through and buy).

This campaign, a simple direct linking one that targets the Adobe Photoshop Elements brand name and nothing else, now generates about \$350-500 per month in net profit (doubling my ad spend), and probably another \$50-150 in secondary purchases. I am generating about \$350-500 in total net profit. The affiliate campaign I nudged out has never come back. Not bad for a single ad – and I have plenty more like this running on autopilot.

Here’s a quick rundown of how this ad generates the cash (secondary purchases not included below). You can see the ad, the cost in clicks and the total direct sales for the month of January. My Amazon affiliate commission is in bold:

AD SPEND: \$300

RETURN: \$650+

➔

photoshop elements
£0.22
£151.25
3.8

[PhotoShop Elements 5.0](#)

Only £55.97 - Save 14%

Free Shipping.

www.amazon.com/uk

➤

Adobe Photoshop Elements 4 (Mac)	Amazon.co.uk	GBP 45.08	6.74%	1	GBP 45.08	GBP 3.04
Adobe Photoshop Elements 5 & Premiere Elements 3 Bundle (PC)	Amazon.co.uk	GBP 68.06	6.74%	3	GBP 204.18	GBP 13.77
Adobe Photoshop Elements 5 & Premiere Elements 3 Bundle (PC)	Amazon.co.uk	GBP 73.17	6.75%	3	GBP 219.51	GBP 14.82
Adobe Photoshop Elements 5 (PC)	Third Party	GBP 19.99	9.25%	2	GBP 39.98	GBP 3.70
Adobe Photoshop Elements 5 (PC)	Third Party	GBP 22.99	9.22%	2	GBP 45.98	GBP 4.24
Adobe Photoshop Elements 5 (PC)	Third Party	GBP 23.49	9.28%	1	GBP 23.49	GBP 2.18
Adobe Photoshop Elements 5 (PC)	Third Party	GBP 26.72	9.24%	1	GBP 26.72	GBP 2.47
Adobe Photoshop Elements 5 (PC)	Third Party	GBP 27.99	9.25%	4	GBP 111.96	GBP 10.36
Adobe Photoshop Elements 5 (PC)	Third Party	GBP 28.99	9.24%	5	GBP 144.95	GBP 13.40
Adobe Photoshop Elements 5 (PC)	Amazon.co.uk	GBP 51.04	7.50%	-1	GBP -51.04	GBP -3.83
Adobe Photoshop Elements 5 (PC)	Amazon.co.uk	GBP 51.04	9.27%	54	GBP 2,756.16	GBP 255.42
Adobe Photoshop Elements 5 (PC)	Amazon.co.uk	GBP 51.04	9.27%	-2	GBP -102.08	GBP -9.46
Adobe Photoshop Elements 5 (Upgrade Edition) (PC)	Amazon.co.uk	GBP 45.10	6.74%	4	GBP 180.40	GBP 12.16

METHOD 2 – THE LEVELLER

AKA THE LEECH PART 2 / HOW TO ROB A GURU...

NOTE: This is a spin-off of the vastly popular, often stolen and much maligned “leech part 1” that I covered inside Project X.

The original technique involved a pre-sell that we created for a specific product. With “part 1”, we only bid on the product’s name on Adwords, for example: [affiliate project x], and then directed clicks to a pre-sell for that product.

But there was a *twist*. The leech pre-sell began by attacking the brand in question (to grab attention initially), and we finish up by recommending the product... but only if they buy via our link to get our bonus (which happened to solve the problem we started off attacking the product for). Genius in retrospect, and you can see the pre-sell that started it all here: <http://www.killyourjob.com> - note this generated \$200 a day off \$10 in Adwords clicks consistently.

You may be starting to see why we just had to bring out a part 2. The last one was pretty nasty, but this is far, far more powerful as it allows you to build a super targeted list, which you can profit from immediately and also market to in the future...

BUT FIRST, A REALITY CHECK

It’s time for another reality check, and a paradigm shift. This technique is not only incredibly profitable, but it is brutal. I don’t expect to get invited to many seminars after this one... in fact, we almost didn’t release it. That *ain’t* me trying to sell you something with hype. It’s the raw truth.

Why didn’t we want to release this one? Because we are not only going to “leech” commission checks from a product vendor like we did in Project X, we are going to “leech” names too. Raw, ready-to-buy customers *before* they have hit the merchant’s page (using two possible variations of the technique, the second is incredibly powerful).

And then? We are going to take those names, build a relationship and trust (without having any kind of a “rep”, we don’t need one for this technique), and then make ridiculous commission checks in a ridiculously short space of time.

Piss off the guru, get lots of money for very little traffic, and one more thing: build a list of super targeted, qualified buyers...without being an expert in the niche (in fact, NOT being an expert is our angle). And, *aaaaah yes*, have them eating from our newbie palm by the time it’s all said and done.

Curious? Read on.

New paradigm: one point that many affiliates fail to grasp is that all keywords are not created equal. Nor are all *subscribers* created equal. It's one reason I roll my eyes when I hear that someone "has a 600,000 list". Great, how many buyers? How recently did they buy? What is your relationship like with them, etc. "Well,... erm, there's 600,000 of them", they reply.

To be blunt: it is quite feasible to make as much as \$500 a day from only 50 visitors a day – *if* you know what you are doing. Or you copy someone that does.

Fact: it is quite possible to generate literally thousands from a list of a few hundred members – depending on the nature of the members, and your relationship with them.

Fact: people who buy one product in a niche are very likely to buy another within a very short time frame, very probably from the same person – they don't know anything about the niche, and so they are fairly easy to sell, and very willing to spend (someone enters internet marketing and within a month buys 50 products, sound familiar? Someone decides they need a keyword research tool... and gets six).

Very few merchants take advantage of these simple facts, and even fewer affiliates.

So... you don't need a list of thousands, and you don't need that many visitors. If you could give me a list of multi-millionaires who have bought yachts in the last six months, what would each lead be worth to someone in the yacht business? Potentially *tens of thousands per lead*. But how much is an untargeted list of 100,000 worth? Ask your local spammer (there's a reason they have to send out 12 million e-mails to get paid).

Lists, visitors, buyers - are not created equal. Remember, my original leech generated \$200 per day from less than 30 clicks. This one is far, far more devastating (especially the second one, like I say, no seminar invitations for me in 2007).

So, that's the background; now onto the technique...

There are two ways to approach the leveller.

LEVELLER PART #1

THE METHOD: Now that you have had your eyes opened to the reason this works, its time to learn what you are going to do to make it happen.

STEP 1: Find a product, or ideally a niche with 2-4 fairly popular products in it. The method will work well with a single product. It will work far better with a web of products to choose from. The more closely related that these products are (for example, several pieces of “keyword research” software serving the Adsense / Adwords market), the better the results.

STEP 2: Bid on the brand names of the products you are considering to use, to see if there is enough traffic (is it worth our time?). Let it run for at least 2 days and expect to spend \$20 experimenting. If there is sufficient volume (10 clicks per day is our goal), proceed to the application of the leveller.

STEP 3: Set-up our leveller short-copy squeeze page using our standard issue template.

STEP 4: Write the follow-up messages. You have two choices. Attack product #1 and recommend 2,3 and 4. Or attack and *then recommend* product 1 and 2,3 and 4 as well.

STEP 5: Sit back. You are building a very small, very profitable, incredibly targeted list at the same time. Treat them well and enjoy.

STEP 6: Move onto the next niche. Rinse. Repeat.

STEP 1: FIND A PRODUCT, OR IDEALLY A “WEB” OF RELATED PRODUCTS, ALL TARGETING THE SAME BUYERS

Find a group of related products, and join the affiliate program of each. At least one of the products should be “popular”. We can spot popular ClickBank products by looking at their gravity: ideally, we would want to promote products with a high gravity as possible (50 and up), but it is possible to make the method work with two or three products that have fairly low gravity (say 10 or 20).

It is also possible to promote products outside of ClickBank (there are many, many thousands of information products that run their own affiliate network. With these, we will test the volume of traffic manually by running a simple Adwords ad (before we go to the trouble of setting up our squeeze page).

The products should be fairly closely related, and they must all sell to the same customer so we will need to do a few minutes research to understand who that customer is, and what he is looking for. This is not difficult, as we simply glance at the products that are currently being sold in that niche, and see what kind of benefits they push. And that's our due diligence done.

For example, we find an AdSense e-book that has a gravity of 60 – this is the main product we are going to leech from. We spend ten minutes reading the sales letter, and decide that the product is aimed at marketers with massive “spam like” SEO sites (it's obvious who a good sales letter is aimed at). Chances are, it's all that the sales letter talks about (“build a million search-engine friendly pages in thirty seconds, and make thousands in AdSense revenue!” Spend two minutes on any sales letter and you can work out *who* the copywriter is talking to by looking at the benefits they push).

We therefore decide to sell them a second AdSense book, which is focused on building massive SEO “black hat” AdSense sites.

We do some more digging and realize that SEO black hatters also need some kind of keyword research tool to build their lovely spammy sites. We spend ten more minutes looking for the tool, and find one.

We now have four products to market to our buyer.

Note: this research does not have to be exhaustive, and should take *well under* an hour in any niche. Simply look through the products that are being sold (search the relevant keywords on Adwords, browse through the ClickBank marketplace) and check out any review sites you find on Adwords.

Affiliates who use review sites are generally very lax in their product research - they will typically feature the most popular products in that niche, and in the process do your research for you (if you see a review page running for any extended period of time, check what products they recommend, you can probably just take their recommendations and use them).

The other reason we can be fairly lax is that we are going to test the products to see how popular they are, so our choices are not final. As I say, spend an hour or less to choose your products.

The key point here is we need at least one popular product to leech from, and several semi-related products that we believe we may also be able to sell. The more popular these products appear, and the more closely they are related to one another, the better.

Now for the next step – testing that we can get enough traffic for the project to be worthwhile. We need very little traffic to profit, but we do need some.

STEP 2: Bid on the product brand name to test traffic volume

Two points: firstly, we cannot use “Google Traffic Estimator” to measure how many clicks we can get. It is not accurate at these low volume levels.

Overture’s suggestion tool – <http://www.pixelfast.com/overture> is more accurate when it comes to low volume terms (it will actually show you the exact number of searches done in the past month for a term), but the best thing to do is *test*.

Second point: these clicks are not cheap. Expect to pay as much as \$1 per click for these keywords. Remember, these are super targeted buyers and we want every last visitor. If we do it right, we will spend \$10 make \$50 or more. Now back to step 2...

Take the names of each product, and create keywords off the back of the brand. For example, *Jim Jones’ Amazing Affiliate Cash e-book* would give us these keywords:

Jim jones affiliate cash
Amazing affiliate cash
Amazing affiliate
Etc.

Now, we need to set-up a new site and buy a new domain name.

You should only need domain name for this purpose – I suggest NameCheap as the ideal domain registrar (all purchases include a “WHOIS” guard to block nosey surfers from finding out who you are), and the cost is only nine bucks. As I say, just get one: <http://www.namecheap.com/>

When choosing a domain, go for a name with “scam”, “independent” or “trusted” in it. Anything that implies you are a trusted, honest source - for example: www.scamfreeaffiliate.com , www.youcantrustjohn.com , whatever. It should take two minutes to come up with a name. Make it short, move on.

Now, the reason we need a domain is that we are going to host both our pre-sell and our “test campaign” on it. Our test campaign is just going to be a direct link straight through our hoplink to the vendor’s site (no pre-sell, no review page).

We *could* use a hoplink directly, but the problem is, Google’s double serving rule, which only allows one advertiser to use a domain for each keyword. If we were entering our hoplink as the “display URL”, we would need to put the vendor’s website as the destination URL (to comply with Google’s rules, and avoid an editor disabling our ad). Having to use the vendor’s domain causes problems – and we hate problems

If we enter the vendor’s domain name, we will be trying to outbid the vendor or other lazy affiliates. This might result in their ad appearing instead of ours

some or even all of the time (if we don't bid high enough), lowering the number of clicks we get and ruining our test's accuracy.

We just want to set-up a simple cloaked link or to accomplish this purpose. Refer to this page to see how to cloak your link (its pretty easy):

<http://www.adwordsmiracle.com/cloaker.htm>

If you are feeling particularly lazy (and lucky), you can enter your hoplink, and make up a display URL (seriously). The ad will run until an editor slaps it down (remember, though, we need two days worth of time to test, so I **do** advise you do it properly with the cloaked link).

Set-up the cloaked link on [yoursite.com/productname](#) or [yoursite.com/productsam](#) or something similar, for example:

www.ihatescamz.com/amazingaffiliate or
www.ihatescams.com/amazingscam

Now, that we have chosen our products and created a cloaked affiliate link on our site, we need to create our Adwords ad.

The first point is that we want our ad to be quirky. The “this is a scam” headline still works, but we can put a spin on it.

ADVANTAGE: talk in a quirky, slang-like manner within your Adwords ad. This will almost always get the click, out of sheer curiosity on the searcher's part. This is especially powerful when you combine it with the “this is a scam” headline. Here is an example of a quirky, eye-catching ad:

Amazing Affiliate Scam?
Yes. I want a refund from him
Don't be another sucker, man

Or

Affiliate Cash? Lies.
Check it, I want a refund and
I am about to diss Jim Jones.

Slang pulls in the clicks. If you see an ad like this, sheer curiosity is likely to pull you in. And remember, these are super targeted keywords so we want as many clicks as we can get. The quirky ad copy also serves to pre-sell our page: the reader is already curious, and will probably read all of our copy, increasing the chance of an opt-in.

You may also want to use the word “free report” in the ad. The word **free** generally pulls in plenty of clicks, and if it's a “free report on why this product is a scam”, it will be doubly powerful (and remember, we want all the clicks we can get).

Amazing Affiliate Lies
Don't be a sucker man.
Free report disses Jim Jones

Create a separate ad group for each product, and activate your campaign. Now the traffic is going through your cloaked link to test volume. Let it run for 2 days, and see how many impressions and clicks we have gotten.

Bid on the keyword with a bid of \$0.60-1.00 or so - and enter a high daily budget, such as \$50 (we won't spend anything like this, but we want our ads to run 24/7).

Our aim is to get 20 clicks over two days using the method. We can probably turn 20 clicks into 8-15 subscribers, and a few sales per day.

If we get less than 20 clicks, its time to take a closer look and see if we can still go ahead with the campaign: look at the number of impressions also: if we have gotten 200 impressions and only 5 clicks, then we need to increase our max bid.

One more point: if you have gotten many more clicks on one day and for one product, then chances are there was a big mail-out for that product on that day, and so many people were searching for it. You will probably want to run the ad for another day or two, until things have calmed down (these low volume, super targeted keywords are very volatile in case you didn't know).

Very often we will get a sale or two from our twenty clicks experiment. Sometimes we won't. Either way, we aren't testing sales at this point; so don't take any notice.

If you get low impressions and clicks (for example 70 impressions and 9 clicks), look for other related products and test them. If you can find 3-5 products that generate 10 clicks per day in total, we are good to go. If not, then its time to find another market.

Note: just so you know, we are really looking for a click-through rate of between 10-30% on these keywords; increase your max bid if need be, and if that doesn't work, then make sure your ad copy is quirky and that it attacks the product in question. Once we have found a series of related products that generate 10 clicks or more per day, it is time to set-up our squeeze pages. We will want to do this for each and everyone of our products.

STEP 3 – SETUP OUR LEECH SQUEEZE PAGE

Now that we have tested to see how much volume we can get out of our page, it's time to set-up a short copy, simple squeeze page. We will want to do one for each of the products we are bidding on and so create one "standard" template and edit it slightly for each. You can see a template I created at <http://www.crazyaffiliate.com> - in fact, steal it if you want, and change the

product name and leave the rest. I don't care. You may notice that this one looks fairly amateurish: it's supposed to (that's part of the angle).

Typically, we would expect sign up rates of between 40-60% for our leech squeeze page – which means each lead is going to cost us between \$0.40 and \$2 depending on the product you are promoting and the cost of the keyword. In turn, we can normally expect a return on investment of between 200% and 1,000% once our ad is running.

ADVANTAGE: Our opt-in pages will tend to get very high conversion rates because of the super targeted nature of the keywords, and the fact that our pre-sell attacks the product head on – you will probably build a list far quicker using this method than bidding on other “high volume” terms that don't convert as well anyway.

Now, our squeeze page has certain features. Firstly, a headline. This should attack the product but to it in some subversive, dark way. Make sure your headline concludes with some negative call to action:

“Don't be another sucker”
“Don't get scammed...again”
“..So, don't lose your cash like I did”

Refer to the example at Crazy Affiliate to see how I do it.

That attack on the product guarantees that they are going to read the rest of our message – after all, who wants to be another sucker in a long line of suckers? The great thing here is that the headline will work best on anyone who is seriously considering buying, which is exactly the guys we want to target. Now that we have their attention, we want to get them to sign up to our newsletter.

Here's where our benefits come in. Note, that our benefits must appear completely independent and truthful – and largely negative. Some visitors could have seen the “don't get scammed” angle before and may be a little suspicious. Of course, it doesn't really matter whether they know it might be an angle... if they think for even a second they you might possibly be telling the truth, human nature kicks in and they will sign up to our newsletter out of fear anyway.

Spend a few lines introducing yourself and the page, and then its time to list the benefits that a subscriber receives. Here are some examples of the kind of benefits you will want to list:

- What [product name] actually is and does – when you remove the sales letter B.S. and hype - you want to know before you buy, right?
- Whether [product] really does allow [insert main claim here from the sales letter]... or does it fail miserably? (i.e. does it allow affiliates to get a million visitors to their site, does it allow men to seduce women on tap etc).

- My 7-day NO B.S. case study of the product (the results are NOT what you think) – this is a great one. After all, a “seven day” case study sounds so conclusive. They definitely will want to see this before they buy the product.

- What other no-B.S. marketers are saying about it ([author] certainly doesn't want this on his sales letter)

- Whether I got a refund for it (you will understand why I even say this, when you see my story),... and if I did what I bought instead (and whether that allowed me to [accomplish certain benefits – get a million visitors, seduce women etc])

List your benefits one after the other, and then, say this:

“There is no way in hell I am posting my honest take on this product in public. Maybe if it was all good, I would... but not with what I have to say”, or something equally dramatic....

...followed by:

“Just enter your name and e-mail address to learn a real life "just like you" buyer's thoughts AFTER he bought the so-called "product name". Instant delivery of my no holds barred report”.

Nice, eh?

You will need an auto responder to collect names and start mailing to them. I recommend you sign up to www.getresponse.com - and make use of their video tutorials (free) to see how to get started (note: it will take a few minutes to familiarise yourself with the *GetResponse* control panel and set-up your campaign; it is a very worthwhile investment). I also recommend Gary Ambrose's E-mail Aces – www.emailaces.com

One last thing: when the user signs up to your newsletter, redirect them to your affiliate link for the product in question. Even with you planting the seed of doubt with your copy, you would be surprised how many people still go ahead and purchase (in my experience, you can very often recoup the ad spend from just this redirect, leaving everything from this point on as pure profit).

Alternatively, you can recommend Product # 2 right away (so when they sign up, they are redirected to a pre-sell which basically says Product #2 accomplishes all the benefits that you want).

Now we have our “squeeze page” set-up and we are ready to write our follow-up e-mails (the ones the visitor receives at day 1, day 2 etc, once they have signed up to the newsletter).

4 WRITE YOUR FOLLOW UP MESSAGE

In a moment, its going to become abundantly clear why we need closely related products; we are going to attack the product whose keywords we are bidding on and recommend the competitors. Like I say, nasty stuff.

You will need to queue up a different message for each product we are promoting. We then choose one that we prefer (read: converts best) and recommend that.

This is so powerful because the members are looking for a specific product, and everyone else is giving “I love this!” reviews, and you come in and attack the product head on – not just in your pre-sell but in the mail-out. This accomplishes something very powerful – the buyer is not going to buy the product any more (one scathing review is all it takes to put someone off a purchase) BUT they still have the problem that drove them to that page in the first place.

Attacking a product like this also builds trust between us and the member (we have proven we aren’t going to say we love everything to try and get a cheap commission), and so when we do recommend something, we can go overboard and hype the product a great deal.

Let’s walk through each message in turn:

MESSAGE 1 – With message one, we are going to introduce ourselves and explain why we aren’t too hot about the product. Don’t say you absolutely HATE it and want to destroy the author. Just come across as lukewarm and unimpressed.

Explain exactly why you wanted the product in the first place (use the needs of the buyer, they are always pretty obvious), and explain that they weren’t quite dealt with.

Secondly, briefly mention the fact that you are going to expose a product that does scratch the itch, and you will discuss that tomorrow.

You may also want to mention that the buyer can purchase the product we have just attacked IF they want it for a specific purpose (qualify the purchase). This purpose should be a narrow band of buyers (for example, all those who want a keyword research tool to build a monster list of Adwords keywords, but its no good for Adsense users etc).

This serves several purposes: firstly it gives some people an excuse to order the product (those who really do fit the demographic). These guys may well purchase if they fit the criteria we outline. Secondly, the vast majority of buyers are going to click on the link (which of course is our affiliate link), and get cookied. So on the off chance they do buy it, despite our negative review, we will get credit.

Finally, highlighting that the product may be useful to a select group of buyers will further serve to build our credibility, which is important for our second follow up message.

Here is an example of the day 1 message at work:

NOTE: This is a fictional message. I have left out a real life example, so as not to have anyone hunting me down (I have enough enemies for a 24 year old).

NAME,

welcome to the "I hate Jim Jones" newsletter.

Just kidding. I don't hate Jim, but I am not too hot about his product either.

I bought Amazing Affiliate Cash because I wanted to find new ways to make money from ClickBank using Adwords, review pages and the like.

My name is Chris, and I am a long-standing affiliate who has been trying to drive traffic to my websites, which promote mostly ClickBank products. I have some review pages and squeeze pages there to collect names, and using Adwords has been too expensive for me recently.

I just want a simple "trick" that will be enough for me to make \$50-100 in sales and quit my day job.

That's my background...

About a week ago, I came across "Amazing Affiliate Cash" and gave it a quick look over. At only \$30, I thought it would be a pretty good tool for the job.

I thought the product sounded like it was exactly what I needed:

"quit your day job within days, not months..."

"learn devious, nasty tricks that few ClickBank affiliates know about..."

What kind of tricks are these?

I stumped up my \$30 and decided to find out.

Here are my results...

DAY ONE -- what is inside the product?

Inside AAC you get two e-books, one that explains the methods and one that covers basics for complete beginners. I read the guide, and at first glance I seemed to know everything - all the usual techniques. I wasn't impressed, and I scanned it a second time, looking for gems that I might have missed. I didn't find any, but perhaps there was something I missed?...

DAY TWO -- Putting the methods in place

I am not one to whine and get a refund, so I decided to actually try the methods and see what happened. I drew up a "plan of action" for this one and got started on it right away.

Unfortunately, my results aren't what I hoped. In fact, I didn't get results that were too different to the ones I was used to. Same Adwords clicks, still only a handful of sales. I tried some of the article marketing techniques and have only got 20 visitors off a few hours work...

Etc etc.

DAY 2 FOLLOW-UP

For our second follow-up, we briefly mention our onslaught on the initial product, and then recommend the second product also. Remember to sound like you an "average Joe" who couldn't get it to work, and then stumbled onto the second product... which happened to fulfil all the benefits of the first.

Here is an example of what I mean:

My friend James is a stupid dumbass...

He is just like the other 99% of clueless Internet marketing "victims" out there in scam-land who buy junk e-books and affiliate guides on how to make money online.

I told you about my results with the "Amazing Affiliate Cash" book, and how I was left frustrated by my results. And the truth is that the majority of make money guides do end up that way.

But wait a minute...once upon a time I was one of those clueless affiliates. YOU might even be one yourself right now...or you wouldn't be here reading this, right? I know how you feel, you're sometimes so impatient to find that one magic e-book that you can't wait to whip out your credit card or log in to your PayPal account at the sight of a convincing sales letter...and hand over your money to be used and abused to death by every guru who launches a new e-book or video on ClickBank?

Now, James didn't listen to my advice and he went right ahead and bought Day Job Killer...without first getting my special secret report on it.

But his behaviour comes as no surprise to me...most people will NEVER listen to sense. That's why they will always get scammed to their death. Go figure...

Anyway, my idiot friend James frantically came round to see me last week Wednesday and was crying like a little baby about how he had

just wasted more money on another hyped up affiliate e-book that didn't deliver its promises.

Well, after giving him a "b\$*% slap" to punish him for not following my advice earlier, I finally decided to wake him up to the harsh realities of the e-book...by giving him my free report on the system.

You see, Day Job Killer is not an affiliate guide for the faint-hearted. Only the most advanced affiliates can truly understand and use the powerful, stealthy techniques contained inside it.

That's why I recommended that he get my special report before attempting to use the Day Job Killer techniques.

Okay, so how did he fare with it after he read my special report?

Let's put it this way: we were having some drinks at my apartment yesterday, and he said to me, "Chris, I was about to smash up my laptop in frustration before you gave me that report last week. The report has transformed the effectiveness of the Day Job Killer techniques in all my campaigns and on one of them, I'm already making \$50-100 a day. I can't believe I didn't read this report before. From now on, I'll be taking your advice on affiliate guides and even if Hitler himself pointed a loaded handgun at my head, I wouldn't buy another e-book without talking to you first."

Speaking of affiliate guides...I just have to tell you about another one which I have found extremely helpful: Affiliate Project X. This guide is written by the same guy who wrote Day Job Killer. If you've not heard about this e-book already, you must have been sleeping under a large rock, isolated from society for the past 6 months.

It is without a doubt, one of the best guides on making money as an affiliate ever written in Internet marketing history. It sold over 6,000 copies in the first week of release on the ClickBank marketplace. The e-book contains a collection of sneaky, powerful techniques that exposes all the secrets that the gurus have been secretly using to "withdraw" thousands of dollars every day online...

I have been using these techniques in my own campaigns in conjunction with the Day Job Killer techniques. And I must tell you that the result of combining these 2 e-books is nothing short of phenomenal!

I told you in my last email how I created a special ultimate report, which allows you to use the Day Job Killer techniques profitably.

Well, this time I have also created a new secret report, which exposes the hidden power of combining the techniques inside Day Job Killer with Affiliate Project X.

So, what does this special report mean to you? If you get this report, you will discover little known ways of leveraging these 2 legendary e-books to make at least an extra \$300 a day. I call this the secret "loophole" report.

Here's how to get this powerful affiliate moneymaking report today:

Step 1: Order Affiliate Project X through my link below

Step 2: Email your ClickBank receipt to me at chris@.....

Step 3: Download your report and start making a mountain of cash!

Begin now and order your copy of Affiliate Project X here:
<http://www.>

Until next time,

Chris.

P.S. But you have to hurry. I'm a nice guy but let's face it: my special loophole report is worth a lot of money. I've seen entire ebooks with less value selling for \$97 on Clickbank. And I can't guarantee that I will not wake up tomorrow morning and get greedy. If that happens, I'll start charging at least \$97 for this report. And remember, that's \$97 in addition to whatever price you have to pay for Affiliate Project X itself.

Get Affiliate Project X now and claim your free report: <http://www.>

You get the picture.

Notice how we have suddenly started to rev our promotion up – our tone is more intense than for our first e-mail, as we are now recommending something else. I find that softening the reader up with a “lukewarm” initial e-mail allows me to go hyper on the second e-mail and they are often very receptive to that second e-mail.

DAY 3 Push another product /push the same product harder

Autoresponder Message 3: [firstname], check out this affiliate guide...

Hey [firstname],

The other day I told you about my "idiot" friend, James. Now, remember he was the clueless affiliate guy who falls for every scam online and wouldn't listen to my advice about affiliate guides.

Well, if you remember, James now thinks I'm a great living "legend," after I showed him how to make easy money from the techniques inside the Day Job Killer with my special free report.

He's been hanging out at my apartment a lot more these days. Maybe he's paranoid about missing some great money-making technique I might discover while he's not here :-).

But you'll never guess what?

Early one afternoon, a few days ago, my idiot friend James calls me over to the computer, shouting excitedly. He had actually discovered another fantastic affiliate guide.

At first I didn't believe him. I just thought it was another one of his "scam" guides he keeps falling for. So I just laughed and carried on watching ESPN and gulping down large amounts of fruit juice.

Anyway, he kept insisting I came over to see what he was talking about. I got so irritated that I just wanted to shut him up. So I decided to go over and take a look for myself.

Well, when I saw the affiliate guide he was talking about, I was about to give him a slap for disturbing my game because I had actually seen the sales letter for this ebook before and I had not bought it.

Now, about this affiliate guide: the reason I hadn't bought it was because it seemed like one of those "Google Cash" type products: you know the type..."how to make money with Adwords and Clickbank, blah, blah, blah..." It's the oldest topic in the book for affiliates.

But what stopped me dead in my tracks was this: James had already bought and downloaded this ebook and he was pointing out one of the Adwords tricks contained inside...then it hit me immediately...this ebook had something different from the other "Google Cash" guides.

Let me put it this way: the techniques were downright sneaky. Instead of just telling you what you should be doing in your Adwords campaign (YAWN!!!), this ebook showed you how to "steal" and copy what other gurus were actually doing...but in secret.

You see, the most successful super-affiliates and information marketers often put out a load of crap as ebooks, that only offer you basic information...while they do something quite different in their own personal campaigns and promotions. And this was what instantly attracted me to the methods contained in this ebook called Adwords Miracle.

Well, I couldn't stop patting James on the back for finding this precious gem. I spent the next hour or so reading the rest of the ebook and by the time I was done, I had a notepad full of powerful, hard-hitting and sneaky tricks which I immediately started to apply to all my campaigns.

And I can tell you that it set my Clickbank account on steroids. But it didn't happen straight away for me. Even though the author made it sound easy, I actually lost money at first for like a week and a half. But I kept on tweaking some of the techniques because I just felt it had to work in the end.

And it did work for me eventually, BIG TIME! Just one of the tricks can make me an easy \$70-\$120 or more a day. And of course, the beauty of this is that once I set the campaign, I can just let it run on auto-pilot everyday and I make money regularly like clockwork, day in, day out.

So, I can tell you for sure that the techniques in this ebook will definitely work for you (I've done all the hard work of tweaking the methods and I've compiled a bonus report which shows you how to succeed with the methods inside the ebook).

All you have to do now, to reap the huge rewards of this system is to order the ebook, Adwords Miracle from the link below and then send me your Clickbank receipt immediately so I can send you my bonus report which will allow you to profit from the techniques in the ebook.

But I must warn you that the ebook is likely to increase in price very soon because of the demand. So to avoid serious disappointment, I suggest you place your order and reserve your copy right now. To get started, just go to:

<http://www.>

Until next time,

Chris.

P.S. Don't forget to order it through my link above. You will NOT be able to get my special bonus report unless you send me your Clickbank receipt immediately after ordering. As soon as I receive your receipt, I will send you the link to download your bonus report so you can start making money straight away.

Start by ordering Adwords Miracle here now: <http://www...>

You get the idea. We start off “dissing” product 1 and then go hyper and product 2, product 3. Provided the two are closely related and we are aware of the benefits, the technique is extremely powerful.

But even this can't compete with my personal favourite, the second variation of the leveller...

LEVELLER VARIATION #2

This is a far more potent version of the above technique – and that is truly saying something. I wanted to explain the first method in depth before I gave you the second.

Note: I have seen this method being used sporadically by several affiliates on Adwords, but they do not use the technique to the fullest extent (they normally mix it in with their copy, along with a few weaker techniques, make some cash and stay mediocre, I expect they don't know where the sales are coming from, but now they do).

Are you ready?

With this technique we buy clicks on the [brandname] keyword, as above. We also collect names from a squeeze page, just like part 1. The difference here, however, is the angle we come from.

With the leveller part 2, we state that we are going to give away the material inside the book inside our newsletter. If they want to get the info, then they have to sign up.

If they want the techniques in the newsletter for free, then they will have to sign up for our newsletter and get them. It's a genius idea that typically

generates 20-40% CTR and 50-70% sign-up rates. We collect potential buyers who are worth \$1-6 a pop and buy them for \$0.30-0.70.

Imagine searching for a product, let's say [affiliate cash secrets].

You really want the information, and then you see an ad like this:

Get Cash Secrets Free
Cash Secrets scammed me.
So, I am giving away 2 chapters

Guess what happens next. *Click.*

Then you read the headline and it confirms what you thought:

“Angry customer gets scammed by Cash Secrets. In retribution, I am giving you three of the methods inside Cash Secrets for free....”

Then, you outline the methods (just refer to the sales copy of the product in question), and tell them to sign up to get the inside scoop. You really don't need to do anything beyond that to get the click and the opt-in.

I hope you are starting to see how powerful this method is.

Of course, when they get to our newsletter, we are not going to give the product away; rather what we do is to outline the methods in brief (perhaps giving away a very vague nugget in the process). This only serves to subtly whet the buyer's appetite for the product even more (now they are really ready to buy due to this slight game we have played).

Then we recommend the product in question, and refer them back through our link. You can tip the balance in our favour by offering a bonus (that they only get through our link), or alternatively refer them to alternative products as in the above. In any event, this is a very powerful method that tends to produce incredibly high CTRs and incredibly high signups; the back and forth also seems to send the subscriber into a spiral of lust for the product.

Note: tread carefully. This will piss off the vendors like nothing you have seen. Do not even think about giving out chunks of the product, or the vendor will mutilate you. It won't be your day job that dies. Hint that you give away specific parts of the product, and then summarize them in your newsletter, whetting their appetite, and then refer them back to your affiliate link. You can literally just expand on what the vendor says in his sales letter by a small amount. Anything beyond that, and the vendor will come calling...

Summary: this is a very powerful technique that allows us to “steal” buyers from a “guru” before they have purchased, capture the majority of names, and send them very closely targeted promotions. If we include a bonus with the purchase, there is an extremely high chance of a positive return on our Adwords clicks. In my experience, most campaigns will generate between

200% and 1,000% in return. If you are spending \$50 per day on 4 or 5 of these, it can add up very, very quickly. Trust me.

3 CAMPAIGN NUKING, NUDGING AND OTHER ADVANCED ADWORDS TECHNIQUES

THE BEST KEYWORD ON THE PLANET...

... is the one with a merchant AND an affiliate running a direct linking campaign for an extended period of time. You will see this quite a bit with Adwords ads for physical products (see the Direct Linking X method). Whenever it happens, rub your hands together and move onto the next stage. *One of `em has gotta go. Ready, aim, nuke.*

AD NUDGING & CAMPAIGN NUKING

While its tough to get a profitable Adwords campaign, it's going to be just as tough to hold onto them in 2007...

This is a pretty nasty technique. In fact, it's quite brutal. What we are going to do here is take another competitor's (profitable) Adwords campaign – ideally without them being aware of what we are up to. Affiliate, merchant, it doesn't matter (although it is generally easier to nuke an affiliate's campaign than a merchant's). Using some of the hardcore Adwords ad copy techniques we discuss in DJK, we can even beat merchants *and* pay less than they do.

And this is all due to a loophole in Google's system that allows you to see what you need to pay to wipe a competitor out. One which allows us to pay a lot less per click than they do, find out how much they pay per click, and nudge them out of the market.... How does the process work?

Easy.

Step 1; Find a profitable Adwords ad – Use the “freeware copy the best” method (coming up). You have found a market with low turnover, and decided to pay close attention to it. And remember, the best markets are the ones with the merchants and affiliates *already there*, hence us needing to nuke them in the first place. It's a lot easier to swipe a profitable campaign than to find one of our own.

Step 2: Copy the ad – take the campaign that you want to target and copy the ad, almost down to the letter (or to the letter if you like, I prefer to be *ever so slightly* creative). Stick the ad in the Adwords campaign, ready for step 3.

Step 3: Nudge the ad – as you know by now, Google's double serving rule prevents you from running two ads with the same display URL. The flipside of the policy, though, is that it allows us to enter the same display URL at a “guesstimate” bid and check to see if our ad is running within a few minutes, or whether it is “inactive” and not showing. If your ad is not running within an

hour, pause and resume the campaign or ad group. Give it a few minutes. Still not running? Increase the bid price by a few cents, and check it again. Are you there yet?

At some point, your ad will appear on Google, and it will go “active”. You have just “nudged” your competitor out of the market for as little as possible (literally to the cent). But don’t rest yet; these profitable campaigns are hard to get, don’t expect him to go without a fight...

Step 4: Holding the domain – most affiliates won’t notice they have just been nudged from the market, in which case all you need to do is make sure your ad is running a few days later (if necessary, increase your CPC to ensure they don’t somehow creep on top of you). Congratulations, you have just nudged an easy mark out of the game.

BE AWARE: while affiliates can quite regularly be nudged out of the market, vendors don’t go without a fight. In fact, some will play dirty (generally not the big guys, they often go easy).

If the advertiser pushes you out of the game, and suddenly appears at position 1 (right at the top of the sponsored ads), when they were position 4 or 5 before, they have realized what has happened and come back with a vengeance (they have suddenly increased their max bid to a sky high new level).

These guys are rare and dangerous, and it is best to flee rather than go head to head with an angry vendor (yes, these guys get angry that you outbid them, even if you are promoting their stuff). If this happens, let him have position 1 and allow him to overbid himself into a losing position. Fool.

We now turn our attention to another affiliate or merchant, and see if we can nudge him out of the game. Generally, we will be able to nudge an advertiser out of the game (and keep him out of it) with our first attempt. But, on occasion, it may take two attempts or even three, but by the end of it, we have pushed our competitor out of the game.

Most of them will go quietly – surprisingly so, even when our campaign is a big winner (I have campaigns that generate \$30 a day from an ad spend of \$3 that I got from a little nudging, do these guys not track conversions on each keyword? Probably not).

Step 5: Nuke the campaign

Once you haven’t seen your competitor’s for a few days, you can start to drop your CPC down by a few cents (reverse the nudge) to see if they appear. Very often, an affiliate will pull their campaign in a few days if they aren’t getting sales (they won’t know what’s happening, and will just pull the campaign out of frustration).

This gives you an idea as to how close they are from you, and how much you have to increase your CPC (or CTR) to beat them. If you are well ahead of them, you can leave your campaign alone, and move onto the next one.

If not, you will want to refer to the differentiation techniques we covered in the direct linking methods to improve your CPC, and increase your cost by another few cents to get ahead of them. At some point, one of the campaigns you have targeted will stay dead – congratulations, you have nuked your competition. Now you can copy your competitor’s profitable ads, and take his campaigns for wholesale prices.

THE MOST UNDERRATED ADWORDS FUNCTION

One problem that most Adwords advertisers have is controlling their emotions – if I had a penny for every time I have got an e-mail from one of my visitors who has run an ad and got 5 clicks, and “not made a sale yet”... I wouldn’t need to use Adwords at all. I could retire at 24, no problem.

You must always decide how much you are willing to invest to test an Adwords campaign **before you run it**. Then, set your daily budget accordingly, and set a date for the campaign to end (which you can do by clicking on the “campaign settings” link).

The campaign will come to an end on that date, and you are then forced to restart the campaign and make adjustments as necessary – either alter your bid, change your ad, or stop the campaign altogether. The temptation to let it run, or cut it early will disappear. Do not ignore this mechanism, as it is very difficult to try and control your emotions on the fly. If you do this, you will start to look at your Adwords ads in a scientific way instead of just letting it run based on emotion and not logic.

GOOGLE SLAPPING – THE SIMPLEST WORKAROUND

While travelling the world and meeting some underground affiliates, I came across several who got “Google slapped”. Few knew how to counter against this threat (even guys pulling in seven figures from Adwords, believe it or not).

The so-called “slap” occurred once in July of 2006, and once again in November. Effectively, Google suddenly hiked up the bid prices to \$5 or \$10 per click on *certain* keywords, for thousands of their advertisers. Once a domain is “slapped” on a certain keywords, you will have problems getting it un-slapped.

Why did they “slap” thousands of their customers? No one really knows the true reason, although I expect Google really did it with their users interests at heart (Google-think: *protect the guys doing the searches and the advertisers will follow*).

The official line is that the heinous act took place because Google wanted to “ensure high user experience” and only provide landing pages with “high

quality scores” to the user. It is still largely unknown as to whether the “slapping” is done by an automated bot, or a human editor (very likely some combination of the two, I am certain that human editors play a part). Whether it’s a complex algorithm that doesn’t like your page, or a human editor, the simplest workaround is as follows:

Buy a new domain name. Upload the same content. Change a single character on your ad so that it is resubmitted back into the queue to be reviewed by an editor. Typically a new editor will see your ad and let it run. We are done.

On occasion, the domain will get slapped again. That just cost us another eight bucks. Buy another new domain, same content, let it run. Rinse, repeat.

Once you have played the game a couple of times, your ad will be approved. Typically a domain that is approved will sit there, chugging along with no problems for months. Entire “slap” problem: dealt with.

SIZING UP AN ADWORDS NICHE

Do you know what the simplest way to size up an Adwords niche is? I actually hit on this one method back in 2006 when I was trying to compete on “make money” keywords. It was tough, and in case you have never lost \$2,000 in 24 hours, here’s how you do it: go live on the [make money] keywords, enter a \$200 daily budget but chuck in another zero by accident... and then check your account 24 hours later. Lots of fun. Especially when you screw up your affiliate links and don’t make a single sale.

Assuming *you don’t* want to throw \$2,000 at the wall, you will want a quick and dirty way to size up an Adwords market. As you know by now, one constant about Adwords is that the market is populated by many, many ads that are untried and untested. New products, new ad copy... the advertiser chucks up an ad and loses his shirt, and pulls it in double time.

The problem here is that the “test” campaigns temporarily push out established (profitable) ads, forcing the prices up. And this wouldn’t be a long-term issue for the rest of us; except for the fact that one “test” campaign disappears only to be replaced by another one.

End result: the price across the board is consistently inflated by a certain percentage. And this makes the “price to enter the game” too high. How big is this “mark-up” in the market you are eyeing up? That is the million-dollar question. And it’s simple.

Just check a keyword (or preferable several) in a niche today, and then come back later: how many Adwords ads are up in a few days time? A week’s time? Two weeks? If the answer is none or few, then you have a market where plenty of newbies and their “test” campaigns push the price up for everyone else.

If we look at the [make money] keyword on the 12th January, and then look at the same market again seven days later, you can notice that the top most ads are pretty much all different.

Investing in Property?

Up to 70% return in 24 months
£19k min. investment
www.worldcapitalpartners.co.uk

I was scammed 37 times

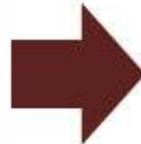
These websites are absolute scams I will show you the ones that work
Dannys-Scam-Review.com

Earn Extra Money

£1100 bonuses available in 60 days.
£200 to be a distributor of UK plc.
www.lifefreedom.co.uk

Learn to trade for free

I made £9384 real **money** Tax-Free in 8days from trading. Now you can to
www.knowledgetoaction.co.uk

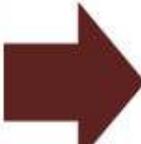


Get Paid While You Drive

Earn up to £220 a Month. No Hassle
No Obligations, No Costs. View Now!
www.Comm-Motion.com

Make Money

Make Money, Invest In Land.
High yields to 900% ROI. Learn More
www.investorsinland.co.uk/



Make Money

Smokers, Drinkers, Drivers, In Fact
Anyone Can **Make Money** Doing This!
www.homework4u2.org

£1000 a week anyone?

I've made £70,000 in two years!
Try it out absolutely risk free.
www.grahamlaurie.com

Meanwhile, check out the [seduce women] market and you can see that the same ads are running a week later:

Sponsored Links

PUA training £60 - £495

London. Learn From Master Seducer
Seduce Women Like A Pro
www.PUATraining.com

Sex Pheromones That Work?

The Only Proven Brand Seen on TV
100% Guaranteed to Attract Sex Now!
www.Pherlure.com

How To Seduce Women

Learn Proven Secrets To Seduction
& Get The Kind Of **Women** You Want!
DoubleYourDating.com

Like Younger Women?

Your mind can hit a young woman's
"red-hot" Mental Sex Button--
www.sexualkey.com

How to Attract Women

Learn to Attract Beautiful **Women**
No Matter What You Look Like!
theselfimprovementhomepage.com



Sponsored Links

Get Women

Want something more?
Real People, Real Relationships
DreamsDiscovered.com

PUA training £60 - £495

London. Learn From Master Seducer
Seduce Women Like A Pro
www.PUATraining.com

How To Seduce Women

Learn Proven Secrets To Seduction
& Get The Kind Of **Women** You Want!
DoubleYourDating.com

Sex Pheromones That Work?

The Only Proven Brand Seen on TV
100% Guaranteed to Attract Sex Now!
www.Pherlure.com

How to Attract Women

Learn to Attract Beautiful **Women**
No Matter What You Look Like!
theselfimprovementhomepage.com

In fact, the only difference is the ad position. You can't see from this screenshot, but all the ads are there – it's just the “sexual key” one dropped two positions when the new kid on the block “dreams discovered” appeared.

That isn't to say that these guys are cleaning up. It just means that they aren't up against stupid competition and constant experimental campaigns. Learn to avoid markets with high turnover; they are death traps for all but the pros.

THE COPY THE BEST METHOD (FREEWARE)

When I brought out the “copy the best part 2” for Affiliate Project X, some complained that the method involved them buying Keyword Elite (a very powerful keyword research tool – see www.killyourjob.com) to make it work. And, I guess that was a fair point. After all, who likes to buy one product only to be told to buy another?

The “copy the best pt 2” method essentially went like this: only the most profitable ads are running for an extended period of time. Use KE's automated tool to keep an automated eye on any keywords you tell it to, and let it check to see which ones are in profit. Continue to watch more and more keywords, to filter the wheat from the chafe and gradually you will start to find hidden gems – the ads that are *still* running, and therefore are still profitable. That's our “market research”, and then... we take action.

We take a closer look and copy the campaign into our own, doing whatever the profitable advertiser is doing: his ad, the product he is promoting it, all of it. We try and copy it as closely as possible, and replicate it.

The general idea is to keep track of as many campaigns as possible, gradually whittling the list down to a possible few that we test for a number of clicks, and then decide to keep based on the initial returns. It's a fairly slow process for sure, but it increases the chance of us hitting the ground running with a profitable campaign a million times over.

And it stops us losing money on “experimental campaigns”, which is the curse of most Adwords users.

When you compare this way of operating to the “just chuck it out and see” approach that most affiliates take, its obvious to see why there is no comparison. Even when you compare the technique to the research that most advertisers do (using figures like KEI and the like), this method is vastly superior. Simply because it relies on the fact that certain campaigns work, and others don't.

No philosophy, no flow charts, or complicated formulae, no bias; just “if it works, copy it”. And that's how I like it – pragmatic but powerful.

The freeware version of this method involves us having doing it manually, which takes time. Instead of using Keyword Elite, we are going to use Window's Screen Capture facility. Ghetto, but functional.

All you need to do is find a market / product / niche (it doesn't matter how), get a short list of a keywords you want to watch, and take a screen-grab of the results (Windows users have a "print screen" button on their keypads, and then paste it into Microsoft Paint if you really want to do it on a budget).

Return every three days and take another screen-grab. It probably sounds like hassle, but you can quite feasibly take 10 or 20 screen-grabs in a few minutes (any more than that, and you might get overwhelmed). So, at any one time, you are not only watching 10-20 *keywords* (and noting how much turnover there is), but also you are watching a few hundred *ads*.

Just like with the original method that relied on KE, we then copy the advertiser's campaign and throw it out there – you can rewrite the ad copy if you like, but the main issue here is to copy the ad and put it out there. And that simple idea is so powerful, especially since it's so simple. You can use this with our direct linking method and then nuke the ads if you like. If the ad that keeps running leads to a pre-sell or review page, then you can copy it and the double serving rule isn't relevant.

Remember, the profitable ads are the ones that have been running for some time. On high volume terms like "make money", an ad might be pulled in a few hours if it isn't making money. Narrower, more targeted terms can stay up for a week (sometimes more) without being in profit. And, some advertisers will let unprofitable campaigns run for literally months.

Finally, some advertisers can make a hell of a lot more from a buyer than we can (the merchant will always make more than the affiliate from each buyer, due to the very simple but powerful fact that the merchant has the potential for back end sales, and very few affiliates collect buyers to follow up on).

That being said, if an affiliate runs an ad for a week or more, it is almost certainly making money. And if a merchant is running on an ad on targeted keyword (for example, Amazon targeting [desperate housewives dvd set]) they are very likely making money too.

And, remember, the cost for is to experiment is still pretty minimal. In short, despite these shortcomings with the "if its running, duplicate it" method, we will win more than we lose – a lot more. And while a losing campaign will only run for a few days, a winning one can run for many months. So, this method is a very smart one to follow for the long run.

And you should already know how to make money in this market. Once more, it's time to copy what the moneymakers are doing. Run through your screenshots and see specifically which ads are still there: these guys are making money, so get ready to crash their party (and if you will feel like scooping them out and then wiping them out in the nastiest way, see campaign nuking).

CHEAP CLICKBANK PRODUCT SELECTION - THE EASY WAY

The hottest products to promote are invariably the new ones - that is true for physical products (PlayStation 3 anyone?), but it is also true for e-books, which brings me to the biggest affiliate network for digital products, ClickBank.com.

ClickBank lists its latest products in a separate category, titled "new products". You can see the "new products" sub-sections on the MarketPlace, or use a tool such as Affiliates Alert, CBEngine etc to give you a quick overview of new products all in one place.

Here is a simple technique that fits in the above guidelines – and remember, each week, 50-100 new products are added to the ClickBank marketplace.

SIDENOTE: In our experience, do you know what factor precedes a product about to blow? The number of brand searches for that product. If 5 people search for [affiliate project x] today and 50 tomorrow, it's about to blow, BUT you wouldn't be able to see this by glancing at the ClickBank marketplace – at least not until its too late...

So, that's the background; here's how we are going to do market research on new products AND only promote on super targeted keywords. Firstly, each time a new product is launched on ClickBank, setup a single Adwords ad for that product targeted the [product name] keyword. Chances are, at this early stage there will be no other affiliates there (and often not even the merchant).

We simply throw up a direct affiliate link (going straight through our hoplink). Ideally, cloak the link and upload it to your website (so you get around Google's "double serving" rule). We insert a fairly high bid of \$0.50 - and let it run. For 90% of the products there, you will get very few searches (but quite a few clicks).

However, every so often, the product will suddenly start go gather steam - which is the opportune time to go to the next step and write a full pre-sell for the product, or start promoting it on broader keywords (as now it has been proven to convert).

You can see which products are getting popular by looking at the impressions for each product - if any product suddenly starts to get lots of impressions, you should take a closer look.

This method allows you to use Adwords impressions to track market research, and also to pay cents for super targeted clicks that no one else is bidding on.

You will find that you have got a few weeks of successful promotion (where conversions are 5-10 higher than they are for older products), before other "me too" affiliates jump in.

5 THE UNDERCUTTER

This is a powerful method that we first heard about from another British Internet marketer, a guy who pulls in low six figures per month, largely off PPC. As soon as I heard about the technique, I knew it was something special. Why?

Well, firstly you know I love buyers and put them on a pedestal over standard subscribers and visitors. This technique allows you to build a list but of a completely different calibre, and generate a positive return on investment from day one. Oh, and the technique allows you to profit like a product vendor in any niche you choose rather than just take an affiliate cut. Because we are going to become product vendors. Scared? Don't be...

The guy who I learnt this technique from has several “undercutters” running in a handful of niches, and all are extremely profitable. One generates a little over \$10,000 per month doing a similar method (it's a big market that he consistently sells to). I expect many of you have seen it on your travels (its quite a big, visible niche that IM'ers know about).

Here's a quick rundown of how the method works: you find a niche that you would like to market to (low Adwords turnover being a big plus) and search through Adwords for products that are consistently running (remember, if they keep running, they are in profit).

Head over to the sales letters of each of the product, and write down a list of the benefits that seem to be stressed over and over again in the sales letters. Use those benefits to create your own “mini sales letter” and create a short report addressing the benefits (or pay someone to do it).

We are going to sell the report for \$5-20 and undercut the competition. We can also do a “one time offer” page offering a second report only if they buy via our link at that point in time. We chuck our sales page up on Adwords, and generate a list of hot buyers. Then, recommend other's products via an auto-responder. We will typically lose a little bit on the initial purchase, claw it back from the “one time offer” and then make a lot more from the list we build.

Let's start from the top.

The first thing you are going to want to do is to find an Adwords niche with low ad turnover (which means the same ads run day after day, see the “turnover” section in the Advanced Adwords chapter). You want the ads running to largely be e-books and information products – the kind of high margin products we want to sell. The more information products that are running on Adwords, the better our chance of success.

If you picked the “seduce women” niche, the benefits might be:

- approach women without any anxiety
- date beautiful women

- increase your self confidence / become more popular

This is not difficult. The benefits are normally quite obvious and they give you an idea as to exactly what the buyer wants from the niche. Adwords customers want to increase their CTR, affiliates want to find hot affiliate programs... and looking at a few of the sales letters in the market is going to give you a clue as to what the most important benefits are.

It should take us about twenty minutes to draw up the list of three to five key benefits. Now, return to the sales letters and expand on these benefits. We are going to create sub-benefits within each benefit.

For example, if we were targeting the seduction niche, we would take the “date beautiful women” benefit and break it down like this:

Date beautiful women

- find where the most beautiful women go to find men
- how to seduce the hottest women in the world
- the special “advanced” rules that apply to the hottest women (and not the rest)

So, we now have our benefits and sub-benefits, between 5 and 25 in total. We are going to use this to create our “mini sales letter”.

At this point I want to explain that writing sales letter is not as hard as you may think. Not if you do it the right way: which is to take what everyone else in the niche is saying and reword it. You take their benefits and compress them into a much shorter version. Do not try to reinvent the wheel. Don't plagiarise (take the ideas and loosely edit them), but don't get clever either...

And, since we are not selling a full on information product, we can literally just use a compressed version of everyone else's sales letters. Print the top 5 guys off, work out what they are saying (benefits), and strip out the fluff. No testimonials, no images. Build up a “niche cheat sheet”. Keep it simple.

I could spend an hour explaining sales copy to you. I could probably spend a year explaining it to you. But I am not going to bother.

Rather, I want to give you a shortcut since we are both busy and I hate fluff....

If you are feeling intimidated about the whole idea of a “mini sales letter”, check out this: <http://www.dayjobkiller.com/samplemini> - I **want** you to take my layout and my copy, save it and edit it for another niche. This is a slimmed down version of copy I used to use in this niche (to sell my own product and someone else's).

Note: my above template actually has space for you to collect names from the start, and you can then try and sell them your report, and other more expensive products. You can queue up a few e-mails if you like, but I like to minimize my logistics at the start, and for that reason I generally leave an auto-responder off the page until I have tested the niche

Note: you can get a free html editor at www.nvu.com or, if you like, pay a designer at elance.com to design a simple page for you and insert your “copy” into the template. It will either take you 20 minutes to an hour to edit the above template, or \$50 for an elance designer to create a page for you.

Pick your poison and move on.

Now that you have the sales copy drawn up (did you miss it? Write down the benefits, fit them to my mini-sales letter template and you are done), we are going to write a short report on the niche in question. At this point you have two choices, either pay someone on elance to do one for you, or create your own.

I generally like to create a short, 1,000-word report by searching for articles on the subject (simply Google “[keyword] articles”, for example “seduction articles” and you will find a glut of free information.

I like to find 20 articles, take the 5 I like best and rewrite them. Then write a short introduction and convert it to Adobe Acrobat format (PDF) using PrimoPDF (www.primopdf.com).

Alternatively, pay someone to create the report on elance (www.elance.com), the freelance hub site where you can pay people to do various tasks (writing, programming, admin work etc)

Note: On elance, it will cost you between \$50-100 to have someone create one for you. In truth, you can get it done for a lot less, but if they are good they will generally bid around that mark for a report of this size.

Don’t accept work from anyone with less than 4.9 out of 5.0 feedback and scan the feedback for negative comments before accepting. If you see a single comment that says “rubbish, couldn’t understand a word of it” or anything to that effect, do not accept the bid. We don’t want a work of art, but we don’t want gibberish either, and elance is like eBay (almost everyone leaves positive feedback, and one piece of negative feedback can say more than 10 positive comments).

Now that we have our report, we are going to insert affiliate links into them. I generally advise you insert affiliate links at the start of the report and at the end. You may only make an extra 20% of your earnings from these links, but they are certainly worth adding. You should accept payment via Paypal to start with (it’s the easiest way), and now we are done.

So, now we have our sales letter and special report done, in a super efficient way. It’s time to test out the niche in question and see if we can get it to convert. Simply throw the sales letter up on the relevant keywords, at a price of between \$5-20. If in doubt, go upto the \$20 mark but no higher.

Note: at this point we are not looking to profit, we simply want to test the niche. Chuck the ad up for 100 clicks, and see if we can break even. I suggest

using the advanced Adwords tricks discussed earlier to boost your CTR so you pay as little per click as possible. Then, try and get a position of between 4 and 7 (we want the traffic but we don't want to pay too much). Let it run for 100 clicks and see how many sales you get.

Ideally, we want our initial returns to look like this:

Ad spend

47 clicks on [seduce women] keyword	Cost: \$12.30**
17 clicks on [attract women] keyword	Cost: \$7.50
21 clicks on [seduction] keyword	Cost: \$9.10
15 clicks on [get a girlfriend keyword]	Cost: \$7.10

Total Cost: \$36.00

Sales x 2 @ \$17 (both on [seduce women] keyword)

Total return \$34

As you can see, we are \$2 down in this example (which is fairly similar to a campaign I actually ran a few weeks back, one that is now heavily in profit). I like break-even campaigns, because you can almost always get them up to profit. And in this case, we certainly can.

For a start, you will find that certain keywords convert and others don't (track both sales and newsletter sign-ups, both give you a quick and dirty idea of where buyer interest is). We can quickly pull the keywords that don't convert and keep the rest. In this example, you see that both of our sales have come from the [seduce women] keyword, and so we are going to drop the bids for all other keywords, and increase it for that one (I don't increase my bids by massive amounts, I normally like to do it a few cents at a time). Just cutting out the weaker keywords will very often double our returns (with a little tweaking).

Secondly, we haven't even factored in our secret weapon, the up-sell / one time offer (OTO for short). The OTO will typically double our profits, turning the above into a situation where we are doubling our ad spend, and then when we factor promotions on top of that, we can normally expect to triple our ad spend in the long run.

A one-time offer is where we try and sell someone who has bought something from us on a more expensive purchase – but they only have one chance to get this offer. It will never be repeated again. This is a powerful technique that few affiliates use. It is extremely potent when coupled with the very cheap front-end sale that pulls many people in. They buy the cheap front-end (because it only costs \$10) and then get stung with the \$47 up-sell anyway.

Creating a \$47 e-book is far more difficult than creating a \$5-20 report, so we are not going to bother. Rather, we are going to look for a product to promote as an affiliate, and create a second smaller report, which will be offered as a

“one time offer” with this product. *If they buy via our affiliate link, they get our bonus report, but they have to order now (you will never see this offer again)...*

While our first report might only be \$7, the product we recommend for our one time offer should be \$27-47. To create a one-time offer page, simply take the sales letter of the product you are recommending and cut it down to 3-4 pages (remove everything apart from the benefits). You may want to check with the product owner before doing this, but in most cases they are fine with it.

In the OTO, explain that the buyer will only get your special report as a bonus if they buy the product via your link. They only one chance to do this, and then it disappears forever.

Typically, a OTO like this will pull in slightly more than the initial purchase, effectively doubling your returns.

Note: before the buyer signs up to your list, make sure that you collect their name. This way, you can follow up on them and recommend other products. I recommend GetResponse for an auto-responder (www.getresponse.com) – check out their site for free videos to help you get set up.

Important: as soon as the buyer signs up to your newsletter, recommend several products in the niche in the \$27-97 range (remember the products that are running on Adwords, the ones that we took the benefits from? Those are the products we are going to recommend).

You can simply take the pre-sells on their affiliate pages (the vast majority of e-books provide affiliates with pre-sells). Queue them up so the buyer is hit with several recommendations. Typically, this will add a further 20-50% to our initial returns.

All in all, in the above example, we can expect our initial \$34 return to grow closer to \$100 when we have factored in improving on our keywords, using the OTO and following up on our buyers.

6 THE MEDIA MANSLAUGHTER METHOD

Now, unless you've been hibernating under a bleeding rock for the last 6 months, you already know how I've made several affiliates rich beyond their wildest dreams, almost overnight with the invention of the leech method.

In many ways, you can call me a victim of my own success. 7 months ago, you couldn't see anything remotely as striking as a "leech" style ad on Adwords. Now, everywhere I look on Adwords, you can't escape that unmistakable ad leading to the headline, "The Guy who Hates so and so... free report inside..."

Most affiliates have found success with the popular leech method and I guess I can't say I have a problem with that. After all, I decided to reveal my secrets so every affiliate can ride my wave. So I thought long and hard about how to create an alternative to this gravy train. And now...I'm pleased to announce the new method, which I call the Media Manslaughter, a spin-off from the early days of my directing marketing career before I got online.

We almost didn't discuss this method because we thought it was a little too far out, even for my readers. But then we found someone making \$10,000 a month doing a very similar method, and so we decided to include it. Enjoy...

THE METHOD IN A NUTSHELL

This method in essence is all about applying the concept of "copy the best" to mainstream media like newspapers and magazines. We are going to go off-line for a short while (your eyes need some rest, after all)

You see, very few affiliates realize that there is a serious goldmine just waiting to be picked up and plundered using a combination of online and offline marketing.

Most Internet marketing gurus are too busy online or running seminars to even know the existence of this method of promoting and selling information products. Those that have discovered it are of course, once again, keeping it to themselves. And most affiliates are too lazy to make money from this largely under-exploited offline goldmine. Advantage: us, because there's not as much competition here as you'll get using Adwords or other online methods of promotion. This is a GOOD thing.

The idea here is very simple but devastatingly effective. Let me make one thing clear to begin with: these technique is a little bit different from the others you're used to...in a phrase, it's not for the faint-hearted. Use it for brutal and furious profits, but expect the results to be rocky rather than smooth. Your profits will be monstrously huge but unpredictable. A sobering thought, but like I say your eyes probably need some rest anyway.

Understand this before you begin: There are 4 types of mainstream publications you will deal with when using this method...they are:

- 1) Your Local Daily, Weekly or Bi-Monthly Newspapers
- 2) The Second Hand Goods or “Exchange” Publications where people place their private ads to sell stuff they no longer need.
- 3) The Sunday National Newspapers
- 4) Special Interest Magazines like “Men’s Health,” and “Weight Watchers” Magazine
- 5) The Mainstream Glossy Magazines (The Big Boys like GQ, FHM, Vogue e.t.c.)

The publications are listed in order of cheapest to most expensive to advertise in.

You are going to start with the cheapest publication to place ads with: your local paper, and move down as and when you start seeing returns.

Important: don’t work your way down the list unless you’ve run a successful and profitable campaign in a cheaper publication. If you do this, you will lose money.

You should only break this rule under 2 very strict conditions:

- 1) You have a DAMN good idea that what you’re advertising in that publication cannot fail. But you’d better be sure or you’re “toast.”
- 2) You use the “Cheapskate Undertaker” method, which I’ll discuss below.
- 3) Team up with one or more other people and split the cost of the ad so you won’t take a massive loss if it doesn’t break even.

Only promote “make money” or IM related products in the National Newspapers. DO NOT try to promote special interests like hobbies in the Nationals. Break this very important rule at your own peril.

Also, the Media Manslaughter is a technique that works far better in non-IM related niches if you advertise in Special Interest Magazines. There is a much broader range of topics outside “make money” or business opportunities.

Contrary to what you may think as an aspiring affiliate millionaire, the majority of people out there do prefer to engage in other activities and hobbies in their spare time besides trying to quit their day jobs at all cost and make a million dollars. Well, that spells MAJOR opportunities to sell them things they want like “how to play better golf,” or “how to play the guitar in 7 days,” or “how to pick up women.” I’ll be telling you more about this type of non-IM related marketing in a very interesting case study we ran in the “Cheapskate Undertaker” section.

Let's take it from the top.

STEP 1: Grab a copy of your target paper and either order the last 3 issues or buy a copy for the next 3 issues. Ideally you want to go as far back as you can...within reason. Your objective here is to identify the very best ads that have been running consistently for at least 3 weeks or more. We are looking to build a portfolio of ads, to see which ones run over and over... you see where this is going.

Advantage: look at the ad that run at the top right hand corner of the page. This is often the very best position on the page and indicates that the advertiser has some clout with the paper.

Call the advertising sales section of the paper or look on their website to find out what the "Rate Card" costs are to place an ad in the paper. This figure is just for research. You're going to pay a lower price for your ad because I'll show you how to "cheat" the system and get a discount. These sales people working for the papers are paid commission for ad sales and I'll tell you exactly what to say to them to get them to give you the very lowest price for your ad. More on that later.

STEP 2: Study the ads closely and narrow down your choices of the best ones. You are particularly looking for "Web Ads" that is: the ads that direct you to a website URL for further information only. You will find that this web page (landing page) should be a sales letter for the product or service in question.

Study the sales letter to see what the product or service is about. Then find out if they offer an affiliate program to see how much they pay out to affiliates per sale. If there isn't an affiliate program, do some research and find a company in that niche that offers one or if it's a product, see if you can obtain re-seller rights to a similar product. Again, make sure that the commissions are relatively high to justify your cost of advertising so you can make your profit.

When you place your ad in the paper, you basically have 2 choices where to direct the reader of your ad: you can either just direct them straight to the product website (no Google "slap" problem here), or you can set up an affiliate "review page" like in the leech method of Affiliate Project X. If you don't know what a review page is or you haven't heard of the leech method, just direct the traffic straight to the product website.

To test the product and conversion rates, you can run an Adwords campaign on broad and specific keywords related to the topic for 200-300 clicks to see how it converts (to be as precise as possible, you can limit the Adwords campaign to just your own country or even your region if you're planning to place the ad in your local paper, for example). This is only a rough guide though as results offline may differ due to a number of complex factors. But at least you can have an idea of what you're likely to get from your ad in very broad terms.

You can work out your projected conversion rate in the paper by factoring in the number of people who read the paper or magazine (circulation figure) in place of the clicks you get on an Adwords campaign. Again, don't take this rough calculation too literally. It's just a guide.

Repeat this process until you find a niche/product/publication that qualifies for the next stage:

Before I go on to Step 3, I need to make something abundantly clear: the only way to ensure you make serious money with the Media Manslaughter technique is to research your publication thoroughly before placing your ad. If you get the match the right product to the right publication aimed at the right audience, you make a killing. If you get it wrong, you lose, simple as that. It's no joke so do your research.

Make damn sure the ad you're running appeals to the exact same market as all the other ads in that publication. Fail to underestimate the crucial importance of this step and you will pay the price: it really does separate the winners from the losers in the media game.

There is one possible way in which you can mitigate against any loss if you fail to break even on an ad. But this only works if you've got a fundamentally great niche/product in the first place. When placing any ad for the first time, make sure you use your own "pre-sell" or "review" or at least a "squeeze" page to capture name and email of the visitors from the ad. This way, you would at least have a chance to convert them later and make your money back.

And it should have occurred to you by now that in order to really maximize your profits from this method, as well as build a long term list of subscribers and buyers to leverage in the future, you need to have a "squeeze" or "review" page anyway. Otherwise, you're just leaving money on the table and wasting your ad money every time you run an ad.

A word about the cost of ads. Firstly, if you don't wish to spend any money at all, please use the "Cheapskate Undertaker" method discussed below. DO NOT spend any money that you can't afford to lose. This is an advanced methods I have been using even before I got online (my Adwords Miracle buyers will remember me discussing this). But its an advanced, high-risk, high-yield tactic, even with the "copy the best" strategy.

If you're concerned about minimizing your risk, team up with one or more other people and split the cost of an ad to begin with, and once you know it works, you can always increase your spending to explode your ROI and make some serious money.

The Media Manslaughter can be hugely profitable (you can expect to make between \$1,500-\$3,000 a week or more with 3-10 ads if you get the combination right, but you can also lose money if you get it wrong).

The basic principle is this: if you place an ad for a general interest product in your local paper, it will tend to be an untargeted ad. But the relatively low cost

of that ad could make it worth the risk. On the other hand, if you run a “make money” ad in the Sunday Nationals or a Special Interest (e.g. hobby) ad in a Special Interest Publication, the higher price you pay for the ad is mitigated by the fact that you’re hitting a much more targeted audience hungry for the product or service you’re advertising.

Of course, the beauty of the Media Manslaughter method is that once you have run a successful ad campaign once, you can pretty much leave it to run on auto-pilot over and over again every week and pile up your profits.

And it’s a double-whammy because the longer you continue to advertise with the same publication and the more ads you place with them, the lower your ad costs will be over time. We once ran a very successful “make money” campaign in the Sunday National Papers. We started by paying \$95 an ad in the first week and by week 4, we had got our cost down to \$45 an ad for the same size of ad and our profit had gone up to \$1,800 a week. Each time our rep would call, we would complain that we still weren’t making money. And we kept getting better deals.

STEP 3: Now it’s time to place your ad in the paper or magazine you’ve chosen.

Get a copy of the ad you liked during your research. In the best tradition of “copy the best,” you’re going to run ALMOST the same ad, except that you tweak one or two words to differentiate it from the others. But make sure you don’t take out any vital words, only change things that are superficial to the ad like “a few” instead of “some,” or “several” instead of “many,” stuff like that. Remember that you don’t know which elements make the ad work, so don’t get too clever with your changes.

Now, I’m going to show you a “sneaky” way to get to pay the cheapest possible price for your ad. Note that the lower the amount you pay for your ad for, the more money you’ll make as a profit. And we want to squeeze maximum juice out of this thing, don’t we?

It’s always a good thing to have more than one choice of publication to place your ad in. For example, there could be 2 or more local papers servicing your area, or if placing a Special interest ad aimed at people who want to improve say, their golf swing, you could have for example 2 appropriate magazines like: “Golf Weekly” AND “Golf Exposed” or something like that. You get the point.

Call up the advertising sales section of the paper and say you’re interested in placing a small classified ad in the publication. (Most publications have a few different sizes of ads, measured in column inches, either start with the smallest or run the same size as the original ad you’re copying if your budget permits).

They will usually give you the “rate card” or official price at this point. Don’t just accept this price. Ask the sales person what their circulation figure is. ALWAYS ask them to give you this information even though you’ve seen it

quoted already on their website. Sometimes the sales person's answer to this question might differ from what you saw on the website. This is sometimes a good thing as you'll be using this figure to bargain from a position of strength.

Watch out for the sales person telling you what their "readership" figure is in response to your question about circulation. The readership figure is an estimate about how many people might end up reading the issue (this is because people often pass papers and magazines around to their friends after they're done reading). The purpose of the sales people telling you this is to impress you and get you to accept the official rate of their ad. DON'T fall for this. Tell them you're only interested in their circulation figures, NOT readership. This will demonstrate to the sales person that you know what you're talking about and will immediately put you in a good position to bargain.

Remember this at all times: YOU have the bargaining power, not the sales person because you have a choice to place your ad with a rival publication (see why it's good to have a second option) and they (sales people) must sell every last space on their publication otherwise they lose ad revenue.

Also remember most advertisers won't use the concept of "copy the best" and internet ad testing so the publications won't have as much repeat business as they should. Most advertisers lose money on their first ad and give up! So they're constantly looking for new business.

My sales contact in one National publication calls me up about 3 times a week, almost EVERY week without fail, to offer me more free ads in their other papers if I want it for that week. Now, do you see how much clout I have with this guy? Why do you think that is the case? Those free spots are most likely ad spots they have empty because they couldn't sell them before publication (too many failed advertisers). Well, I get to have my ads run for free on those spot. And you would too, if you use this method successfully.

When you get the circulation figure AND the price (rate card), to place your ad, calculate your "cost per thousand" for each publication. Here's how you do this:

Take the circulation figure of the publication (say 100,000) and divide it by the rate card you're quoted, say \$150: so you divide 150 by 100 and you get 1.50. This means that to advertise in this publication will cost you \$1.50 per thousand.

Now, it is this cost-per-thousand figure that you will ALWAYS use in comparing the cost of an ad in one publication versus another. DO NOT get distracted by any other "metrics" when seeking the best value for your ads; i.e. getting the best "bang" for your ad buck.

You're going to quote this figure when speaking to an ad sales person as a way to show them you've researched your options from a rival publication. They will take you far more seriously when you use this scientific pricing analysis to

put their ad costs in context. This is another serious bargaining “chip” in your media arsenal of weapons. USE IT!

The best way to use this bargaining chip is this: call more than one publication so you can get prices for each (you might want to get someone else to do this to make the technique for effective). Then make another call to the more expensive one and say that you’re thinking of advertising with them instead of their rival publication. Say to them that a good friend of yours in the same line of business has advertised with the rival before and they got decent results but you’re ringing to see if they’ll give YOU a better deal for your ad money in terms of CPM (cost per thousand).

Make it clear that if they can offer you a better price than the other publication or even just match the price, you’ll be willing to advertise with them instead. And then also mention that you might even persuade your friend (who is a regular advertiser with the other publication) to also let you act as broker for future ads and you’ll be bringing all that business to them if they can give you a really good price for your first ad.

Explain to them that you’re trying to make some extra money from your friend by being a middleman and they could benefit from your deal too if it works out. (They don’t have to know who your friend is as you can keep this info confidential). The most important thing is that the ad sales person will see this as an opportunity to make a lot of commission out of you for future ads if they give you a good discount for your first ad. (Remember these are sales people hungry to do the right deal).

DON’T let them talk you into committing to 3 ads for a discount. They sometimes try and sell you a “package deal” like that by telling you that you get better results if you place ads 3 or more times in a row. They’re just trying to make more commission out of you and it’s not always in your interest, especially if it’s your first ad and you’ve not tested it yet. Just tell them that if the first one gets results, you’ll certainly be booking a lot more (and for your friend as well ☺)

If the ad works out and you make money, then of course, you could either “manufacture” your imaginary friend by simply placing more ads (if you’re making money, you want to increase your ROI anyway, right)...or on the other hand you could just say your friend has managed to get a similar price with the other publication and wanted to stay loyal to the publication. If you want to be really EVIL, you can use that as another opportunity to lower your ad cost with them (after all, what’s stopping you from going to join your friend’s deal at the other place, unless you get a slightly better deal here, ☺).

Always ask for your ad to be placed in the top right corner of the classified ads page. This is crucial. You won’t always get this position but if you don’t ask, they’ll never suggest it to you because only savvy advertisers are aware of the tons of research and tests which conclude that this is the very best position for ads. If you advertise more than once in the same publication and you don’t get this position the first time, when running the second ad, tell the sales person

that your ad did very poorly the first time and you'll only place a second ad if you're guaranteed this position in the next issue.

Your ad being placed in this position is like being on page 1 for Adwords versus being on the second and third page. It is so important that it can mean the difference between a successful ad and a failure. You want to know just how important? Well, get this: I ran an ad once in a Sunday National and got almost no sales (when I tracked the visitor numbers to the web page, my suspicions were confirmed, only a handful of unique visits). Almost no one saw the ads because it was at the very bottom of the left of the page. I ran the same ad the following Sunday and insisted on the top right corner or else I would pull my ad. The result? 5 sales of a \$199 product: a \$1,000 day. Enough said!

One way that I manage to get the rock-bottom price possible is what I call the "Last Minute Panic Attack." Now this method will only work after you've placed an ad with a publication at least once before and the sales person has your telephone number to reach you. You see, these guys get pretty desperate when they've failed to sell all their ad space for the latest issue and they'll ring you up close to the time of publication (remember they're on commission and there are many failed advertisers every week) to offer you ad space at a ridiculously low rate.

When this happens (I always smile to myself when I see my ad guy's number come up on my phone), just tell them that your last ad was disastrous and you were thinking of trying a rival publication unless they offer you a no-nonsense, rock bottom discount price because your business is going broke and you just have to make a profit this week. They will immediately make you the best offer possible and if you know your ad (which they've already run before) works well and is profitable or you're capturing names and emails on a squeeze page, take it because these are the bargain prices that you will use to squeeze maximum profit from the media method. It's just like Google Adwords calling you up and giving you a few hundred clicks for free.

5 COPY THE BEST OFFLINE AKA THE “CHEAPSKATE UNDERTAKER” METHOD

If you're on a limited budget (in other words: you are BROKE as a @%*&), then this is the Media technique for you. But don't be fooled by the fact that it's called “cheapskate,” it's incredibly powerful. In fact, it can bring you mega bucks, far more money than the Media Manslaughter method in one hit (see the case study below).

However, the main downside to this is there is often no guarantee when your ad will run or indeed IF it will run at all. You're entirely at the mercy of the publication's editor (although the better your “story,” the more likely it is to get in PRONTO!) I'll be giving you a powerful template that you can run with when crafting your own ad (again, see the case study below).

Basically, this method involves creating a Press Release story to the publication you are targeting for your product. If you flick through any newspaper or Special interest or general magazine, you will always find a number of stories to entertain the readers.

So any publication involves 2 parts: stories to inform and entertain the readers and paid advertising (which pays the publication's bills).

To me, those press releases are nothing but “unpaid ads” that are sometimes even written by the individual/company promoting their products. But people reading will think a press release story is an unbiased view of a product/service. RUBBISH!

Every editor of any publication knows these are really ads in disguise but they need these stories to inform and entertain readers so they have no choice but to include them. I'm sure if they had the choice, they would run paid ads from front cover to back cover but they can't.

And that is their biggest weakness, so like a ruthless “hit-man” with no conscience, you're going to exploit this fact to the fullest, you're going to operate this like a search and destroy mission. You locate the publication you want to hit, identify the right audience for your story and unleash a virus (your story) on the unsuspecting masses (the readers), then sit back and wait for your prize (hundreds or thousands of FREE hits to your website while you count the money and bank it like a bandit!).

I want you to really understand the POWER of this technique. Just call up any publication and ask how much a full or half page, or even quarter page ad would cost to run and I guarantee that you would drop your phone from the shock...unless you're already rich, in which case, what are you doing reading this...go sip Cristal by the pool in your mansion and stop wasting your time, and mine.

Now, anytime you get a press release story in a publication, any publication, you have just achieved the amazing feat of placing a full, half or quarter page

ad in that publication for FREE, damnit, if you don't know the value of that, my friend, then you're beyond help.

This also has the added advantage that if you put yourself in a big enough story and run it in a big enough publication, you might even get a little fame with your money (you want to beat the "Rich Jerk" at his fame game, well, this is your best shot, and it's free!).

You can use this with any topic/subject/niche that you want. Again the same rules apply, study your market/publication thoroughly before you create your story. At this point, I'm going to analyze a case study we ran recently to illustrate this method in action so you can see for yourself how powerful it can be.

For this case study we used the local paper. But you can do this with any type of publication.

Advantages of your local paper for the Cheapskate Undertaker method: most of them will run every week, so you have an opportunity to get in every week or couple of weeks with your story (special interest magazines tend to run once a month so it takes a bit longer to get your results).

Also, the editors who work for these papers live and die by breaking news of how successful a resident has been (see the way we used the concept of a local internet "celebrity" to grab the local paper editor's attention by the @*&\$% in the case study). They just can't get enough of these stories about the amazing adventures of local people. So USE IT to your advantage!

Let's get started. One of the remarkable things about Ken is that apart from being an Internet marketer, he's also secretly a "Master of Seduction." Seriously. He actually wrote an e-book on "How to Meet, Pick Up and Seduce Women" called I-CASANOVA. So we decided to apply the Cheapskate Undertaker method to promote this e-book as our case study.

So here's what we did: we got the contact details of the editor to a local newspaper who we knew would be very interested in our story because the guy featured in the story was a local resident (always know what type of stories the publication is hungry for and your chances of getting it printed will increase 1,000%). We called the editor and told him we had the perfect story for his readers, then emailed our press release story to him.

The email we sent is printed below, word for word. Read it, and when you finish the story, I'll break it down and explain how you can replicate the same formula for yourself in your own press release to make a ton of money.

Here's the email we sent to the local newspaper. The name has been changed to protect the guilty:

<http://www.dayjobkiller.com/cheapskate/>

This article was syndicated in two local newspapers and generates \$190 in sales. Not huge, but typical of the method. Not bad for a day's work, and once again, Day Job Killing income...

Okay, now you've seen the power of the Cheapskate Undertaker, here's how to create your own press release story:

- 1) **Headline:** Find out what type of story grabs the editor by the balls. A great way to figure this out if you don't know is to study a few issues of the publication to see what the previous headlines/topics of other stories have been about and then come up with a story that is very similar. In the case of the local paper we used, it's the fact that a local **RESIDENT** is going to get famous. The Internet element makes the fame even more exciting for the readers. (Don't be afraid to make outrageously **BOLD** claims here, remember these guys get lots of stories everyday, so yours needs to be over the top to get their attention, but just make sure you can back it up: here we said he's the "First Man in Internet History...")
- 2) **Opening Paragraph:** State the name, age, etc of the person featuring in the story, where they're from in the area and a quick summary of why they're being written about. This re-enforces the fact that the story is based on an individual from the area who every reader can relate to and gives the reader an idea of what the article is about in a nutshell. This will ensure that you keep the interest of the editor and the readers.
- 3) **Background Paragraphs:** You will notice the next 3 paragraphs explain the background of Joe's fame: the seduction community. This puts Joe's story into context (how he got to this point and why he is now going to be famous). These paragraphs basically provide more details, to flesh out the brief summary given in the opening paragraph.
- 4) **Quote from the Individual:** Next comes a quote from Joe. Quotes are very important in press releases. Editors and readers alike love them because it introduces the human element of the story. In this case, Joe's quote helps to create empathy and understanding in the reader while subliminally selling the benefits of the ebook: i.e. it can transform shy and nerdy guys into "Pick-Up" artists almost overnight (this is a very clever use of a quote to promote the benefits of any product you're selling. **SO USE IT!**)
- 5) **Introduction of Peripheral Characters for "Social Proof."** Note how we introduce two other parties into the press release, myself and Ken. Always take every opportunity to bring other important and high profile characters into the press release. In this case, our presence provides Joe with Social Proof: it tells the reader that Joe, their local hero, is a bona-fide celebrity because we (the internet entrepreneur publishers doing the historic internet marketing ebook launch) have chosen HIM to represent us on our high profile event.
- 6) **Background of the Social Proof Characters:** Briefly explain who these characters are, their background, their recent achievements and why they're relevant to the story. Make sure to keep this brief and always tie it back to the central character of the story, in this case, Joe. Remember that fundamentally, this story is about him.

- 7) Additional quotes from the “Social Proof” Characters: Again, another opportunity to use quotes in emphasizing the human element. This time, include a quote from Ken: Note how the quote centres on Joe, the main character. Note also how the quote subliminally promotes and publicizes the upcoming ebook launch AND also promotes the benefits of the seduction ebook. This subliminal promotion is the real trick of press releases. It reads like a story but it is actually a free ad for the products you’re promoting!
- 8) Always end the Press Release with a statement or quote about the future plans for the main character: This serves 2 purposes: Firstly, it leaves a lasting impression on the editor and readers that the press release is about a local person (which as you know by now, is a good thing), and secondly, it leads naturally to your website URL, where the reader is referred if they want more information on your product (in case you haven’t figured it out yet, this is your press release really pays off, and you sit back and wait for the traffic to hit your site, then KER-CHING!). That’s all, folks.

8 WHERE FROM HERE?

Well, now you know what the face of affiliate marketing is going to look like some time in 2008. The methods you have in your hands are the most profitable collection of techniques that we found on our travels.

If it sounds like we are giving you a “mash-up” of techniques, its because we are. These are very simply the most potent techniques on the planet and they are going to change lives.

It’s possible that your job might be next...

When Project X drops, some buyers reported making as much as \$1,000 per day from the techniques within the first month. With Day Job Killer, we expect the same to happen all over again. What separates those whose jobs die a brutal death and those who are back in at work a year from now is going to be the effort you put into it.

But, I know you want instant gratification. So here goes.

If you are looking to get started right away, here’s my advice: get started with the “Direct Linking X” method, and expect to use the “Campaign Nuking” section fairly regularly. At the time of writing, there are few affiliates who have codified this technique, and far fewer who are making use of it.

It took several years for the original Google Cash idea to become overused, and I expect it will take an equally long period of time for this one to slow down. I have seen single DX campaigns generate returns of \$500 per week – just 2 or 3 of those and you can consider your day job dead. Couple the profit potential with the limited risk, and the ease of the method, and there’s no excuse not to take action.

Secondly, I would return to the Leveller method: re-read it and pay particular attention to the second variation of the technique. Tread carefully when applying this one, and expect extreme results. I have several such levellers generating over \$100 per day.

The combination of the right product and a little patience will pay dividends, and you have several thousand information products to choose from. I expect the more motivated of you to begin generating similar figures to my own within the space of a week or two.

Thirdly, do not ignore the more advanced techniques in the guide – specifically the off-line techniques, and The Undercutter. an aggressive, fast-acting strategy that allows affiliates to enter niches, and build targeted lists very quickly.

We expect the line between vendor and affiliate to blur over the next few years, and the smart affiliates are the ones who are taking action today.

And one final point: in case you didn't know, we have an affiliate program. With Project X, some of our affiliates made over \$1,000 in the first 24 hours of launch – purely off PPC.

I strongly suggest you check out the affiliate page and see how it was done last time (and how its probably being done this time around too):

<http://www.dayjobkiller.com/affiliates.htm>

I suggest you re-read the guide, join the affiliate program, and get started – maybe your day job is next...

Chris, Ken,

Day Job Killer team.

6th February, 2006