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This e-book is provided "as is" with no guarantee, especially no guarantee of result, or accuracy. This guide is based on personal experience and reflects the author's point of view. Although every effort has been made to obtain complete accuracy, the author assumes no responsibility for errors, omissions, or the use you may make of the advices and methods described in this guide. All information provided should be used at your own discretion and at your own risk.

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Changelog

V 1.0 (initial release) 03/07/2012
Update to v 1.1 03/08/2012: added sections about e-book cover creation, video creation, and a free method to get backlinks

About the author

My name is Seb, and I've been working online for about 10 years now, in different areas – I've experienced a lot of things, HyIPs (in the very beginning...) and autosurfs, forex, MLM, affiliate marketing... I am also a web developer and have created several websites for small companies in the past couple of years. I wouldn't pretend that I've seen it all but I've certainly had my fair share.
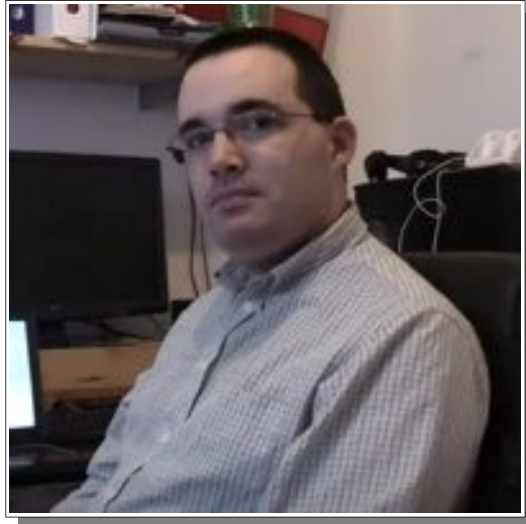
Some of the solutions I have tried do not work – and some are even scams, like the HyIPs I mentioned above. But affiliate marketing can be a winner, if you are serious about your business. It requires a lot of work and dedication. Not so long ago I've been told by some beginners that they were experiencing difficulties to get started because the information they had was confusing. This is why I have decided to write this guide. I have put in here all the information you need to get started. From there, you will have the right tools to continue on and work towards your success.

Before we get started

Affiliate / Internet marketing is one of the few legit and realistic ways to make money online that you will encounter. It is not the only one, but you need to be aware of the fact that there are also many scams and unrealistic offers. These actually constitute maybe 99% of all the "opportunities" you may encounter. Don't be discouraged by it, you just need to be aware of this fact, so you don't fall in the traps that are waiting for you along the road. If you need to learn how to spot them, read my other free guide, "How to recognize and avoid Internet scams" which you will also find at http://www.freeway2wealth.com.

The difference between failure and success

95% of the new affiliate marketers fail. That's a fact. Either they don't do it right, or they give up before the results start showing up.

What's the difference between those 95% and the remaining 5%? ***Those who have succeeded simply didn't give up!*** You need to define your own method of work[1] – in my opinion there isn't one single method, there are multiple possibilities that all tend to the same objective – and stick to it. You also need to understand that success in this field takes time, if you're here in the hopes of making commissions by tomorrow, then you've opened the wrong door! It might happen, but chances are, it won't.

There are two attitudes you may adopt:

1. Be an amateur, like most people out there, throw your affiliate links everywhere you can, trying to sell anything that looks appealing to you.
2. Be professional, look professional, and make a name for yourself, building your reputation of a reliable person whose opinion and suggestions are respected.

With option #1 you may make a commission here and there, it could be tomorrow, it could be never. In any case, it will always remain small and anecdotal. With option #2, which is what this guide is all about, you will start building a strong relationship with your audience, which will allow you to build a long-term income stream. This more serious approach requires more time, patience, and dedication.

ARE YOU A QUITTER?

YES   NO

Do not waste your time   Continue reading

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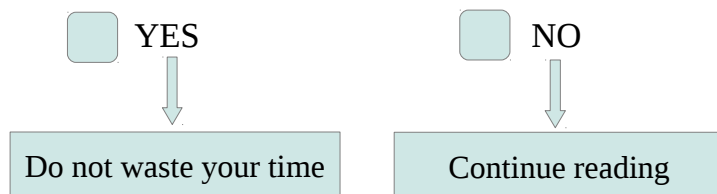
1   This guide gives you the keys to get started, but is not something you need to follow to the letter. The general principles are explained, how you will apply them is up to you.

An affiliate, what is it?

It wouldn't make sense to start talking about affiliate marketing without saying first what an affiliate is, would it? Often, the affiliate is referred to as someone who sells an other person's product. But in fact, this is not completely true: ***the affiliate does not sell anything at all!***

As an affiliate, you will indeed offer products or services that are not your own. Your task will consist in finding the right audience for the right product, and bringing your potential customers to that product. Period. That's it. The sale, and everything related, doesn't concern you! This is the merchant's responsibility. From the moment you pass the customer on to him, your job is done.

To some extent, it makes your job rather easy – not having to deal with the customer, the selling process, the customer service, etc, implies less responsibilities and less formalities. How then do the merchants do to live, if they're doing all the hard work, and paying you up to 70% commissions on the sale of their product? Well you have to keep in mind that the products you are going to offer are virtual: software, e-books, videos, training programs... They do not cost anything to reproduce. As for the sales that are made because of you, the merchant wouldn't have made those sales without you, so even if he keeps only 30% it's still 30% bonus to him.

There is one twist you need to understand here: a lot of merchants will use what's called an "upsell" to improve their profits. Your customer has bought the main product, so you've already made a commission, but before accessing it he will be subjected to one or even several other offers, often made in a very "aggressive" way in order to push him to use his credit card one more time. You would make even more commissions one these, but the system can be abused, to push someone to buy something he doesn't really need, or possibly an overpriced product. These aggressive selling methods may not be illegal but they are quite immoral if you ask me, and you may feel uncomfortable about them. Which is why you should choose your products wisely, as you will see further in this guide.

Your niche

Choosing a niche is the first thing you should think about. Even before talking about products, or commissions, or anything else.

A "niche" can be defined as a topic, a market you are going to work with. A very commonly used example is the weight loss niche, which would include cleanse methods, food complements, diets, and such. Its target audience is, of course, composed of people willing to lose weight and improve their physical appearance.

Some niches will make you money, others won't. There are a few though that are known to work very well, so I strongly advise you to pick one of these – and just one, for now: online money-making, weight loss, Forex, personal development. Basically, all these have to do with helping people to better themselves, be it financially, or personally.

Now, some "gurus" will tell you you don't need to know anything about your niche to make money from it. Although I believe it to be technically possible, I have to disagree: it will be easier to gain the trust of your audience if you can show them that you know what you are talking about, that you are interested in them and their problems, and that you may be the right person to bring them a solution. Because, bottom line, the niches mentioned above all deal with one particular kind of problem that people need help with. So my advice would be to pick a niche you feel comfortable with, and study it. Don't waste your time reading the sales speeches of the merchants whose products you're going to offer – although you'll need to do that at a later stage in order to evaluate the seriousness of the offers, for now, what you need is generic knowledge about your niche. Go to Wikipedia, read the news about your niche, read blogs that talk about it (non-affiliates blogs, a lot of affiliates will simply serve you the sales speeches the merchants offer them which is exactly what you should not do yourself anyway or you'd be one sheep in a 10,000,000 strong flock).

Affiliation platforms

Now that you have chosen your niche, comes the time to start searching for interesting products to offer. You will need products from merchants who pay you commissions in exchange for bringing them customers, and these can be found through affiliation platforms. They are services offered by specialized companies that the merchants use to track their sales: the affiliate platform keeps track of who's bringing which customer to which product, and if the customer has purchased or not.

How does it work?

You might be wondering how this is possible. Here is the general principle

1. After signing up with the affiliate platform, you are given a personalized link for each product or service you wish to promote. This link actually goes to the affiliation platform, not to the product's sales page, and usually contains both the product's identification number and yours.
2. From the information contained in the link, the affiliation platform is capable of redirecting the customer to the right sales page, while retaining that this customer is yours. This is done through a "cookie", a small file containing information about the product and the affiliate, that is placed in the customer's browser.
3. This cookie remains in the customer's browser usually for a month, which means if he does not purchase immediately but comes back a week later, by going directly to the sales page without using your affiliate link, you will still get your commission.
4. When the customer purchases the product, the merchant's site sends him back to the affiliation platform, which will handle the payment.
5. So now, the affiliation platform knows that (a) it is YOU who have brought this customer to the product, and (b) that the customer has made a purchase and paid. Therefore, you are due a commission on that sale.

Affiliate link

↓

Platform

↓ cookie

Sales page

↓ purchase

Platform

↓

$$$$$
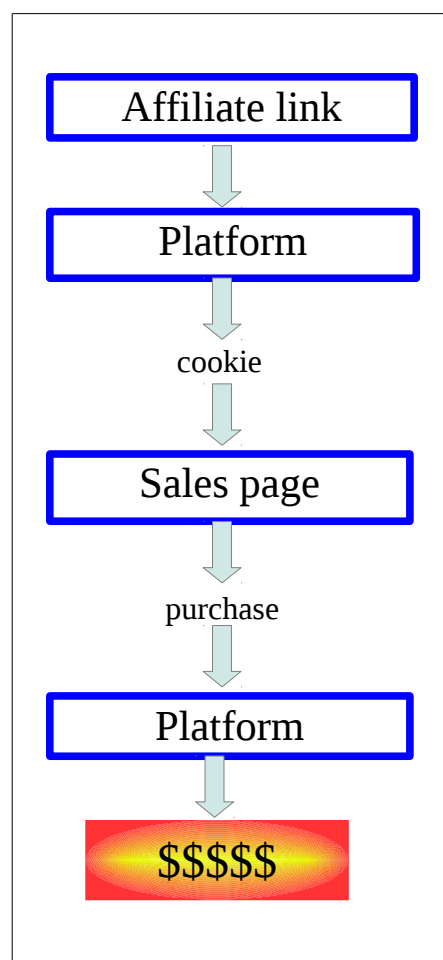
A few reliable platforms you can use

Here are a few platforms I know of that are reliable – but I do not pretend to know them all, these are simply the ones I use:

http://www.clickbank.com – this is the major player in this field. You will find thousands of products there, but be careful they are not all good, ClickBank doesn't care about filtering them – but you will have to, see further in this guide. Pays via checks and wires.

http://www.jvzoo.com – this one is my favorite, it is in active development, there are regular news and improvements. Pays directly to PayPal.

http://www.paydotcom.com – also pays to PayPal.

Products

As I said above, not all products are good to take. Here is the process you should follow, as much as possible, to make your selection:

1) Sort the available offers in your niche

They're usually organized in categories so finding the products that belong to your niche should be rather easy. Once the right categories are identified, you want to sort the results by popularity preferably.

2) Look at the statistics

Each affiliation platform has its own statistics system, but I will use ClickBank as an example here as this this the dominant platform and you will eventually use it. Here is the statistics data you should be interested in:

- The gravity: it indicates which products are working well. The higher the gravity, the more sales are being made on this product. But it is also an indicator of your competition! The higher the gravity, the more people are promoting this product... You should select products with an average gravity, neither too low nor too high, look at the maximum and minimum values in the category to get an idea.
- The initial amount per sale – this is the commission you will make if you sell this product. This is also an indicator of the product's price, expensive products may be harder to sell, especially nowadays.
- The average rebill percentage – some products or service work with a subscription, the customer has to pay every month, which means with this kind of product you will start earning a passive income – as long as your customers choose to keep their subscriptions. From your point of view, this is interesting, but keep in mind the presence of the subscription may also make the product harder to sell.

Select a product based on these statistics and its description, and move to the next step.

3) Read the sales page

It's time to see more closely what this merchant offers exactly. Visit the sales page, and use your common sense: would *you* buy it?

Some pages have too much hype and / or don't give enough details about the product. These may not convert too well, especially since a lot of people nowadays are fed up of all the hype that can be seen on that kind of pages. Evaluate the whole page, make your own opinion about what's being offered.

4) Google is your friend!

If you are satisfied with the sales page, make a good old search using the product's name and also words like "review" and "test". Basically, you want to see what other people are saying about it.

Be careful here: we're talking about a product other affiliates promote also. Some of them will make articles they call "reviews" when in reality they haven't tried the product at all, they will only reproduce the sales speech that's been given them in one way or an other. When reading reviews, you want to read the honest opinion of someone who has actually tried the product – and who, preferably, isn't trying to sell it himself if possible, although this may not be easy to find. Making the difference between those who have actually tried it, and those who haven't, should be rather easy: if you find details about the product that are not in the sales page or in the affiliates section of the merchant's site, then the person has probably had access to the product!

Forums are also a good resource. If you happen to find some forum threads talking about the product you are considering, read them, it's always interesting to see what other people say when they are freely discussing a topic.

5) We are a 50 years old company

Most products and services are offered by companies. And companies don't grow on trees... You should be able to verify their existence, to some extent, as well as their claims. Do a similar search as what I did for Wazzub for example. Here again, use Google, and try to find the official administrative services in charge of registering companies in their country.

6) Give it a try!

This is something not everybody is able to do, and even if you can you most certainly won't do it for each and every product you intend to promote, so take it as an option. If you have the required budget at your disposal, order the product yourself, and try it. In the process, this will give you at a later stage the opportunity to write a real review, where you will say what you think of the product, how it works, what's good about it and what isn't, etc. Always choose offers that come with a money-back guarantee if you do this, in case the product is no good.

Blog or website?

Although you could, for example, promote your affiliate links directly through the social networks or in classified ads, this is not the best way to go. If you want to make a name for yourself, you need to establish your identity, and this goes through a website of some kind.

Your online identity

With time, you want people to be able to recognize both you and your work easily. This is why you need to develop a clear identity that leaves no doubt. This goes through:

- Your logo,
- Your signature in your emails / forums,
- Your blog or website's design,
- Your picture / avatar and nickname.

The easy way: a blog

Blogs are very common nowadays. They are rather easy to set up, and their constantly updated nature makes them rather appealing to the search engines. Besides, bloggers usually talk about each others, which here again helps with SEO (Search Engine Optimization). So if you have no website development skills, or if you can't pay someone to make you a custom website, this is the way to go. It can be cheap or even free, but keep in mind you will have to spend some time to customize your blog. You have two ways of creating a blog:

- Through a blogging platform, like Blogger or WordPress. I advise you to choose the later because WordPress add-ons and gadgets are more developed than its counterpart's.
- By installing yourself the blog software on the host of your choice (see below the section about website hosting).

The former is the easiest way to go and can be done for free. The latter is the most flexible solution, allowing you to have your own domain name (address) instead of something like myblog.wordpress.com – but it will cost you a small amount of money. This is really reasonable though, a low-cost hosting and domain name can be bought for as low as $50 - $60 a year, and better quality services (better performance and reliability) will cost you maybe twice this.

To go further with blogging

➢ 40+ WordPress videos – a complete training program
➢ InstaProduct, a WordPress plugin to generate e-books easily
➢ 5 premium WordPress themes

The best way: a custom website

If you can afford it – or if, like myself, you are capable of creating it yourself – building your own website is the most flexible option, but keep in mind this is also the solution that will require the most work. You can use a Content Management System (or CMS) to build your website, this is what I always do (I am not only an Internet Marketer but also a web developer), but even with a good CMS like Joomla! for example, building a website requires work, time and experience. If you have no experience in this field, either choose to have a blog, or find someone to build your website for you (if we're not in the same niche, you may ask me, if we are I obviously can't build a website for a competitor there would be a huge conflict of interests).

Website hosting

Websites don't float in the air. They have to be hosted on a server (a special computer dedicated to hosting websites), which is why you need what is commonly referred to as a host – except if you decide to use a blogging platform in which case the hosting isn't your problem.

I will not make a complete hosting and website development introduction here, especially since unless you intend to build your website yourself you do not need to be too concerned about this, but still knowing some basics can't hurt. So first, you need to understand that like with any service, there are good and bad hosts. Their quality usually is measured by their performance (visitors tend to leave slow websites), and their reliability (how often is the service in maintenance / inaccessible?). There's also the customer service, low-cost hosts tend to have you do all the setting up yourself through an interface known as a "cpanel", if you don't know what you are doing this can be very difficult. The hosting company I'm using myself isn't among the cheapest, but quality and customer service are their priority.

You will find two types of hosting offers:

1. Shared hosting: there are several sites on the same server, which shares its resources between them all. This is most probably the solution you'll want to use, as this is more than sufficient for most needs,
2. Dedicated hosting: here you have one full server at your disposal, which is in charge of your website and yours only. This is the most powerful solution but also the most expensive, and is required only if you have a very big website with tens of thousands of visitors a day.

So, to resume, depending on your budget your options are:

- Use a blogging platform, it's free,
- Have your own hosting & domain name with a low-cost shared hosting, I do not have any name in mind but a quick Google search will turn up dozens of them,
- Or contact Mr. JOST at the address contact@jpconcept.fr and tell him you come

from me, his basic offer at 15€ + VAT a month will be more than enough for any affiliate website (this is what I use) and you won't have to take care of any hosting configuration as you will have real network administrators taking care of it for you.

Search Engine Optimization (SEO)

As you will see further in this guide, at some point you'll start concentrating on getting traffic to your blog or website. One way of doing this is by giving the search engines what they want, which is called Search Engine Optimization (SEO). This is the art of making your content appealing and easily browsable by them. Even if you're no web developer, there are several aspects of SEO that you can – and must – master.

It's all about descriptions and keywords

Among other things, search engines like keywords. These are the expressions that people might use in their searches. Note that a keyword isn't necessarily just one word, it can be a whole expression. It is necessary that, for each new article on your website, you:

1. Identify keywords pertaining to that particular article or subject, that have a rather high monthly search ratio (at least 3000 or more), and low competition (less then 30,000 if possible). You can use Google's keyword tool to find out how many searches are made for a particular keyword per month (it will also give you keywords suggestions which is very handy), and use a good old Google search (on Google.com, not on a localized version!) to find out what your competition is. Always use double quotes when you want to see how many websites match a particular keyword, for example search for **"lose weight"** (with the quotes), and you will notice that Google tells you how many websites it has found for that keyword.
2. Use these keywords inside your content, and inside the article's description (called META description) which exists for the sole purpose of being used by the search engines.

Note that you should never make raw lists of keywords inside your article, this isn't the objective here. You must use your keywords in a natural way, inside your texts. Search engines are rather sophisticated nowadays and will make the difference, don't try to trick them it would be counter-productive. Worst, don't try to add ta list of keywords with the same color as your background color, if this would indeed be invisible to your visitors, the search engines would spot this for what it is, a clumsy attempt to trick them.

Titles are kings

There are some areas in your article that are more important than others as far as the search engines are concerned. Like your titles. In HTML[2], there are special tags, called H tags, used to describe your titles. The search engines will read these, and consider them for what they are: titles. In their eyes, your titles bear more weight than the average text, and this is why you should include your main keywords there as much as possible.

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2   (x)HTML is the language used to create the visual part of a website. Although you do not absolutely need to master it, some basics can help, even if you're dealing with a standard blog.

The question you might be asking yourself right now is: how will I use those special title tags? This is actually quite easy to do. In most cases you don't need to edit the HTLM code yourself, depending on your website software (blog, CMS, …) you should have a visual WYSIWYG editor (for **W**hat **Y**ou **S**ee **I**s **W**hat **Y**ou **G**et) that will do all the formatting for you. Such editors usually include a "styles" zone or drop-down allowing you to pick styles, including titles styles which are in fact their own way of offering you to use those special titles HTML tags. They usually call them directly "title" or sometimes "heading".

A word about hierarchy: there is a reason why there is more than just one title style, and this is because their importance, and therefore that of the keywords they contain, is determined by their hierarchy. In your editor you should see a list of title styles, like Title 1, Title 2, Title 3 etc, the number 1 being the most important. You must use them in order, meaning inserting a Title 1 as a subtitle of a Title 3 wouldn't make much sense. You also need to be aware of the fact that your website software is probably already using some of those same title styles, for example mine has all my article titles in Title 2 style so obviously I'm not going to put a Title 1 style inside the article's body, I always use Title 3 and 4. So in my case it would give something like this:

Main article title (**Title 2**)
     *Subtitle 1 (**Title 3**)*
     Normal text
         *Other subtitle belonging to the Subtitle 1 section (**Title 4**)*
         Normal text
         *Other subtitle belonging to the Subtitle 1 section (**Title 4**)*
     *Subtitle 2 (**Title 3**)*
     Normal text
     Etc...

Depending on the system you use for your blog or website the first level you're going to use may be different but you have the overall idea here. If you have some difficulties identifying the title style used by your website for the titles of your articles, just contact me through the forum at http://www.freeway2wealth.com and I'll have a look for you (this requires to look at the website's source code, I am not going to get into this here, but it takes only seconds so I'll be happy to help you if I can).

Backlinks

One important factor that is used by the search engines to determine in which order they are going to sort their search results, is the number and quality of the links to your site that other sites have. The more links you have out there the better, but beware of junk sites, especially those containing duplicate content (content identical or almost identical across lots of websites) and those full of spammy posts. It is not possible to keep a perfect control over the places where your links are, but you should be as vigilant as possible. The places where you can put links without hesitating include:

- Social networks. Search engines like these, you can't afford not to use them.
- Other blogs, providing they're publishing good quality content.
- Forums, as long as they're moderated and not filled with junk. You can usually have a link in your profile as well as one in your signature.
- Sites directories, meaning those that require unique content (usually title + short description + long description), they are usually quite easy to identify as they'll tell you right away during sign up that they don't accept duplicate content.

Also, you can make reciprocal links (your partner makes a link to your site and you make a link to his), but those are less powerful than unilateral links (some other site makes a link to yours but you don't link back to it).

Spinning

At some point you may try to use some services that offer you to create backlinks in several sites in one single operation. As you probably guess, those offering to send the same title and description everywhere are no good, but some, like Social Monkeys (see below) will require you to provide them with various titles and descriptions for the same link, and they'll ask you to *spin* them. Spinning in its most simplest way is simply putting several elements together so that one of them can be picked randomly, like this (I have used some titles that all have roughly the same meaning for this example)

{Affiliate Marketing 101 guide|Free guide for beginner Affiliate Marketers|Getting started in Affiliate Marketing? Download this free guide|Affiliate Marketing made easy}

Note the opening and cllosing brackets **{ }** and the separation characters | - submit this kind of content to Social Monkeys and the system will randomly pick one of the titles for each sites it submits your link to. The same goes with your descriptions.

You may occasionally discover services that require a more complex type of spinning, where you define alternate words and expressions inside a text, like this:

Original: Here is my new Affiliate Marketing 101 guide, a free e-book containing all the basics, that every beginner should read.
Spinned: {Here is|This is|Have a look at} {my new|this brand new} Affiliate Marketing {101|for beginners|for dummies} {guide|report|manual}, a free {ebook|e-book| tutorial} containing {all the basics|the basics}, that {every|each} {beginner|newbie|new Marketer} should read.

To go further with SEO

➢ MicroSEO – Supercharged SEO Results On a Shoestring Budget
➢ Social Monkeys, get 25 free backlinks per day

Traffic generation

You now have a nice website, some interesting posts, you've optimized your content for the search engines, and you have some good products to sell. What's next? Well now you need to have people come to your website!

Imagine this: you open the most beautiful shop in the world, with the best products, and prices never seen before. But you do it in the back of an alley and don't even put a sign on the main street. Who's going to visit your shop and take advantage of all your incredible deals? No one! Because people don't even know your shop exists. So you've got to tell them you're here... And this is what traffic generation is about. You have several solutions:

Through search engines

Although they'd probably find your website by themselves at some point, you can help them, especially Google. Open a Google account if you don't already have one, and go to [Google's Webmasters Tools](). Here, you will be able to tell Google your website exists, and fill in details, even a website map if you have one (this is a descriptive document that tells of all the pages of your website). This will greatly speed up the process.

Through social networks

Nowadays, you can't ignore social networks. You should be present *and active* on at least 5 of them:

- Facebook
- Twitter
- Google +
- LinkedIn
- YouTube

Using them isn't just a matter of opening an account, you need to be able to use them right, from a marketing point of view. You need to find the right audience, and you must get them interested in what you have to say. Don't go and throw in promotional offer after promotional offer, these sites are already saturated with people doing exactly the same thing!

To go further with social networks

- [My free Twitter tutorials]()
- [Facebook Crusher]()
- [TweetAttacks, the best Twitter automation tool]()
- [TweetAttacks video tutorials]()

There are other solutions that I do no use myself, like Google Adwords, so I cannot tell you much about them. But there are also some options you should not bother with:

- Buying cheap traffic: this will always result in junk traffic, people who don't care in what you have to offer and are only passing by. See my review about Adf.ly for example.
- Traffic exchangers / auto surfs: in these systems you visit other people's sites, and the other members do the same (your own site being in the list) and so on... Just like you probably don't care about the sites you're viewing, they don't care about yours. Besides, visiting all those sites takes time – there's always a counter and you must stay on each site for a certain amount of time. Some of these systems will offer you to buy credits, but here again this is junk traffic anyway.
- Spamming. Either by e-mail, on forums, on the social networks etc... This is a big no-no. You don't want to be a spammer, actually your goal should be just the opposite, you want to establish a good reputation and make a name for yourself.

Quick tips for YouTube

You can easily make some very nice-looking video presentations, literally in minutes and even for free, with a service called Animoto. It's a commercial service but you can make 30 seconds videos for free. Then use the keywords research method from the SEO chapter to define the right keywords for your videos, so that they get seen (remember, for each keyword, low competition and 3000+ searches per month).

The secret: a list!

Everything we've done so far actually tends to this: even though you can promote some offers directly on your blog or website (and don't get me wrong this is something you should do), ultimately you want to build a mailing list. That's where the big bucks are. And you don't want *any* list (you could buy a list... Don't do that), you want a targeted list: people who are interested in what you do and what you have to offer, also people who have clearly chosen to be on your list.

The question is: how do you get them to sign up to your list? The answer: offer them something for free! The free gifts often take the form of PDF e-books that people can download once they have signed up.

Building a list goes through each of these steps, in order:

1. Sign up to an auto-responder. This is a service that will help you manage everything related to your list (sign-ups, confirmations, cancellations, …) and allow you to automatically send to each new subscriber a series of pre-programmed e-mails. So it's nearly a "set and forget" tool.
2. Customize your account there, especially the messages displayed to your subscribers (like the confirmation e-mail and such).
3. Create a sign-up form using your auto-responder's form creation tool.
4. Integrate your form in your website / blog.
5. Test your form, make sure everything goes smoothly. If not, correct the problems.
6. Create your free gifts (there are several solutions for this, see below) and integrate them in your e-mails from your auto-responder. If you have your own hosting you can put your files there, if not use a free file sharing service like Rapidshare, 4shared, etc... Then put the links to the files in the first e-mail that's sent after the new subscriber has confirmed his subscription.
7. Test again! Make sure you can download your free gifts.

You will find lots of good auto-responders, but I suggest the excellent Aweber as it is one of the top ones, and they offer a $1 trial for the first month, so you can give it a try without risk.
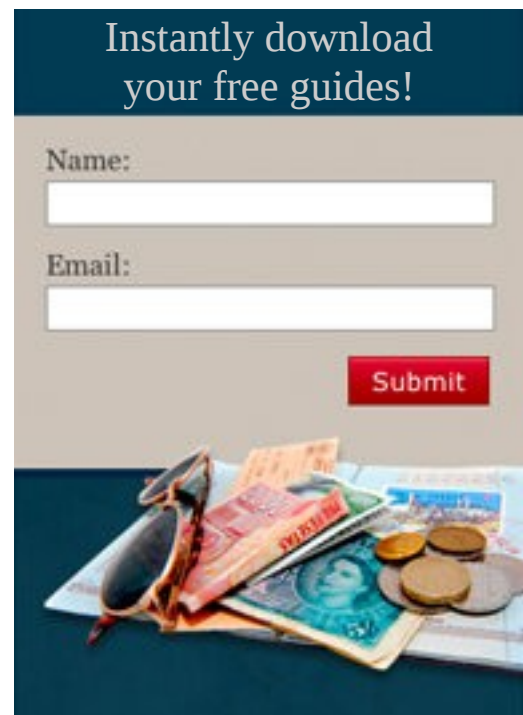
Squeeze Pages

Having an opt-in form (that's what it's called) in your blog is the simplest way to start building your list. If and when you want to get to the next level, you'll want to have one or maybe even several squeeze pages, these are pages built for the sole purpose of capturing leads. If you have downloaded this e-book then you must have signed up to my own lost, so you have already see a squeeze page: the one you have signed up at! If necessary you can see it again here.

Squeeze pages aren't easy to set up: they must be worded the right way, and be extremely appealing. I'll be honest with you, I haven't made mine alone, a friend of mine helped me, and still it is far from perfect. If you decide to make one, it must be light (so it loads fast), and straight forward. Don't distract your visitors with lots of details and links, go straight to the point. The point of this page is to make them sign up in exchange for some benefit (free gift, exclusive information...) and nothing more. Also keep in mind that video squeeze pages convert around 30% more than "normal" squeeze pages, so it's really worth putting a video there!

To go further with squeeze pages

➢ Killer Video Squeeze Pages, 25 stunning video squeeze pages
➢ Niche Video Site Builder

Free gift creation

In order to have something to offer to your subscribers, you can:

- Write your own e-books if you have something of value to share. My [OpenOffice initiation guide](#) can help you there.
- Find some articles from articles directories like goarticles.com or ezinearticles and assemble them in an e-book. In this case it is mandatory to keep a reference to the original author, just don't put it into the article but make a special page at the end of your e-book with all the references. Choose articles related to your niche, but that link to websites that are not directly in competition with you.
- Use the [InstaProduct plug-in for WordPress](#), it will create your e-books for you automatically, it is capable of outputting PDF files as well as DOC files in case you wish to edit the e-book before distributing it, and will even create Kindle files.

In each case, never forget to:

- Include links to your website in your e-books. The footer is usually a good place for this.
- Include some promotional offers and products. You may be distributing your e-books for free but this doesn't mean you won't make money off them! Always choose these wisely, they must be relevant to your e-book's topic and of good quality, as always.

Creating a cover for your e-book

Your free gifts may be virtual but people still like to have the look and feel of real items. This is why you should create nice professional-looking covers for your e-books. Here are two services that will allow you do to it, both offer a free version and a paid service:

My Ecover Maker

This is by far my favorite. They feature a complete cover creation system, with text effects, and a pictures library allowing you to add elements like stamps and generic logos (the DVD logo, "Instant Download", "Free", etc...). The two examples below have been made with their free service, but the paid package includes lots of models, books in every position imaginable, DVD and CD boxes, etc...

3d-pack.com

This one may be a little bit more difficult to use as it requires you to prepare your cover aside – you will have to make the front, side and back in your favorite photo editing program, and upload them on their site. They will then map your pictures onto a 3D book model, you will then have to position it with your mouse, and giving the exact same angle to several e-books isn't easy. The two examples below have been made with this method.
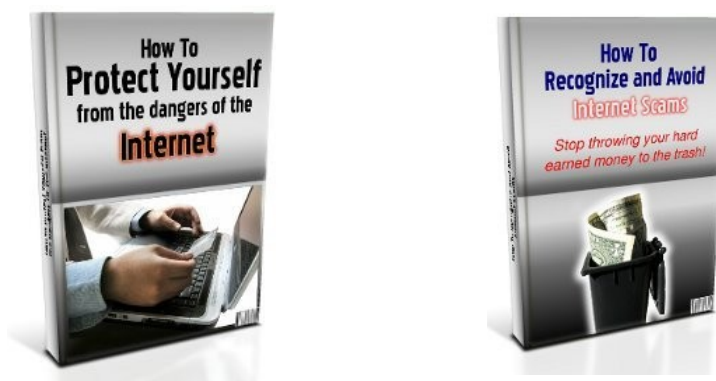
What to do with your list?

You're now in the process of collecting e-mail addresses and names (this is important, each auto-responder form includes at least these two fields so you can address people by their name), what should you do?

You should communicate with your list regularly (once or twice a week, but no more, you don't want to upset people and besides, as you'll see, making one *good* newsletter a week is already a challenge). But the objective is not to send them exclusively some stuff to buy: if it isn't easy to get people on your list, it is however extremely easy to lose them afterward! If you wish to keep your subscribers, you must send them the kind of information they like, that they will find useful – always related to your niche of course, remember that all your traffic is targeted towards your niche, so if you've gotten people to sign up to your list because they want to lose weight don't try to sell them computers...

Each newsletter should be a mix between valuable content (tips, news, etc...) and products you promote. Ideally, if the latter can be presented as a natural complement for the former, it's the best. Don't blindly reproduce the sales speeches the merchants give you, because everyone's using them, and besides the personal approach (here's what I *really* think of... I have tried this and...) is always better. Of course, don't go saying you've tried something if you haven't... This doesn't mean you shouldn't use the texts, e-mails and banners the merchants provide you with, just use them wisely, take your inspiration from their texts for example but transform them if necessary. As for the banners, they're usually of good quality, don't hesitate to use them but don't overload your e-mails or your website with them.

One last thing: some people could think that it isn't worth starting to send e-mails until your list reaches a certain size. This is a big mistake! Imagine you get only 10 subscribers a week. Would you wait 3 months until you send your first e-mail to your list, or not? Here's what will happen in both cases:

1. If you wait for too long: "What's this? Who's that guy? I don't even remember signing up for this!"
2. If you start sending regular e-mails from the beginning: "Oh yeah, I remember this, there was some good information on that website, let's have an other look!".

The right attitude is to start sending e-mails from the start. Otherwise your subscribers will forget about you. Keep in mind you're one Internet Marketer among millions and they will have lots of other opportunities and solicitations!

To go further with list building:

- ➢ Aweber auto-responder
- ➢ InstaProduct – automatically produce e-books for your WordPRess blog!

Conclusion

With all this, you should now have the right tools to get started. If you need help, don't hesitate to drop by my website, send me a PM or post on the forum.

I wish you a lot of success! And remember: don't give up.

Seb.
http://www.freeway2wealth.com/