

7 Days To Your First Sale

If you're an aspiring affiliate who wants to start jump on the fast track by making your first sale *in as little as seven days*, then you're reading the right report!

Now here's the thing...

The method you're about to discover is better than any affiliate plan you've ever seen.

That's because many affiliate plans have you burning through a large number of leads – hot prospects that you'll never see again.

Sure, you may make a sale (if you're lucky), but you'll also let hundreds and more likely thousands of dollars in future earnings slip through your fingers!

Here's why: Many other plans have you send prospects directly to the vendor's site. And that means the vendor gets to build the prospect list... and you're left with just a few bucks that you pick up here and there – if you're lucky!

My method is *different* because you'll be simultaneously building your list, nurturing your relationship with that list, AND promoting your affiliate product.

So that means **you can make your first sale fast...** and yet you'll be building a list of hot prospects that you can sell to again and again for months or even years!

So here's how it works:

1. Create a free report and a squeeze page to entice people to join your list.
2. Create a short autoresponder series that promotes your affiliate link.
3. Promote your squeeze page, which builds your list and makes sales!

Best of all, you can do all of this in seven days – no kidding!

Let's get to it...

Day 1: Create a Valuable Free Report and a Squeeze Page

You can't just create an email list and expect people to join – you need to give them an incentive (a free report) as well as provide them with a short sales page that persuades them to subscribe ASAP.

Here's how to complete both of these steps...

Create a Free Report

The first thing you need to do is create a valuable report, one with a high perceived value.

It also needs to be something that your prospects really want.

Tip: For simplicity's sake, I'll be referring to a free report throughout the following pages. However, you can just as easily create a free audio or video to give away instead. One instance where you may do that is the affiliate product you're promoting is in video format – then you'll know you're attracting the same target market if you provide your freebie in video form, too.

Step 1: Find Out What Your Prospects Want

How do you know what they want? Simple: Look at what they're already buying. You can bet that if they're forking out money for the information, they'll happily gobble up any valuable info you provide for free on this same subject.

Now, since you're promoting an affiliate product, the decision regarding what to write about is even easier. All you have to do is create a report that's directly related to the product you're trying to sell.

That is, you provide information that's useful... but incomplete unless the prospect purchases the affiliate product.

Here are three ways to achieve this result:

- 1. Provide an outline of the steps of a process** – and maybe even provide a few tips and tricks – but the prospect needs to buy the book to get the full details.

Examples:

- You tell the prospect the steps involved in building a mailing list (get an autoresponder, write an email series, write a free report, create a squeeze page), but you don't provide in-depth instruction on how to complete each of these steps.
- You give your prospects the steps involved in taking apart and cleaning a carburetor on a classic Corvette, but the prospects need to buy the product to get full instructions with pictures.

2. Provide details on one step or one part of the process, but the prospect needs to buy the product to get the full details.

Examples:

- You tell a prospect how to troubleshoot a fuel-related problem in a classic car, but they'll have to buy the book in order to learn how to fix the problem.
- You tell the prospects how to create a persuasive headline, but your prospects need to purchase a product to find out how to create the rest of the sales letter.

3. Simply offer tips and tricks about the topic, but the prospect needs to buy the product to get the full details.

Examples:

- You're promoting a dieting product, so you create a free report called, "101 Tips for Losing Weight Fast." It's useful, but incomplete.
- You're selling a copywriting product, so you create a report called, "27 Ways to Boost Your Sales Letter's Response Rate... FAST!"

Tip: When you're looking for ideas of what to write about, check out the table of contents or the sales letter for the product. Either one will give you dozens of ideas for a free report. Pick one based on what topics your prospects seem the most interested in - for example, what are they talking about on forums, blogs and social networks?

Now that you have your topic, go to the next step...

Step 2: Outline the Product

Your next step is to quickly outline your product, which will make the actual writing process go more smoothly.

Tip: At this point you'll be thinking about length. There is no set length - just make it long enough to provide all the details (no fluff) and short enough to keep your readers hooked. Obviously, this is going to depend on your topic.

If you need a guideline, then shoot for 3000 to 6000 words, because that's an easy read. You see, you want your prospects to read it in one sitting, because you'll be promoting your affiliate link from within this report.

Outlining is easy. If you're creating a step-by-step process, then list the steps in your outline. If it's a "tips" report, then list all the tips you'd like to include. If you're merely writing about a part of a process, then makes notes to yourself about what all details you'd like to include.

Tip: If it helps keep you on track, you can even assign approximate word counts to each section of your outline. For example, maybe you have four main parts like the upcoming example - you can assign roughly 1000 words to each main section, plus 150-200 words each for the introduction and conclusion.

Let me give you an example of an outline for a free report that talks about how to write a sales letter...

- A. Introduction - introduce the concept of "AIDA" (attention, interest, desire, action) and how this formula corresponds to the parts of a sales letter.
- B. Attention (headline tips)
- C. Interest (opener tips and introducing the product)
- D. Desire (bullet points for the product / benefits)
- E. Action (call to action, plus create a sense of urgency)
- F. Conclusion - summarize the "AIDA" formula... and then promote your affiliate link.

Example Promotion:

"You've just finished reading the "Four Secrets of Writing a Killer Sales Letter." And while this report will undoubtedly boost your response rate, what you've learned just scratches the surface of how to be a master of persuasion. To take your skills to the next level - to discover the secrets of getting even the hardest prospects to crack open their wallet - you need to get your hands on [AFFILIATE PRODUCT] by going now to [LINK].

Plus if you order now I'll even toss in [NAME OF a RELATED FREE REPORT] absolutely free! Just click here now for the details - but do it now before this offer disappears!"

Step 3: Create It

Once your outline is complete, it's just a matter of sitting down to create the report. Just block off the morning to research as needed and then write each of the sections of your report today. It won't take long if you focus!

As described in the previous section, be sure to include a promotion for your affiliate product in the end of the report. You can also mention it once in the beginning and once in the middle of the report.

Tip: Don't want to write it yourself? Find a ghostwriter to do it for you, by going to elance.com, freelancer.com, odesk.com or the "for hire" section on WarriorForum.com.

Once your report is complete, then convert it into a PDF (using openoffice.org, the Adobe software or any other PDF printer) and load it up to your website. Then move on to the next step...

Craft a Squeeze Page

Your squeeze page is just a mini sales letter – perhaps around 400 to 500 words – that tells your prospects why they should join your list.

Here are the six main parts of your mini sales page:

1. Headline: The bold, big-fonted headline appearing centered at the top of your page has one job: To attract attention. And it does this by presenting your biggest benefit.

Examples:

- "Free Report Reveals How You Too Can Look 10 Years Younger!"
- "C3 Corvette Won't Start? Are You Thinkin' It's a Fuel Problem, But You're Not Sure? Now You Can Find Out for Sure... Free Report Troubleshoots All Your Carburetor and Fuel Problems!"
- "REVEALED: the Seven Surprising Secrets of Losing All the Weight You Want... for FREE!"

2. Opener: While your headline grabbed attention, the opening paragraph or two of your letter is designed to get the prospect interested in both your letter as well as your offer.

You can do this by asking a qualifying question, telling a quick story, reminding the prospect of his pain and/or elaborating on the benefits mentioned in the headline.

Examples:

- A sweaty hour in the gym plus nightly hunger pangs - you'd think the weight would melt off quicker than snow in the desert. But Suzy hadn't lost even one stinkin' pound...
- Are you tired of not fitting into your clothes? Do you ever feel ashamed when you look in the mirror?
- You're tired of being overweight. None of your clothes fit. You hate going out in public. And you get winded after a short flight of stairs.
- Imagine slipping into that little black number you own. Imagine getting the double-takes on the street. And now imagine losing all the weight quickly and easily, without sweaty exercise or hunger pangs!

After you've reminded the prospect of his problem, then you can introduce your free report and newsletter as the solution.

Example: Introducing the "Seven Secrets of Getting Skinny," a free report that shows you how to easily lose two pounds every week and keep it off! Just look at what you get when you claim your free copy now...

3. Bullets: Your prospect is interested in your free report. Now you need to tell him what all he gets when he subscribes – that is, how does it benefit him? To do that, just provide a bulleted list of the top five to ten benefits of the report as well as your newsletter. Basically, these benefit statements look a lot like mini-headlines.

Examples:

- You'll discover a surprisingly simple way to double your conversion rate - and it just takes two minutes!
- Warning: Don't even think of taking apart your carburetor until you read Chapter 2! (Unless you enjoy spending \$800 to buy a new carburetor!)
- Plus when you claim your free report, you'll be automatically subscribed to the "Dog Training Secrets" newsletter - free!

4. Proof: If your bulleted benefit list did a good job of intriguing the prospect, then he or she is about ready to fill in your form and hit the "subscribe" button. But he's not completely sure. After all, you may have made a few pretty big claims.

The solution?

Offer proof of your claims. This could be as simple as offering testimonials or even endorsements from influential others. Or you might offer photos (like "before" and "after" photos for a weight loss report), screen shots, videos, scans or other proof.

5. Call to Action: Your next step is to tell your prospect exactly what you want them to do next – and how to do it. This is referred to as your call to action. And if you can introduce a sense of urgency – such as by making it a limited time offer – all the better.

Tip: Don't say it ends at midnight or next week or some other date unless you really mean it. In other words, if you're going to create urgency, do it honestly.

Example: Your next step is easy – simply enter your name and email address in the form below, click "submit," and you'll get instant access to [NAME of REPORT]! But do it now, because this offer disappears for good on [DATE]!

After the call to action, be sure to copy and paste the subscription form code that your mailing list provider gave you (you'll learn more about that just a bit later in this report). Then sign your mini-letter.

6. P.S. Finally, you'll want to close your letter with a post-script (P.S.). This is an important piece of your letter – second only to the headline – because it's one of the most-read parts of letter. As such, this postscript can do one or more of the following:

→ Reiterate the main benefit.

Example: "And remember, you too can look 10 years younger... once you know these amazing age-defying secrets!"

→ Reiterate the call to action (and mention the scarcity again, where applicable).

Example: "Subscribe now to start losing weight – but do it now, because this offer ends soon..."

→ Post a particularly compelling testimonial.

Example: "Just look at the results [NAME] got when he read this free report [insert testimonial]..."

→ Offer a new benefit not mentioned anywhere else.

Example: "I almost forgot – if you subscribe now, you'll also discover what magic food melts the fat away quickly and easily!"

Quick Recap

So today your goal is to buckle down and write your report and your squeeze page. Or, you can hire someone else to do it for you by going to elance.com or any of the other resources mentioned in this report.

Either way, get the report and squeeze page finished today... and then move on to Day #2.

Day 2: Add Value to Your Offer

Since you're promoting an affiliate product, it's pretty clear you have competition.

For starters, *you're competing with people who're selling similar products.*

Example: If you're selling a dog-training product, there are probably a dozen other similar products on the market.

You need to tell your prospects why they should buy the one you're promoting rather than buying a similar product from a competitor.

Tip: If you're promoting a well-marketed product, then the vendor should have established a unique selling position (USP) for that product. Basically, a USP is what makes the product different and better than the competing products (such as a lifetime warranty or free installation or 24/7 telephone support). You can mention these points in your marketing to help close the sale.

Secondly, *you're also directly competing with your fellow affiliates.* That is, there may be dozens, hundreds or even thousands of other affiliates who are promoting the EXACT same product as you. And while you may encounter prospects who haven't ever seen another affiliate's offer, it's likely that you're going to encounter prospects who do a little shopping around.

Now, the first way you can overcome this is by building a list and then building a relationship with that list (which is what you're learning how to do in this report).

That's because most people would rather buy from someone they know, like and trust as opposed to a stranger.

But sometimes that's not enough.

And that's why you need to also add value to the offer.

That is, you need to give people who buy from your link a little extra bonus. This free bonus should enhance the original purchase, it should have a high perceived value, and it should be quick and easy to deliver. The bonus can come in the form of a free report, video, audio, critique, coaching, software, etc.

Examples:

- You offer a free sales letter critique to anyone who buys a copywriting product through your link.
- You offer a free low-calorie recipe book to anyone who buys a dieting product through your link.
- You offer free installation on software that you're selling.
- You offer a free trick obedience training report to anyone purchasing a puppy housetraining product through your link.

Point is, people will see that buying from you is a better deal, because they get the original product PLUS your unique bonus.

So how do you create this freebie?

Simple: In exactly the same way that you created the newsletter bonus.

Just choose a tightly related topic (or tool) and create it using the instructions posted in "Day 1's" lesson.

Go ahead and spend today working on a valuable bonus that sets your offer apart from other affiliate offers. Then move on to the next lesson...

Day 3: Get Your Autoresponder Set Up

At this point you have a bonus that you're going to offer to anyone who purchases the product through your affiliate link.

You also have a free report that you're giving away to anyone who joins your list, plus you've created a mini sales page (squeeze page) where you encourage people to join your list to claim the free report.

Your next step?

Get an autoresponder set up so that you can start collecting email addresses, building relationships with these subscribers, and promoting your affiliate product. Here's how to do it...

Step 1: Get an Autoresponder

If you do a little research, you'll see your main two options are to run your own mailing list / autoresponder script on your site or to purchase the services of a third-party mailing list manager/ host. I suggest you go with the third-party house, because the most reliable and reputable of these companies spend a lot of time making sure your emails are "white listed" and thus land in your recipients' inboxes (rather than in spam folders).

Some of the most popular and reputable third-party hosts include Aweber.com (I use these guys extensively), iContact.com and GetResponse.com.

- Choose one right now and sign up for an account.
- Then check out their support section – you'll find all the video and text instructions you need to set up your autoresponder, configure it, upload messages, etc. Just review these materials since you'll need to return to them later (unless you're already familiar with setting up an autoresponder).
- Please note that you'll also find out how to copy and paste the code on your website so that your subscription form shows up on your squeeze page.
- Take a couple minutes to review those instructions right away so that you can add your form to your squeeze page.

Once you've completed that task, move on to the next one...

Step 2: Create an Initial Email Series

Now that you've selected an autoresponder and put the subscription form on your squeeze page, your next step is to upload an initial series of emails.

These emails are designed to provide good content for your subscribers (which helps you build a relationship with them) while promoting your affiliate product so that you can start making sales immediately. As such, most of your emails will be part content, part pitch.

Tip: Aim to create messages that are 300 to 500 words long. About ¼ of the text can be your pitch.

So, how many messages should you create?

Most experts agree that it takes about seven “touches” for prospects to really become comfortable with you. And that means that you should create an autoresponder series that’s about 7 to 12 messages long.

Tip: You can create a series that stretches out for many weeks or even several months or more – even a year, if you prefer. That way your list runs on autopilot. (Otherwise you’ll need to send out a “live broadcast” about once per week just to keep in touch with your list.)

If you do pre-load your autoresponder with several months or a year of content, then be sure that it’s “evergreen” content. That means that content is relevant, time-tested material that doesn’t get old, dated or stale.

Example: Talking about using exercise and portion control to lose weight are evergreen tips. But referring to some questionable new diet pill is not an evergreen tip, because the pill might be pulled from the market six months from now.

Today you can create all seven messages (or so) if time permits. Otherwise, create the first three or four messages today, load them up to your autoresponder and then write one per day for the next several days until you have at least seven messages in your series.

Now, because you’re seeking to make an affiliate sale in as a little as week, you’ll send the first few messages out on a daily basis. Plus, your prospects are “hottest” immediately after

Here’s an example schedule for the first seven messages:

Message 1: Sent immediately after the prospect joins your list.

Message 2: Sent 24 hours later.

Message 3: Sent 24 hours later.

Message 4: Sent 24 hours later.

Message 5: Sent two days later.

Message 6: Sent two days later.

Message 7: Sent three days later.

Tip: If you have more messages, space them out slowly as shown above until you’re sending out messages once per week.

Now, your next step is to decide what to put in your messages. Basically, you’re going to create an autoresponder series that’s similar to the free report that you’re sending when people join your list.

That way, people who read and like your report will also read and like your emails. And naturally they'll also want the affiliate product you're promoting, too.

Tip: Maybe you're starting to wonder: Why not just send an autoresponder series to your subscribers? Why should you send a free report too?

Simple: Because everything you send to your subscribers promotes your affiliate product. So a free report gives you one opportunity to make a sale. And every email you send gives you another opportunity. Plus, people often share reports... which means it could go "viral" and be seen by those who haven't even joined your list.

Point is, you want to get your message in front of your prospects in as many ways as possible!

Now, let me give you a few examples of what kinds of autoresponder messages you can send.

Examples:

- You offer a free dieting report (because you're selling a dieting product). You send out 10-part autoresponder series that lists 10 ways to slash 200 calories from one's diet each day.
- You offer a free report about writing better headlines. You create a seven-part autoresponder series that offers dozens of headline templates.

The other reason why you need these email messages to be tightly related to the product you're selling is because you'll be promoting the product in every email.

Sometimes you'll promote it in the beginning of the email, like this:

Example: "Today you'll discover the secret beauty routine that can take years off your face almost overnight. But first, I wanted to tell you about... [insert pitch for affiliate product]."

Sometimes you'll promote at the end, like this:

Example: "That's it for today's tip... but before you go apply it, I want you to take 30 seconds to check this out [link]. That's because this link will show you how to get your first

website up, running and dropping money in your pocket by the end of week. Check it out!"

You can even do it in your P.S., like this:

Example: P.S. Did you check out [name of product] yet? If not, click here to do so now, because it's the quickest and easiest way I know to drop 20 pounds!

You may want to send people to a pre-sell page that offers your review of the product and pitch... plus your offer of an extra bonus to those who buy via your link. In other words, you pre-sell your prospects – warm them up – before sending them onto the vendor's sales page.

The other alternative is to pre-sell your prospects from within your actual email. In this case, you may write a few paragraphs about how the product benefits the prospect. Be sure to mention your bonus offer, too.

Quick Recap

Today your job is get an autoresponder, set it up and pre-load it seven messages that provide tips while simultaneously pitching the affiliate product you're promoting.

Once that's set up, you can start promoting your squeeze page... because you've essentially set up a sales machine that works to build your list, build trust with your subscribers and promote your affiliate links!

Now your next step is to put this machine in action. And the only way to do this is by getting as many targeted eyeballs in front of your squeeze page as possible!

Here's how...

Day 4: Distribute Your Links Widely

You want to start things off with a bang – and that's why you're going to do a lot today to get the ball rolling.

Point is, the more quickly you can build your list, the sooner you'll make that first sale.

Here's how to do it...

Tell Your Contacts

Some of the easiest sales you'll make are to people who already know, like and trust you.

And that's why you should start by telling as many people as possible about your squeeze page (i.e., about your free report).

Use as many of the following tools as you have available to you:

- Send an email to your personal friends and family members to tell them about your report. Ask them to pass the links on to their contacts as well.
- Tweet about your free report on [Twitter.com](https://twitter.com).
- Tell your social media friends, such as your [Facebook.com](https://www.facebook.com), [MySpace.com](https://www.myspace.com) or [Ning.com](https://www.ning.com) friends.
- Blog about your free report.
- Include a link to your squeeze page in your forum signature files.
- Include a signature file (a few lines that promote your free report) at the bottom of all emails you send.
- If you already have a mailing list, be sure to tell them about your report.

In all cases, be sure to ask people to "re-tweet," "re-post" or otherwise help you share the links to the report.

Spread the Word Across Multiple Sites

The above methods get your links in front of a warm audience. Here's how to get your ads in front of a targeted (but not necessarily warm) audience...

- ➔ Post an ad on [Craigslist.org](https://www.craigslist.org). Be sure to post it in the most applicable section (such as the free) section, and don't cross-post across categories or regions.
- ➔ Post an ad on a relevant forum. If you're promoting anything to do with marketing, then become a member of the [WarriorForum.com](https://www.warriorforum.com) and

create a WSO (Warrior Special Offer). This offer should be your free offer (a free report in exchange for joining your mailing list). You can also post similar offers on the DigitalPoint.com and SitePoint.com forums.

- ➔ If you're not selling anything marketing related, then inquire in your niche to see if the biggest forums, blogs and newsletters sell advertising space. If so, make a small buy to see if the advertising works – if it does, then you can buy more impressions.
- ➔ Submit a press release to PRWeb.com that latches onto current news or seasonal events.

Example: If you're selling a weight loss product and it's in the beginning of the year, then you can write a release that talks about how people can keep their weight-loss resolutions.

- ➔ You can also post ads on eBay.com. The only thing is, eBay.com now requires you to ship out physical copies of your digital products. So while you can sell your report for cheap (such as \$3.95 with "free shipping") as a means of building your prospect list, do note that this method takes time to start working.

Day 5: Find Ad Swap Partners

For today you can repeat many of the activities you did yesterday, such as blogging about your report, tweeting about it, posting more ads, etc.

Meanwhile, you have one other new task for today: Find ad-swap partners.

Here's how it works...

You find someone else in your niche with a similar-sized niche. Then you agree to co-promote or swap ads. That is, you send your partner's ad to your list... and he does the same for you. This is mutually beneficial, since you'll each build your list a bit bigger.

As the size of your list grows, this method becomes even more effective. That's because you can start approaching the big players in your niche (e.g., those with bigger lists).

Example: While you may start off trading ads with those who only have a couple hundred people on their list, when your lists grows to thousands of people then you can do ad swaps with other marketers who have thousands of people on their lists. And your list will grow even faster once you do these bigger ad swaps.

Now, there are two main ways to find ad swap partners. For best results, you'll want to use both of these methods:

1. Advertise your willingness to do ad swaps. One of the best ways to do this is to go the WarriorForum.com and post an ad in the "Joint Venture" section of the forum. You'll also want to browse the other ads to see if anyone else is looking for a partner in your niche.

2. Contact potential partners directly. The second method is to find other newsletter publishers in your niche (those who have about the same-sized list as you, to be fair) and ask them to do an ad swap.

If you're not already familiar with these newsletter publishers, then you'll have to find them using these methods:

- ➔ **Ask.** Just go to a niche forum and ask members what newsletters they read (and/or ask if they run a newsletter). You can also spread the word on your blog, social media pages, etc.
- ➔ **Search.** You can search Google using your niche keywords (like "organic gardening") alongside words like "ezine" or "newsletter."

Example: "Bodybuilding newsletter" or "organic gardening ezine."

Tip: You may also search for your niche keywords alongside the word "subscribe." For example, "dog training subscribe." (You're likely to run into a lot of blogs using this method, but many of these bloggers have newsletters. And even if they don't, you can swap ads with bloggers, too!)

Once you have a potential list of ad swap partners, then you just need to drop them an email with your request.

Here's a template you can use...

Subject: [Name], I have a proposal for you...

Dear [First Name],

Would you like to add targeted [niche] subscribers to your list? You see, I have a list of responsive [niche] subscribers, and I'm sure they'd be thrilled to join your list too.

Let me explain...

My name is [your name] and I run the [web link/name] site and newsletter. Since we publish newsletters in the same niche, my proposal is that we both build our lists bigger by doing an ad swap. I'll send any ad you'd like to my list of [number] subscribers if you do the same for me.

The benefit is pretty obvious: You'll build your list and make more sales... for free. And since it only takes a few minutes of time, it's both a quick and easy way to add subscribers.

Sound good? Then hit reply right now and we can hammer out the details. I look forward to hearing from you!

[Your Name]

P.S. I can send your ad out to my list within 24 hours - just let me know what you'd like me to send!

Day 6: Write and Submit Content

Today you should start out by continuing to promote your squeeze page using the methods you've already learned about previously in this report. Then you'll add one more promotional method:

Namely, writing and submitting content.

Now, you've learned about some means of content marketing, such as blogging (if you have a blog) and press release distribution. But today I want to focus on another powerful method: Article directory submission.

If you research article directories, you'll see there are lots and lots of places you can submit articles. However, here's a short list of some of the best directories:

- EzineArticles.com (submit here first).
- GoArticles.com
- IdeaMarketers.com
- ArticleAlley.com
- ArticleCity.com
- Buzzle.com
- Squidoo.com
- HubPages.com

There are three main ways these articles will drive traffic to your site:

1. **You'll get indirect search engine traffic.** This is only true if you optimize your content for the search engines, which means finding relevant keywords (using WordTracker.com) and then including these keywords two or three times for every 100 words of content.
2. **You'll get internal traffic.** Each of these sites have their own visitors... and these visitors may read your articles and click on your link. This is especially true on sites like Squidoo.com and HubPages.com, which are more community-oriented sites.
3. **You'll get traffic when someone re-publishes your article.** These article directories allow other newsletter and blog publishers to re-post your content.

Now, there are a few keys to writing these articles:

- **Create a catchy title.** Refer back to the section on writing sales letter headlines earlier in this report, as the same tips apply here. For example: "How to Erase Age Lines from Your Face!"
- **Make the article relevant to the product you're selling.** That way you attract the same target market. In other words, the same people who read your article will also be interested in your newsletter as well as the affiliate product you're promoting.

One of the best ways to do this is to make your article 100% relevant to your free report. That way, you can point readers to your squeeze page to get more information.

Example: If you've created a free report about how to housetrain a puppy, then you may create several articles on topics related to one part of the

process, such as choosing a kennel, creating a consistent schedule with the puppy, how often to take the puppy out, what to do if there's an accident, etc.

- **Promote your squeeze page in your byline.** Generally, the only place you're allowed to be self-promotional is in your byline (also called the author's bio box, author's resource box and similar names). As such, you'll want to include a pitch for your free report.

Example: "Does your dog ever embarrass or frustrate you by jumping on your guests, surfing the counter or digging up the garden? Did you know you can stop all these nasty behaviors quickly and easily in just 36 hours? Click here to find out how - for free!"

Tip: You can create articles quickly and easily simply by excerpting out sections of your free report and turning them into articles. You'll need to add an introduction and conclusion. You may even need to expand on the article if you're just sharing a tip (with a goal to create a 400 to 600 word article). But even then, it's a fast way to create several articles that are 100% relevant to your free report!

If you apply everything you've learned so far, then by Day 6 you'll be building up a pretty good list – and you may have made a sale already! But we're not done yet...

Day 7: Set Up a PPC Campaign

Yet another way to quickly get targeted traffic is by running a pay per click campaign. This includes using services like [Google AdWords](#), [MSN AdCenter](#), [Kanoodle.com](#), Facebook's PPC advertising, and similar services.

There are slight variations in how different services are run. However, broadly speaking this is how you use these services...

Step 1: Choose Your Keywords

Most of these services have a built-in feature to help you select your keywords (by giving you an idea of how much traffic you'll get for these words per day). Otherwise, you can use your favorite keyword tool, like [WordTracker.com](#) or [MarketSamurai.com](#).

Now here's the key...

You need to choose words that are fairly narrow... words that give you some idea of what the searcher wants.

Example: A keyword like "dog training" is too broad. Does the person want a dog trainer? Does he want free tips? Does he want a book? And just what kind of dog training is he looking for: Obedience training, housetraining, trick training, agility training, therapy training, field training... or something else?

Point is, you'll get a better conversion rate if you choose words that are more narrowly focused, such as "buy a tomato planter" or "puppy housebreaking tips" or "how to lose weight for women over 40."

Step 2: Bid on Your Keywords

Your next step is to decide on a daily budget and then pick a "per keyword" bid for each of your keywords. The amount you bid helps determine where in the search engine results your ad will appear.

Generally, higher bids mean your ad will appear higher in the results (although in AdWord's case, your ad's performance also figures into this equation).

Every time someone clicks on your ad, you pay an amount equal to or less than your bid amount. So if you bid 20 cents, then you'll pay up to 20 cents for every click.

You probably won't want to start with the highest bids for your ads. Instead, start lower and tweak your ads and campaign first. Once you have it performing at its best, then you may raise your bids to get more traffic.

Tip: Many PPC services offer you \$25, \$50 or more free to try out their services. Always check the service's web page first to check for coupons. If you don't see any, then run a search in Google for "[service name] coupons."

Step 3: Create Your Ad

Your next step is to create a short ad (generally three lines) that will entice your prospects to click through to your landing page (which you already learned how to create earlier in this report).

Your ad has two parts:

1. **The headline**, which is designed to draw attention. You should include your keywords in your ad title whenever possible. So, for example, if your keywords are "gun dog training," your title might be "Gun Dog Training Secrets."
2. **The ad body** (the remaining two lines). The job of your ad body isn't to convince someone to join your list or buy anything. Instead, its sole purpose is to get the click. Thus it should offer a benefit and, where applicable, arouse curiosity.

Let me give you a few examples...

Organic Gardening Secrets
Now you too can have a safe, pest-
free garden. Free report shows you how!

Grow Big Tomatoes
It's not hard when you
Know these secrets!

Dog Training Made Easy
Revealed: how to stop your
dog's bad behaviors instantly

Online Marketing Scam?
Don't buy another ebook
until you read this shocking report.

Step 4: Track and Tweak

Finally, your last job is to keep track of which of your ads and keywords do well. That way, you can focus on your ad budget on the parts of your campaign that are getting the best response.

How do you do this?

Simple: Just use the [Google Analytics](#) tool. You'll see this tool when you log into your AdWords account. You can also use it for campaigns outside of Google.

Now let's wrap things up...

Conclusion

And there you have it – a surefire method for making your first affiliate sale in about seven days!

Let's recap this method:

Day 1: Create a report and squeeze page. Here's where you learned how to create an incentive and a compelling squeeze page so that you can start building a targeted list.

Day 2: Add value to your offer. Doing so helps set you apart from other affiliates and drives up your conversion rate.

Day 3: Set up an autoresponder. Here's where you start building a relationship with subscribers while closing the sale.

Day 4 and beyond: Promote your squeeze page. Finally, you get as many targeted prospects to your squeeze page as possible to build a big list and start making sales!

Pretty simple, right?

If you follow all the steps above, you'll have a sales machine that largely works on autopilot to drop money into your pocket!

But here's the thing – **you still need to build this machine in order to put it to work for you.** And there's no better time than *right now* to get started – because the sooner you do, the faster you'll see your first affiliate commissions hitting your inbox!



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That You Can Actually Afford and Profit From
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