

MarketStorm



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Factors That Can Affect Your Affiliate Commissions

If you hate statistics and are involved in affiliate marketing, you will probably be disappointed to know that it is an essential component to your success. For one, you will have to understand statistics in order to determine the viability of a program. You'll also need it to find out whether or not you can be hopeful regarding the financial side of your business.

Statistics will also help you determine how you can succeed in terms of affiliate marketing commissions, without which your program will be inadequate and your efforts useless.

You'll also need to learn how to 'read' the numbers so you can maintain a sufficient balance in the factors that affect your future income.

Increasing Your Affiliate Marketing Commissions

Earnings from affiliate marketing programs come in the form of commissions. Commissions are a type of performance-based income, where the amount will depend on how much an affiliate can produce based on the sales brought in by his



brought in by his leads.

There are several factors that will affect the amount of commissions you'll earn from an affiliate marketing program.

These are:

The Affiliate Marketing Program

Not every affiliate marketing program pays the same amount of commissions to its affiliates. There are programs offering a low pay scale ranging from about 5 to 15 percent per sale or performance, while there are others that pay as much as 60 to 75 percent, depending on the type of products or services offered.

Choosing the program that pays a higher commission will result to higher sales. This can be tricky, however. If you have the niche or at least a good market following, taking advantage of affiliate marketing programs that pay higher commissions

will be a no-brainer. However, if you cannot capture the desired market, you might have to experiment with a combination of programs that will bring in the kind of income that is satisfactory to you.

By maximizing your ability and opportunity and building your reputation in the process, you will be able to earn a decent income and solidify your presence at the same time.

The type of earning opportunity an affiliate program can offer will also make a difference in the amount of commissions you can



hope to earn. Two-tier programs, for example, offer a better income-generating opportunity than flat programs. Two-tiers offer two income sources, generally from commissions on sales of a product or service and from recruitment of a new affiliate. Income from recruitment can either be a one-time cut (usually a flat rate) for recruiting each new member or a commission off of those members' future earnings.

Some affiliate marketing programs may also offer recurring commissions; in which an affiliate can earn each time

their lead or member renews a subscription or a membership. This type of program means you can hope to earn for as long as your leads or recruits continue to use an affiliate product or service.

Since choosing these types of affiliate programs can make a huge difference in the amount of commissions you can earn from an affiliate marketing program, it makes more practical sense to consider carefully the type of future earnings you can potentially generate.

The Product

Affiliate marketing commissions will also depend on the type of products or services the program offers. A product that has the misfortune to belong to a market that's already heavily saturated will be difficult to sell. On the other hand, a popular item can mean large sales if you have a strong and ready market.



Find out how you can perform based on the statistics offered by the affiliate marketing program you wish to join. Clickbank, for example, allows you to view a product's potential based on its past performance.

The Market

Affiliate marketing commissions rely heavily on how effective an affiliate's sales and marketing strategies are. In many ways, they will also depend on the relative popularity of the affiliate and on the type of market one chooses to sell to. A small but highly targeted market is more likely to bring in higher commissions for an affiliate while a fairly large but generic market may not produce the same results.

The Conversion Period

Once you have selected the best and most profitable affiliate marketing program in terms of commissions, your next concern would be how to shorten the conversion period for your customers.

The conversion period refers to the time from which you bring in your lead until the time that he performs a desired action. This action can vary – a lead may subscribe to a service, purchase a product, participate in an online poll or become a recruit. Since the incentive that drives leads to perform a specific action can vary, conversion periods can last anywhere from a very short 24 hours to about 30 to 60 days.

Your job as an affiliate is to persuade your leads to shorten their conversion period and thus increase your affiliate marketing commissions within a reasonable amount of time.



Finding That Niche : More Awesome Resources For You

Run out of ideas on the kind of niches you can get yourself involved in? Fear not! Here's a list of more alternative resources you can use to get ideas. Whip out your laptop or pen and paper, and let's get started!

Google Trends

You'll get a good idea of what topics are popular at the moment by using Google Trends. It's also a good idea to type in subjects such as "weight loss" into Google Trends, because you'll find related news articles. You can get some great niche ideas from those news articles. Just be aware that trends usually come and go, so it may not be wise to base an entire business on trends alone.

JVZoo

The best part about JVZoo is you can see the the Earnings Per Click (EPC) of each product. The higher the EPC, the higher conversion rate it has. Products with the highest EPCs will give you a good idea of the kind of niches that have high converting products.

Clickbank Marketplace

Besides internet marketing related products, the Clickbank

Marketplace is a great place to find niches based on Gravity. Each product in the marketplace has a Gravity Score (Grav), which is a measurement of how many affiliates have had success promoting that particular product. You can find some profitable niches just by looking at the products with the highest Gravity Score.

Pay Dot Com

You can also find niche ideas by also browsing the Pay Dot Com marketplace. Pay Dot Com is another digital product affiliate network like ClickBank and JVZoo. It however is bigger than JVZoo, but smaller than ClickBank. The best niche ideas you can get from Pay Dot Com will come from the Top Sellers section.

Yahoo! Answers

When you're looking to find out what kind of problems people are having and what solutions they're looking for, Yahoo! Answers is the answer for you. If you have no idea what you're looking for, then you can browse categories to find potential niche ideas. If you have a question in mind however, then type it into the search box to see what related questions people are asking, and try to identify the most pressing problems people are facing out there.

Google Keyword Tool

The Google Keyword tool can be used to find sub-niches. Type in a keyword like "weight loss" into the Google Keyword tool, then select "only show ideas closely related to my search terms". You will start to see long-tail keywords related to the keyword that will begin to dig deeper and find sub-niches.

Ezinearticles.com

Although Ezinearticles.com is mostly dominated by Google's Panda update, it is still a massive resource for niche ideas for you to take a look at. You'll get niche ideas by browsing different categories and seeing what these authors are writing about. If a particular author has many posts, pay attention to what subjects he or she is writing about because no body writes that many articles for no reason. There may be profit potential.

Bottom Line Publications

If you're looking for niche ideas related to health in particular, then Bottom Line Publications is an excellent resource. When you go to the site, browse the subjects of their books and newsletters because they are bigtime direct marketers. If these niches are responsive to their direct marketing tactics, then they may be responsive to yours as well.

Shopping.com Popular Pages

Shopping.com is where consumers go to compare products. You'll be able to get niche ideas by exploring their list of Most Popular Products and Popular Pages.

Yahoo! Shopping

Yahoo! Shopping can give you great ideas for profitable niches with their Shopping Insider articles. Browse articles by category and you'll end up with a good list of possible niches.

AdSense Sandbox

AdSense Sandbox is a fun site that will show you AdSense ads that are running on sites related to the subject you submit. You can get good niche ideas by just looking at the ads that are running and what products and services are being promoted there. Pay close attention to the similarities of products there because you may be onto something - it means that that product is potentially a profitable niche.

Mixrank

Mixrank will show you running PPC ads in various niches when you submit an advertiser, keyword, or publisher. The best part - Mixrank will tell you how long an ad has been running. The longer an ad runs, generally the more profitable that offer is, so you can see how you can get some niche ideas that are more likely to be profitable. There's a free and a paid version, but the paid version is unnecessary with what we're trying to accomplish here.

Recurring TV Infomercials

You may or may not be a fan of infomercials, but nonetheless, they are great for conjuring up niche ideas! When you see an infomercial running multiple times, then chances are that infomercial is profitable. Try to figure out who the ideal customer is for that product.



How Do I Score Joint Ventures Out There?

Joint ventures is a very interesting subject. Many people unfortunately misunderstand the concept when they're told to go out and get joint ventures. If you're having trouble pulling in the deals that you need to get your business off the ground, about these joint ventures.

the first thing you need to carefully look at is who exactly are you contacting about these joint ventures. Many people seem to think that the answer to all their problems

is to get an ad to a list through the big names, but with this comes a problem. Imagine you were earning at least 20k a month and releasing your own products, had a nice sized list of customers, and a large affiliate base, and that this is widely known. All the people that think you're the answer to their problem, and the list and people you're in contact with are the answer to their problems, you can imagine how many joint venture request mails you're going to get every week. All these people out there that see

You earning all that cash, and think that if they get access to your list, they'll earn this cash too.

This is not the case at all. When we speak about joint ventures, I'm definitely not advising you to go out there, pick every big earner out of the bag, contact them and try to get an ad to their list, because there are already so many people doing the same. So unless you have something under your belt in the way of resources and products already, it's not going to be easy





worth it. And at the end of the day, that's what we're all doing including me.

Every time I contact someone for a joint venture, I'm in a position where I have to sell myself and my product to them, proving that it's going to be worth their while, and you're doing exactly the same thing. As you can imagine, if you have a few products under your belt already,

this is going to be far easier to do this, especially to the big names.

Don't worry though, all is not lost and, there's a lot more potential out there than you may think. When we previously talked about subscribing to peoples lists as a first step in the joint venture operations, we were talking about, not just the biggest names that you know but,

the ones where you're more likely to get a response and noticed, simply because there aren't so many people vying for the same thing.

That's not to say you're settling for second best, far from it. There have been plenty of sites that I've joined previously that displayed top affiliates, those that obviously have the big targeted resources already built up to promote to. Throughout these names I come across some of the big guys, that is true, but it might surprise you to find out that at least ninety five percent of those top affiliates I've not heard of before. They're not big names, but they sure bring in as much cash as the big names. Don't for a moment think that your resources are limited to the ten or so big guys you know, because there are thousands and thousands of people out there that are doing really well, even though they haven't achieved this almost celebrity status with your particular circle of marketers.

Keep this in mind, and don't feel trapped or constrained by being fooled into thinking you have to compete with hundreds of others for a single joint venture. That's not to say you shouldn't contact big famous names at all, or ever, but be advised, many others are doing the same. One joint venture with an unknown can be far more powerful than joint ventures with the well known too. It all depends on the resources they have in hand, so if I could give you one tip about joint venturing it would be to widen your search, and don't just stick to those that you've heard about.

I'm going to give you another big tip, and hopefully put your mind at rest. Now when you create.

and launch your own product, and manage to pull your target number of joint ventures, don't fret and worry about how hard it was. I won't lie, making the contacts in the first place is by far the hardest part, but again this snowballs. You meet person one, who introduces you to person two, three and four, and so on preventing the need to go out and look for new joint ventures for each and every product you create.

In addition to that, don't neglect the people you've done joint ventures with before. Continue to work with them again, look at their proposals, listen to their ideas and what they have to say, and you'll find that once you have your first few you don't need to go out doing all of that again. Kind of creating one big circle of marketers that promote each others stuff and joint venture with each other.

Not only that but add in the fact that after your first few successful products with this system, for want of a better word, is set up in such a way that you're going to be gathering your resources, and be pretty hot joint venture material yourself. Most importantly, it's at this stage, even if your name is only known by your customers and affiliates, that they're going to start coming to you with proposals which will allow you to develop your already rather large pile of resources and promotion power.





How To Effectively Promote A New Launch

Let us look at some ways you can promote a product effectively at the time of its launch.

Be On The Ball

The moment the product goes live, you need to be ready to send out your first email. Don't wait! If someone sees the product first via another marketer's email, they will

buy it through that person's affiliate link and you'll lose the sale.



If you're promoting a new launch, you have to be ready to send out your email the moment the product goes live. Even if you know exactly when it's supposed to be live, don't schedule the email. Things happen. Launches get delayed. Just be ready to send it out at a moment's notice.

Bonuses

Bonuses have become the new big standard in affiliate marketing, especially in competitive markets like internet marketing. These days, some people actually "bonus shop" - looking around for the best bonuses offerings before they commit to purchasing a new

product.

So what if you don't have anything good you can offer as a bonus? You can either buy PLR and included, or (ideally) create a bonus.

Creating a bonus has three distinct benefits over PLR:

1. Anything you can create will probably be of better quality, and have a higher perceived value than any PLR product you could buy.
2. You can later sell that bonus, or include it with something you sell, as an individual product. Or you could use it as a lead magnet to get people to opt-in to your email list.
3. You can tailor the bonus according to the product you're promoting.

Example : Let's say you are promoting a product that teaches you how to make your own



marketing graphics like headers and banners with Photoshop. A fantastic bonus would be a bunch of Photoshop resources like gradients, layer styles, and templates.

If you can't find any that would work well and have PLR or resale rights that allow them to be used as a bonus, you could create them yourself. Which brings to mind a fourth benefit of creating your own bonus—it will be exclusive to you, and no one else could offer it as a bonus.

Pre-Selling



Once
the
product
has
official

y launched, it's time to start pre-selling. Pre-selling is all the things you do before the user arrives at the sales page, and these things help increase conversions significantly.

You may ask why you need to do any pre-selling at all. After all, shouldn't the product sell itself? Shouldn't the sales page be enough?

Well, partially. Obviously the product you promote should be a great product, and it should have a sales page that will convert. But keep in mind that your audience may not know this product owner. They trust you. They may not trust this product owner yet. By doing a little pre-selling, you're helping pass the trust your audience has in you onto this product, and onto the product owner. (That's why it's so important to promote only quality products.)

Pre-selling will let you present the features you think would be most

important to your audience before they even visit the sales page, which will help you to increase conversions.

Be Consistent

Consistency is especially important when promoting products that have a higher price tag, which generally happen to be those with the best prizes for affiliates. You can't expect to send out one message and win an affiliate contest. It's about hammering that message in repeatedly.

This might sound counterproductive. You might think your audience will tire of hearing about the same product over and over. Some might. But it often takes seeing the same ad or product about three times before someone decides to purchase, especially for big-ticket items.

Consistency is also important when you're participating in every stage

of the launch. You need to keep up each step of the process, from doing pre-launch marketing such as webinars and reviews to post-launch marketing like sending out emails and offering bonuses.

You can even act like you're doing your audience a favor by letting them know about the product in advance of the launch, and then reminding them about it once it has officially launched. Technically, if the product is good, you would be doing them a favor. Especially if the product is limited and likely to sell out quickly, or is being offered at a discount.

If you really want to win that affiliate contest, it's vital that you keep hammering your list. Obviously you don't want to promote too much. But you'll want to send a minimum of three emails for each launch.

1. The pre-launch announcement about the coming product.

2. The announcement the product is live.

3. A follow-up to remind people to buy, and let them know if the product is close to selling out or the launch discount is almost over.

You can certainly send more than three emails, but those are the ones you should send at bare minimum.

If you're like to send more than this, here's a good schedule:

1. The pre-launch announcement about the coming product.

2. An announcement about your upcoming webinar for the product.

3. A reminder right before the webinar.

4. A reminder the day before the product goes live, with an

announcement about your bonus or bonuses.

5. The announcement the product is live.

6. A follow-up to remind people to buy, and let them know if the product is close to selling out or the launch discount is almost over.

As long as these emails are spaced a day or two apart, people are most likely not going to be upset about the frequency of emails, and this will give you the best chance to win the contest.

Don't give up just because you see a huge lead on the leaderboard. You may discover that the top two or three marketers on the leaderboard the first day or two later drop



because they don't send follow-up emails, giving you a chance to jump ahead of them if you are consistent and send out those follow-up messages.

Paid Advertising Sources That Will Generate Traffic For You



Looking to buy some traffic? Here's a small selection of available ad inventory out there that you may have not known about. Crack it open whenever you're looking to get ad sources for your product.

With JV Rocket you can buy a solo ad that will go out to a double opt-in list of 226,000 subscribers for the price of \$2,500. Your ad goes out to customers who have purchased ClickBank products in the Make Money niche such as Get Google Ads Free, Health Biz in a Box, Forced Money, and Top Secret Magic Code. You'll also reach affiliates for ClickBank products. Many of the top Internet Marketing and Make Money niche gurus are using JV Rocket to build their lists and also to directly mail to their hot offers.

\$2,500 is a large amount of money to risk, so before testing a JV Rocket you would want to make sure you have tested sales material. You'll also want to be sure that your offer would be a good match for the type of customers who would buy the type of products I just

mentioned above. This doesn't mean that your offers must be similar, but it means that the same demographic would order your product.

The upside is that if you have an offer that's in demand and would work well with these type of customers then JV Rocket can be a goldmine. The downside of this solo ad source however is that there are no guaranteed amount of visitors you'll get. Just remember, as with all of these ad sources in this report, you're responsible for your business and the risks you take with buying advertising. Profiting from paid advertising is simple, but not easy.

Here's what I mean. It would be easy to blow through \$10,000 on JV Rockets. The inventory is there waiting for you to order anytime you want. However, it

Here's what I mean. It would be easy to blow through \$10,000 on JV Rockets. The inventory is there waiting for you to order anytime you want. However, it would be wise to test your sales funnel out buying solo ads on a small scale at \$30, \$100, or \$300 a pop from "Tier 2 Solo Ad" vendors such as the ones on Safe-Swaps.com, SoloAdDirectory.com, or Directory of Ezines.

After you have a tested and proven funnel that works well with the solo ads you've purchased on a small scale, you then may want to consider going big time and ordering what I call "Tier 1 Solo Ads" such as JV Rocket. JV Rocket isn't the only Tier 1 Solo Advertising available. Here are some more in various niches: Arcamax (General Consumer List), Newsmax, Self Growth, and Nextmark.

Lead Impact And Top CPV Networks

Technically TrafficVance is a better quality CPV network than LeadImpact, but the barrier to entry with TrafficVance is a cool \$1,000 fee. LeadImpact, on the other hand, only requires \$100 to get started using their massive network. I find it much easier to generate mass targeted traffic with LeadImpact than the other major CPV networks with a low barrier to entry such as Direct CPV and Media Traffic.

LeadImpact allows you to buy traffic on a Per View basis. You're essentially buying something similar to popups. Paying "Per View" means a small window will open on their screen and it will lead to your webpage.

You can bid on keywords or URLs using LeadImpact. When bidding on a keyword, website content will match your keyword and trigger your pop up. When

bidding on a URL, visiting that URL will trigger your popup.

Depending on your Geo Targeting and the Category/Sub-Category of your offer, the lowest bid you can start with will be as low as .015 to .017.

The downside of LeadImpact is that I don't personally like how they have the minimum bidding set up. For some Sub-Categories you might have a minimum bid of .015 and for others it may be .025. One cent may not seem like a big difference but when you multiply that 1,000+ times per day, it starts to add up.

Small squeeze pages seem to do very well with LeadImpact. They can be your own squeeze pages or a Pay-Per-Lead (PPL) offer in a CPA network.

7Search, Ad Hitz and LinkedIn Ads

7Search is one of my favorite of the "Tier 2 PPC" networks, search engines, and the like. Google, Yahoo, MSN, and Facebook are considered "Tier 1 PPC" in my book. Everything else is Tier 2 PPC the way I see it.

The great thing about 7Search is you don't have to worry about Quality Score (or other things either). You set up a landing page, you bid on keywords, and you tweak your campaigns until they're profitable.

If you're looking to generate Biz Opp leads, then you may want to check out Ad Hitz. With Ad Hitz, you can do Site Specific Targeting (recommended) on some biz opp sites that get serious traffic, such as MyBrowserCash.com that gets 23,1411 unique visitors per day and ClickSense.com that gets

281,360 unique visitors per day. Now, if you're looking for serious Internet Marketing niche leads, then Ad Hitz may or may not be for you.

These leads you generate will be the type that hang out on pay to click sites and probably paid survey sites. This doesn't necessarily mean that these prospects are "low quality" or not serious about business, but it does mean that they're clueless about what you and I know about. So I think it's important to not take advantage of these clueless prospects. Instead, you should show them the light.

For serious Internet Marketing leads who are already more advanced, you'll want to buy an ad at the top of WarriorForum.com or run Warrior Special Offers.

Another option for generating serious Business leads in general is by using LinkedIn Ads. You won't necessarily generate all internet marketing leads there, but there are 130,000,000 business-minded members on LinkedIn to advertise to. With LinkedIn Ads you don't have to pay on a PPC basis because they also offer inventory on a CPM basis (cost per 1,000 impressions). It's your choice.

