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Preface: Welcome!

Hello and welcome :)

Please don't skip this section.

I know you are probably very keen to get into the money-making pages, but let me just share a couple of things with you first.

First of all, I wanted to say thanks for putting your trust in me.

I know from my personal experience that in the "Make Money Online" niche it is hard to come by material that is truly useful.

That's why I am really excited to be sharing my information with you.

I hope you find the course useful, concise, and easy to follow.

One more, and very important thing I wanted to share with you is this: your mindset while you're reading this material is very important.

The main character trait that sets successful entrepreneurs from wanna be's is persistence and I really want you to be a successful entrepreneur. What I mean is this - please take action! Don't just read this guide, or part of it, and move on.

This system may not feel like a "get rich quick" scheme - and this is because it's not.

This is a real business, that take some time (not long) to set up. So yes, you need to put a bit of work upfront, however the rewards will be significant.

This is a model that many people use to make a significant online income, working a few hours a day from home.

You have a system here that can generate you significant income. All you need to do is follow it step by step and implement everything in it. It is a true all-in-one blueprint.

So I encourage you to stop switching from one system to another, and focus on one model, and persist, and make it successful.

Without any further delay, let's get into the details!

To your success,

Table Of Contents

Chapter 1: Overview of the Autopilot Commission Blueprint

First of all, in this chapter I wanted to give you a very high level overview of how my system works.

After this chapter, I will explain each of these steps in a lot of detail, so you will never be guessing exactly what to do.

Don't worry if it sounds confusing right now. I know that a lot of you are probably quite new to Internet Marketing - and you may not be familiar with all of the terms I'm going to mention.

So don't worry - regardless of your skill level, you can easily implement this system.

OK - let's get into a bit more detail.

What is this method all about?

In a nutshell, this method revolves around two things: affiliate marketing and list building.

Just in case you are not familiar with affiliate marketing - it is where you promote other people's products, and get paid a commission. No need for stock or inventory. They give you a link, and you send visitors to that link.

When the visitors buy, you get paid a commission. Simple.

Next - let's talk about list building.

With affiliate marketing, you have two options: you can send visitors directly to the offer (sales page). If they buy, you make a commission. If they don't - they are gone for good.

That's why we actually want to send all visitors to our email capture page (called squeeze page).

We will offer them something of value in exchange for the email address. Once we got their email address, you can continue marketing to them for the rest of your life.

This is why "money is in the list" is very true.

This is how massive real online businesses are built.

There are people out there with 50,000 or 100,000 subscribers on their lists.

When you send an email to 50,000 you can expect somewhere between 3 and 10% (or more) of people to click the link you have in that email. So that's between 1,500 and 5,000 clicks you can get just by sending a simple email.

If those 1,500 clicks go to a page that converts at around say 3% and you make a $10 commission on whatever you're promoting - this is $450 right there with one email.

If you get 5,000 clicks and conversion of 3% and commission of $20 - that's $3,000 that you've made with one email.

So I really hope you can see the value of having a list.

So in the Autopilot Commission Blueprint we will be focusing on growing our list and sending them affiliate promotions. In addition to that, we will be programming those promotional emails to go out to our list on autopilot - meaning all you will need to do is send the traffic to the "squeeze page" (and I've got methods to show you how to do that too).

So let's look into this step by step.

Step 1: We will select a Market (also known as Niche).

For the purposes of this guide, I recommend you stick to one of these two: Weight Loss or Fitness.

The reason I recommend Weight Loss or Fitness is because they are part of what's known as the "evergreen" markets. Examples of other evergreen markets are Dating, Make Money Online, Skin Conditions etc.

The term "evergreen" means that there is proven demand in these markets that will never stop. So you're practically guaranteed to make money when you operate in these markets.

Feel free to choose whichever market you want, but the examples I will be giving you will be based on Weight Loss or Fitness niches, because that's where I've had a lot of success.

Step 2: We will choose a great product in our target market

I will go through step by step how to find products that are already popular, people are already spending money on, and how you can be certain that you will make money too.

Step 3: We will choose even more products to promote to our customers

I will explain it in more detail later in the guide. In summary, we will be capturing the details of our customers (email address), and then we will be promoting to them the main product as well as these related products.

Don't worry - this is very easy!

For example, if our main product is a Fat-Loss PDF Guide, then our related products might be Vitamins that assist weight loss, Supplements that suppress appetite etc. You see where this is going? We will give our customers the full suite of solutions and make a killing while doing it :)

Step 4: We will create a free report to give away to our visitors in exchange for their email address

Again - do not be alarmed. This is a very quick and easy process. I will show you how you can get it done in under 30 minutes.

Step 5: We will set up a page to capture our customer email address (Squeeze Page)

Nothing technical here, it's pretty easy.

We will find people who are interested in Weight Loss (or whatever your niche is), and we will invite them to visit our page.

We will offer them more information on the page in exchange for the email address.

By the way, this page is called "squeeze page" in Internet Marketing slang.

Once they enter their email, they will be redirected to the sales page of the product we chose in Step 2. We will set it up in such a way that a good % of people we send will buy the offer, and we will make a nice commission :)

Key point here is that we will capture the email addresses of a lot of people (not just those that buy the main offer).

Step 6: We will write emails to promote the products

This is where magic starts to happen. I will show you how to use what's called an Autoresponder to make you money on **Autopilot**.

We will create a campaign that last 30, 60 or even 90 days. Meaning that you will not only have one chance to make a sale, but 30, 60 or possibly 90 chances to make sales.

And there is nothing stopping you from loading a full year worth of emails (I will show you how you can do this pretty easily).

Step 7: We will start driving web visitors (called traffic) through your Sales Funnel

The system that we've set up is called "Sales Funnel" in Internet Marketing language.

I will show you my favorite ways of driving the visitors (I'll call it "traffic" going forward).

The visitors will come to your Squeeze Page (see step 4), they will enter their email address, and they will be redirected to our main offer.

Some will buy the main offer, some won't.

But we will capture the email address of both those that buy and those that don't.

And from there, our Autoresponder will start marketing to these people on Autopilot, bringing you ongoing sales and commissions!

I'm getting excited just writing this - I love this business so much. I hope you are excited too - so let's jump into more detail.

Your Assignment

1) Make sure you understand the model described here (if not, re-read till you understand it)

Chapter 2: Select Your Niche

Welcome to your Niche Selection!

I'm going to keep this chapter very short.

As you might already know, your "niche" is basically the broad market you're operating in.

Like I said in the previous chapter, my personal recommendation is that you stick to these two niches, especially if you're just starting out:

Niche 1: Weight Loss

Niche 2: Fitness / Body Building

There are so many products you can promote in these niches, you will never run out of ideas.

And there are people spending BILLIONS of dollars, all around the world, to look better, feel better, and live longer.

Now you can have your slice of the billion dollar pie.

As you get more experience, you can start to branch out into other niches, such as Internet Marketing / Making Money Online, Dating, Skin Conditions, Other Health Issues etc etc. And even into what's called "CPA" (Cost Per Action) or "PPL" (Pay Per Lead) programs - but this is a topic for another time :)

The model that you will learn in this blueprint will work in every possible niche.

Personally, I've had a lot of success in Health and Fitness markets - that's why I can wholeheartedly recommend them to you.

<u>Your Assignment</u>

1) Decide which Niche you will operate in - preferably one of my 2 suggestions. Alternatively, come up with your own

Chapter 3: Claim Your Online Real Estate

Do you have a website already? Good - you can pretty much skip this section :) Or have a quick skim through anyway just to make sure it all makes sense.

In you DON'T have a website yet, then in this chapter we will establish your first website. And it's only going to cost you a few bucks, so don't worry!

Please note - this is a required step. And it is not as scary as you might think.

You can make money in affiliate marketing without your own website, however in order to achieve maximum flexibility and maximum benefits, you must have your own site.

Even if you're a complete newbie, you can set up your own site in under an hour.

So - as you can see, it's not a big deal at all.

Step 1: Buy Your Domain and Register For Hosting

I recommend you register both the domain and the hosting together. The reason I recommend to do that together, is because you will generally get a great deal - as you read my example below, you will see that you can save around $10 immediately that way.

Your Domain is the web address, for example Google domain is www.google.com

Hosting is a service that actually contains the information that your website consists of. The website consists of folders and files, just like the files on your computer.
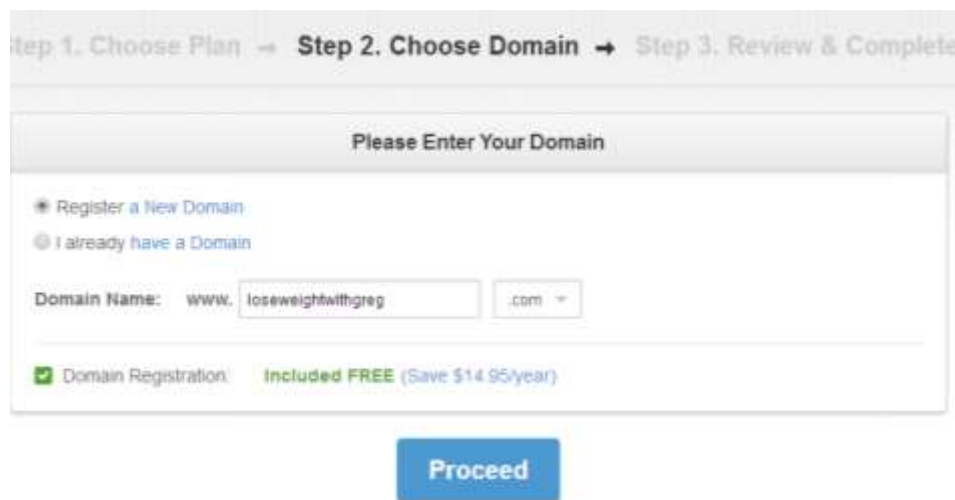
The hosting company holds them for you, and makes them available to the whole world to browse.

So if someone types in yourdomainname.com into their browser, they will see your website - and your website will be shown to them by your hosting company.

You need hosting, there's no way around it :)

I personally use Siteground - they are an absolutely awesome company, and they are very cheap. I've been with other hosting companies (Hostgator and NameCheap Hosting), but SiteGround are cheaper and their websites are faster.

Get their cheapest package, it's only $3.95 per month, and they will give you a free domain:

You can get creative with the domain names, but I recommend registering one quickly so you don't waste too much time.

You may come across some popular names that are taken, so just keep searching till you find something that's available.

Something like "quickweightloss" or "loseweightwithme" will work just fine.

Select the ".com" option - it's the best and easiest to remember.

Follow the prompts to buy and pay for it.

Your account should get set up in 1-2 hours, you'll get an email with advice.

The whole thing should only cost you $3.95 for the first month - hardly anything.

Your Assignment

1) If you don't have a current website - go ahead and register your domain and hosting.

2) If you have a current website - skip this step.

Chapter 4: Create a Basic Website

Congratulations on making it this far! You are taking a lot of action, and this is what it's all about. Rest assured that all this work is going to pay off very shortly.

In this chapter, we will set up a very quick website. Do not be alarmed - I've made it super easy for you to do this.

There are 2 reasons why we need to have a decent-looking website:

Reason 1:

To get accepted into top-tier affiliate networks, we need to appear professional in our approach. The "review" team of the affiliate networks is going to have a quick look at your site to make sure you are not a spammer (which of course you are not :).

To make the biggest commissions, we need to get into these networks, and that's why we need the website.

Reason 2:

When we attract potential buyers to our pages, they may want to check out the rest of your site.

If your site is full of weird stuff, error messages, or just looks empty, they may get suspicious and leave.

Remember - the only reason why we are creating a site is to get accepted into the affiliate networks. You will be making money using your squeeze pages and email, not your site. So it really doesn't matter what you have on your site.

Step 1: Install Wordpress

Wordpress is a visual web-design platform. It started off as a blogging platform years ago, but has since involved into the most user-friendly website management platform.

If you can use Internet Explorer and Word, you can build an awesome looking website using Wordpress.

It's very easy to install it. It's all done with a few clicks.

Siteground Instructions: If you followed my recommendation and got yourself hosting and domain at [Siteground](), then the install instructions are here:

http://www.siteground.com/tutorials/wordpress/fantastico-installation.htm

As you can see, it's only 6 clicks. Takes 2 minutes.

When you are naming your site, give it a name that makes sense, something simple. You can rewrite the name of your domain. For example, if the domain was **weightlosswithme.com,** then your site name can be "Weight Loss With Me".

Other Hosting Providers: if you ended up signing up for hosting with another provider, that's ok - here are a few things you can do to easily install Wordpress:

Browse your hosting company website. They should have a section there outlining how to set up wordpress

You can Google "<your hosting company name> wordpress setup" - for example if you registered with Hostgator, Google "hostgator wordpress setup". This is what comes up on Google, exactly what we want:

How to Install WordPress « HostGator.com Support Portal
support.**hostgator**.com/articles/.../**wordpress**/how-to-**install**-**wordpress** ▾
WordPress is one of the most popular blogging platforms around for good reason. It is
easy to **install** and features an attractive, user-friendly interface.
Where Do I Go to Login to My - How to Login to WordPress

Wordpress Hosting | Install Wordpress In 1-Click - HostGator
www.**hostgator**.com/apps/**wordpress**-hosting ▾
Aug 13, 2013 - With our **WordPress** hosting service, you can get your website online
quickly and easily with our 1-Click **install**. Host your **WordPress** site with ...

Step 2: Throw up a quick site

By now you should have Wordpress installed on your domain. If you don't - please go to Step 1 just above, and install it.

In this step we will put together a simple website.

Install a theme

This is very quick. You will use a free Wordpress "theme". A theme is basically like a design or skin or template for Wordpress. Once you have a "theme" installed, all you have to do is type and change the content within it.

You don't need anything fancy. Here is an example of a free template, which I think looks awesome:

http://elitethemes.net/weightloss/?themedemo=fitnessnow&hidebar

And getting a site like this is very quick.

Go to this site and check out some that I think are pretty good:

http://www.elitethemes.net/free-weight-loss-wordpress-themes/

If you don't like any of the "themes" you see there, Google "free wordpress <your niche> themes". For example, "free wordpress

weight loss themes" or "free wordpress bodybuilding themes". You will get lots of options which you can use.

Don't spend too much time on this though! It's easy to get stuck choosing a theme for many hours, but the goal is to get it done QUICKLY.

Follow the download link for the theme you like. If you want to download the template I mentioned above, then click here:

http://www.elitethemes.net/free-weight-loss-wordpress-themes/

... and then click "Download Fitness Now" link.

Save the ZIP file somewhere on your PC.

Then go to Wordpress, using the login and password you received during installation.

In your dashboard, go to Appearance, then click "Add New", and then "Upload Theme".

Choose the location of your ZIP file, and upload it.

Once the upload finishes, there should be an option to Activate the theme. If you miss it, go to "Appearance", "Themes", and then look for the theme you've just installed.

There should be an "Activate" option there.

You're all done!

If you are having troubles, here is a tutorial (or Google for more tutorials):

http://www.siteground.com/tutorials/wordpress/install_themes.htm

Customize The Theme

Here are a few steps to make your blog look like an active site.

First, go into "Posts" and check what's there. You'll probably have a few default posts. You'll want to delete them using the options available.

Make 3 quick posts yourself - something regarding your chosen topic. 100-200 words is plenty at this stage. For example, one post can be on why weight loss is important, the other on some exercises for weight loss, and the last one on health benefits of weight loss.

Next, go into "Pages" and delete any default weird-looking pages.

You're all done! It wasn't that hard was it? :)

Depending on which theme you decided to install, you may also need to go into Appearance / Widgets and remove any default widgets from your sidebar (for example, banners with ads etc).

Here is a helpful tutorial to get you started:

http://www.siteground.com/tutorials/wordpress/customize-theme.htm

Your Assignment

1) Install Wordpress on your site

2) Find a free theme

3) Install the theme

4) Customize it so that your site has a couple of posts and doesn't look weird. Remember we are not aiming for perfection here, we are taking FAST ACTION - so if it looks ok, that's plenty good enough

   TIP: if you are stuck, Google for some tutorials or instructions - there are lots of tutorials online. You can also go to www.fiverr.com and find someone to install the site for you

Chapter 5: Register At Affiliate Networks

Affiliate networks are websites that connect manufacturers of physical or digital products with people like us - marketers.

We (marketers) can find a product that we are interested in and promote it.

When someone buys it, we get paid a (nice) commission.

The benefit to us is that we don't have to deal with customer service, orders, inventory or anything like that. All of that is taken care of by the manufacturer.

We will get paid a commission of anywhere from 3-5% to 100% (yes 100%), depending on what product it is.

It is not uncommon to make commissions of $50, $100 or more. I've made some monstrous commissions on one transaction many times.

It mainly happened to me while promoting bodybuilding supplements - some people love these products so much that they can spend $1,500 buying supplements which might last them 6 months. You can easily calculate what 10%, 15% or 25% of $1,500 was.

As an example, and to make you excited, I will share with you one of my personal favorite programs of mine. It's hosted on www.Shareasale.com and the program is called www.primalmuscle.com.

The products there are priced at $100 or higher, they are high quality bodybuilding supplements and they have great sales pages.

Conversions are very high, and it's not uncommon for people to spend hundreds in one go. The commissions are 15% (used to be 25% but they changed it a short while ago).

So you can easily net a very cool commission.

Before we start choosing a product to promote, we need to register at these Affiliate Networks.

Each one of them is different. Some specialize in digital goods only (books, courses, software), others specialize in physical goods, and yet there are many networks that deal with both digital and physical goods.

Here are the top ones that I recommend you sign up to straight away. I have included links straight to the affiliate sign up pages.

https://accounts.clickbank.com/public/#/signup/form/key//cid/MAINmenu

https://stats.markethealth.com/signup/

https://www.maxbounty.com/signup.cfm

https://signup.cj.com/member/publisherSignUp.do

https://shareasale.com/newsignup.cfm

http://www.moreniche.com/join-free

https://www.ebaypartnernetwork.com/

These should keep you busy for a little while :)

If you want to expand you reach later - you can always sign up for more networks.

But for now, stick to these.

The last one (eBay) is very interesting - you will get paid "per click" - meaning that you don't need a sale to actually happen in order to get paid. I've earned as much as $0.50 for every visitor I sent to eBay - it works on a revenue share base. What that means is that eBay will track the actions of each person you send them.

When that person does something on eBay, e.g. buys something, eBay get paid a fee by the seller. They will give you 50% of what they made. Cool isn't it?

And if you're quite new and the above didn't make much sense - don't worry! Just follow these steps, and I will explain everything as we go.

Your Assignment

1) Register for the above six networks. Click on each link and follow the instructions to sign up.

Chapter 6: Line Up Your Offers, Part 1 (digital)

Well done! We are making really good progress!

This chapter is both very exciting, and very important.

We are going to find the products that we want to promote to our niche.

The idea is that you want to select 5-10 products in this phase which are all logically aligned and will form the base of your business.

Here is my recommended setup:

- Your opening product will be a digital product, such as an ebook or a video course. These products will come from Clickbank.com. They have very good sales pages, and therefore very good conversion rates and don't require your customers to know you and trust you.

  If you followed my niche selection guidance, then you'll find a digital product on Weight Loss or Body Building.

- Pick a few physical products. You will talk about these ones to your customers in the follow up emails. For example, they can be supplements for weight loss or supplements for muscle growth.

- Pick a few eBay search items. They will be interesting things that people in your niche may want to spend money on.

So let's go step by step into this.

In this chapter, we'll find our opening product.

Let's head over to www.Clickbank.com, and then choose Marketplace. This is where you'll look for the product.

Let's say that my niche is Weight Loss.

I'll go to Marketplace, link here:

https://accounts.clickbank.com/marketplace.htm

On the left hand side, choose "Health & Fitness" and see what's available.

The first product I can see is "Venus Factor". Let's spend a moment to understand what the numbers below it mean.

Avg $ / Sale means that on average, when someone buys this product, you will make a commission of $47.20. For every sale.

Next, let's look at Gravity. There is some complicated formula behind it, but the easy way to understand it is that there are at least 292.25 unique people have made an affiliate sale promoting this product in

the last 8 weeks. So it means that this offer is HOT HOT HOT - otherwise these 292 people would not be promoting this product, they'd be promoting something better.

In general, stick to products with Gravity over 50, preferably over 100.

Typically, for Clickbank, hot products like this will have sales pages that convert at no less than 5%. What that means is that if you send 100 people who are interested in weight loss to this sales page, you can expect to make about 5 sales with a total commission of about 5 x $47.20 = $236.

So that's an average of $2.36 for every visitor (or "click").

Check out the sales page. Watch the video. See what else you find. Does it entice you to take action?

I've reviewed it, and I think it's a really good video sales page, which will convert into sales very well.

Get your link.

Next you'll want to get your affiliate link.

In the marketplace, next to the product, you'll see a button that looks like this:

PROMOTE

Click it. Enter your Clickbank ID - you should have got this when you were registering.

And save this link to a safe spot - we will come back to it later.

Get your affiliate tools

Go to the sales page: http://www.venusfactor.com/welcome/

Then at the bottom find "affiliates", click on that.

Have a read through what's there. Often the best Clickbank products will provide their affiliates with tools to make selling easier.

You'll want to grab all resources they give you, and sign up to their newsletter. With the Venus Factor example, at the bottom there is a sign up link asking for your email. Sign up so that you can get help with the promotions.

Venus Factor, when I signed up with them, immediately sent me an email saying they'll provide me with articles and emails I can send to my prospects. This is cool isn't it?

So I replied to them , and Jacki, their Affiliate Manager, has sent me an email with a file containing email promos I can use, as well as an article I'm welcome to use whichever way I can. I will come back to these materials in the examples later in the guide.

The vendor is very interested in your success, so they will give you the best tools that they have - and we can utilize them in our business.

<h2 style="text-align:center;color:red;">Your Assignment</h2>

1) Go to Clickbank.com and find 1-2 digital courses / products that you want to promote. Don't overthink it - anything that converts well will be fine. Weight Loss and Bodybuilding are great niches to start in

2) Create and save your affiliate links

3) Sign up to the affiliate tools page, and grab any and all promotional tools they are offering

Chapter 7: Line Up Your Offers, Part 2 (physical)

Excellent - we are almost done selecting our products.

Now we will find a few more products that we can promote.

You will need to use your imagination here a bit. Here are a couple of general guidelines, and an example of a good offer.

Guideline 1:

Offer must have a great sales / landing page.

What this means, is that it needs to be visually pleasing, and enticing for your prospect to take action.

We don't want our prospect to land on a page with lots of links and confusing message. We want the page to be good at SELLING the product to the prospect.

Couple of examples of good weight loss landing pages:

https://www.garciniacambogiadirect.com/offer/v1/index.php#MBID#

http://www.acaiberryselect.com/

Very appealing, and entices action.

An example of a bad weight loss landing page:

http://www.beachbody.com.au/

The call to action is not clear. It has lots of programs mashed onto one page. There is a phone number at the top, so if our prospect calls, we will not get credited for the sale.

Guideline 2:

If the affiliate network provides a stat called EPC, it's a bonus. EPC stands for Earnings Per Click. Some networks calculate actual EPC for every click, others call it EPC but in reality it's Earnings Per 100 Clicks - so just make sure you know what your network is reporting.

For example, CJ.com calculates theirs based on EPC for 100 clicks.

MaxBounty.com calculates theirs based on EPC for 1 click.

We want our EPC (on a 1-click basis) to be above $0.20.

First Example:

First, let's head over to MaxBounty.com. By now you should have signed up with them and received your log in details.

I'll continue with the example I started earlier, and assume we are in the weight loss niche.

Using the "Search Campaign" function, sort through their offers. Look for the "Health" offers and explore a few, paying particular attention to "EPC" - earnings per click.

I've promoted this offer, which converts really well:

https://www.garciniacambogiadirect.com/offer/v1/index.php#MBID#

If you decide to give this one a try, then make sure you select the one called "Campaign 5722:   Garcinia Cambogia Direct - CA, UK, AU, NZ".

It works well because it is an offer specific to the above four countries, and in the description you will see that the visitors from any other country will get redirected to the appropriate offer from their country.

It has EPC of $0.40 - meaning we can expect to make $40 for every 100 visitors we send, that's pretty good!

Of course, feel free to choose another offer that you like.

Second Example

My other favorite health-niche program is MarketHealth.com

When you log in, go to offers and then you will see the top selling offers.

As you can see, all of the hard research has already been done for you! They tell you what is converting the best, and from my experience, their pages convert at about 3-5%.

As of the time of writing, one of the top offers was this:

http://www.greencoffeebeanmax.com/

It pays $45 per conversion! Even at minimal 1% conversion, that means $0.45 for every visitor you send. This is really nice!

Conclusion:

So as you can see, there are some screaming offers out there. You need to find 4 or 5 that are aligned to your ebook / video course.

You may need to think a little laterally.

For example, you may have a weight loss digital course.

You don't have to select 5 other offers that are on the exact same thing - weight loss.

What you might want to do is pick 1 product that is a weight loss supplement. Then a second product that relates to cellulite, maybe a cellulite gel (common problem for people full stop, but even more so for those who are overweight).

Third product may be a liver detox or colon cleanse, which have general positive health effects, but also have a side benefit of assisting weight loss.

I hope you can see the power of this approach!

Your Assignment

1) Go to the following sites:

    a. MarketHealth.com

    b. MaxBounty.com

    c. Shareasale.com

    d. CJ.com

    e. MoreNiche.com

2) Find a total of about 5-7 products

3) You may need to apply to be accepted into the affiliate program for the product - if so, then apply

4) Save your affiliate links

Chapter 8: Line up your offers, Part 3 (eBay)

How eBay affiliate program works

We will pick a few products from eBay to promote.

The idea here is that we will find a few things that are of interest to our niche.

eBay is a little different to most other networks. The difference is that you will get paid regardless of what your visitors do. Whether they buy or don't buy - you will still get paid.

How much is the question of what your visitors do. eBay will pay you 50% of whatever it makes from its visitors.

eBay charges sellers advertising and listing fees, something like $1 or $2 to list an item for sale. Also, when the item is sold and the payment is made, the payment is often made by Paypal, which means the seller will pay some fees to Paypal which is also owned by eBay, and therefore eBay collects those fees.

eBay will track what the visitors you send do for the next 30 days (called cookie period). Even if they don't buy something right now, eBay will remember you sent this visitor.

The kicker is that eBay is such a popular site, and most people online already have an account on eBay and buy something on eBay quite often.

So your visitor may come back to eBay for a whole different reason in 2 weeks time and buy something. That would mean that eBay has made money, and they'll pay you out.

I hope you can see the power of this - that's why I really love eBay affiliate program.

As a guideline, I find that my payout is somewhere between $0.05 and $0.50 for every visitor I send.

They have a somewhat complicated payout structure, and EPC seems to fluctuate up and down, but you can take the above figures as a rough guide.

What you need to do

Let's head over to www.eBay.com

Now browse around and find 4 or 5 listings that you really like and that you think will go well with your audience.

Continuing on with the Weight Loss niche example, let's look for cellulite massage machines.

Type in "cellulite massage" into eBay search box.

This is what we get - here are a couple of interesting examples.

INU Celluless Body Vacuum Anti-Cellulite Massage Device The Treatment Kit G9

$18.78   From Hong Kong

Buy It Now

Free shipping

🔥 176 Watchers

3 Photos
By FVD Downloader Deals

Celluless Vacuum Body Massager Anti Cellulite Treatment

$14.99   From China

Buy It Now

Free shipping

🔥 136 Watchers

See how both of the examples have over 100 watchers? This is a good sign, it means that people are actively watching these items. And it means that they probably sell pretty well, so it means that we will get good EPC from eBay for sending visitors here.

As part of our due diligence, click on the first result.

Then check the listing. You will see that at the top right, it says something like this:

More than 10 available / 200 sold

It means this particular seller has sold over 200 of these already.

Click on the text saying "200 sold".

This will bring up the list of recent transactions.

This is what it looks like:

| User ID	Price	Quantity	Date of Purchase
8***8 (73 ⭐)	US $18.78	1	Aug-29-14 13:53:48 PDT
h***z (61 ⭐)	US $18.78	1	Aug-29-14 02:38:23 PDT
c***1 (21 ⭐)	US $18.78	1	Aug-29-14 02:30:31 PDT
u***u (490 ⭐)	US $18.78	1	Aug-29-14 00:30:37 PDT
o***s (22 ⭐)	US $18.78	1	Aug-28-14 10:20:38 PDT
l***l (25 ⭐)	US $18.78	1	Aug-28-14 08:43:15 PDT
h***o (11 ⭐)	US $18.78	1	Aug-27-14 12:19:39 PDT
o***s (10 ⭐)	US $18.78	1	Aug-27-14 07:27:17 PDT
u***a (7)	US $18.78	1	Aug-27-14 05:45:30 PDT
r***. (11 ⭐)	US $18.78	1	Aug-26-14 23:15:01 PDT
m***i (2)	US $18.78	1	Aug-26-14 21:56:10 PDT
e***k (273 ⭐)	US $18.78	1	Aug-26-14 17:43:06 PDT
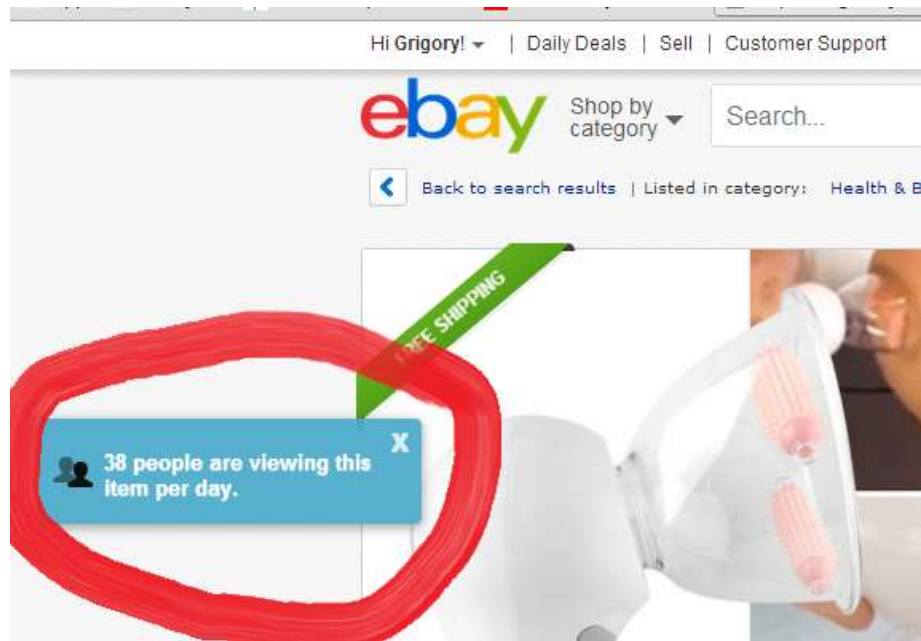
Good sign! As you can see, there are quite a few that get sold every day, it means there is demand. On average, they sell about 4 per day.

Ninja Trick

Last bit of info we will collect is this.

After you first come into the actual product page on ebay, just wait a little bit, and then eBay will display a little pop up window on the left hand side, which looks like this:

So it's telling you that there are 38 people looking at this per day.

And you know that about 4 get sold per day.

Meaning the conversion rate is about 10% - which is VERY GOOD!

So this product gets a tick from us - lets store the link to it.

Get eBay links

Log into the eBay Partner Network.

Go to "Campaigns", and then "Create Campaign".

Give it any name - it doesn't really matter.
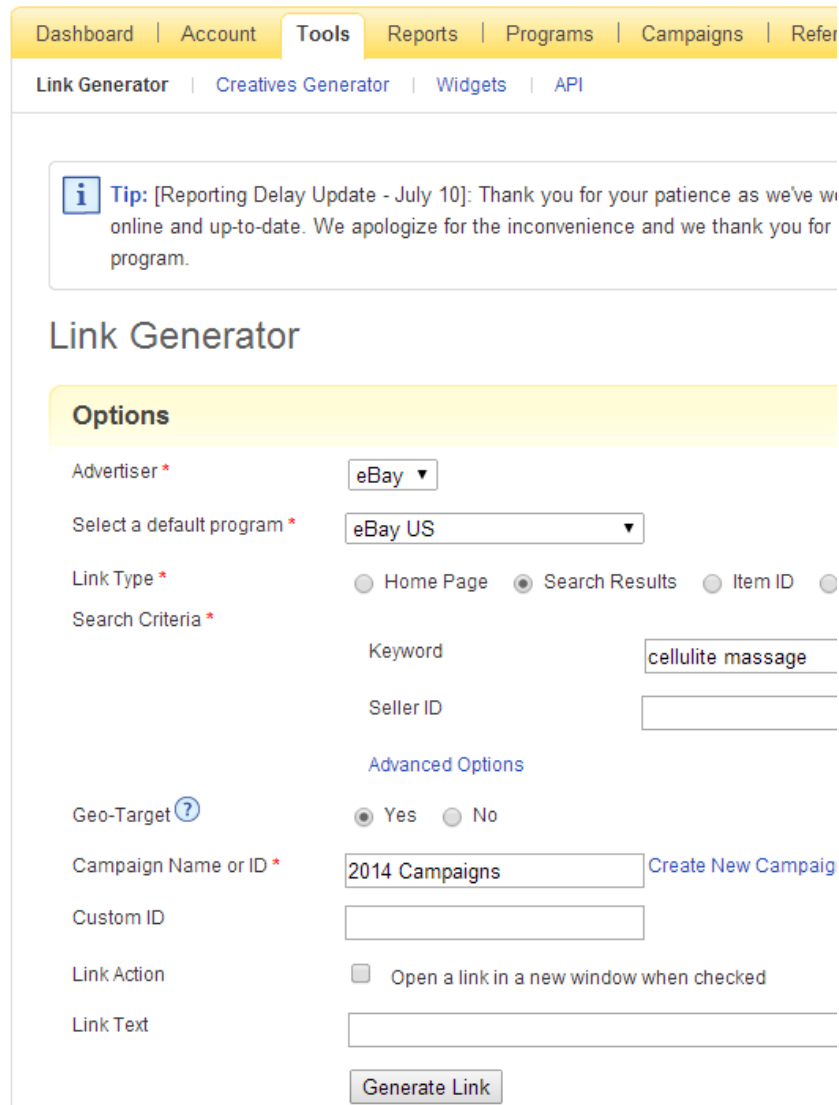
Then go to "Tools" and then "Link Generator" (not "Creatives" or "Widgets" or "API").

You will generate a link based on a search query, so when your visitor clicks on it, they will be taken to the search page and what they see will be as if they typed in something into the search box.

Note - this is important, because if you generate a link to a specific product, and that product is sold out or removed, your visitor will see an error message, we don't want that.

Here are the options you want to select:

Make sure you choose "search results".

And make sure you choose "geo target" as "yes" - this will redirect your visitor to the best eBay site that's suitable for them. So if I'm from Australia, it will redirect me to the Australian Offers from Australian

Sellers - meaning I will be much more likely to buy this item (as I won't have to pay for shipping from another country etc).

Click "generate link" and then you will see a link at the bottom starting with "http://rover.ebay.com/rover/...".

You will need to copy that link to a safe place, along with the other links you've been preparing.

Your Assignment

1) Go to ebay.com and find a few (preferably 5) products that are likely to work with your target audience

2) Do the research as explained here to make sure that the products are selling well

3) Don't spend too much time on this - DO NOT GET STUCK!

4) Work fast, and don't overthink what you are doing

5) Create the links and make sure the links are created based on the search phrase, not on an individual item.

6) Also make sure you choose "geo targeting"

7) Save the links in the safe place.

Chapter 9: Your Gift

In this chapter we will quickly create or find a free gift we will be offering our customers in exchange for their email address.

You have two options - you can either buy a report with giveaway rights, or you can write your own.

I won't go through the buying option in this course. It's very easy.

If it's something you're interested in, then Google "PLR Weight Loss report" or check out www.tradebit.com or www.master-resale-rights.com (just remember - don't pay more than $5 for your free report).

All you're going to need to do is to buy it, download it, find the editable (.txt or .docx) version of it, and then to put your name on it and edit it so that it looks ok. Then PDF it. You're done.

Important: you have to make sure that the title of the free report is targeted and is very similar to what the Clickbank sales page is going to be about.

Remember, in our example, we are talking about Women losing weight quickly. So your free report needs to be about the same thing.

If you decide to write your own, make sure it's no longer than 3 pages (maximum 1,000 words). It should take you no longer than 30-60 minutes to write. You can of course write a much longer one, but there is no need to waste time - 3 pages is plenty!

Writing Your Free Report

It simply needs to provide some good, solid information which is interesting and/or controversial.

Let's continue with the example of working in the Women's Weight Loss niche (aligned with our opening product, Venus Factor).

Now, if you remember, I advised for you to get in touch with them and grab as many tools as you can... Well - their affiliate manager sent me an article which I can use. Here is a screenshot (see below).
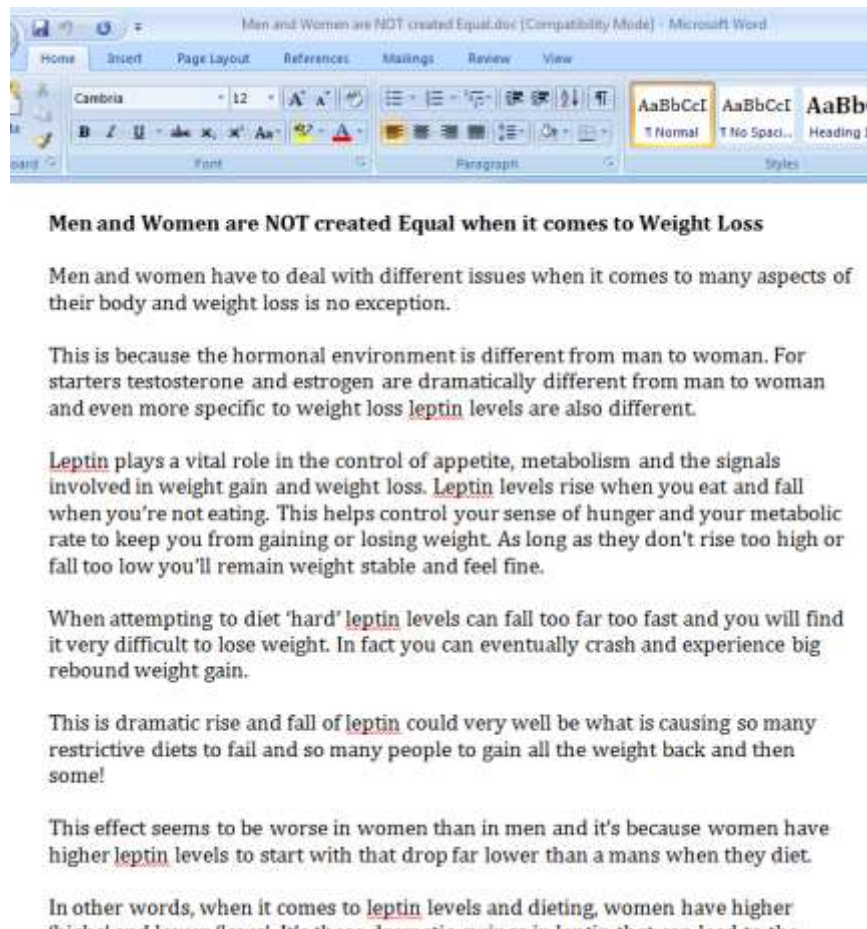
It's actually a really good article, I seriously liked it. And it's just under 800 words, perfect length.

What I would do in this scenario is basically take the article, make sure all grammar etc is right. Then I would add my affiliate link in a couple of places in the article, linking to the Venus Factor sales page.

Finally, I would place my affiliate link at the very end of the article, with a call to action, something like:

"Watch an education video:

   ==>> [How women lose up to 10 pounds in a matter of days](#) <<=="

Then I would check and make sure all links are working, and then save that article as PDF of my Free Gift. We will come back to this later - we will go through exactly how to give this to your subscribers.

If you can't get hold of an article like that, then find something on Google which relates very closely to what you need to promote and rewrite it, and then PDF it.

That's it - our free gift is complete!

Don't worry - you don't need to create a cover for it. You can, but it's extra work and in my experience it doesn't increase conversions.

Your Assignment

1) Review what materials you got from your main offer affiliate tools page

2) Decide if you are going to buy a PLR report, or if you are going to write your own

3) Ensure that your free gift is on the same topic as the sales page of the very first product you are going to send them to

4) Complete the free gift and save it as PDF

Chapter 10: Your Squeeze Page

OK let's have a quick review of the work that we've done so far:

- We have got our domain and hosting
- We have built our initial basic website
- We have found the main high-converting course to promote
- We have also found somewhere between 5 and 10 add-on products to promote
- We have created our free gift

This is pretty impressive - we are about half-way through the set up of the whole business! Awesome!

In this chapter we will set up our "squeeze page".

You may remember from the start of the book that squeeze page is just a technical term for a page on your site that will be capturing other people's email addresses.

The reason why we want to capture the email address is because we don't want to simply send our visitor directly to the offers that we have found.

As you remember, our conversion rates are around 3-5%. So if we send the visitors directly to the vendors' websites, we will make some sales, but we will also lose all of those customers forever.

A much better model is to capture the details of the visitors that we bring in, and then to continue marketing to them forever.

What's even better, the marketing component will run on Autopilot, meaning everything will be pre programmed and your system will continue generating sales automatically.

There are a couple of different options that you have: some free and some paid.

How to set up your squeeze page for free

GOOD NEWS - as part of my system, I have included an absolutely awesome squeeze page template, which you can easily customize.

And it works great on mobiles, too. Here is what we will make it look like:
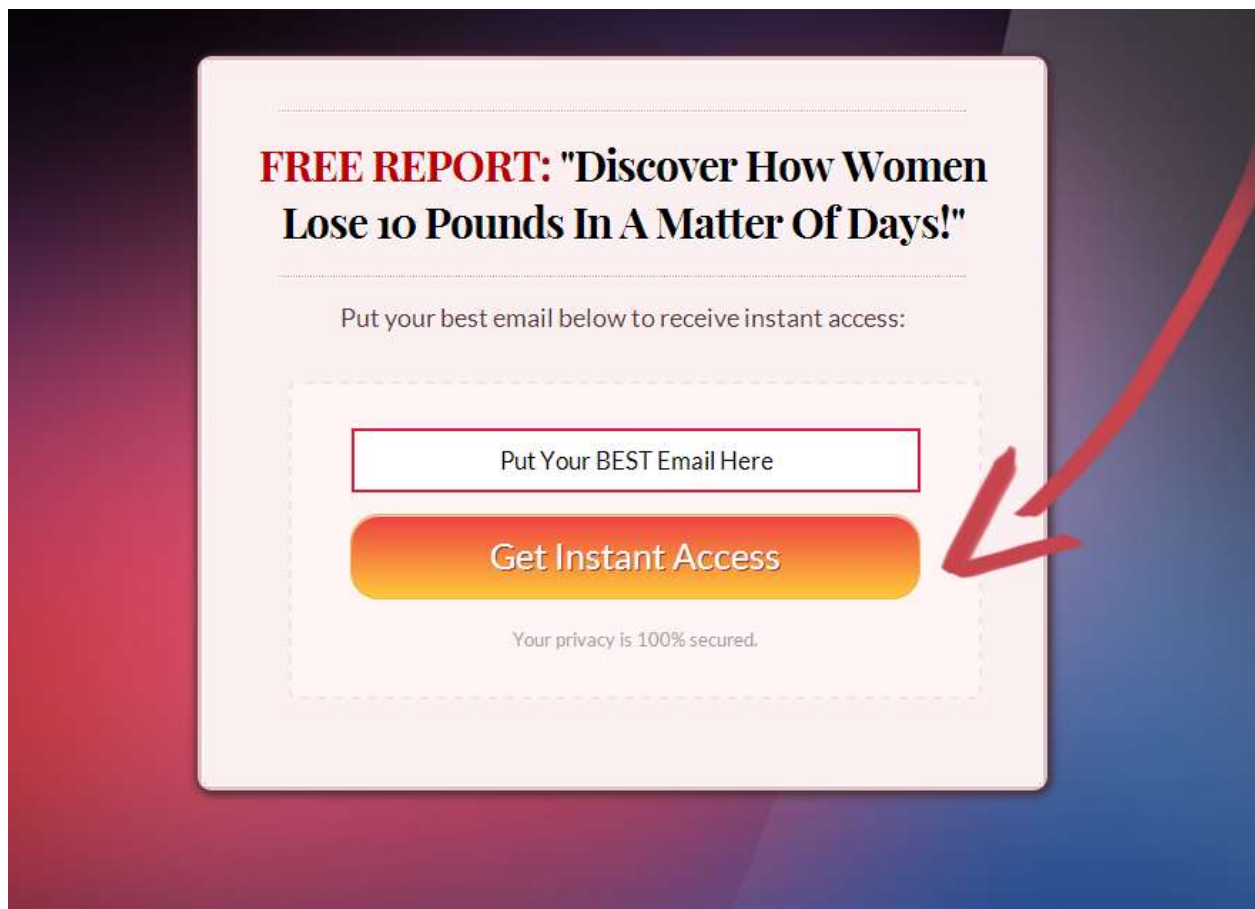
Now go to Google and search for "Kompozer" - it's a free visual HTML editing program.

Download it and install it.

Customizing your squeeze page

OK, so this is where we will set up what your visitors see when they first come into your squeeze page.

Please read this carefully - just so that you understand what we're about to do:

Just to recap on how this is going to work:

We will offer a free PDF report targeting a particular problem (in our example, Women wanting to lose weight).

They will come to the squeeze page, enter their email, and click "Get Instant Access" button.

We will then direct them to the "Thank You" page where we will tell them that their report has been emailed to them, and we will invite them to check out "Something Exciting".

80-90% of people will click that link, and it will take them straight to the Sales Page of our first product (the Clickbank product).

In the meantime, the PDF report will be email to them through our Autoresponder.

So now let's talk about how to do this (very easy)

Go to the "Bonus Squeeze Page" folder - it was in the ZIP file that you downloaded when you bought this report.

Now open index.html of the unzipped file in Kompozer (right click on the file and choose "Open With Kompozer".

Kompozer is really user friendly.

Our squeeze page headline needs to be very closely aligned with **both** the free report **and** what the sales page will show.

So watch the sales video, and note the key things it's calling out.

This is what I've noticed about Venus Factor:

- It's only for women
- It's about losing 10 pounds quickly
- Only at the places that matter most

This research takes only a couple of minutes, so it's very easy - just study the sales video or read the sales page (depending on your product).

For this example, I've already set up the squeeze page to cater for our needs.

However, if you want to try editing something in the squeeze page, you can.

Open Kompozer and click anywhere on the text, you will be able to easily change it, it's just like typing in MS Word.

If your report was about something else, then you'd just type it out like this:
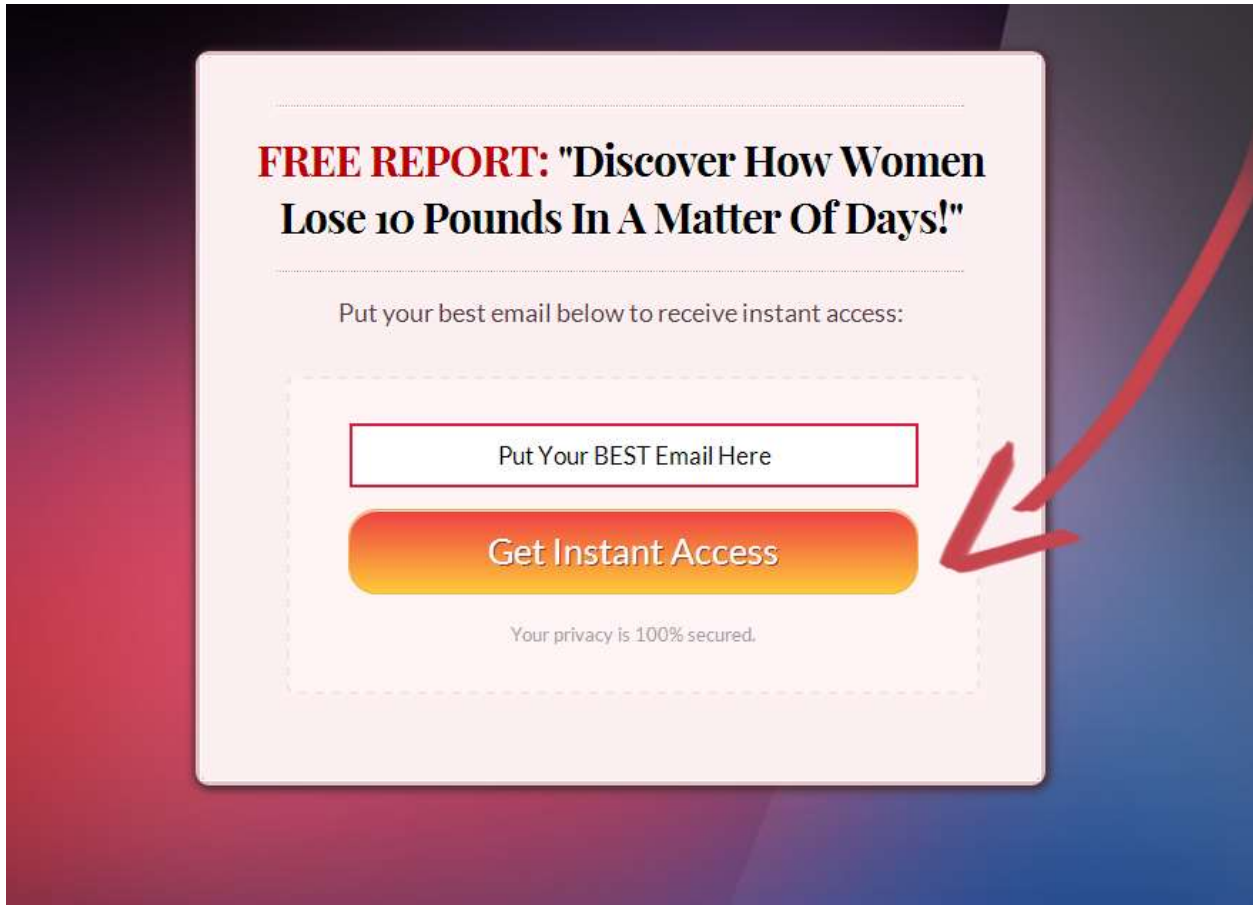
If you've made any changes, hit Save.

Save the file using the Save As function in Kompozer.

For the purposes of continuing with this example, make sure your page looks like this:

Important:

There is "img" folder in the same folder where the index.html is placed. That folder contains the arrow image as well as the background image.

If you create a copy of your squeeze page, you have to make sure you copy the "img" folder along, otherwise your squeeze page won't work.

All that's left to do is to actually add the email collection form - but we will do that in another chapter.

Paid Tools To Set Up Squeeze Pages

There is one awesome Wordpress plugin that I can highly recommend to set up guru-style stunning squeeze pages.

It is called [Epic Squeeze](#). It does cost a little bit of money, but if you like what you see - I highly recommend it.

It cuts out a lot of the work that you'd have to do.

Plus the conversion on all the templates included in that plugin are very high (45% or more).

Your Assignment

1) Go to the sales page of your initial product (remember the recommendation - we want it to be a high converting Clickbank.com product, like an ebook, or a video course. And it needs to have high gravity)

2) Read the sales page, or watch the video. Do it a couple of times to get a really good understanding of the benefits that it promises. Make notes of the benefits, timing, specifics, as you are reading or watching

3) Download and install Kompozer

4) Open my template from the "Squeeze Page Bonus" file

5) Customize it as per the instructions in this chapter - tell them about the freebie you created in the previous chapter
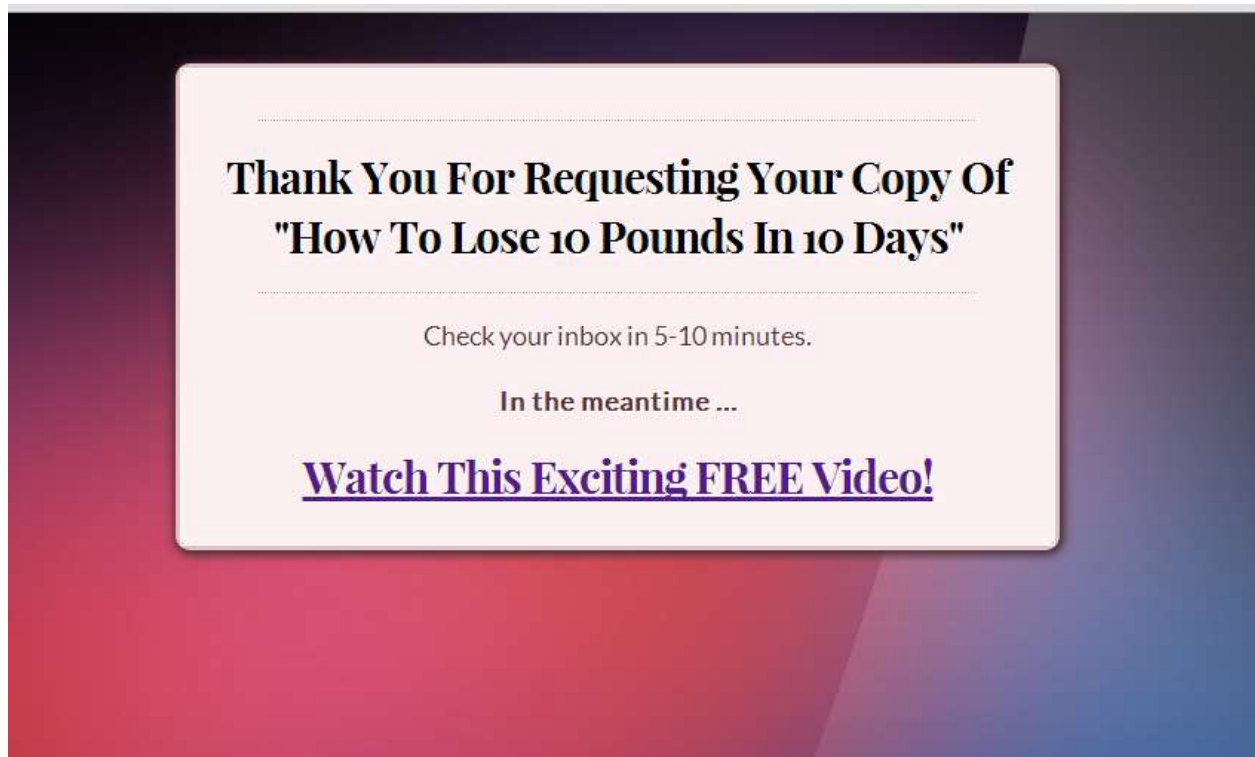
Chapter 11: Setting Up Your Thank You Page

In this chapter we are going to set up a Thank You page.

It is a very important page, because this is what our visitors will see once they've entered their email address.

We want our visitors to feel warm and fuzzy that they have just downloaded the report... and then we want them to click through to the sales page of our affiliate offer.

So, I have given you my **FREE TEMPLATE** for this page as well. This is what it looks like, and it works very well for me:

As you can see, this is a very basic page, and it is on purpose. We want our visitors to have only one choice - click on the link!

If you need to edit this template, then follow the same steps as outlined in the previous chapter.

You will need to make sure that the text "Watch This Exciting...." is hyperlinked to your affiliate offer.

In Kompozer, you do that by selecting that text, right-clicking and then choosing "Link Properties":
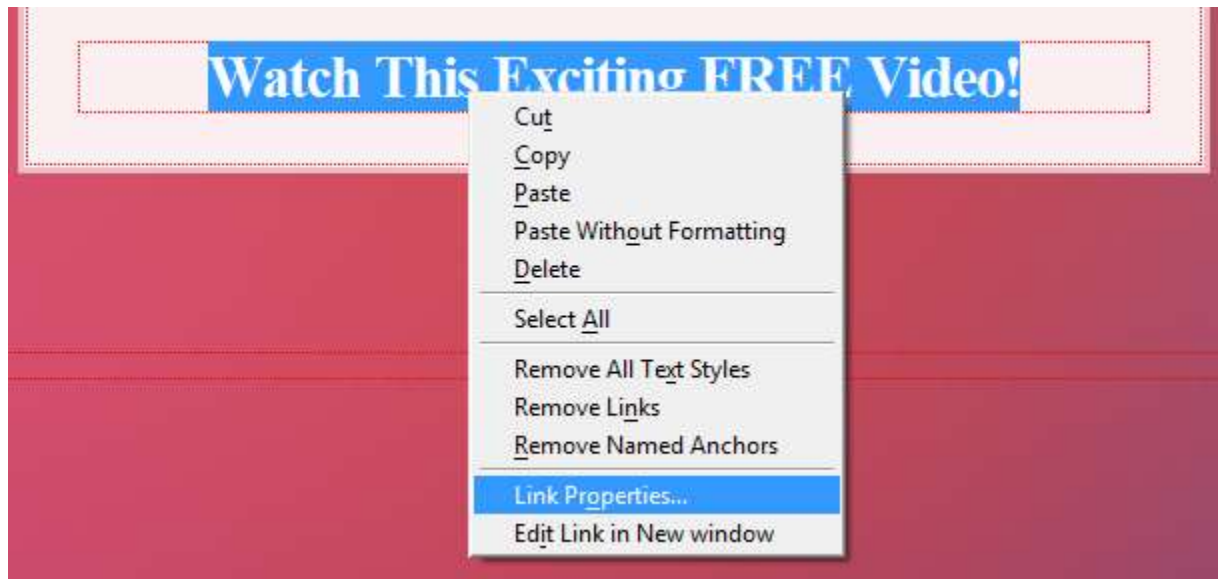
There is also a link at the top of the toolbar, which looks like this:

If you highlight some text and click this button, it will allow you to hyperlink it.

Uploading your Thank You page to your live website

There are many ways you can do this, and you can find a lot of tutorials online on exactly how to do this - just Google "upload html page to my server" or something similar.

I will show you one, very simple way.

- Download and install a program called Filezilla. It's free and it's great.
- Log in to your cPanel hosting account (you should have received all of the details when your account was set up).
- Then in your cPanel find an option called "FTP Accounts".
- On the next page, find your site and choose the option "Configure FTP Client".
- Choose FileZilla.
- Download and save the FTP configuration file.
- Then click the "Instructions (New Window)" link and follow the instructions to configure your FileZilla program to be able to access your website.
- Once you've got access to your site, create a new folder in your site.
- Give your folder a name, maybe something like "thank-you" (don't use spaces in website files and names)

All you need to do after that is select your Thank You file (index.html) as well as the folder called "img", and drop them into the new "thank-you" folder that you have created on your site.

Filezilla will upload both the index.html file and the images folder to your site.

Now go to the folder in your browser.

If your site name is www.loseweightwithme.com and if you created a folder "thank-you" as I described above, then type in the following into your browser:

www.loseweightwithme.com/thank-you

You should now see your Thank You page on your site.

We are done!

Important Note: you will want to call your squeeze page index.html - here is the reason why we do this.

Remember that we created a folder "/thank-you" on our site? If your squeeze page is called "example1.html", and it is contained within the "/thank-you" folder, when someone types in www.yoursite.com/thank-you, they will **not** see your squeeze page. They will see your directory, and they will see that there are some files within the directory.

So, people would have to type in www.yoursite.com/thank-you/example1.html   in order to be able to access your page, so the path gets longer.

If your page is titled index.html, and someone types in www.yoursite.com/thank-you, all browsers by default will load the index.html page within that directory, so it makes the path cleaner and easier to work with.

Your Assignment

1) Open the Thank You Page template from the "Thank You Page Bonus" folder.

2) Edit as required, inserting your affiliate link, and save the Thank You page

3) Download Filezilla and install it, configure it to be able to access your site

4) Create folder "thank-you" on your site

5) Drop the Thank You page as well as the images folder to your "thank-you" directory

6) Go to the live link and check if it's working

Chapter 12: Set Up Your Auto Responder

Ok, let's get started!

In this chapter we will set up the auto responder.

There are only two real choices in the marketplace - Aweber.com and GetResponse.com

They are the only two serious competitors, and I strongly urge you to have an account with one of them.

While there are many other competing products out there (MailChimp and others), these two are by far the best - they offer the highest % of emails delivered, best functionality, good pricing, etc.

They have been in business for decades, and are not going away any time soon, so you can easily trust them.

I'm going to give you instructions based on GetResponse - because that's what I use.

You can follow similar steps for Aweber if you prefer.

First, if you don't have an account with GetResponse, you will need to register with them, so go ahead and do it now. They offer a free 30-day trial, which is very cool - means you don't have to outlay anything!

And there is a good chance that if you do the work, you will get paid your first commissions in the first 30 days, so you will be able to actually pay for your second month from your profits.

Set up your Campaign

Inside GetResponse, in the top right, find an area saying "Your Current Campaign". Click the dropdown there, and choose "Create Campaign".

Call it whatever you want, maybe something like "weightloss" or whatever makes sense to you. It needs to be unique - you cannot have a campaign with the same name as another user's campaign, so if it says "weightloss" is already taken, try "weightloss2014" or something along those lines.

Then hit Edit Campaign Settings.

Leave Campaign email address as off.

Leave Notifications as On. Under Send Notifications To, make sure you have the right email address.

Leave Postal Address as On. It's required by law.

On the left, choose "permissions". Where it says "enable confirmed opt-in", untick all the boxes.

You don't need to change anything else here for now.

Set up your Webform

Go to Webforms, Create New.

Under designs, choose the most basic one with dotted background:

Then select Apply.

At the bottom of the page, untick all the unnecessary things - we only want the email address and nothing else. It needs to look like this:
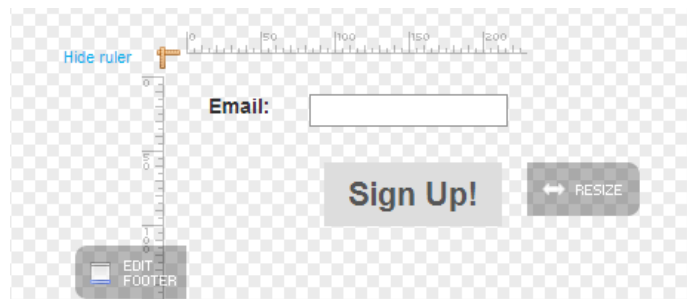
If it doesn't, untick these icons below to remove the name etc:
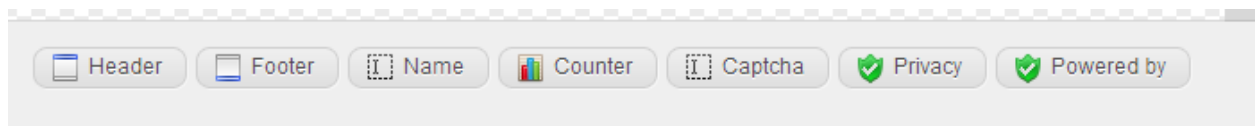
This is all we need to do.

Don't worry about the appearance of the form - we will integrate it with our Squeeze Page template, so that people will only see your squeeze page and in the backend it's going to submit all details to GetResponse.

Finalize the Webform and give it a name

- Click Next. Give your web form a name.
- Ensure Confirmed Opt In is set to "off".
- Choose the Thank You Page option to be "Custom Thank You Page".
- In the field asking for the exact link of the Thank You page, you will need to enter the URL of your live Thank You Page on your website, which we create earlier (for example, www.loseweightwithme.com/thank-you

- Click the tiny "Show Advanced" text, and make sure the following options are chosen:
  - Subscribe to Campaign needs to be the name of the campaign you have just created.
  - Choose Initial Message needs to be set to Day 0.
  - The rest of the options are ok to stay as is.
- Choose Next Step.
- You will see a screen that contains a box, and some code.
- Ensure the "Show HTML Code" option is selected
- Ensure the "Include CSS Styles" option is OFF
- Copy and paste the code into Notepad

We will need this code in the next chapter to integrate into your Squeeze Page.

We're almost done, stay with me!

Your Assignment

1) If you don't have an Auto Responder account yet, then sign up with [Aweber](#) or [GetResponse](#)

2) Create a Campaign

3) Create the web form

4) Copy and paste the HTML code somewhere safe (remember to choose the "Show HTML Code" option. Also remember that "Include CSS Styles" needs to be OFF)

Chapter 13: Making Your Squeeze Page Live

In this chapter we will put the squeeze page into your live website.
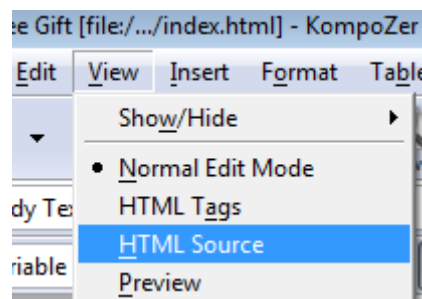
Putting your web form into your Squeeze Page

I have got 2 videos for you to help you set everything up.

This guy explains it much better than I ever could :) He developed these templates, I bought the rights to them specifically to include in this product for my customers.

All you need to do is follow along. He actually opens the Squeeze Page templates in a program similar to Notepad. You can do that, just right click on the index.html file in your Squeeze Page folder, and choose Open With Notepad.

Alternatively, open the Squeeze Page in Kompozer like I showed you before. And then go to the menu, and choose "View" and "HTML Source". You will then get the code behind it, and you can follow along the videos.

Here is a video for Aweber integration into your squeeze page:

https://www.youtube.com/watch?v=62P-CeLAHIs

And this one for Getresponse:

https://www.youtube.com/watch?v=RA9_0oZptwM#t=22

So just follow along, and you should now have a fully-functioning squeeze page.

Before we upload it, test it - enter your email address and hit the button.

You should now be redirected to your Thank You page.

Log into your autoresponder account. Can you see yourself added as a subscriber?

Did this work? If not, then watch the videos again and follow the instructions.

Tip: you can always delete yourself from the campaign. Go into "Contacts", "Search Contacts", find yourself and delete - that way you can continue testing your squeeze page.

Uploading your squeeze page to your live website

We will follow the same steps as we did for the Thank You page.

Create a folder called "welcome" (or similar). Don't call it "squeeze" as people may be put off by that.

All you need to do after that is select your Squeeze Page file (index.html) as well as the folder called "img", and drop them into the new folder that you have created on your site.

Filezilla will upload both the index.html file and the images folder to your site.

Now go to the folder in your browser.

If your site name is www.loseweightwithme.com and if you created a folder "welcome" as I described above, then type in the following into your browser:

www.loseweightwithme.com/welcome

You should now see your squeeze page on your site.

We are done!

I promise - the technical stuff is now over :) From here on it gets much much easier.

Your Assignment

1) Follow the video instructions and integrate your Squeeze Page into your Autoresponder.

2) Upload the squeeze page to your site

3) Test that the squeeze page is working ok

4) Write down the address of the squeeze page somewhere

Chapter 14: Set Up Your Autopilot

In this chapter we will talk about the most exciting part of the system - the Autopilot!

This is what will continue making you money day after day, week after week.

We will set up the emails to go out to the visitors of your squeeze page who have left their email address for you.

We will write a number of emails - the more, the better. We will schedule them to be automatically sent to the people who join your list.

This work only needs to be done once. It's pretty simple - you don't need to overcomplicate any of the emails, I will show you how to generate this content quickly.

After you have set it all up, all you really need to focus on is bringing the visitors onto your squeeze page. No need to manually send out emails or worry about doing anything else - your whole machine is now set up, and will do all the selling for you!

I hope you can see how powerful this is - you can bring in thousands of visitors to your squeeze page and capture their email addresses, and the auto responder will do all the heavy lifting.

There will be a few different emails that we will need to write:

Welcome email - this will be sent immediately after the visitor enters their email address. We will thank them, welcome them, and make them feel good about joining our list. We will send them the free article/report PDF we created. We may also point to the very first, main Clickbank product. No hard selling in this email.

Follow up email - this will be sent exactly 24 hours later. We will check if they need any help, what the biggest obstacles are etc. No selling in this email either.

Content emails - we will schedule these in to go out 1-2 days apart. The first one of them will go out exactly 24 hours after the follow up email, and the rest will be spaced 1-2 days apart. We will drop subtle promotional links in there, and this is how we'll make our money.

Writing a welcome email

Now go ahead and write a welcome email.

I will continue with the example of the weight loss niche. I will also assume, for this example, that you are a female (obviously if you're a guy, choose a different angle).

The main points you need to cover are:

Welcome them to your newsletter and thank them for their interest in your free report. Tell them it's attached to the email.

Tell them a little bit about yourself - come up with a personal story. Maybe you struggled with being overweight in the past, however came up with a way to lose weight and keep it under control.

Maybe you are just passionate about it because of someone in your family. Maybe you studied it. Whatever it is - tell them, so that they feel they know you.

You need to become their friend, a trusted information source.

When they see emails from you, they need to get a warm fuzzy feeling, like you would if you got an email from a friend.

Imagine you are writing an email to your sister/brother/closest friend. And write in the exact same tone. Not everyone will like it, but it will

be authentic, and most people will feel like you are a real human being.

Here is an example welcome email:

"Hey there,

I'm really glad you decided to watch that video I told you about.

How did you find it? It's bit long, but has some really cool stuff about why us women are finding it so hard to lose weight.

It's all true - and that's the reason I've been having a bit of trouble with my weight as well over the years. But I've now finally managed to find a way to keep it under control - I'll tell you a bit more about it later.

I've gotta run, but just wanted to say a quick hello - enjoy the rest of your day!

In case you missed the video, here is the link again:

<INSERT YOUR CLICKBANK AFFILIATE LINK HERE>

Chat soon!

<Your Name>

PS: I have also attached the report I promised :)"

As you can see, there is nothing scary about it. You just write it quickly, and don't worry that you are potentially writing to hundreds of people - keep it super personal, and use simple language.

Writing your follow up email

This one again will be a very friendly, brief email.

We are going to talk about a particular episode relating to our weight issue. Maybe you used to get laughed at at school. Maybe

you couldn't get a date until you finally lost your weight in your mid-30s, and then you realized that it's very important to be in shape, because that's when guys starting asking you out.

If you are a guy, just to give you an idea, you can talk about how your wife and/or girlfriend used to stress about her weight and the health or psychological issues it used to create.

Just a paragraph or two on this is fine.

Then ask them a question - what do they need help with the most? What sort of things are they struggling with? Encourage them to reply to your email - that way you will achieve two things:

Firstly, if they do reply, you will get some valuable insight into what worries them, and you can use it to fine-tune your messages.

Secondly, it will make them feel like you are a real person who cares about them. And they will be likely to open your next email.

Don't insert any links into this email.

Writing your content emails

This is where you will deliver some really cool valuable info to your people, and you will insert an odd link here and there.

There are many ways you can go about writing these emails.

In general, I would keep them to 100-400 words, nothing overly long.

The first 3 emails, we want to promote the same product out of the ones we've chosen (so maybe that Garcinia offer I showed you before).

The next 3 emails, we will move on to another one - maybe that cellulite massage machine that we talked about before.

And then continue writing 3 emails for every product.

So what you'll do is deliver some content, and then gently drop in a link.

I'll talk you through an example.

Let's say I'm promoting Garcinia as the first product in my series.

I'm going to head over to the Australian Newspaper site www.smh.com.au.

Then I chose Lifestyle at the top, and then Diet and Fitness. It then gives me topics on the left hand side. I chose overweight.

The first article I see is titled **"Ovarian cancer risk for overweight women"**. Wow - that's pretty full on. It will probably make them click your email so it's not a bad topic for us to talk about.

This is the article I'm talking about:

http://www.smh.com.au/lifestyle/diet-and-fitness/ovarian-cancer-risk-for-overweight-women-20140311-34iz8.html

So click into the article. Have a quick read of the article, and then rewrite what you've read into an email.

Again, imagine you're telling a friend about it.

So write a paragraph or two about what you've learnt.

Then tell them how you feel about it, and how this is one of the reasons you've been careful in keeping your weight under control.

Then tell them that one of the supplements that you've found helpful is Garcinia, and insert your affiliate link as you are talking about it.

For example:

"*<here is the section where you talk about what you've read in the article>*

... Of course, ovarian cancer scares the *#@* out of me as well... It's one of the reasons why I've been keeping my weight at 155lb for a few years now. I won't lie, it's not easy, I do have to walk every day as much as I can, and I also take vitamins and supplements. I've tried a few different ones, but the one I keep coming back to is [Garcinia](#) - because it works.

Anyhow, <change topic here>".

You see how it's personal, and doesn't feel like a hard sell?

However, it also generates some interest for people to check out this Garcinia product.

And this is how you write the content emails - there is not much to it, it's pretty simple.

Each one should not take you longer than 15-20 minutes to write.

Write 3 content emails with a link to the Garcinia offer.

You may be wondering - won't they get sick of seeing the same offer?

The truth is that not every person will open every email you send. In reality, the open rates are usually somewhere between 10% and 50% - depending on the quality of your relationship with your reader.

So chances are that some people will only read one of your Garcinia-related emails, and some others won't read them at all.

Which is cool - because we've got many more emails coming their way :)

Once you've completed writing emails for your first offer, you will want to switch to the next product - for example the cellulite massage machine, and do the same thing, write 3 content emails, inserting your affiliate links.

If you followed my steps before, you should have 10 products that you will promote. Write 3 emails on each one, which will give you 30 emails.

If we schedule these emails 2 days apart, that's 2 months worth of emails!

Upload the emails to your Autoresponder

This is the easy part :)

I will assume you are using GetResponse.

Log into your Dashboard.

Make sure on the right hand side, where it says "Your Current Campaign", the correct campaign is chosen.

Then go into Messages, and then to Create Auto Responder. "Auto Responder" is the term GetResponse uses for the automatically sent message (as opposed to Newsletter, which is not scheduled, it's sent immediately).

You will choose "Time Based".

First, we will do the Welcome email. Choose "On Day" option and type in 0. That will ensure it's sent immediately.

Make sure all days are ticked.

Then click on "create new email".

Give the message a name - this is only visible to you.

Type in a subject - for the first one, it will be something like "Welcome and Thanks".

Ensure that Track Click-Throughs is ticked.

Click next step.

In the next screen, you can choose a template to start with.

I recommend sticking with the simplest design, so find the "Blank Template" option, which looks like this:

Click Next Step.

Drag and drop the text block, which looks like this:

...on to your screen on the left hand side.

Edit the text to delete the default text, and paste in the welcome email that you've previously prepared.

For the font, I usually leave Arial. I also use Font Size 14.

Next, select the little attachment button at the bottom right corner, which looks like this:

... and attach the PDF you promised.

To create links in your email, select the text you want to convert into a link, and then choose the Insert/Edit link button that looks like this:

This is where your affiliate links will go.

Important step: make sure you also click on the Plain Text button at the bottom right, and paste your email into the screen that pops up.

What that does is it creates a text-only (non-HTML) version of your email, which in turn reduces your Spam Score.

Once you've done the HTML and Plain Text versions of the emails, make sure you select the "Test Message" link at the top right, and send a test email to yourself.

Make sure that it goes through ok, and that it doesn't end up in the Spam folder. Also click any links you've inserted into the email to make sure the links work.

After that, once you're happy with everything, click next step.

Then click Save and Publish.

That's it - your Welcome email is done!

Now upload the remaining 30 content emails.

Schedule them 1-2 days apart. Follow the same steps as above.

Try to give those emails interesting subjects - if you're stuck for ideas, browse the news sites, and copy the structure of their headlines. The newspapers have experts writing headlines which draw the readers in. Just copy what they do :)

Your Assignment

1) Write the welcome and the follow up emails

2) Write 3 emails for each of the products you've picked, and store them somewhere safe - in Notepad files for example

3) Upload your emails. Welcome to go on Day 0, Follow Up to go on Day 1, and then the content emails to go out 1-2 days apart

4) Make sure you insert your links, create a Plain Text version, and test each email by sending a test copy to your own email address

Note: if 30 emails seems like a daunting task, then write the Welcome, Follow Up, and 3 emails for the first 2 products.

Then continue with the rest of the set up - at least you will get started, and can start driving traffic. You can always write more emails later.

Then at a later point, schedule in some time each day to write 3 more emails for each product. That way you'll break up the routine.

However, I would strongly recommend writing all follow up emails first, before proceeding to the next step.

That way your machine is ready to fire out the emails, and you never have to worry about this again.

Note: While I have tried to give you some guidance here on how you can structure your email marketing, it is a fairly large and complicated topic. If I included everything there is to know about email marketing, this books would be 400 pages:)

 To get the best results out of email marketing, I do recommend you study it more from someone like [Lee Murray](), who is an absolute email marketing superstar. His Email Slick program is great.

Chapter 15: Driving The Traffic

Congratulations!

Your Autopilot Commission machine is all set up!

The only thing you now need to do is add traffic.

The good news is that this is now the only thing you will be doing - just sending traffic to your squeeze page. You've programmed for the other components to be happening automatically, so you can focus on just doing on task going forward.

And I will show you exactly how you can get traffic.

In general, there are two types of traffic you can generate: paid and free.

Paid traffic is fast, and you can get traffic same day. The downside is that you have to invest an amount of money upfront ($20-$50), and it may or may not pay off - you may need to budget for a few rounds of paid traffic to find which one works for you.

Free traffic is... well - free! But you have to do some work to get it.

It's up to you which way you'd like to go. Unfortunately there is no way you can get free traffic with no work - so choose whichever way suits your circumstances better.

Free Traffic - Guest Posts

Next, we will talk about a method of getting traffic that I used with a lot of success. This method is guest blogging.

The idea of this method is that you will find a popular, high traffic website, which accepts blog posts from guest bloggers. Then you will

write a blog post for that site, and place the link to your squeeze page somewhere in that post.

People will read that article, and come to your blog.

Here is a list of blogs that accepts guest posts in the Health/Fitness niche:

http://hivehealthmedia.wordpress.com/2013/06/19/list-of-50-high-pagerank-sites-that-accept-guest-blog-posts-2013/

... and here is another one:

http://www.guestbloggingtactics.com/the-ultimate-list-of-health-blogs-that-accept-guest-posts/

If you run out of ideas, just google "sites that accept guest posts" and look for lists of sites relevant to your niche.

Next, familiarize yourself with their requirements, register, and then write a post. Incorporate your links in the post, and submit it.

Attention: you want to make sure that the site you are submitting to is very closely related to your report / first offer. As an example, if you look at the www.guestbloggintactics.com list of sites, there are a couple that I can see which would work well:

http://www.weightlosstriumph.com

http://www.womens-health.com

You don't want to post an offer on women's weight loss on a blog targeted at men looking to increase muscle mass. You get the drift.

You can often get easy 20, 50, or even 100 new subscribers just by doing one guest blog. And don't forget, that out of 100 subscribers, you are likely to get an upfront sale giving you $40+ commission, as

well as some "backend" sales from all of the subscribers going through your email sequence.

What to do if you run out of sites

I don't believe you'll run out of sites any time soon... If you search the way I've outlined above, you will find dozens of blogs, and you can write for each of them multiple times.

But - just in case you want to venture out into something else...

Here is what you can do. Find a top ranking, high traffic site related to your niche. Look for a high number of comments, high number of social shares of posts, high ranking for various search terms related to your niche.

Then find the "contact me" button on the site. And then send them a message telling them that you are running a business in the XYZ niche, looking to collaborate with other websites, and wondering if they need any unique content. Tell them that you can write a high quality article for them for free - you just want to be able to link back to your page.

Not everyone will respond, however with this tactic what you need to do is contact 10-20 websites at a time.

You will generally find that 1 or 2 out of 10-20 will reply and say yes.

It only takes 30 mins max to contact 20 websites - just type up the same message and copy and paste into each contact form.

From there, you can write an article, they'll post it, and you will get visitors to your squeeze page.

Free Traffic - Forums

Now, let's talk about forums.

Please do not make the mistake of ignoring forums.

The magic happens in your signature. You can put a link in your signature leading the forum visitor to your squeeze page. Remember - you're not selling anything, you're offering free valuable info - our 2-page report. There is no obligation on your reader to buy anything, they can just read the info.

There are people with problems at the forums, looking for help. You don't need to be overly promotional in your approach, and if you genuinely help someone, they will be very grateful. The original poster and other people will see your posts, too. And when they see your offer, a percentage will click through.

Let's say your niche is Bodybuilding / Gaining Muscle.

What you would do is search Google for something like "Bodybuilding Forum".

You will get a lot of results. Investigate each one, sign up, complete your profile, put a photo so you don't look like a spammer. Put a link to your signature, something like "My 3-Month Hell-Raiser Arm Workout Program". Don't make it something ridiculous like "huge biceps in 2 days", it's clearly not possible.

Check out some threads. I've just done the above search, and then looked at forum.bodybuilding.com.

Look at this one, took about 20 seconds to find:

🙂 How to gain weight on my arms? sdsfsdfsdfsdf, 06-18-2014 04:24 AM	sdsfsdfsdfsdf Yesterday, 11:44 PM ▶	17	842

I hope it's not too small for you to see, but in case you can't read it: someone has a desperate need to put on more size on his biceps. They posted yesterday. There are 17 replies and 842 views (!).

842! So think about this... If you were the first to reply to the original poster, you would have received 842 views of your offer in less than 24 hours. Let's say 2% are interested. So that's 17 visitors in 24 hours, out of which 5-10 will probably subscribe to your free gift (squeeze pages normally convert at 40%+).

Be careful - make sure you give lots of VALUE, and genuinely help the original poster. You should add to the discussion, not just tell them "go and click my link". Instead, you can post something like "here are some exercise and nutrition ideas that worked for me", and then write up 100-300 words of content.

Remember - you need to be seen as a contributing member, not a spammer.

If they like what you said in the post, they'll trust you, and when they see your link, they'll click.

One last thing I'll say is that you never know which of the forum posts is going to go "hot" - so you just need to actively participate in as many threads as you can. Focus on new posts - you want to be one of the first one or two respondents.

I hope you can now see the power of promoting your free offers on forums. If you do nothing but posting on forums, you will be successful.

Paid Traffic

My favorite form of traffic is paid traffic.

Yes, it requires dollar investment, however you can generate unlimited amounts of traffic on demand.

In order for you to be able to grow your business profitably, you need to know your numbers.

Warning: UNTIL YOU KNOW YOUR NUMBERS - DO NOT BUY TRAFFIC

It's easy to spend a lot of money quickly and have little to show for it.

You have been warned :) So let me show you what I mean by knowing your numbers.

Let's say I'm getting 100 visitors to my squeeze page. I know that it converts at 40%, so 40% of people will leave their email address and 60% will just leave without leaving the email address.

I know that my sales page that they get redirected to after signing up converts at 2.5% (low number, but I'm just trying to be on the cautious side here with you. Normally Clickbank offers convert better than 2.5%).

So it means that from 100 people 40 will see the offer and 1 will buy the offer (40 x 2.5%). Taking Venus Factor for example, it means I've made 1 commission of $47.20. Of course, if your sales page converts at 5%, then you will have made 2 commissions for a total of $94.40.

That's upfront. There will also be more sales to come from our autoresponder sequence.

So what that means is that each visitor to my squeeze page makes me $0.47 upfront on average, plus some sales in the backend.

So as long as I don't spend more than $0.47 per visitor, I will be at least breaking even immediately.

Do you see where I'm going with this? Once I know my numbers, I can comfortably spend $0.40 per visitor to my squeeze page knowing that I'm immediately in profit, plus more sales to come from the emails.

There are a lot of sources of paid traffic - Facebook ads, Google Adwords, Bing Ads, etc.

There are two that I particularly enjoy, and I'll tell you about them.

Paid Traffic - Solo Ads

Solo Ads method is about you finding people who are willing to send an email to their email list promoting your offer (i.e. squeeze page).

There are website owners out there who have email lists of many thousands of people. And they are willing to send an email on your behalf - because you'll pay them for it.

They will charge you per click (visitor) that they send. As an example, you might buy 100 clicks from them. They then send an email to their email list about your offer.

Taking our Venus Factor offer for example, they'll send an email with some info, and will mention your offer in the email - maybe something like "Attention Women Wishing To Lose Weight - download this report from my friend". Something along those lines :)

Their subscribers will open the email, and click through to your squeeze page.

That's it. Easy as that.

In general, you can expect to pay somewhere between $0.35 and $0.50 per click. In some instances, a little higher, maybe up to $0.70 per click.

So let's talk about where you can find the solo ad sellers.

First of all, majority of the solo ad sellers and buyers operate in the Internet Marketing / Make Money Online niche. But don't worry! There are still many solo ad sellers in the health and fitness niches too.

Solo Ads Source 1 - Udimi

Firstly, let's look at www.udimi.com

It's a really good marketplace, where you can see the reviews of people you will be dealing with.

If you would like to give solos a go, register with udimi.com

Go to Find Solos and select "Health And Fitness".

At the time of writing, I can see 17 sellers dealing in this niche. More than enough for us :)

Read their descriptions, then check out their reviews, and then message them via PM. Tell them about your offer, and your squeeze page, and ask them if it would work with their list.

Buy the smallest package available first. 50 clicks or 100 clicks. That way you can test the traffic and see if you like it.

They may also give you a first time buyer discount. I personally would not pay more than $0.50 per click unless I knew the seller provides excellent quality.

Preferably $0.40 or so would be a good price. Cheaper would be even better.

Solo Ads Source 2 - Find Our Own

This one is a little more work, but potentially cheaper and more profitable.

This is about finding sites that have huge email lists, and asking them to send an email on your behalf.

What we can do here is search for sites related to our niche. For example, type in "womens weight loss blog" into Google, this is what I found, took 10 seconds:

http://carlabirnberg.com/

http://iamerinbrown.com/

http://www.skinnyhollie.com/

You will notice that all of these blogs have email capture forms. Good sign! It means their owners are building email lists, and probably got hundreds if not thousands of people on their list.

Now you can find the "Contact Me" section, and send them a message to introduce yourself and tell them you'd like to inquire if they'd be interested in collaborating with you. Tell them you'd like to buy some email advertising from them and ask them if they'd be interested in sending out your offer by email to their list, and that you would of course compensate them for it.

Again, it's a numbers game, unfortunately only about 10-20% of people will respond to you, but those that respond will generally say yes.

So you just need to talk to them about the price. These guys are usually not experienced in selling solos, so you may need to help them understand how it might work.

But they should know generally how many clicks each of their emails gets - they can get this number from their autoresponder.

So talk to them, and find out how many clicks they can generate in one email, and work with them to a price that doesn't exceed $0.40 per click. Start your negotiations at $0.10 per click - remember a lot of them are hobbyists and will be stoked to get paid that much.

Again, try to start with a small amount. If they tell you they can send 500 clicks and they want $100 for it, it can be a good deal, but also a lot of money to risk... So ask them if they can send to a small subsection of their list first, 100 clicks, and that you'd pay $20 for it.

Test the waters, and if the results are good - you can scale up.

Like I said - a bit more work, but the rewards are much greater :)

<u>Your Assignment</u>

1) Decide which method of traffic you will use

2) Get at least 300 visitors to your squeeze page

3) Check your stats and try to figure out your profit per visitor

4) Make an assessment on whether you can afford to start buying traffic

5) If Yes, scale up

6) If No, check the components of your Sales Funnel - see if there are some things you need to tweak:

   a. Is your squeeze page converting at less than 30%? If so, it may need some work

   b. Is your first offer converting at less than 2.5%? If so, you may need to get better alignment between what your squeeze page promises and the product

Next steps...

This is the end of the course! It's been a pleasure sharing this system with you.

I know that if you apply this knowledge, take lots of action, you will be well on your way to some nice commissions!