

# Secrets Of Top Affiliate Marketers

Discover the lazy affiliates way to riches

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By Lisa Frenzel

## Introduction

Many people are very successful affiliate marketers. Some only choose to earn a few hundred dollars a month while others earn thousands.

You will find that this applies to some of the top marketing affiliates in this eBook. Everything they have to say is very important. So, read what they have to say then read it again and apply their techniques. They know what they are talking about.

I hope you will learn a lot from this eBook and wish you success in all of your affiliate marketing ventures.

Enjoy,

Lisa Frenzel

\*I would like to thank all who participated in the making of this eBook. Thank you all for mostly your time and sharing your secrets with us.

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## Allan Gardyne

Allan is one of the top affiliate marketers on the Net today. He left journalism to pursue his ever so popular **Associate Programs.Com** web site and is also considered an expert on affiliate programs...

Allan's main sites are:

<http://www.AssociatePrograms.com>

<http://www.PayPerClickSearchEngines.com>

<http://www.LifetimeCommissions.com>

<http://www.LifetimeCustomers.com>

### **How much do you approximately make monthly promoting affiliate programs?**

My wife, Joanna and I are more interested in quality of life than earning a lot of money. We earn more than we used to as journalists.

We live about half the year in Australia - in a pole house by the beach: (<http://www.AssociatePrograms.com/search/us.shtml>) and half in New Zealand, where we have friends and family.

We love the way our business has given us the freedom to travel and work wherever we like. That's priceless.

### **How did you start affiliate marketing?**

On a free-hosted web site, I was earning the occasional \$10 commission from Jim Daniels' revenue sharing program, selling his introduction to marketing on the Net, "Insider Internet Marketing". He has since launched a much better book. I really **WAS** earning money while I was walking on the beach (I had time for that in those days) or while I slept, because I was in Australia and most of my customers were in the U.S.

I wanted to join more such programs and hunted in all the main search engines for a directory of them. I was surprised that no one appeared to have started one. (I found out later that James Marciano had launched his directory late in 1997, just before mine.) I reckoned that lots of people like me would be searching for a directory of such programs, so I started one, AssociatePrograms.com.

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The business grew from there. I quit my day job in 1998.

## **How long have you been affiliate marketing?**

Since 1997.

## **What are some of the key points you look for when choosing an affiliate program to promote?**

- A site that has a high conversion rate - or looks as though it has.
- An excellent product that will appeal to my niche market.
- A high commission, preferably 40% to 50%.
- It's a nice bonus if the program also pays residual income or lifetime commissions - the sort reviewed at <http://www.LifetimeCommissions.co>

## **Do you suggest a potential affiliate becomes familiar with a product before they promote it? Please explain.**

Absolutely. I like to study and use the products I'm promoting.

You can choose from thousands of affiliate merchants So you ought to be able to find some products you can be genuinely enthusiastic about. If you do, your enthusiasm will shine through in your writing, helping you achieve more sales. You'll also have the good feeling that comes with knowing that you're promoting an excellent, useful product.

Occasionally, I'll promote a product without trying it because it's produced by a company I've learned to trust.

Of course, if you're running an online shopping mall, you can't possibly have in-depth knowledge on all the products you promote.

## **If someone is on a tight budget, what are some of the first steps they absolutely need to take to get started on becoming a top affiliate?**

Some people make money without a memorable domain name and web site, but I think they're essential to give you credibility and to help people remember you.

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In the early days of my business I attracted a lot of free traffic simply by participating in online forums. If you're doing that, see if you figure out a way to **HELPFULLY** include a link to an article on your site in the middle of your message. Don't just rely on using a signature.

Learn how the free search engines work.

Capturing e-mail addresses for your own opt-in list or newsletter is very useful because it gives you the opportunity for repeat sales, but it's not absolutely essential.

**How do you suggest promoting affiliate programs?  
(i.e.: Do you suggest using the web sites, ads, URL's provided or doing your own unique promotion?)**

There are dozens, perhaps hundreds, of ways to promote affiliate products. Keep your mind open to new possibilities.

By the way, I recommend you promote the **PRODUCT**, not the program. That way you rely on your own skills to make a sale.

I think the most important thing to do is to assess your own skills and interests. Use your strengths.

Don't assume that a technique that is best for one affiliate will automatically be best for you.

For example, I like writing so I quickly launched a newsletter. I contribute to online forums and I spend far too much time answering e-mails. For me, that works.

In total contrast, some successful affiliates **DON'T** even put their e-mail address or a contact form on their web site, because they want to do as little writing as possible.

If you're good at creating ezine ads, you can do that, and link them to a free report which you've split into a series of articles and placed on an auto responder, promoting affiliate products.

If you have only a few hours a week to spare, you can build a small web site,

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and perhaps aim to add one new article to it every week, or every month. Owning a small web site has the major benefit that you're free to spend 95% of your time on marketing.

If you have more technical strengths, you might want to figure out how to build sites which take a slice of the earnings of pay-per-click search engines.

If you already have your own products, you can use affiliate products for back-end sales. Someone who has just bought from you is likely to be in the mood to buy again.

If you're a real details person, you can build networks of dozens or hundreds of small, linked sites which are designed to be found in search engines.

In "Network of mini-sites earns \$5,000 a month" - <http://www.AssociatePrograms.com/search/newsletter193.shtml> -

I describe how Shawn Campbell has network of poster sites. Some affiliates do this sort of thing on a much larger scale.

Some successful affiliates concentrate on traffic from pay-per-click search engines, often earning commissions from leads rather than sales. This is a task for a true specialist. If you don't know what you're doing, you'll spend too much on advertising.

Once you have acquired some affiliate selling skills, you might want to concentrate on two-tier programs. You can coach other affiliates in how to succeed and earn a percentage of their earnings. I recommend some good two-tier programs at <http://www.AssociatePrograms.com/search/two-tier.shtml> .

If you create software or a web-based service, you can give it away, with your affiliate links imbedded in it.

Eventually, you may even want to do what I do, hire other people to run affiliate-driven web sites for you.

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## **In your experience, why is it that most affiliates never receive a commission check?**

Lack of persistence.

I remember when I was bringing in about \$10 a week -gross, not profit - and a friend laughed at me. She couldn't understand why I kept at it. She doesn't laugh now.

## **What would you say is the one most important thing you have learned as a top marketing affiliate?**

Earning trust and credibility are extremely important. I've received several e-mails from people who have told me they've bought a product because I recommended it in my newsletter. I love that and I work hard to deserve their trust.

## **What do you feel is the #1 most important thing you are doing to stay a successful top marketing affiliate?**

That's difficult to answer. What works for me won't necessarily work best for everyone.

I put a lot of time into trying to help affiliates succeed. That works for me. I aim to keep a fairly high profile in the affiliate marketing industry.

In contrast, some super affiliates who concentrate on conquering the search engines often fly below the radar. They're not interested in getting their names out there.

The most important thing they do is keep up-to-date with every little tweak of the algorithms the search engines make.

## **What information do you wish you had when first starting out?**

I wish I'd understood what a time trap creating a large web site can be. I spent far too much time fiddling about, experimenting and learning technical stuff and not enough time on marketing. Keep it simple!

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I wish I'd understood that affiliate selling can be done in so many different ways. I would have chosen a different route. Running an affiliate directory like AssociatePrograms.com is very time-consuming.

## **What is the difference between you (The Top Affiliate) and all of the other affiliates promoting the same programs?**

In some cases, not much. I have very good rankings in some search engines. I've worked hard to earn people's trust. Lots of people have also done that. However, that doesn't matter because the Internet is HUGE. There are massive opportunities for all of us.

## **What traffic generating techniques do you use to advertise affiliate programs? Do you advertise at all? If not, explain.**

I spend thousands of dollars a month on pay-per-click search engines because I believe it's highly targeted, effective advertising. However, there's no use doing that unless your web site is designed to achieve sales.

I've spent quite a while studying the main search engines because I like free traffic.

I have used message boards and discussion forums, but I don't do that as much as I used to.

I maintain friendships with people all over the Net. We help each other. Attending Internet marketing conferences is a great way of cementing friendships.

These days, I answer a lot of questions in interviews!

## **What are some ways you do NOT recommend when promoting your web site or affiliate programs?**

Don't use Spam. Ignorant, selfish oafs use Spam.

Don't waste time on free-for-all (FFA) sites. They used to work, a long time ago.

Don't bombard message boards with blatant advertisements.



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You'll just annoy people and ruin any reputation you have.  
DO offer useful, helpful advice.

## **What do you think is the biggest mistake new affiliates make?**

They join too many affiliate programs and hop from one to another without really putting in the necessary effort to make one work.

They build amateurish looking web sites without any credibility, trying to tell other people how to make money on the Net when it's obvious they don't know how themselves. They'd be better off choosing a less competitive niche.

## **In your experience, do you think you need your own product to succeed online?**

No, you don't. However, if you want to get ahead fast, it's an excellent idea.

## **Please donate 1-2 of your favorite and most helpful resource links.**

I spend so much time these days answering e-mail I almost never go anywhere on the Net except my own Associate Programs Message Board - <http://www.AssociatePrograms.com/discus> .

I usually check in there each day and do my best to answer people's questions. Instead of e-mailing me personally, it makes much more sense to ask your question on the message board. That way, you can often get helpful answers from several people who have different backgrounds and experience.

## **Please donate an affiliate marketing tip along with your link.**

Don't lose heart. It really IS possible to quit your day job and earn a very useful income on the Net.

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## **Brian Garvin**

Brian is probably the top earning marketing affiliate on the web today. He is responsible for developing the popular mailing list script Optin Lightning...

Brian's web sites are:

<http://www.optinlightning.com>

[http://www.garvinweb.com/reprints\\_galore.shtml](http://www.garvinweb.com/reprints_galore.shtml)

<http://www.garvinweb.com/money>

<http://www.garvinweb.com/moneyjr>

### **How much do you approximately make monthly promoting affiliate programs?**

It varies Lisa, but I make about \$22,000.00 each and every month with them. My residual income increased \$4,000.00 per month within the last 3 weeks promoting a program called Concorde.

Here's the URL:

<http://bigdogpit.com/go/go.php/concorde>

I'm fascinated about how much money someone can make placing ezine ads all over the internet and especially running their own ezine.

### **How did you start affiliate marketing?**

Hmm.. I checked out <http://associateprograms.com> and started reading Allan Gardyne's free newsletter each week. I fell down a lot at first, but started really picking up my position in these programs after using Opt-In Lightning at <http://optinlightning.com>

### **How long have you been affiliate marketing?**

I've been marketing affiliate programs for 2 years now. I'm the top reseller for Host4Profit, Big Dogs, MLMspy, Concorde Group March 2002, Simple System and quite a few other programs.

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## What are some of the key points you look for when choosing an affiliate program to promote?

1. Little or no external links. In other words, if I'm going to spend money to draw traffic to your site don't have 10 of your own affiliate programs up there. It just isn't fair and I'll dump the program even if it pays 50% commissions.
2. If you're running a Clickbank program, don't have options to order via another payment processor.
3. Offer \$10.00/mo. residual income or \$50.00 per sale.
4. If you skip a month sending me a payment, I better get a good explanation via email or phone and in all cases I'll expect full back-pay.
5. Don't use PayPal if you're running a residual income program. I don't use them anymore because they are extremely unreliable.
6. When I start earning serious money with you give me the chance to call the owner personally. This approach I think is standard for top resellers in a good company serious about growth.

Those are the main things I look for.

## Do you suggest a potential affiliate becomes familiar with a product before they promote it? Please explain.

I don't think it's necessary to **PURCHASE** a product to promote an affiliate program, but you should read the entire sales letter. This way you can outline the hallmarks of the program and write the "killer ad copy" you need to make customers break out their credit cards.

## If someone is on a tight budget, what are some of the first steps they absolutely need to take to get started on becoming a top affiliate?

The best way is to build an optin list. Every time you send out an ad, show the people on that list how to subscribe to your ezine.

My best answer to this question is, and I'll use an analogy is how I promote Host4Profit. I've never placed an ezine ad promoting them but yet I'm the top

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reseller for them. How is this? I sell Opt-In Lightning at <http://optinlightning.com>. Everyone who purchases the script, which is a hot seller, needs a compatible host. I let them know that Host4Profit is 100% compatible with my script.

So people flock to the network on my recommendation after purchasing my software. So the key is to promote an affiliate program that offers residual income on the back-end that's complimentary to the product you sell on the front-end.

**How do you suggest promoting affiliate programs?  
(i.e.: Do you suggest using the web sites, ads, URL's provided or doing your own unique promotion?)**

I never use the resources or ad copy provided by the affiliate managers. I might use the ad copy for ideas but I'll do major tweaking before I send it out.

I'll always for instance include an AOL link. The way affiliate managers setup their programs they never include one.

**In your experience, why is it that most affiliates never receive a commission check?**

The key to succeeding in any affiliate program is to bring as much qualified traffic to your offer as possible (as you can afford). The leads are out there, the people are out there, and they are spending money every single day, but the question is can you afford to advertise to them?

**What would you say is the one most important thing you have learned as a top marketing affiliate?**

I have a system down for ensuring I'm the top affiliate in any program. It works every time I'm serious about promoting something. First, I send the offer to my list to check the pull. I'm fortunate to have a very large List I run called A+ Marketplace. It gives me about 400-800 Unique Visitors per mailing.

If it pulls okay, I'll tweak the ad copy and resend it. I'll send out 3 test ads (which cost me nothing since it's my own list) and see which one pulls the best. I'll take the top puller out of those three and place ezine ads anywhere I know pulls. Then in 2 weeks, I'll do "another sweep" and place the same ad

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again. The key to being a top seller in any good program, especially MLM is to make a "Quick Strike".

Concorde is a perfect example. I'm making over \$4,000.00/mo in RESIDUAL income plus bonuses because I got about 30% of the internet in my downline. Lots of big marketers are under me on this one so I can just work with them and make a killing in the next year.

## **What do you feel is the #1 most important thing you are doing to stay a successful top marketing affiliate?**

About once every couple of weeks I login and check the stats on my favorite programs. If I see my income slipping on one, I'll send out a few ads to keep my top or near top position in the program.

## **What information do you wish you had when first starting out?**

This is a hard question to answer, because I've been happy teaching myself all this. I guess the key is to keep an open mind, get on the right mailing lists of top marketers that are doing things right. It's only a matter of time before they spill their guts.

## **What is the difference between you (The Top Affiliate) and all of the other affiliates promoting the same programs?**

I think the difference is that I actually sign up for a program, read the website, meditate and get a marketing strategy together for it before I start aggressively promoting it.

## **What traffic generating techniques do you use to advertise affiliate programs? Do you advertise at all? If not, explain.**

My favorite and main technique by far Lisa is Ezine Advertising. Think about it, every other form of advertising, whether it be banners, viral marketing or whatever is "after the fact" advertising. Because EVERY internet marketer joins mailing lists that allow people to put their offer in front of them.

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## **What are some ways you do NOT recommend when promoting your web site or affiliate programs?**

I wouldn't recommend posting to free FFA links, Free Classifieds, Pop-Ups or any type of guaranteed traffic programs. Just because traffic is guaranteed doesn't mean it's qualified.

## **What do you think is the biggest mistake new affiliates make?**

I think new affiliates get too fascinated by ads that say "send out 150,000,000" emails per month for \$49.95. Lets be honest, if someone were to send out 150M real emails, it would cost about \$400,000.00 just in Bandwidth Charges.

Sending out one million REAL emails on a good program can make one wealthy almost overnight.

But the cost for a legit service to send out this many would be about \$8,000.00, and worth every penny. Watch out for these kinds of ads, they are just scams. I was burned by a couple of them as a newbie, so don't make the same mistake.

## **In your experience, do you think you need your own product to succeed online?**

I think having your own product is VERY important Lisa.

You'll probably make a good income just from selling this ebook. There are so many hidden benefits of having your own product. I worked my partner Gary Ambrose into a multi-million dollar deal with the Business Opportunity Alliance. He closed it and we expect to make about 3-4 Million with them each year, because we're letting them use our software Opt-In Lightning and Lightning Track on a new BizOpp Gold CD-ROM which will be advertised all over the world within a few months.

So you never know when the deal of a lifetime will take place.

Plus you can barter your product for free ad space, a website link on a high traffic site, the potentials are unlimited. If the product is downloadable, it doesn't cost you a penny to send it to them.

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**Please donate 1-2 of your favorite and most helpful resource links.**

My favorite link is Net Break Throughs. Terry Dean is a friend of mine and I visit his site a couple times per week to check out the new advertising Hot Sites and to read and post questions. Most of the time I give advice but even the best of us need help from time to time. I'm not ashamed to admit this even though I think I'll be the top earner on the net within 1-2 years.

Here's the URL to Terry Dean's site:

<http://bigdogpit.com/go/go.php/nbt>

**Please donate an affiliate marketing tip along with your link.**

Here's one of my favorite tips. I heard it from Marlon Sanders but I use it all the time as a theoretical guideline to gauge where my business is going. Find out where the money is and throw yourself right in the middle of it.

I think I've gained so much popularity on the internet because I've taken some of the most popular programs on the internet and became a top reseller for them.

Hundreds of thousands of people were involved and my name was always mentioned in the company newsletters, etc..

This also got so many serious marketers and even lots of top marketers on my mailing list. It works!!

Finally, keep your eyes peeled for Lead Lightning Launching May 01st, 2002 by Gary Ambrose and myself. It will offer 25 ad Free Auto responders, Superior Ad Tracking like you've never seen before and a Reminder Service.

Affiliates will be able to earn a 6 figure back-end income just using and promoting this service. It's too much to explain here but we want everyone to earn huge checks with it. Here's the URL..

<http://leadlightning.com>

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## Frank Garon

Frank was making \$14.75 an hour as a truck driver. He now is one of the Internet's top marketing affiliates who publishes the successful Planet Gram ezine.

Frank's web sites are:

<http://www.internetcashplanet.com>

<http://www.cash-giveaway.com>

### **How much do you approximately make monthly promoting affiliate programs?**

Typically, \$8,000 to \$12,000

### **How did you start affiliate marketing?**

Well, I got my start in Network Marketing back in 1996.

As the Internet started getting popular, I saw it as a way to generate more leads for my Network Marketing business. So I started to learn about it as much as I could. I was able to find some ways to create leads at little or no cost. That was pretty exciting.

But - it got even better. It wasn't long before I saw just how lucrative the Internet could be as a source of revenue from people who were not interested in joining me in my main program.

So, I started recommending the tools that I was using to other people. From there it just took off.

### **How long have you been affiliate marketing?**

4 or 5 years now.



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## What are some of the key points you look for when choosing an affiliate program to promote?

**HONESTY**, first and foremost. Is the product or service being presented in an honest and practical fashion? Or is it just all smoke and mirrors and hype?

Second, does the product or service make sense, is something that is honestly worth the money? Or is it just part of a money game that doesn't offer anything of value?

Third, is it new and risky? Or is it from someone who has a track record already, someone who has a good reputation in the industry? I am a big chicken - I hate taking chances. So, I try to find credible people that have proven themselves, and then I follow everything they tell me to do.

And fourth - can I **REALLY** make some money with it over the long term? If it's just a one time hit, I don't even want to bother with it. I want to only recommend things that will still be worth buying a year or two from now.

## Do you suggest a potential affiliate becomes familiar with a product before they promote it? Please explain.

Yes - you better own and use what you recommend to other people. Otherwise, you have NO business telling everyone else how good it is.

## If someone is on a tight budget, what are some of the first steps they absolutely need to take to get started on becoming a top affiliate?

Start an opt in mailing list, first and foremost. I really go into detail about this over at <http://www.internetcashplanet.com/Teleseminar.htm> . My list makes me 98% of my money. It's easy for the average person to learn how to build a good list.

Second, have your own domain name, and create redirect URLs for each program.

For example, I use [http://www.internetcashplanet.com/amazing\\_formula.htm](http://www.internetcashplanet.com/amazing_formula.htm) , instead of the more conventional <http://www.higherresponse.com/track/t.cgi/8897> . They both go to the same place. But one brands **ME**, the other one makes me look like just another "me

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too" Affiliate.

Third, treat this like a business. I went from a bankrupt tractor trailer driver (you can see me over at <http://www.internetcashplanet.com/Bio> ) to making over \$130,000 year. But it wasn't like I just got online and started making a ton of money all at once.

I had to plan every move, I always had to think about what I was doing and how it would affect my business in the future. Too many people just jump online and expect the money to show up from somewhere. It doesn't work like that, not at all.

**How do you suggest promoting affiliate programs?  
(i.e.: Do you suggest using the web sites, ads, URL's provided or doing your own unique promotion?)**

Well, I like to add my own personal opinion on top of the ad copy the affiliate program supplies. I want people to buy from **ME** based on **MY** recommendations, and I don't want to be seen as "just some guy" who sells stuff.

I always want to be reinforcing the fact that people can trust me, that people can come to me for advice and know that I will tell them the truth.

**In your experience, why is it that most affiliates never receive a commission check?**

Most people fail to treat their internet business the same way they would treat it if they had just spent a million dollars on a McDonald's franchise.

Most people don't understand that they have to believe in themselves and work on reshaping the way they think of themselves.

See, this business is 90% psychology and 10 percent technique. You make what you think.

So you need to think **BIG**, and you need to like yourself. Most people don't understand the importance of all of this.

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## **What would you say is the one most important thing you have learned as a top marketing affiliate?**

That how you view yourself is directly related to how much money you will make.

## **What do you feel is the #1 most important thing you are doing to stay a successful top marketing affiliate?**

I show up for work every day, and I never quit. Nothing special, just persistence.

## **What information do you wish you had when first starting out?**

More information on just HOW important it is to understand the psychology of making money.

You have to understand how and why money is attracted to you, before you can ever make even a dimes' worth of income.

## **What is the difference between you (The Top Affiliate) and all of the other affiliates promoting the same programs?**

I am probably crazier than they are, LOL.

I am not afraid to make people laugh, to make people cry, to get them to THINK about what I am telling them. I am willing to do almost anything to make myself stand out in a crowded marketplace.

## **What traffic generating techniques do you use to advertise affiliate programs? Do you advertise at all? If not, explain.**

I really focus on building my opt in newsletter. People can see it by going to <http://www.internetcashplanet.com/Subscribe.htm>

I don't really do paid advertising, as the newsletter hardly costs me anything at all to build and maintain. It makes me a ton of money, so I figure why bother doing anything else, why not just try to refine what I already know works well.

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## **What are some ways you do NOT recommend when promoting your web site or affiliate programs?**

Spamming people, for starters. Sending people you have no relationship some junk mail about your program is not going to make them real happy.

Another way, to be honest, is to use the exact same ad copy and to have your link look the exact same as everyone else in your program.

You have to tell people why YOU are different, why they should buy from YOU. Any other way is not going to work.

## **What do you think is the biggest mistake new affiliates make?**

Giving up too soon, and not learning to trust their own instincts.

## **In your experience, do you think you need your own product to succeed online?**

Eventually, it is probably a good idea.

But at first, no - I really don't think you need to have one of your own. I made close to a half million dollars online before I ever developed my first product (<http://www.internetcashplanet.com/Teleseminar.htm>), and I only made one once I felt I had enough knowledge about everything.

I think if you try to create your own product too soon, you will probably create a bad one. It takes time and experience to come up with something worthwhile.

## **Please donate 1-2 of your favorite and most helpful resource links.**

<http://www.internetcashplanet.com/netbreakthroughs.htm>

<http://www.internetcashplanet.com/Ezinetactics.htm>

## **Please donate an affiliate marketing tip along with your link.**

Well, I hear that the tape set over at <http://www.internetcashplanet.com/Teleseminar.htm> is pretty good : - )))

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## [Jan Tallent-Dandridge](#)

Jan has been marketing on the internet for over 3 years and is the editor of the popular ezine **Rim Digest** which holds 30,000 subscribers...

Jan's main sites are:

<http://www.marketingwarrioress.com>

<http://www.rimdigest.com>

<http://www.softwarewarrioress.com>

<http://www.tallentagency.com>

### **How much do you approximately make monthly promoting affiliate programs?**

I would say with my most successful ones, which are click bank products and services, autolink pro submission service, the newbie club and the scam free zone, about \$300 to \$500 per month

### **How did you start affiliate marketing?**

I was laid off from my \*job\* as a telemarketer and my kids and brand new hubby liked having me at home but I wanted to make money FROM home so I got on the net and started searching. Fell for a few "job" and "easy money" scams and then found affiliate programs as a way to make money until I had my own product(s) to sell. Now I have both!

### **How long have you been affiliate marketing?**

3 1/2 years, started the end of November, 1988.

### **What are some of the key points you look for when choosing an affiliate program to promote?**

Now I am really picky, if the product or service does not interest me, I forget it. I also look for ones that have someone I have heard of or trust and offers a fair deal to their sellers.

# Secrets Of Top Affiliate Marketers

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**Do you suggest a potential affiliate becomes familiar with a product before they promote it? Please explain.**

Yes, it sounds like a sale pitch but it is true. If you own and use something there is a difference in the way you can present it. People can **TELL** and they will react to the fire or lack of it in you.

**If someone is on a tight budget, what are some of the first steps they absolutely need to take to get started on becoming a top affiliate?**

I would say join programs where you have no investment to make in the beginning and once they become successful, spend your investment money in ads, preferably ezines. That is not because I have an ezine, although I do see first hand how well they work and pay for ads in other ezines. This really is the most economical form of advertising on the Net.

Also, join affiliate programs (2 tier) so signing up others will pay **YOUR** way if there is a monthly fee involved. If you cannot sell two or three or whatever it takes to pay your way, it may not be the one for you.

**How do you suggest promoting affiliate programs?  
(i.e.: Do you suggest using the web sites, ads, URL's provided or doing your own unique promotion?)**

I myself mention things that interest **ME** to my subscribers at Rim Digest and put a mention, usually a paragraph, on my web pages. I also submit to every submission site and free or low-cost ad service I can find.

**In your experience, why is it that most affiliates never receive a commission check?**

From what I have seen, even with my own affiliates, people get all enthused and join **TOO MANY** programs. Then they can't devote the time or loyalty to any one to get it going in a manner that would keep them fired-up to push it.

I did this also in the beginning which is why I am now very picky about what programs I join. If I do not honestly feel I can care enough **TO** push it, I back off.

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## What would you say is the one most important thing you have learned as a top marketing affiliate?

One of my most asked for articles is on this subject.  
Pick and choose carefully and then really give it your all.  
Focus on the ones that you **LIKE** or make you feel **GOOD**  
about sharing and you will be successful.

## What do you feel is the #1 most important thing you are doing to stay a successful top marketing affiliate?

I really do not promote anything but my ezine full-time because it is a full time job in itself. I would say you have to stay focused **AND** enjoy what you do to be a success.

## What information do you wish you had when first starting out?

My article on "**focus**" \*smile\*

## What is the difference between you (The Top Affiliate) and all of the other affiliates promoting the same programs?

My subscribers **AND** my customers like my down-home neighbor persona.  
I feel if I have to be someone else,

I would rather **NOT** be, so I am just me, and it works.

## What traffic generating techniques do you use to advertise affiliate programs? Do you advertise at all? If not, explain.

I use my membership in Autolink pro submission service, smallbizffa and others like those and also run ads in both my own ezine and others.

## What are some ways you do NOT recommend when promoting your web site or affiliate programs?

Slow loading eye-sore banner laden pages are the **BIGGEST** no-no.  
Centered text, scrolling images that are confusing or befuddling and hype are also big NO NO's!

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## What do you think is the biggest mistake new affiliates make?

Taking on too much and then not being able to give anything to any program or product.

## In your experience, do you think you need your own product to succeed online?

I think it honestly helps, but the best way to accomplish success seems to make a credible name for yourself while selling for others. When people get comfortable with **YOU** they will be eager for your own products when you present them.

I used my eBook and software affiliate programs to build up a trusting customer base selling for others and then took those products with resell rights and made them my own offers. This works very well for me.

## Please donate 1-2 of your favorite and most helpful resource links.

I must brag on my ezine, I have the **BEST** subscribers on the Net. My ezine is at <http://www.rimdigest.com>

I am most **PROUD** of my association with iCop and being a charter member:

International Council of Online Professionals (iCop)  
<http://www.i-Cop.org/pledge/1218.htm>

## Please donate an affiliate marketing tip along with your link.

Read my article, called "**Focus**"

<http://www.rimdigest.com/focus.html> or read them all :-)

<http://www.marketingwarrioress.com/articles.html>

Jan Tallent-Dandridge, Marketing Warriress & Publisher  
See why Rim Digest For Marketers and Small Business



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Owners has 30,000+ subscribers. Get free downloads, great articles, tips & lots more! <http://www.rimdigest.com>  
<mailto:admin@rimdigest.com?subject=subscribe>

## Lawrence Pryor

Lawrence, a top affiliate marketer, is the owner of the web site Ultimate Mailer.Com.

Lawrence's web sites are:

<http://www.ultimatemailer.com>

### **How much do you approximately make monthly promoting affiliate programs?**

Promoting other programs is secondary to promoting our programs but would generate upwards of \$7-9000 per month.

### **How did you start affiliate marketing?**

By learning what the Internet was all about and how to make money. I think it is a good starting point to learn the ropes.

### **How long have you been affiliate marketing?**

Almost 3 years.

### **What are some of the key points you look for when choosing an affiliate program to promote?**

Monthly residual income, integrity of seller, non hype type of program that does not promise the world in one weekend. Emphasis more on steady work for your profits. An excellent product.

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**Do you suggest a potential affiliate becomes familiar with a product before they promote it? Please explain.**

If the affiliate only promotes the product to make money how is he going to be passionate about writing the ad copy. I do not think this can be done, why should others buy from you if you cannot be bothered yourself?

**If someone is on a tight budget, what are some of the first steps they absolutely need to take to get started on becoming a top affiliate?**

Look for a good product to promote and don't try to sell everything that comes your way.

Be selective. The first thing, however, to spend money on, is yourself. By gaining the necessary knowledge to become a success by learning what others have done is the easiest way forward.

**How do you suggest promoting affiliate programs?  
(i.e.: Do you suggest using the web sites, ads, URL's provided or doing your own unique promotion?)**

Do your own promotion if you can write ads. Too many ads for the same program can tarnish it and reduce its value, in my opinion.

**In your experience, why is it that most affiliates never receive a commission check?**

They only use free advertising resources and expect to become rich overnight without spending any money on treating it as a real business.

**What would you say is the one most important thing you have learned as a top marketing affiliate?**

Creating your own mailing list without doubt is the surest way to success.

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**What do you feel is the #1 most important thing you are doing to stay a successful top marketing affiliate?**

Keep working, hard!!

**What information do you wish you had when first starting out?**

None. Before I started out I knew it was only to learn the ropes at marketing before creating my own company.

I also spent a lot of money on learning what it was all about before I even bought a computer.

**What is the difference between you (The Top Affiliate) and all of the other affiliates promoting the same programs?**

They do not have their own mailing lists.

**What traffic generating techniques do you use to advertise affiliate programs? Do you advertise at all? If not, explain.**

I recommend them to my database if I think they are good, a personal recommendation always sells products.

**What are some ways you do NOT recommend when promoting your web site or affiliate programs?**

Using free programs as the only source of traffic generation.

**What do you think is the biggest mistake new affiliates make?**

They do not want to spend any money on promotion.

**In your experience, do you think you need your own product to succeed online?**

Yes. There are some exceptions however, but those who do succeed have their own list, which is still a product in itself

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**Please donate 1-2 of your favorite and most helpful resource links.**

Any of Lee Benson's products is as good as you can get. I cannot recommend or say any one product. Lee's example is of a young man who works hard and creates his own stuff, good stuff at that.

Terry Dean is another grafter who impresses me by giving good quality products of value. Again no one thing in particular product wise, but a catalogue of good material whose goal is to educate others to success.

**Please donate an affiliate marketing tip along with your link.**

The most important thing any marketer can do is to create a mailing list.

I started out writing the Getmassivehits newsletter some 15 months ago and now it has almost 17,000 subscribers. This list is invaluable in creating on going profits for any marketer.

Reason being, it gives me leverage with other companies to swap ads with other big lists for free.

It allows me to blatantly sell to my list any new product that my company creates for zero advertising costs plus the readers are loyal and will buy from you again and again if you look after them.

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## [Lisa Irby](#)

Lisa is the owner of the web site Affiliate Blunders.Com and is one of the top affiliates for Ken Evoy's "5 Pillar Affiliate Program"...

Lisa's web sites are:

<http://www.AffiliateBlunders.com>

<http://www.2CreateAWebSite.com>

### **How much do you approximately make monthly promoting affiliate programs?**

I make about \$800/month

### **How did you start affiliate marketing?**

I was a senior in college and needed some money for a Spring break trip. I was playing around on the Internet and found an ad for an affiliate program (which no longer exists). This was back in 1998 when good search engine rankings were much easier to come by.

I did so well that I built a web site to help my downline. I began referring products to help them out and then earned commissions from my referrals.

### **How long have you been affiliate marketing?**

For four years.

### **What are some of the key points you look for when choosing an affiliate program to promote?**

- 1) Quality of product/service
- 2) Commissions
- 3) Quality of merchant's web site

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## **Do you suggest a potential affiliate becomes familiar with a product before they promote it? Please explain.**

Absolutely. If you don't buy the product, you should at least try it out via a free download, limited trial, etc. When you **KNOW** the product, you can communicate **SPECIFIC** benefits to your target audience.

Anyone can say a product is "the best", but I've had the most success with affiliate programs when my audience knows that I have actually bought or tried the product and can list specific benefits that are relevant to their needs

## **If someone is on a tight budget, what are some of the first steps they absolutely need to take to get started on becoming a top affiliate?**

Develop a web site on a topic you know a lot about and build a content-rich web site on that topic. Then join affiliate programs that compliment the theme of your site.

Even though many directories are now starting to charge for listings, you can still get into sites like <http://www.dmoz.org> for free. And of course, once you're in DMOZ, other engines like AOL and Google will begin to crawl your site. If your site is search engine friendly, you can receive lots of targeted traffic.

Many affiliates tend to believe that they have to start out spending tons of money promoting a web site, but if you take the time to build a site with good content and is optimized for the major engines, you'll not only receive free traffic from some of the search engines and directories, but other webmasters will begin to take notice and offer complimentary links to your site as well.

## **How do you suggest promoting affiliate programs? (i.e.: Do you suggest using the web sites, ads, URL's provided or doing your own unique promotion?)**

I've always found it best to promote affiliate programs through articles and then making a recommendation for the product within the article.

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## **In your experience, why is it that most affiliates never receive a commission check?**

Their web sites don't cater to their visitor's needs. Even if you have a web site that gets 5,000 hits per day, you still may perform horribly as an affiliate if you don't really know who your audience is and what they need. If your audience is screaming apples and you keep trying to sell them oranges, then you won't get the sale.

The first step to becoming a successful affiliate is building a relationship with your visitors (through a newsletter, etc) and then suggesting them products and services that they need. A good way to do this is to offer an online survey.

## **What would you say is the one most important thing you have learned as a top marketing affiliate?**

Build relationships with your web site visitors.

## **What do you feel is the #1 most important thing you are doing to stay a successful top marketing affiliate?**

I hate to be repetitive but I've always done the best with the programs that I refer through my newsletters because I build relationships with my visitors.

## **What information do you wish you had when first starting out?**

I wish I had realized that having a site full of useful content is much more important than just throwing up links and banner advertisements.

## **What is the difference between you (The Top Affiliate) and all of the other affiliates promoting the same programs?**

I know how to bring targeted traffic to my site and understand what my visitors need instead of making assumptions.

## **What traffic generating techniques do you use to advertise affiliate programs? Do you advertise at all? If not, explain.**

I use pay per click search engines, directory submissions, write articles for

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other newsletters, and participate in link exchanges.

## **What are some ways you do NOT recommend when promoting your web site or affiliate programs?**

Free classifieds, Free for all link pages, and banner exchanges.

## **What do you think is the biggest mistake new affiliates make?**

They rely totally on their affiliate web site and don't realize how important it is to surround their affiliate links with useful content.

## **In your experience, do you think you need your own product to succeed online?**

No. There are definite advantages to having your own product, but if you attract enough targeted traffic to your site and build a solid relationship with your visitors, you can do just as well as someone selling their own product.

## **Please donate 1-2 of your favorite and most helpful resource links.**

Here are a couple of my favorite sites:

<http://www.associateprograms.com>

<http://www.wilsonweb.com>

## **Please donate an affiliate marketing tip along with your link.**

If your affiliate sales aren't where you'd like them to be, try taking a look at your web site through your visitor's eyes. You may be surprised at what you see.

<http://www.affiliateblunders.com>



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## Shane Pearce

Shane has been marketing on the Internet since the age of 16. He is one of the youngest and has quickly become one of the top producing affiliates on the Net today...

Shane's main site is::

<http://www.masterinternetmarketing.com>

### **How much do you approximately make monthly promoting affiliate programs?**

It use to be varied, but then I found out about residual income affiliate programs, (thanks to Allan Gardyne) and it's a consistent \$3000 to \$4000 a month. I now have my own products so my affiliate business side of things is really only a part time business now.

(\$3000 to \$4000 a month isn't too bad for part time now is it ? :)

### **How did you start affiliate marketing?**

Again, I found out about affiliate programs from Allan Gardyne and he got the ball rolling for me. But people like Terry Dean and Phil Wiley have been a huge help as well. I'm missing a lot of people here, but you get the point.

Read as much as you can an everything. I also recommend you read everything you can about Brian Garvin, Mr. "Super Affiliate" himself. Phil Wiley is one of the main reasons I can now work solely at home and I recommend you buy his new book as well at <http://www.minisiteprofits.com>

### **How long have you been affiliate marketing?**

Since early 1999. I started when I was 16

### **What are some of the key points you look for when choosing an affiliate program to promote?**

I love products that pay me monthly commissions like web hosting companies. I know if I put in the hard work now, I will get paid every month for

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doing less and less work.

Honestly, if you don't have a current opt-in list of your own, I recommend that you start promoting products that pay you over \$40 commission every sale. It's incredibly hard to break even when your promoting products that pay you \$10 a sale, unless it pays you every month, like a residual income affiliate program.

**Do you suggest a potential affiliate becomes familiar with a product before they promote it? Please explain.**

I have one golden rule which I follow. If I'm selling something that can be downloaded online, I always test it first before I promote it.

I do believe in really testing the product first, especially if your going to put your name to it. I never (now) endorse a product or service I have not used.

Of course, I've promoted just about everything and I didn't always follow this rule when I first started out.

**If someone is on a tight budget, what are some of the first steps they absolutely need to take to get started on becoming a top affiliate?**

Learn to write articles for ezines and online newsletters. This has been my bread and butter for a long time now, and it continually brings me in a good wage.

**How do you suggest promoting affiliate programs?  
(i.e.: Do you suggest using the web sites, ads, URL's provided or doing your own unique promotion?)**

Never ever use any promotional material the affiliate program gives you themselves. If you do that, you will be competing with thousands of others promoting the same product with the same material.

Make yourself as different as possible. Here is an example. Phil Wiley created this site to promote a Marlon Sanders affiliate program at <http://www.philwiley.com>

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If Phil used the same ad copy Marlon gives to all his affiliates, he would not make a cent, but what Phil does is very smart. He offers an extra incentive to purchase from his affiliate link by adding one of his own products to it. For example, if you purchase from Phil, not only will you get the book from Marlon Sanders, you will also get his special offer that no one else is offering and this makes him unique.

## **In your experience, why is it that most affiliates never receive a commission check?**

Honestly? Because they don't try. You have to keep at it and keep trying. Drop the techniques that don't work and keep the one's that do.

People don't treat being an affiliate seriously. They need to treat it like a business that you've just paid \$30,000 for and not a freebie get rich quick scheme.

## **What would you say is the one most important thing you have learned as a top marketing affiliate?**

Collecting email leads is the life blood of any business, especially for affiliates. Once you have a responsive opt-in list you really have made your job 100% easier.

## **What do you feel is the #1 most important thing you are doing to stay a successful top marketing affiliate?**

I'm writing ebooks and creating my own products now. You can, I have and people do make a good, (Very Good) income with affiliate programs, but having your own product is a big plus.

Apart from that, generating your Opt-in list plays a big part. In my book "**Super Affiliate Marketing Exposed**" I talk a lot about how having your own Opt-in list can be your own product.

I give you an example of a man who is earning \$130,000 a year with affiliate programs and his Opt-in list is his product.

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## **What information do you wish you had when first starting out?**

I wish I found out about Terry Dean's Netbreakthroughs.com a lot quicker. It really has made all the difference for me and a lot of very financially secure people.

Terry is the master of his game and what I learned from him is invaluable.

I also wish I talked to Brian Garvin a lot earlier too.

## **What is the difference between you (The Top Affiliate) and all of the other affiliates promoting the same programs?**

A will to succeed. Every one of my consultation partners I have tells me they are dedicated to this and are willing to put in the hard yards, but I can tell you now only 1% actually follow my advice and stick to it. When the tough get going for these people they run and whine to all their friends that this "Internet thing" doesn't work and it's all a big scam.

These type of people really annoy me beyond belief. Don't get me wrong, I'm not a hateful person and I don't wish anything bad on these people, I just get annoyed when I know that they are so close but they're not willing to put in those hard yards.

I have family members like this and I love them more than anything, but they don't like to get out of their comfort zone, which is fine, as it's their choice. I had some very rough times when I first got started. I moved 4000 miles across the country away from family for the sole reason to find myself and really give myself a good kick in the butt. I needed it, and it worked.

## **What traffic generating techniques do you use to advertise affiliate programs? Do you advertise at all? If not, explain.**

I don't really advertise affiliate programs directly. I promote my free email marketing course which then promotes my favorite affiliate programs. When I advertise for my affiliate business, I advertise only my free marketing course so I can collect as many leads as possible.

I also like to write articles. Articles are free and can generate some really good exposure for you.

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## **What are some ways you do NOT recommend when promoting your web site or affiliate programs?**

Promoting the affiliate program directly is a big mistake. If you send your targeted visitors to an affiliate program site directly, you have one shot to make the sale otherwise you've lost that visitor forever. What you want to do is create a simple one page site and put a subscribe to my opt-in list form there and that's it.

You don't even need a web site to get started, you just need an auto responder and a few follow-up messages promoting your affiliate programs. You've probably seen the ads where you just send off an email and they send you back information? Well that's what I'm talking about.

## **What do you think is the biggest mistake new affiliates make?**

Using outdated materials and listening to "gurus" who really haven't earned a red cent themselves. Find out who is successful and model your success after them. This is the best way for anyone to get started online.

## **In your experience, do you think you need your own product to succeed online?**

Yes and No. Frank Garon and Brian Garvin each earn over \$100,000 a year with affiliate programs alone, so in that sense, no you don't need a product. I do, however, recommend you create an Opt-in list. This is so vital.

Having my own product has opened a lot of new doors for me, so I would say start out with affiliate programs and learn more about marketing in general, then work your way into your own products.

It's not as hard as it sounds to create your own product, the hard part is finding the time. I have 10 new product ideas on the go now.

## **Please donate 1-2 of your favorite and most helpful resource links.**

Visit Allan Gardyne's sites and sign up for his free newsletters.

<http://www.associateprograms.com>

<http://www.lifetimecommissions.com>

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<http://www.lifetimecustomers.com>

<http://www.payperclicksearchengines.com>

Also, visit Frank Garon's site at <http://www.internetcashplanet.com> and sign up for his free newsletter as well.

These are amazing resources.

**Please donate an affiliate marketing tip along with your link.**

My best tip would be to go to my web site, shoot me off an email and we can start chatting from there.

Currently I have two web sites on the go for my products. You can find out more about my book "Super Affiliate Marketing Exposed" at <http://www.masterinternetmarketing.com>

I then have my current project which is with Mr. "Super Affiliate" himself Brian Garvin. We did an interview together and I got every last bit of information out of him as possible. You can find out more by going to <http://www.briangarvinsecrets.com>

This will be ready in early March, hopefully. I **URGE** you to visit this site often, as you won't want to miss out on this one.

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## Simon Baxter

Simon is an Internet Marketer and marketing consultant. His wife and partner Karen is a Financial Accountant and Business Expert. Together they publish an affiliate marketing weekly ezine ..

Simon and Karen's web site is:

The Affiliate Resource Center at  
<http://www.netincomesite.com>

### **How much do you approximately make monthly promoting affiliate programs?**

Anywhere between \$3000 and \$5000 it just depends on whether we have worked hard or not.

### **How did you start affiliate marketing?**

The birth of our son Morgan prompted a change in lifestyle.

We had a Lithographic Proofing Company and both Karen and I were fed up with the long hours, printing being a 24 hour, 7 day a week trade!

We were keen to spend more time at home, we didn't want our son to be brought up by child minders.

Karen (my wife) was at home just after the birth of our son and started investigating the Internet as a possible form of income and discovered the joys of Affiliate Programs.

### **How long have you been affiliate marketing?**

2 Years, 3 months and four days ... or thereabouts:)

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## What are some of the key points you look for when choosing an affiliate program to promote?

Always quality of products or service first, followed by their support system and finally the pay plan.

## Do you suggest a potential affiliate becomes familiar with a product before they promote it? Please explain.

Always! How on earth can you promote something, that you have absolutely no idea of how it works or whether the product or service is as good as the sales copy at the web site says it is?

After all **EVERY** web site owner is a salesman and would **YOU** trust every salesman who tries to sell you something?

## If someone is on a tight budget, what are some of the first steps they absolutely need to take to get started on becoming a top affiliate?

- a) Focus - Stay focused on the product or service of your choice! It is too easy to get distracted when surfing the net.
- b) Learn - Make sure you read every single page at your affiliate web site, understand the product/service, understand the pay plan and most of all understand the terms and conditions.
- c) Target your market - Write down a list of the main types of people that would be interested in your product or service.
- d) Market to your target audience, using ad headlines specific to your audience. **NEVER** use the ad headlines provided by the Affiliate Program ... Remember all the other affiliates are using the same headlines!
- e) **LEARN THE ART OF PERSUASIVE COPY WRITING!**
- f) Invest in one good marketing manual, written by Mark Joyner, Cory Rudl, Terry Dean, Jim Daniels or Declan Dunn to name a few.
- g) Reinvest **EVERY** cent you make (for the first few months) back into your venture. Use your commissions to market your product/service.



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**How do you suggest promoting affiliate programs?  
(i.e.: Do you suggest using the web sites, ads, URL's provided or doing your own unique promotion?)**

First choice should always be to market your affiliate program from your own web site and through your own newsletter. This is the most successful method of all!

Second choice would be using an email marketing strategy **WITHOUT** spamming.

Third choice must be by using Ezine ads placed in targeted ezines.

**In your experience, why is it that most affiliates never receive a commission check?**

Simply because most affiliates are not prepared to work hard enough or to invest enough money!

Look at an offline business for example ... Would you really expect to be able to start a business without laying down a substantial investment or to make money without working 7 days a week?

**What would you say is the one most important thing you have learned as a top marketing affiliate?**

To stay focused on one project at a time!

**What do you feel is the #1 most important thing you are doing to stay a successful top marketing affiliate?**

Continually building a contact base of subscribers for our newsletter and gaining their trust and respect.

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## **What information do you wish you had when first starting out?**

That "The money is in the list" as quoted by Terry Dean!

## **What is the difference between you (The Top Affiliate) and all of the other affiliates promoting the same programs?**

The ability to stay focused, work hard and write our own headlines and ad copy :)

## **What traffic generating techniques do you use to advertise affiliate programs? Do you advertise at all? If not, explain.**

We use a selection of email marketing strategies (including our own newsletter), ezine advertising and pay per click search engines.

## **What are some ways you do NOT recommend when promoting your web site or affiliate programs?**

**AVOID** bulk email like the plague, otherwise you could find yourself in some very hot water.

Unless you know what you are doing it is best to avoid banner advertising.

And unless you are submitting your own web site to the Search Engines, it is not worth submitting your affiliate web site as most Search Engines will not index replicate affiliate sites.

## **What do you think is the biggest mistake new affiliates make?**

Not sticking with it! Jumping from one program to another.

## **In your experience, do you think you need your own product to succeed online?**

It helps, but you can make a good income from selling affiliate products only .... 2% of affiliates do!

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**Please donate 1-2 of your favorite and most helpful resource links.**

The Ultimate Marketers Resource at

<http://www.goldbar.net>

Adminder for tracking at

<http://www.adminder.com>

Jim Daniels BizWeb 2000 at:

<http://www.bizweb2000.com>

**Please donate an affiliate marketing tip along with your link.**

"Simon Says" Write Your Own Headlines!

<http://www.netincomesite.com>

When all else fails, concentrate on your vision and never, ever give up!

## **8 Steps To Affiliate Success**

So, what was learned...Well, here are the most important steps you can take.

### **1. Key Points To Look For When Choosing An Affiliate Program:**

- An excellent product that compliments your target market
- A good quality honest product or service
- A high commission rate, preferably 40% to 50%
- Programs that pay residual income (i.e.: web hosting companies or membership sites that pay every month)....**"The key is to promote an affiliate program that offers residual income on the back-end that's complimentary to the product you sell on the front-end" - Brian Garvin**
- A product that puts emphasis on steady work for your profits

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## 2. Some Of The First Steps You Can Take To Become A Top Affiliate:

- A memorable domain name and website can be essential to branding yourself on the Net
- Capturing email address for a free article or opt-in newsletter is great for building a relationship and to sell to your list over and over.
- Write articles for ezines and newsletters with your resource box at the bottom of the article.....**"This has been my bread and butter for a long time now, and it continually brings me in a good wage" - Shane Pearce**
- Build a web site with a lot of content and useful information (i.e. articles, interviews, resources)
- Choose a few good products to sell and concentrate on selling only them
- Write your own profit-producing ad copy and headlines....**"NEVER use the ad headlines provided by the Affiliate Program ... Remember all the other affiliates are using the same headlines!" - Simon Baxter**
- Reinvest all of your profits back into your online business. Use your profits to market your business.

## 3. Suggested Ways To Promote Your Affiliate Programs:

- Be as unique and creative as you possibly can. Do something no one else is doing to promote the affiliate program. (i.e.: If a customer buys from you they will receive a certain bonus they would not get from anyone else)
- Use articles to promote the affiliate products. You can either write one of your own or some affiliate managers offer article you can use and add your affiliate link into the resource box.
- If the affiliate program offers ad copy, use this for ideas to write ad copy and headlines of your own...**"I like to add my own personal opinion on top of the ad copy the affiliate program supplies" - Frank Garon**
- Promote affiliate programs to your opt-in list you have built from your newsletter or free article. Add your own personal opinion.

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## 4. Techniques To Follow To Make Sure You Receive A Commission Check:

- Be serious about being an affiliate. Treat this like a business.
- If there are certain techniques that you have tried that do not work, drop them. Keep the ones that do work.
- Build a relationship with your visitors. Again, capture their email address and offer them some good quality information they will enjoy. Then promote the affiliate programs to them.
- Be persistent. Don't give-up because something did not work the first time....**"I remember when I was bringing in about \$10 a week - gross, not profit - and a friend laughed at me. She couldn't understand why I kept at it. She doesn't laugh now" - Allan Gardyne**
- Invest in some targeted ezine advertising. (You don't have to spend a fortune to get good advertising on the Net)

## 5. Some Important Steps To Take To Stay Successful:

- Persistence seems to be one of the keys here. Keep at it.
- Guess what the other major key is? You guessed it work on that opt-in list. (Do you think these affiliates are trying to tell us something?) The key is in the list....**"I hate to be repetitive but I've always done the best with the programs that I refer through my newsletters because I build relationships with my visitors" - Lisa Irby**

## 6. Traffic Generating Techniques:

- Targeted ezine advertising is a very low cost effective way of advertising. They are also good for testing ads.
- Write informative articles. This does not have to be a hard task. A "tips" article are very easy to write. (i.e.: "10 Tips To..." or "15 Steps To..."). Send them to ezines for publishing with your resource box at the bottom. Or if you have an ezine or newsletter of your own publish them yourself.
- Guess what's next? You got it. Collect those leads and build that opt-in list. This is a great form of advertising and it's Free. Your recommendation can work like no other form of advertising....  
**"I don't really do paid advertising, as the newsletter hardly costs**

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**me anything at all to build and maintain. It makes me a ton of money - Frank Garon**

- Pay-per-click advertising is also a good effective way of advertising. Overture.Com is the #1 PPC search engine.

## 7. Some Promotional Techniques NOT Recommended:

- SPAM- Spam is emailing an advertisement someone you have absolutely no relationship with..
- FFA's Free For All link pages.
- Free classified ads just are not worth it anymore.
- Guaranteed traffic. It has been tested over and over again and has yet to have positive results.
- Bulk email is another suggested NOT to use.

## 8. Some Of The Biggest Mistakes Affiliates Make:

- Joining too many affiliate programs at once and not concentrating on making one work.
- Don't listen to just anyone. Do a little investigating and find out who is successful and model your online behavior after them.
- Don't just rely on your affiliate web site. Either create a simple site of your own use a free course to capture email address and promote your program that way.
- Don't get caught up in all of the internet hype..."**I think new affiliates get too fascinated by ads that say "send out 150,000,000" emails per month for \$49.95" - Brian Garvin**
- Don't give up. You need to work at anything that is worth while. Stick with it...it really is worth the hard work.

## **Top 10 Affiliate Programs As Recommended By The Masters**

Here are the top 10 affiliate programs these Affiliates are earning money with...

1. **Host4Profit** - This is a residual affiliate program. They will pay you \$10 each and every month for every account you refer to them. [Click Here](#) to go to their reseller page.

2. **Net Breakthroughs** - Terry Dean's Net breakthroughs is also a residual affiliate program and it is also 2-tier (which means you get paid on 2 levels). It pays 25% on the first level and 10% on the second level. [Click here](#) to sign-up for the affiliate program. [Click Here](#) to sign-up for the membership site. (Highly Recommended)

3. **Winning The Affiliate Game** - Declan Dunn's "Winning The Affiliate Game" is a terrific read. [Click Here](#) to download 2 free chapters. You will receive a 25% commission for referring the eBook and a second tier commission for someone that refers under you. [Click Here](#) to sign-up for the affiliate program now.

4. **Insider Secrets To Marketing Your Business On The Internet** - This is definitely a must have course and a must do affiliate program. The course sells for \$197 and you get a generous \$65 commission for every sale you refer. You also receive \$20 for every sale your sub-affiliate refers. (this is also 2 tier). [Click Here](#) for the course. [Click Here](#) to sign-up for the affiliate program.

5. **The Amazing Formula** - [Click Here](#) for Marlon Sanders' The Amazing Formula, it pays a great commission. This is a very popular affiliate program and an easy sell. Marlon also offers a bunch of affiliate tools for you to use.

6. **5 Pillar Affiliate Program** - This is considered the #1 affiliate program on the Net by many. Ken Evoy offers great affiliate support. [Click Here](#) and send a blank email to receive the 5 day intense "Affiliate Masters Course"... It shows you how to become a high-earning affiliate champion. [Click Here](#) to become a Site Sell Affiliate.

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**7. Mini Site Profits** - Phil Wiley's Mini Site Profits is perfect for any affiliate. It will show you an easy way to affiliate success with one page mini sites. Phil's affiliate program will pay you \$30.49 for every copy you help sell. [Click Here](#) for both the product and the affiliate program.

**8. Instant Sales Letters** - Yanik Silver's Instant Sales Letters is a valuable marketing tool for any business. Create your own powerful sales letter in minutes. Yanik will pay you a generous 45% commission on the regular or the gold membership. Plus this is a 2-tier program so you earn commission from affiliates you refer. [Click Here](#) for Instant Sales Letters. [Click Here](#) for the affiliate program.

**9. Instant Internet Cash Flow System** - Terry Dean offers a step-by-step system you can apply to any kind of business. [Click Here](#) for the Instant Internet Cash Flow System and gain an unfair advantage over your competition. Terry also offers an extremely generous affiliate commission.

**10. Instant Visitors** - Wes Blaylock will teach you techniques that you can immediately apply to increase the amount of targeted traffic that your web site receives. [Click Here](#) for Instant Visitors. This is a membership site, therefore, if you become an affiliate you will receive residual commissions. This is also a 2-tier program paying 40% on the first level and 10% on the second. [Click Here](#) for the affiliate program.



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## Extra Bonus #1: Resources

Here are some great resources to help you have that "one step ahead". Having the proper tools can surely start you on the right track to becoming a top marketing affiliate.

### Internet Marketing Products

Terry Dean's [Netbreakthroughs](#) really is a great resource from advertising (learn where to advertise effectively), articles, a great forum and much more.

Declan Dunn's [Winning The Affiliate Game](#) is a definite must have for anyone interested in making money with affiliate programs.

Marlon Sanders [The Amazing Formula](#) will show you step by step how to sell your products. This works even if you just want to promote affiliate programs.

Cory Rudl's [The Insider Secrets To Marketing Your Business On The Internet](#) gives you 12 lessons covering how to use internet classified ad, how to set-up a joint venture, the importance of backend products only to name a few.

### Web Hosting

[Third Sphere Hosting](#) includes unlimited email accounts, auto responders, mailing lists and much more for \$24.95 a month.

[Host 4 Profit](#) is a very good web host also. It is very easy to use with many extras.

### Domain Names

[Go Daddy.Com](#) is one of the cheaper domain hosting companies. You can get a domain name for \$8.95 for 1 year.

[000Domains](#) is quite good for purchasing a domain name. They charge \$13.50 for 1 year.

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## Web Design Services

[All Biz Services](#) If you don't want to do it yourself....Patty Baldwin is the owner of this site and offers services from web design, copywriting, eBook covers and much more at very reasonable prices

## Auto responders

[Get Response](#) You can sign-up for free (if you do they add advertisements, but if you are tight on money by all means sign-up for free and then upgrade later) or the paid version which is \$17.95 a month. All in all is a good auto responder with many extras.

[Bamboobiz Online](#) This system offers 50 multi- auto responders, a full database management system, a web form generator and much more. You can try this system for 30 days for only \$2.99

[Net Office Toolbox](#) This is not only an auto responder. Depending on what package you choose you can get a shopping cart, affiliate program, merchant account all in one. Very good system and they offer you to try the program free for the first 30 days.

## Ezine Directories

[Top Ezine Ads](#) This is a paid ezine directory site, but very useful in finding the specific ezines you need.

[Life Styles Publishing](#) This is also a paid ezine directory. Both are quite good.

## Places To Find Good Affiliate Programs And Websites Specifically For Affiliate Marketers

[Associate Programs.Com](#) Allan Gardyne runs a very good site. He has a top 10 list of his best and favorite affiliate programs with a review stating why you too will want to join these affiliate programs. While you're there sign-up for his award winning ezine.

[Affiliates Resource Center](#) Simon and Karen Baxter run a great affiliate site. You'll find everything from articles to web site creation and they even have a

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section for newbies. Sign-up for their newsletter while you are there. It's chock full of affiliate marketing information.

[Internet Cash Planet](#) Frank Garon's web site suggests anything from Top Internet Money Makers to Traffic Tools and he will help you every step of the way. He publishes a great daily ezine The PlanetGram.

## Places To Find Good Content

[BizPromo.Com](#) Terry Dean offers a variety of articles you can use for your web site, newsletter or even if you just want to learn some good marketing strategies.

[Brisney.com](#) David McKenzie offers some great affiliate articles and also offers a good affiliate resource site.

## Extra Bonus #2:

### 7 Easy Steps to Building Your Own Opt-in Newsletter

What is the advantage of having a newsletter and just how hard is it?

Having a newsletter establishes your presence on the net. There is nothing more valuable to your business than having an established ezine that goes out each and every week like clockwork. People sign up for them, and if you do a great job, they even wait expectantly for your next one.

Many people think that there is no way that they can do a newsletter each week. For some it is commitment, and for others it is the feeling that they can't do it because they can't write. And for others it is both the above reasons.

There are many places on the net, where you can get articles for your ezine. The authors allow you to use their articles provided you keep their resource box at the end of the article, saying who they are and where their website is.

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It is a very fair exchange. You get great content for your readers and you don't have to do a lot of work to get that content.

And, last but not least, you can make money with your ezine after it grows some.

## **Presentation**

Presentation can be crucial to the preparation of your ezine. While some webmasters are using html to send out their ezines, the standard is still measured in text format.

Many of your potential viewers may not be able to view email in html. So it is recommend you use a text format.

This does limit, somewhat, the look and feel of the publication. Make certain that you are using a table of contents at the beginning of your ezine. Use proper spacing between your subject so that it is obvious to the viewer that each topic is defined.

If you are using a text editor such as notepad, it is imperative that you make sure that "word wrap" is disabled and that you use a "hard return" at the end of each line.

If you don't do this, your ezine will continue endlessly through the right margin and ultimately won't be read by the viewer.

## **Choosing A Name And Content**

Choosing a name for you ezine can be as easy as using your company name or your first name and call it your Ezine. However, many people like to choose catchy titles that one can add a zing to their ezine.

Names such as The Internet Awesome News Report Marketing Alert Weekly Newsletter Tips, Tricks and News

After it is chosen you need to choose what kind of content to offer your readers.

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You need to have content that makes your readers stay with you. Great articles on what they are interested in, maybe a weekly free tip or gift. A weekly quote, and any news on the latest internet viruses, or if your newsletter is on health, new ways to exercise, tips to lose weight. Health News.

If your newsletter is light and airy, you might even enjoy putting a weekly quip or joke in... That is the beauty of having a newsletter, it is yours, and no one else.

## **The Importance Of Appearance And Layout**

When you are in the beginning stages of publishing your newsletter, it's a relatively simple process to mail it with your own email program.

However, you will soon discover that as your list of subscribers grows, so will the effort to send out the ezine.

If you have a good auto responder service or software this is an excellent method to use for delivering your ezine. There are many different suppliers of free or paid service.

uMailer is a delightful, easy to install script that lets you add your mailing in on your browser, personalized and it is free:

<http://www.hostswan.com/cgi>

Optin Lightning is another software that can make your mailing very simple and easy. It is JavaScript and usually needs to be professionally installed:

[Optin Lightning](#)

Finding articles for your ezine is a simple task. First, you might want to place a notice in your ezine that you welcome articles that are interesting informative and in good taste.

Another method would be to join one of the article submission services that are available. These are services where authors send their articles to be used free of charge by webmasters.

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Here are a couple that you might choose to subscribe to:

[Marketing Seek.Com](http://MarketingSeek.Com)

## **Finding Readers For Your Ezine**

Finding readers for your ezine can be done by first putting an easy subscribe box on your website.

Some people put a pop up box, too. Either as someone stops into visit their website or as they exit.

TIP: Here is how to install a popup on exit box

Insert the below code between the two <head> tags on the html part of your web page. Below the <head> tag and above the </head> tag:

```
<SCRIPT LANGUAGE="JavaScript">
var exit=true;
function leave() {
if (exit)
window.open('http://www.yourwebsite.com/popup.html',"
'toolbar=no,menubar=no,scrollbars=yes,resizable=yes,
location=no,height=400,width=400');
}
// End -->
</SCRIPT>
```

The section <http://www.yourwebsite.com/pop.html> needs to be changed to your web address.

Then insert this below the </head> tag:

```
<BODY onUnload="leave()">
```

After you have inserted the code, anytime someone leaves your web site you will have a popup on exit to try and grab their email address.

Since the internet is chockfull of ezines, you must make yours different and enticing. Don't think because there are so many, that yours won't be useful.

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There are a lot of ezines on the net, but there are not a large amount of high quality newsletters. There is a difference!

One way to entice your readers to sign up is to offer a free gift. There are many free ebooks on the net, with a shining book cover, that will make people want to download the book. In return for the book, they subscribe to your newsletter.

## **Ezines Can Make You Money In Four Ways**

The first way is in the branding of your name on the net and establishing your net presence as an established business on the net, with a weekly ezine. This gives people a sense of security when purchasing from you.

TIP: Here is a great way to remove that long affiliate link, but you will need your own web site to do so:

Open Notepad or WordPad on your computer and copy and paste the following code:

```
<html>
<head>
<title>Any Title of The Page You Would Like To Put Here</title>
```

```
<meta HTTP-EQUIV="REFRESH" CONTENT="0;
URL=Insert your whole affiliate link in this section">
```

```
</head>
</html>
```

Next, save the file as an html file (i.e.: affiliatelink.html) Then upload the file to your website and you are finished. You have a link that will look like this:

[www.yourwebsite.com/affiliatelink](http://www.yourwebsite.com/affiliatelink)

A great way to start branding yourself on the Net.

The second way is in trading ads with other ezine owners.

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Many ezine owners are willing to trade an advertisement for you in their ezine in exchange for an ad

The third way is:

Once you have built your subscriber base, you can start charging for putting ads in. The standard rule of thumb, at this writing, is \$10.00 per 1,000.00 readers. So, once you have 5,000 readers, you can easily charge 50.00 for an advertisement in your ezine. At four issues per month that is 200.00.. If you sell 4 Ads per issue (you don't want more than that) That would be 200.00 per week, per issue.

(Then there are solo ads. Solo ads can easily pull in 99.00 per Advertisement) one of those a week, along with your other ads, you can see the income potential.

The fourth way to make money with your ezine is, it is your ezine. Anytime, you get a new product to talk about or affiliate with something that is cool and neat and a potential money maker for you, smack that advertisement in, woven in with your talk or your own article, and watch your income rise.

I hope you have enjoyed the article, 7 Easy Steps to Building Your Own Opt-in Newsletter

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