



# AFFILIATE supremacy

Craig Dawber presents...



# AFFILIATE supremacy

The step by step guide  
to become a super affiliate  
using free traffic...

CRAIG DAWBER



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# INTRODUCTION

who is Craig Dawber?





## Introduction

### Who Am I? And why it matters...

I'm not interested in telling you my life's story, or bragging about how successful I am or flexible life that I'm able to live, I want to take a minute to give you my background so you're comfortable with the fact that what you are about to read truly is a roadmap to success.

Why? Because, if you don't believe the messenger, you won't believe the message.

My name is Craig Dawber and I'm a UK based Online Entrepreneur and the creator of the Affiliate Supremacy System.

I guess I'm like a lot of people who started out struggling to make their living marketing online. I bought lots of make money courses, tried a lot of different things, but for a long time, nothing really worked for me.

I'm not a quitter; but I'm not quite daft enough to keep hammering myself over the head with the same brick every day expecting that one day it will start feeling good.

So I stopped buying product after product and supporting the extravagant lifestyles of the self proclaimed "gurus", and decided to step back and analyze everything that I had purchased.

I decided that the best way to progress was to test half a dozen methods and going forward, put maximum effort into the method that yielded the best results.

It was time to rinse, repeat and improve.



Less than a year later, by shutting out the ‘noise’ and focusing on Affiliate Marketing, I was able to kiss goodbye to my day job and start earning 100% of my income Online.

That was back in 2009.

Since then, Affiliate Marketing has changed a lot. Google has updated their algorithms several times over, social media websites have come and gone, while some of the most effective traffic sources of 2008-2010 are now hardly worth mentioning.

As a result, lots of affiliates have dropped out of the game.

However, by constantly evolving my business, I’ve not only been able to continue making money as an affiliate, but actually been able to take my business from strength to strength.

Affiliate Supremacy is the blueprint of what works right now. Forget all about the outdated Affiliate Marketing methods that you’ve read in the past. If you read this report, believe the message and apply the strategies, you will change your life.

Without further ado, let’s get into it.

**Craig Dawber**



# MODULE ONE

what is affiliate marketing?

1



## **Module 1 - Affiliate Marketing**

### **What Is Affiliate Marketing?**

If you already know what affiliate marketing is, feel free to skim this section. However, if you're brand new to Making Money Online, it's essential that you read this in order to understand how you will make money with the Affiliate Supremacy Method.

There are millions of products and services for sale on the Internet, ranging from books to clothes, from software to vacations, and just about everything else in between.

The vast majority of Internet retailers will share some of their profits with marketers who help drive buyers to their websites. These marketers are the 'affiliates' or 'affiliate marketers'.

As an affiliate, you earn a 'commission' every time you help a retailer make a sale. That commission is a percentage of the item's retail value, usually ranging from 5% for expensive items such as flights and vacations, through to 100% for digital products such as PDF reports and video tutorials.

Yes, you did read that correctly - Some digital products give affiliates 100% commission, that is the entire value of the product that they help to sell.

Often, digital products have no manufacturing costs (PDF guides for example) and because of that, retailers who are primarily interested in customer leads, will give affiliates 100% commission for promoting their entry level products.



## How do you become an affiliate?

Every product or service that has an affiliate platform (enables affiliates) is part of an affiliate network (or has their own).

An affiliate network is essentially a website that connects affiliate marketers with retailers. Through the affiliate network, we are able to apply to become affiliates for each retailer (and/or product) and upon approval, are given a completely unique web hyperlink retailers website. [This is our affiliate link.](#)

Depending on the affiliate network we join, our approval as an affiliate for a product can be instant or delayed (if manually approved). Some networks also choose to pay us instantly when we drive a sale, others will make us wait for a certain period of time.

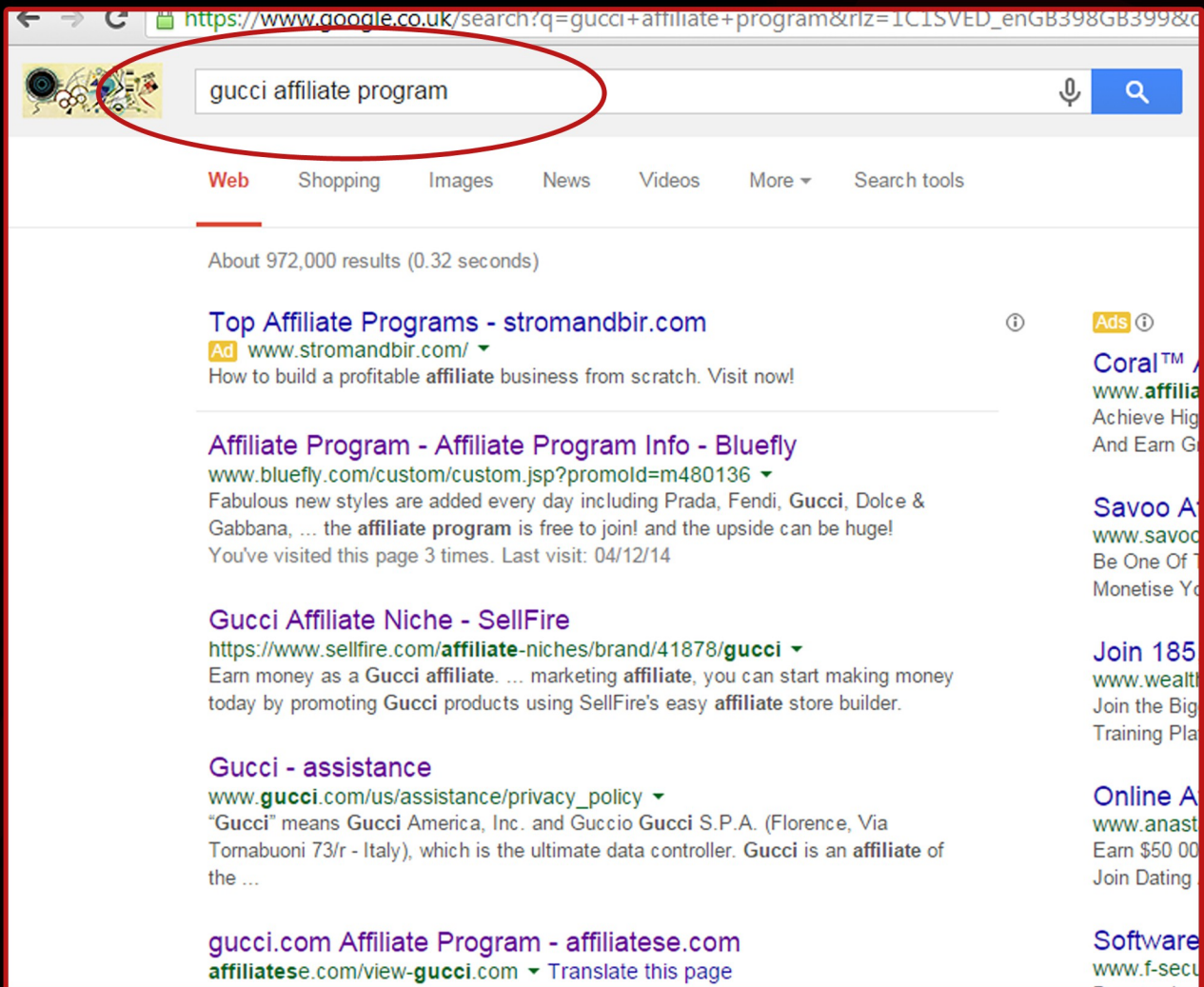
Every network is different, so you should read the terms in order to understand how and when you're going to get paid.

When we have our affiliate link, our aim is to drive targeted traffic (visitors) through that affiliate link. If a visitor makes a purchase after arriving through our affiliate link, we make a commission.

There are many different Affiliate Networks. Some of the big ones for digital products include Clickbank, JVZoo and Clicksure. The big affiliate networks for physical products include Market Health, Commission Junction and Rakuten. Many big companies such as Amazon and Ebay have their own affiliate platforms.

Generally, you can find details of how to become an affiliate for a product or service in the footer of their website or by Googling 'product name + affiliate program'. To sign up for any affiliate program, you will find the instructions on the affiliate network's website.

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gucci affiliate program

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**AFFILIATESE.COM** Affiliate Programs

[Add Affiliate Program](#) [Like](#) [Tweet](#) [Bookmark & Share](#) [Email](#) [Favorites : Ctrl + D](#)

[Affiliate Programs Directory](#) > [gucci.com](#) Affiliate Program

Tags : [Automotive](#) [Bags](#) [Beauty](#) [Clothing](#) [Flowers](#) [Furniture](#) [Gifts](#) [Health](#) [Home](#) [Jewelry](#)



**gucci.com Affiliate Program**  
**Site Title :** Gucci Official Site – Founded in Florence, Italy in 1921  
**Site Description :** Shop Gucci.com with free shipping. Discover the latest collections of handbags, shoes and accessories. Made In Italy.  
**Keywords :** gucci  
**gucci.com Affiliate Program is in the Commission Junction Affiliate Network**

**Network :** [Commission Junction](#)

**Advertiser ID in the Commission Junction Network :** 4013483

Gucci DE

**Site URL :** <http://www.gucci.com/de/home>

**Category :** [Clothing/Apparel](#)

**SubCategory :** [Women's](#)

**Performance Incentives :** Yes

**Language :** en

**gucci.com Affiliate Program is in the Commission Junction Affiliate Network**

**Network :** [Commission Junction](#)

By Googling 'Gucci Affiliate Program' we will find results for affiliate programs for stores that sell Gucci and Affiliate Directories such as AffiliateSE.com. In this case, one entry on this directory is for Gucci official. As you can see, they use the Commission Junction Network. Work through the results to find the information that you want.

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## What are the benefits of Affiliate Marketing?

You're probably thinking, why do I suggest affiliate marketing rather than creating your own products or opening your own online store?

Firstly, I want to make it clear that I'm not writing either of these methods off. In fact, I'd strongly suggest going down these roads the future. However, it makes perfect sense to get started with affiliate marketing...

Creating your own digital product can be extremely time consuming with research, writing, video creation, design and so on. As a retailer, you are also responsible for handling customer support forever. Having to spend hours solving problems for customers who bought a \$10 report from you 2 years ago can be counter productive.

As an affiliate, you could setup multiple income streams in the time it takes to create a single product and after you've made the sale, you never have to deal with any of the customer's problems.

Setting up an Online store to sell physical products requires a huge investment in terms of time and money. Technically, you need to understand how to setup a store or pay someone to do it for you. You'll also need to spend money on stock and warehouse space, as well as being responsible for shipping and customer support.

Affiliates can sell physical and digital products, 24/7/365, while working from anywhere in the world, without ever having to deal with any customers personally.



Affiliate marketing also gives you the opportunity to test different markets and niches. If there's a niche that you're doing particularly well in as an affiliate, you can then decide to take the plunge into creating your own product in that niche, knowing that you definitely have the ability to drive targeted traffic in that niche.

I'd suggest starting by becoming an affiliate for a digital information product, that way, you can achieve the best commission percentages and put yourself in a position where if you do really well, you too can create a product in that niche. It's far easier for you to create your own information product than creating a clothing line!

Here's what you need to do at this point.

✓ Sign up with the top 3 digital affiliate networks, Clickbank, JVZoo and Clicksure as well as 2 additional affiliate networks of your choice. This will enable you to come become accustomed with creating accounts, getting accepted and put you in a position to be ready to start promoting digital products from day 1.



# MODULE TWO

about Affiliate Supremacy

2



## Module 2 - About Affiliate Supremacy

Affiliate Supremacy is a simple, easy to follow, 3 step formula that if applied, will generate regular affiliate commissions.

Here are the steps...

- 1) Find a profitable niche
- 2) Create a money site is that niche that pre-sells affiliate offers to visitors
- 3) Leave your digital footprint on high traffic websites, driving thousands of visitors to your money website

It doesn't matter if you want to drive traffic to your review website or to a squeeze page, the traffic methods in step 3 will work just as effectively for any type of website.

However, in the Affiliate Supremacy Model I'm going to be talking about creating review websites (blogs) and driving traffic to them, because that's the method that I personally use to make the bulk of my sales as an affiliate.

The more Affiliate Supremacy websites that you create, the more money you can make.

As you become experienced at creating Affiliate Supremacy websites, you will be comfortable creating multiple sites at once.

But for your first Affiliate Supremacy site, I want you to focus on creating just one site without cutting any corners.

That way, you're far less likely to 'jump' to another method before even implementing this method. Jumping from method to method is a sure fire way to fail.



**An important note about my friend's Grandmother:**

I have a friend whose Italian Grandmother is a wonderful cook. She has recipes she learned from her mother and grandmother back in the old country.

If she makes something you like, and you ask for the recipe, she never writes it down. She'll tell you: "Oh, I use a little bit of garlic; some salt; chopped onions and ground beef to make my meatballs." And if you follow her recipe, I guarantee that your meatballs won't taste the same.

Why? Because she always leaves something out. And why does she do that? It's because she doesn't want you to make meatballs that are as good as hers.

Well, I'm not going to do that to you. I promise that the Affiliate Supremacy recipe that I'm about to give you will have the exact same "ingredients" as the one that I use. I want you to make "meatballs" that are as good as mine. Heck; I want you to make even better ones!

This step by step process that I'm about to show you is designed to take you about 2 -3 hours per day. I used to have a day job when I first started using this method and despite it's evolution, everything can still be setup very quickly.

At first it may take you a little longer; it did for me. But once you get up to speed, you'll breeze through the steps and still have plenty of time for golf, or to spend with your family and loved ones.





If you cannot get through the steps each day, don't get discouraged and quit. Just keep at it and do as much as you can. Start each day by picking up where you left off the day before. Just keep working and you will get results.

Before you begin, it's important you realize that that this process is 100% repeatable. Let's say you work up to a point where you are making, say, \$20 per day from one niche. That's Great! That's \$140 per week and \$7,280 per year. And that's from just one site!

Now, all you have to do is repeat this exact same process all over again. But this time you'll do it with another niche. And if that second niche makes you \$20.00 a day as well, now you're up to \$40.00 each day, \$280 per week, and \$14,560 per year!

How many of those little successes do you need to be able to say goodbye to your day job? Do the math and figure out how many \$20 per-day sites you need.

Then make a sign that reads:

**I need X Sites Making Me \$20 Per Day To  
Kiss My Job Goodbye!**

And hang it on the wall by your computer. Every time you add another \$20 producer, cross out the previous number and write the new, lower number. Don't worry if you mess up your sign with a lot of crossing out. Every time that number gets lower, your income becomes greater.

In the last part of this course, I show you how to grow the number of profitable sites quickly. It's OK if you go there and take a sneak peek. But do yourself a favor: Don't skip ahead and try those techniques yet. They will only work once you have mastered the basics.



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# MODULE THREE

finding a profitable niche

3



## Module 3 - Finding a Profitable Niche

If you've been around the 'Internet Marketing' or 'Make Money Online' forums for any time at all, then you're probably aware that 'niche selection' is a vitally important step for affiliate marketers.

If you choose to create or promote products in niches that aren't profitable, you're not going to make the money that your effort deserves, if you make any money at all...

Before we talk about how to use keyword research to evaluate if a niche is profitable, we must start by answering the age old question...

### What is a niche?

To answer that question, we first need to define something else: Market.

But we're not just after any market, we want to find a profitable market. Because a profitable niche, will be found inside of a profitable market.

A Market is "a segment of the general population that share a common need or desire".

A profitable market is:

1. A segment of people who have a common need or pain...
2. Who are motivated to buy your product or service to ease that pain...
3. Who have the capacity to pay for your product or service...

Let's dig deeper...



1) A segment of people who have a common need or pain...

Some examples include - Mothers, Students, Unemployed, Chefs, Golfers, Runners, Dog Owners, Bodybuilders - the list goes on...

**Can you think of other examples?**

Ideally, you're going to be looking at markets which are high in numbers. For example, if you market is sufferers of a disease which only effects 1 in 10,000,000 people, that market is too small to consider (You want to make sales on a daily basis, right?).

2) Do these people have the capacity to buy?

There's a lot of common sense to be applied here. Let's take an obvious example to illustrate. Newborn babies all have common needs, but do they have the capacity to buy? Obviously not. But what about their mothers? This example illustrates how targeting the wrong market (newborns) could lead to considerably less sales than targeting mothers.

Adults will obviously have more of a capacity to spend money than teenagers, as will certain adult demographics over others. For example, 99 times out of 100, the unemployed will have less disposable income than someone in a well paid job.

Teenagers and children are 'influencers' because although they have less disposable income than adults, they have the ability to influence their parents to buy products or services that they want. Just look at iPhone sales to young people if you don't understand what I mean.



3) Are they motivated to buy?

An ideal market is one with people who are motivated to buy.

Here, you have to ask yourself, how important is it for that market to solve their problem?

If there was a 'secret' method that would help sprinters reduce their 100m time by a second, you can bet that all sprinters who could afford to buy the method would, because 1 second is vitally important for them.

At the same time, if the problem is particularly painful or embarrassing, such as premature ejaculation, acne, losing your ex or otherwise, people are often willing to spend money to fix that problem, because it's painful.

Now, back to our original question. What exactly is a niche?

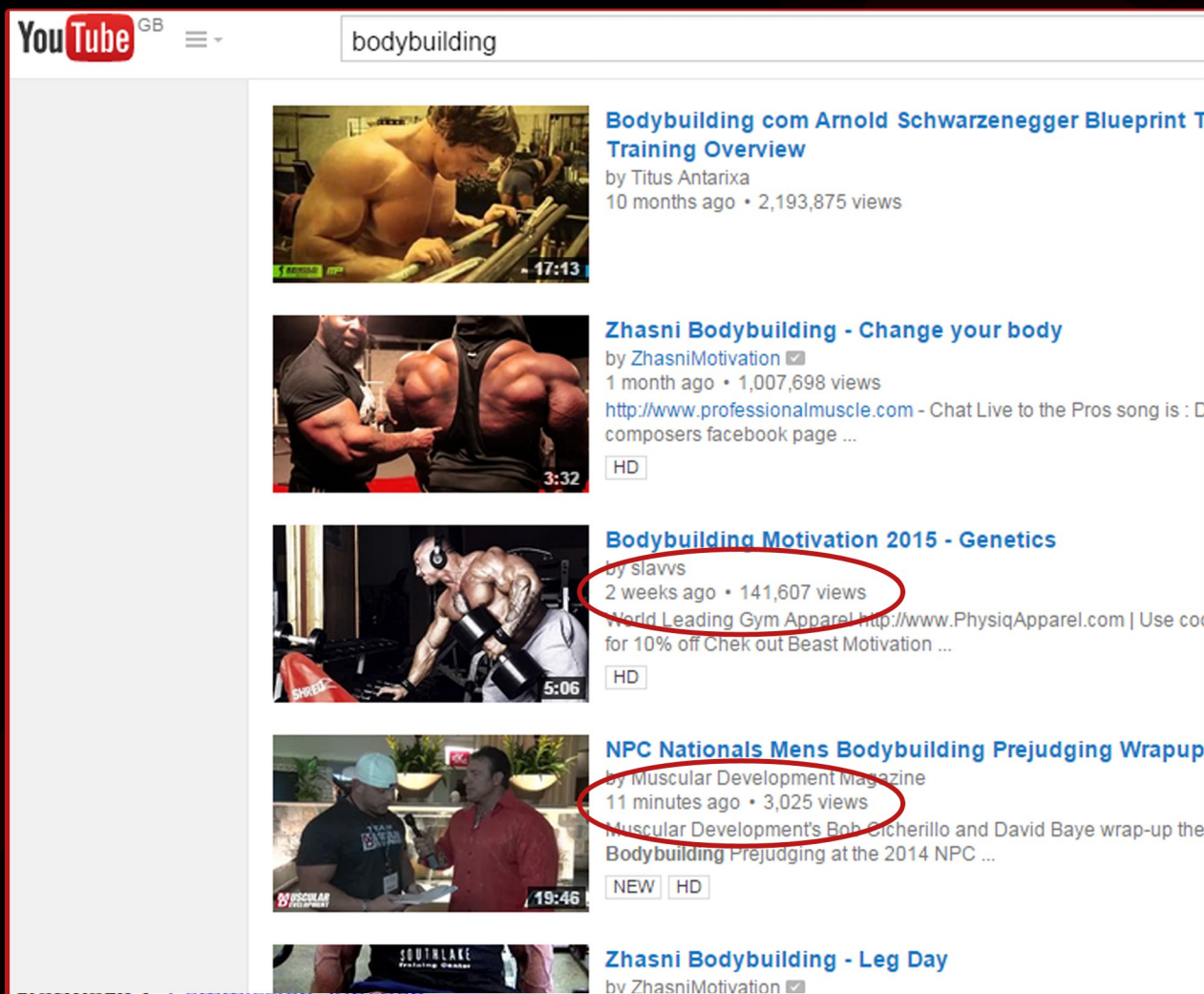
A niche is simply a sub-set of a larger market (In our case, a profitable market).

One common market are “**Bodybuilders**”. A niche within the bodybuilder market might be “Get Six Pack Abs” or “Build Bigger Arms”.

In order to find out if your market is suitable, simply type it into Youtube and Amazon and see how many views / reviews the top videos and books have. If they have millions / tens of thousands, you know this market is popular and therefore, niches within this market should be popular too.



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The image is a screenshot of a YouTube search results page for the term 'bodybuilding'. The search bar at the top shows 'bodybuilding' with a magnifying glass icon. The results are listed in a grid. The first video is 'Bodybuilding com Arnold Schwarzenegger Blueprint Training Overview' by Titus Antarixa, with 2,193,875 views. The second video is 'Zhasni Bodybuilding - Change your body' by ZhasniMotivation, with 1,007,698 views. The third video is 'Bodybuilding Motivation 2015 - Genetics' by slavvs, with 141,607 views; this video title and view count are circled in red. The fourth video is 'NPC Nationals Mens Bodybuilding Prejudging Wrapup' by Muscular Development Magazine, with 3,025 views; this video title and view count are also circled in red. The fifth video is 'Zhasni Bodybuilding - Leg Day' by ZhasniMotivation. Each video entry includes a thumbnail image, the video title, the channel name, the upload date, the view count, and a duration timer.

YouTube GB bodybuilding

**Bodybuilding com Arnold Schwarzenegger Blueprint Training Overview**  
by Titus Antarixa  
10 months ago • 2,193,875 views

**Zhasni Bodybuilding - Change your body**  
by ZhasniMotivation  
1 month ago • 1,007,698 views  
<http://www.professionalmuscle.com> - Chat Live to the Pros song is : D  
composers facebook page ...

**Bodybuilding Motivation 2015 - Genetics**  
by slavvs  
2 weeks ago • 141,607 views  
World Leading Gym Apparel <http://www.PhysiqApparel.com> | Use code  
for 10% off Chek out Beast Motivation ...

**NPC Nationals Mens Bodybuilding Prejudging Wrapup**  
by Muscular Development Magazine  
11 minutes ago • 3,025 views  
Muscular Development's Bob Cicherillo and David Baye wrap-up the  
Bodybuilding Prejudging at the 2014 NPC ...

**Zhasni Bodybuilding - Leg Day**  
by ZhasniMotivation

Youtube results suggest that the bodybuilding niche is popular. One top video has over 100,000 views in 2 weeks, while a new video, up only 11 minutes ago already has over 3000 views. While these views could come from other search terms - it still shows the popularity of bodybuilding on the whole.

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An even more specific niche, sometimes referred to as a “micro-niche” is a subset of a niche. Examples include “Build a chest like Arnold Schwarzenegger”, “build biceps fast” or “diets for 6 pack abs”.

Can you see how we have funneled down from the mega market of “Bodybuilders” to the much more niche specific example of “diets for 6 pack abs”?

## **Need More Niche Ideas?**

There are plenty of free magazine websites that you can use for brainstorming niches and ideas.

<http://www.magastack.com/>

<http://magzus.com/>

<http://readmymag.com/>

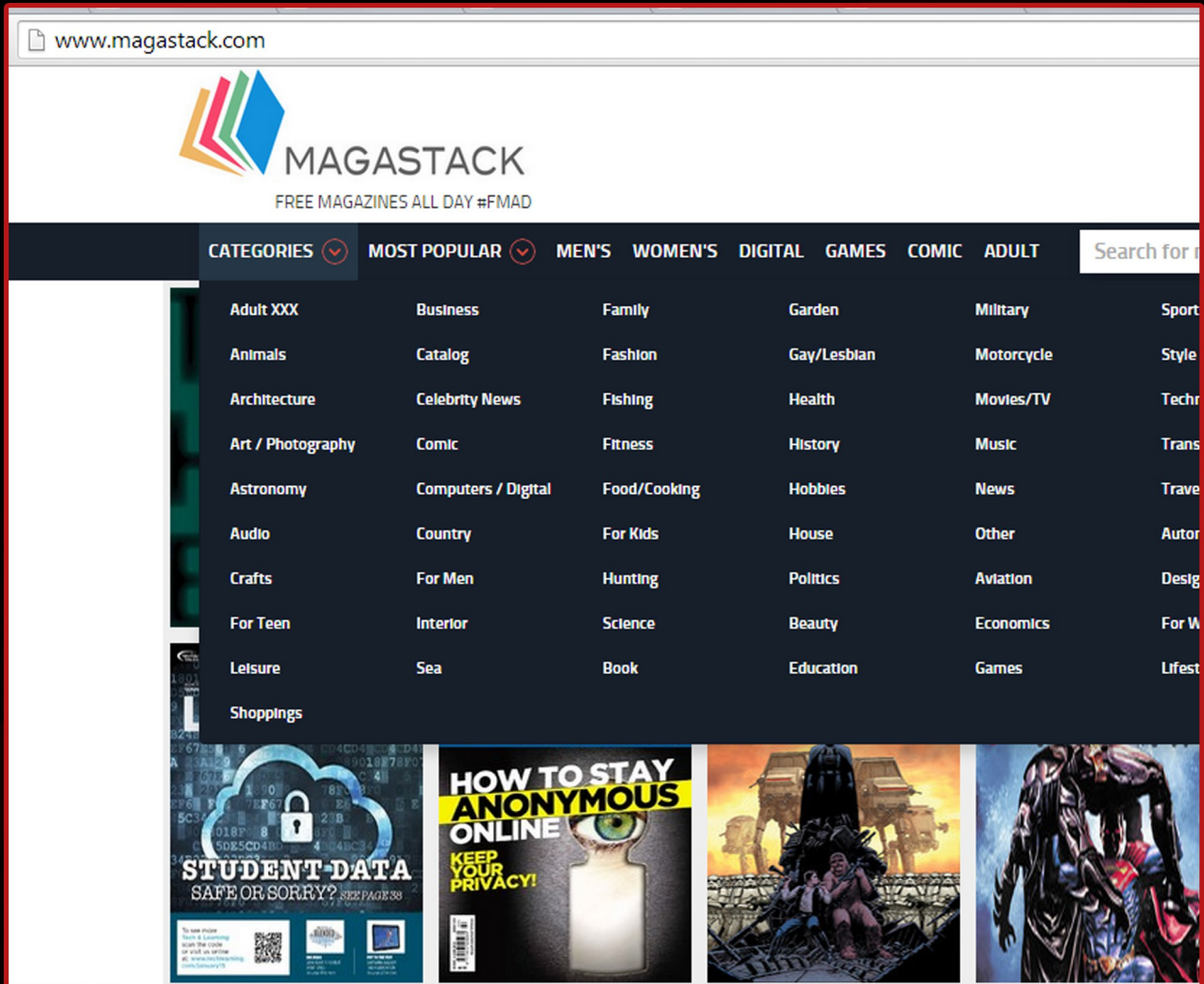
Just to name a few...

These sites all tend to work the same way - they will be organised by categories (markets) and then within the magazines, you'll find niches and sub niches.

Advertisements in the magazines will give you an idea of products that you can promote as an affiliate.

Articles related to solving problems will give you ideas of 'information products' that you can promote and even give you ideas of products you can create yourself in the future.

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Magazine sites such as Magastack will give you plenty of ideas for niches.

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Here's what you need to do at this point.

- ✓ **Select a niche.**
- ✓ **Think about sub niches and write them down.**

### **1) Select a niche**

By going through the above process, you should be able to find a profitable niche that you'll base your money site around. Ideally this niche should be something that fits all of the criteria and if possible, something that you're interested in. That way, when it comes to creating content for your website and online assets, it's going to be far more enjoyable.

To ensure you're picking a suitable niche, the last step is to head on over to Amazon Kindle and Clickbank.com and ensure that there are information products (books) for sale within that niche. You want to make sure that there are affiliate products to 'promote' within that niche before deciding on it 100% (Example on next page).

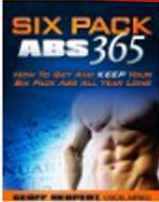
### **2) Think of a sub niche**


We're going to want to create 'pre-sell' content based around 'micro niches', within your niche. You should start brainstorming ideas for 'micro niches' within your specific niche now, write them down, we'll examine if they're profitable later on in this course.

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**amazonkindle** Your Books Daily Review Your Highlights 6 p  
Read. Review. Remember.

**473 Book Results for "6 pack abs"**

- 

**Six Pack Abs 365 - How To Get And Keep Your Six Pack Abs All Year Long**  
★★★★★ (121 customer reviews)  
› See this book on Amazon.com
- 

**ABS for Life: The No. 1 Solution on How to Get Six Pack Abs** by Neil Frost  
★★★★★ (9 customer reviews)  
› See this book on Amazon.com
- 

**Bodybuilding: The 10 Commandments of Six Pack Abs** by Kostadin Kostadinov  
★★★★★ (2 customer reviews)  
› See this book on Amazon.com
- 

**How To Achieve Six Pack Abs In 30 Days: Diets and workouts that actual**  
(0 customer reviews)

‘6 Pack abs’ proves popular on Kindle too.

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The screenshot shows the ClickBank Marketplace interface. At the top, the ClickBank logo is on the left, and a search bar on the right contains the text '6 pack abs'. Below the search bar, the results are displayed. The first result is 'Simple 6 Packs Abs (view mobile)', which is circled in red. It is described as a 'High-converting Fitness Product' with a '75% Commission'. To its right, the 'Avg \$/sale' is listed as 'N/A\*'. Below this result, the statistics are shown: 'Stats: Initial \$/sale: \$0.00 | Avg %/sale: 75.0% | Grav: 0.00'. The second result is 'The 6 Pack Secret - Top Six Pack Abs/fat Loss Program', also circled in red. It is described as a 'Brand New High-Converting Sales Video & Custom Affiliate Landing Pages'. To its right, the 'Avg \$/sale' is listed as '\$4.29'. Below this result, the statistics are shown: 'Stats: Initial \$/sale: \$4.29 | Avg %/sale: 75.0% | Avg Rebill Total: \$0.00 | Avg %/rebill: 1.0% | Grav: 0.92'. On the left side of the interface, there is a sidebar with a 'Resources' section and a 'Filters' section. The 'Filters' section includes 'Gravity' (0 to 100+), 'Avg \$/sale' (\$0 to \$150+), and 'Initial \$/sale' (\$0 to \$100+).

**MARKETPLACE**  
Choose from thousands of great products to promote

Find Products: 6 pack abs

Results

Displaying results 1-10 out of 80 (pg. 1 of 8)  
Results per page: 10

Sort results by: Keyword Relevance

**Simple 6 Packs Abs (view mobile)**  
High-converting Fitness Product. The Simple Guide To 6 Pack Abs. Revealed: Simply And Easily Get The Hot Body You've Always Dreamed Of In No Time Flat. Low Refund Rate. 75% Commission.

Avg \$/sale  
N/A\*

PROMOTE

Stats: Initial \$/sale: \$0.00 | Avg %/sale: 75.0% | Grav: 0.00  
Cat: Health & Fitness : Exercise & Fitness

**The 6 Pack Secret - Top Six Pack Abs/fat Loss Program**  
Brand New High-Converting Sales Video & Custom Affiliate Landing Pages. Affiliate Page Here:  
Http://www.the6packsecret.com/affiliates

Avg \$/sale  
\$4.29

PROMOTE

Vendor Spotlight

Stats: Initial \$/sale: \$4.29 | Avg %/sale: 75.0% | Avg Rebill Total: \$0.00 | Avg %/rebill: 1.0% | Grav: 0.92  
Cat: Health & Fitness : Diets & Weight Loss

Reset Filters and Attributes

Filters

Gravity  
0 100+

Avg \$/sale  
\$0 \$150+

Initial \$/sale  
\$0 \$100+

There are tons of '6 pack' products to promote on Clickbank, which tells us that while this niche is obviously 'competitive', it's also very popular.

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# MODULE FOUR

your money site

# 4





## Module 4 - Your 'Money Site'

Your money site (affiliate review blog) is the central hub for all of your online marketing activity.

You will be using your 'money site' to...

- 1) Establish your authority on the niche
- 2) Pre-sell the affiliate products that you choose to promote

You will be driving traffic to your money site by leaving a 'digital footprint' on a variety of different websites. It's important that you get your money site looking professional and ready before you start driving traffic.

Here's what you need to do at this point.

- ✓ Buy hosting and domain
- ✓ Install Wordpress + Theme + Plugins
- ✓ Write A Bio + Establish Authority
- ✓ Get An Autoresponder
- ✓ Create An Opt In Form / Giveaway

### 1) Buy Hosting and a domain

Hosting and a domain name are the bare essentials required when creating your own website. Hosting is the server space where the html and assets for the website are stored. Every website online must be hosted.

When you're getting started, a simple shared hosting package which enables you to host unlimited domains (sites) is solid starting point. I personally use Hostgator as my weapon of choice.



You can usually buy your domain from your hosting company or another domain retailer. Namescheap have some great offers on domains, so you should Google 'Godaddy Coupons' to see if there are any great offers on at the time of reading.

## Selecting your domain

Just a few years ago, domain selection was vitally important. Back then, if you could grab an 'exact match domain' you would essentially guarantee a top ranking for that keyword. For example, if you could grab buildmusclefast.com or buildmusclefast.org, you would almost guarantee a top ranking for the search term "build muscle fast".

Since then, Google realised marketers were using this 'exact match trick' as a 'loophole' to snag top rankings for sites. Because many of these sites were never updated (set and forget), Google significantly reduced the ranking value of the exact match domain, 'slapping' many of these sites from the first page and beyond.

The good news for us as marketers, is that this significantly reduces our competition. Many marketers decided to give up on creating 'review blogs' after their content was slapped, just leaving the proactive marketers like us to 'switch up' our traffic generation and grab the best results.

As a result, when buying a domain, we want to essentially look for a domain that we can brand. This could be our own name (if we want to be seen as an expert), a pen name (the same reason) or a catchy, memorable, branded name related to the niche.



Some examples of domain ideas (Fitness niche as an example)

Name Domains Samples -

TimJonesFitness.com  
TimJonesTraining.com  
TimJonesCoach.com  
TJFitness.com

Brandable Names -

30Day6Pack.com  
6PackSoon.com  
Abscredible.com

Don't just use my ideas though. Be creative with your brand.

You're going to want to link your domain with your hosting too. If you're purchasing hosting and domain from the same company, this should be done automatically. If not, you'll need to use the nameservers provided by your hosting company when setting up your domain. Then, set up an 'addon' domain from your hosting cpanel.

## 2) Install Wordpress

In this day and age, to get love from Google (which isn't part of our core plan, but always useful) we're better off creating a multiple page, functional website. I like to call it an authority.

The easiest way to manage your site is using a Content Management System (CMS). You can use any platform you want - Wordpress, Blogger, Joomla, Drupal or otherwise, but I personally prefer a self hosted Wordpress site because it's easy to manage and you're in control of your own files.

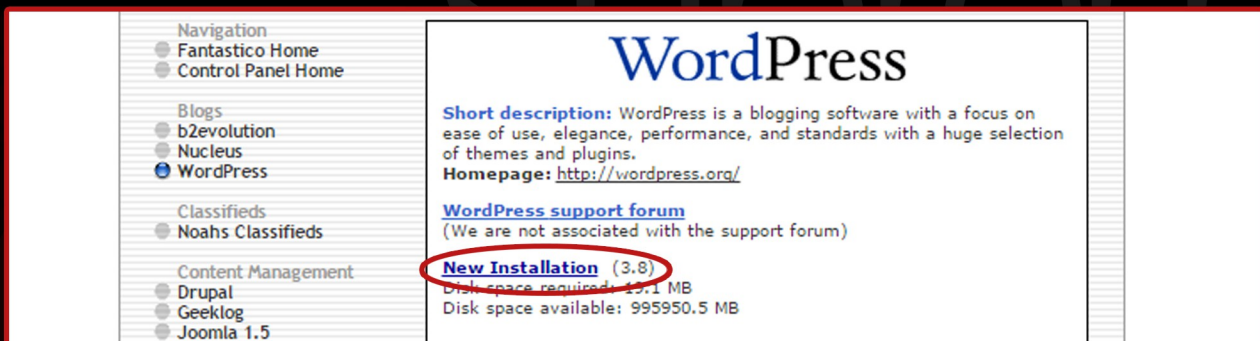
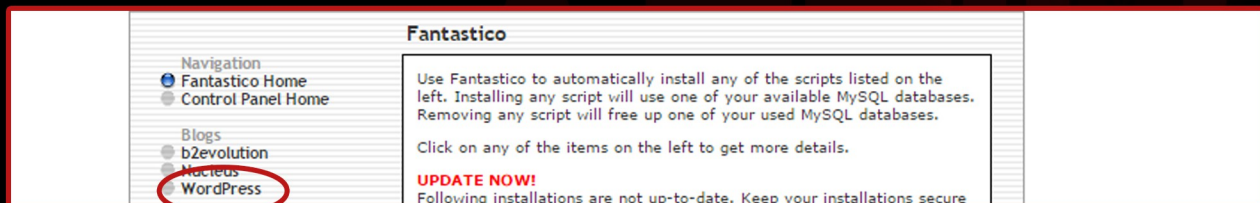
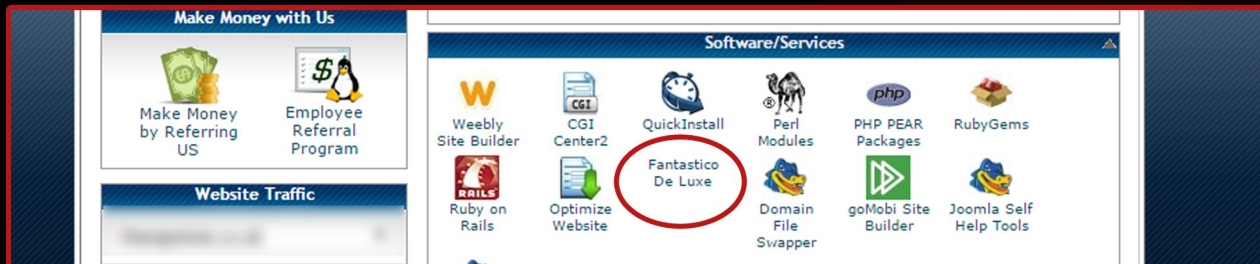


Installing Wordpress on your webspace is quick and easy. Here's a short overview of how to do it:

- > Through your host, you should have access to a Cpanel. Login to it.
- > In the Cpanel, you should have a link to Fantastico (or Fantastico De Luxe)
- > On the left hand side, you see a variety of solutions you can install automatically, click Wordpress (Under blogs).
- > Click 'New Installation'.
- > There are some self explanatory boxes to fill in, including the URL of the installation and setting up your username and password for administrator access.
- > Click 'Finish Installation' to complete.
- > You should now be able to visit the site and login.

Ensure that your Wordpress site is live and that you can login to the administrator section before moving on to the next step.

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Here are the steps to install Wordpress using Fantastico. After clicking 'New Installation' simply go through the steps to setup your website.

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## Install Theme

You're probably already familiar with 'Themes', but if not, they are essentially templates which change the way your Wordpress blog (or rather, site) look, at the touch of a button.

There are literally thousands of themes available, both free and paid, that will instantly make your website look professional.

Note: I personally opt for my own, custom made, proven to convert affiliate themes (Built on the Genesis theme). As an Affiliate Supremacy customer, you you can take a look at these exclusive themes by [clicking here](#).

Alternatively, there are thousands of free themes for those who prefer to try them out first. If you Google 'Free Wordpress Themes' you'll be confronted with hundreds of sites that demonstrate and allow you to download themes.

Here are a few theme websites worth looking at in the first instance:

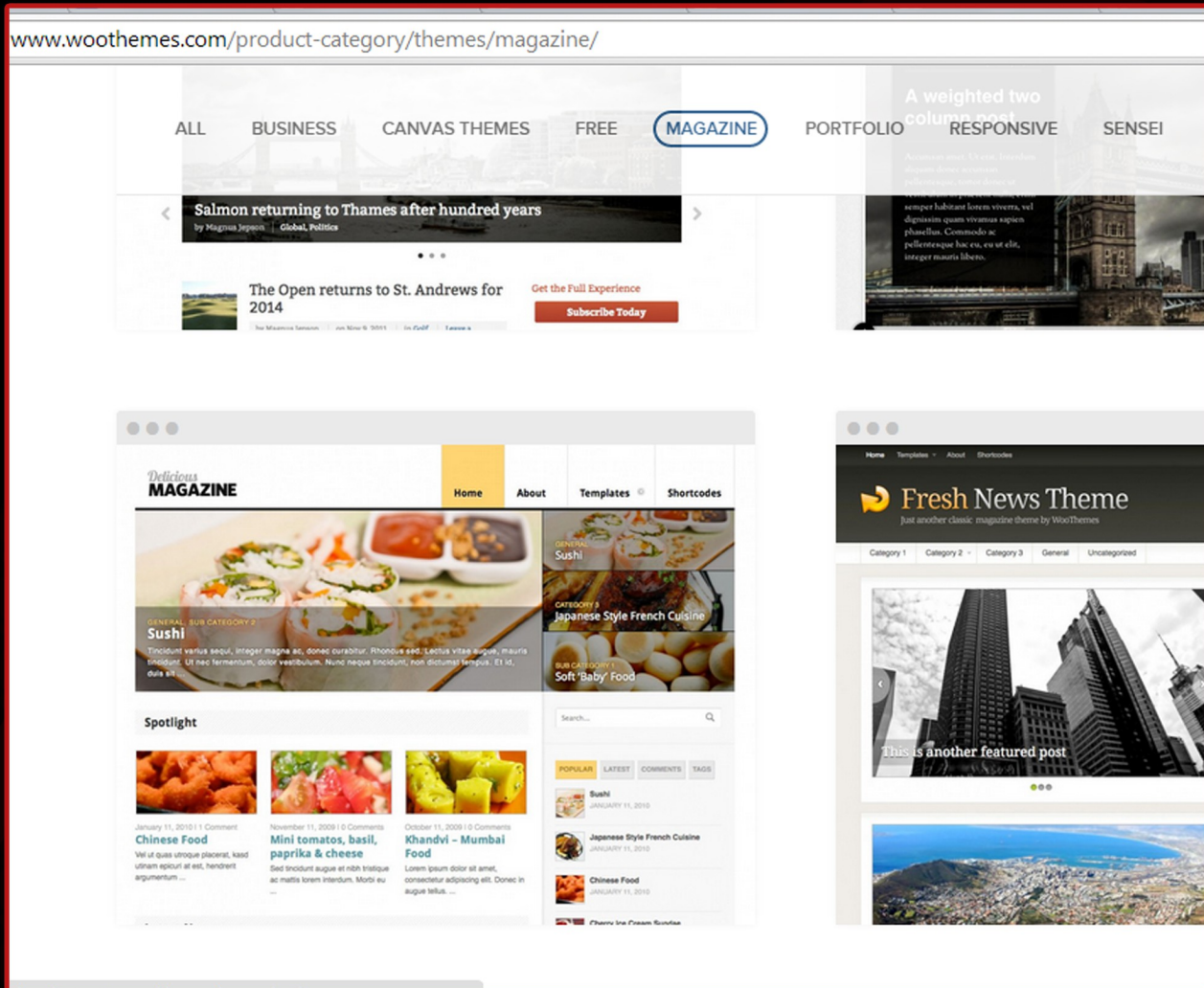
WooThemes.com  
StudioPress.com  
WordpressPremium.com  
ThemeSpinner.com

**Note:** When selecting a theme, you really want to look at the overall foundation and layout of the website, rather than design of headers / banners etc. It's 99% likely that headers, banners etc will not be in your niche anyway in the demo theme, so will need to be changed. Changing a banner isn't very expensive to outsource.

Essentially, you should be looking for is an attractive layout, that is easily to navigate. Features such as a sidebar, that you can use for an opt-in form (giving away a free gift), would be useful.



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When hunting for themes, often 'magazine' layouts work really well for review blogs.

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Here's how you install your theme:

- > Log in to the WordPress Administration Panel.
- > Select the "Appearance" button from the menu on the right.
- > Click 'Themes'.
- > Click 'Add New' (top of screen next to 'Manage Themes' label).
- > Click 'Upload' (second option, top of screen under 'Install Themes' label).
- > Click 'Browse' and navigate to the theme zip file you saved earlier.
- > Click on the file name and then click 'Install Now'. Wait for the upload to complete.
- > Click 'Activate'. Your new theme is live.
- > To view the new look, click "View Site" at the top of the Panel's screen. If it turns out you don't like the theme for some reason, find another and repeat the process.

You should ensure that you have a theme installed that you like before moving on to the next step. If you need new headers, banners or graphics, head over to Fiverr.com to find suitable designers who will be able to create them for you at a reasonable price.



## Install Plugins

WordPress makes it easy to add additional functionality to your blog by installing prewritten software modules called plugins. You don't have to know a thing about writing software to use these. All you have to do is locate the plugins offering the functionality you want, and then install them.

I'm going to give you a list of 'must have' plugins, but first, here's how you install them:

- > Locate the 'plugins' taskbar on the left of the Admin Dashboard and click on "Add New".
- > The Search screen appears. You can now search for WordPress Plugins you can install. The search screen gives you the option to browse available plugins, or to search by keyword, author or tag.
- > We're going to search by keyword. I use the actual name of the plugin as the keyword. When you're searching for new plugins that are not on my list (you don't know the name of the plugin you require), just enter keywords similar to what you would enter if you were searching for software on Google.

For example; if you wanted a Contact Form plugin, just enter the keywords contact form.

- > Type in search term and click "Search Plugins"
- > When you find the plugin you want, click "install"
- > You'll be transferred to the plugin page, click "install now"
- > Click "activate plugin"



## Top plugins

Here's a list of my current top 10 Wordpress plugins.

### #1 Wordpress SEO by Yoast

Although SEO doesn't play such a huge role in affiliate sites as it did a few years ago, it's certainly something that you shouldn't ignore. Wordpress SEO by Yoast is a complete optimisation tool that enables you to add titles and descriptions to articles, add open graph meta data, do page analysis, publish an xml sitemap and much more.

<https://wordpress.org/plugins/wordpress-seo/>

### #2 Akismet

Akismet is the oldest and most trusted comment spam filter for Wordpress. Not only does this plugin make your site look more professional (without spammy comments) but also decreases the amount of maintenance work for you.

<https://wordpress.org/plugins/akismet/>

### #3 Disqus

Disqus is a multi-functional comment plugin that helps you to build a more solid relationship with your readers. Disqus can do a range of things, from auto replying to comments, to social login, to voting. This plugin will increase user participation on your website.

<https://wordpress.org/plugins/disqus-comment-system/>



#### #4 W3 Total Cache

The loading time of your site is vitally important for the best user experience and search rankings. W3 Total Cache performs object and browser caching to optimise the loading times and performance of your website.

<https://wordpress.org/plugins/w3-total-cache/>

#### #5 WP Smush IT

You already know how important loading speeds of your site are and WP Smush IT is another plugin that reduces them. With the touch of a button, WP Smush IT can compress image and reduce loading times by up to 40%

<https://wordpress.org/plugins/wp-smushit/>

#### #6 Contact Form 7

Creating Contact Forms can be tough if you don't have coding experience, but with Contact Form 7, you can create a variety of elaborate forms without touching a single line of code at all.

<https://wordpress.org/plugins/contact-form-7/>

#### #7 Wordpress Meta Robots

The Meta Robots plugin gives you control over allowing search engines to index or not index any page or post at the touch of a button.

<https://wordpress.org/plugins/wordpress-meta-robots/>



#### #8 Share Buttons by AddToAny

This plugin enables visitors to share, save, and Email your posts and pages using any service, such as Facebook, Twitter, Pinterest, Google, Reddit, Tumblr, StumbleUpon, LinkedIn, and well over 100 more sharing and social bookmarking sites.

<https://wordpress.org/plugins/add-to-any/>

#### #9 Login Lockdown

A fantastic security plugin that records login attempts by time and IP address in order to protect the site from brute force password breaking attempts.

<https://wordpress.org/plugins/login-lockdown/>

#### #10 Pretty Link

Last but by no means least is Pretty Link. Pretty Link is an affiliate link cloaking tool, which is important to use for 2 reasons. Firstly, it makes the affiliate links you're sending people to look more legit (affiliate links are generally long, ugly urls) and stops people who are 'anti affiliates' from noticing straight away that your recommendation is out to make you money.

As well as cloaking links, Pretty Link also provides tracking statistics.

<https://wordpress.org/plugins/pretty-link/>





## An Affiliate Supremacy specific plugin

### #11 WP Review

WP Review is a review plugin that will enable you to give, star, % or point reviews of products or services (in our case affiliate products). The reviews can be placed inside content (articles) or as a widget in the sidebar. This plugin is extremely powerful for our review blogs.

<https://wordpress.org/plugins/wp-review/>

You don't need all of the above plugins to run the Affiliate Supremacy model. However, I would strongly suggest installing Wordpress SEO, Akismet, Pretty Links and W3 Cache along with WP Review to start with. It's up to you if you choose to install the others - Discussion and Forums are not essential in the Affiliate Supremacy model but do no harm if you want to go down that route.



### 3) Write a Bio + Establish Authority

These days, people don't just buy into your message, they buy into you.

Behind almost every successful Internet company has a face behind it that you know, recognise and associate with. People want to associate with you.

An 'About Page' with a Biography is a great place to start.

Here's how to write one:

- > Your Name and Position. Steve Nelson is a certified personal trainer and wrote the Usain Bolt recommended book 'Shape up in 60 days'.
- > Credibility. Have you been featured on any well known website? In any known publications? Published your own book? If so, mention it here.
- > Work. List jobs that you've had in the past and don't forget to mention if you've worked with any recognisable clients.
- > Awards. If you've won an award, even a small one, you shouldn't forget to include it here.
- > Education. Believe it or not, even in this digital age, some people still value a formal education. If you hold any qualifications, include them.
- > Your Mission. Your mission actually tells people about you, your philosophy and what you want to accomplish. While the other elements of your bio will aid your credibility, your mission is what readers will relate to.



Write your bio and add it to an about me page before continuing to the next step. Consider getting some professional photography done or getting a logo or mascot created. There are plenty of sellers at Fiverr offer this for \$5, it makes you appear a lot more professional.

Insider tip: You can usually get professional photography (or close to professional level) for a low cost (or sometimes for free), if you have a local university or college with photography courses. Students are usually looking to shoot people to boost their portfolio.

#### **4) Get an Autoresponder**

You're going to want to try to collect Email addresses of people who visit your website so that you can market to them over and over again.

Ideally, you're going to have an autoresponder service to store and automate the mailing process.

As well as storing subscriber details and automating Emails, an autoresponder also provides the tools to create opt-in forms (forms to collect Email addresses of prospects) and much more.

An autoresponder is a core tool for anyone looking to make money online and an investment that will pay for itself multiple times over if you take action. Both Aweber and Getresponse will work well for this, so I strongly suggest you check both out and go for the one which best suits you.

<https://www.aweber.com>

<http://www.getresponse.com/>



### 5) Create A Giveaway / Opt-in Form

In order to build a subscriber list, you're going to want a free gift to exchange for someone's Email address. Your free gift should be something that can be downloaded instantly, such as a report (PDF).

Creating a free report isn't as difficult as you think. The report only needs to be a few pages. Here's a simply formula:

- 1) Identify a problem
- 2) Solve the problem, step by step
- 3) Sign off

Here are some great ideas (just to get you thinking)...

(Online business niche)

- A new traffic method
- How to use a new social network
- Introduction to a paid advertising platform

(Bodybuilding)

- 6 Pack abs diet
- How to calculate your macros for lean weight gain

(Stop smoking)

- Self hypnosis to stop smoking

(Pick up girls)

- How to pick up girls online



You can easily look on Youtube for videos that cover any of these topics, and rewrite the content in your own words in report format.

Alternatively, you can look on the Amazon Kindle read a few books, and take the best ideas from each and rewrite them as your own.

In case of emergency: If you're just not comfortable creating a 'how to' report, the alternative is to create a 'resource list'. A resource list is simply a research based list of resources in a certain niche.

For example - A list of social media sites with over 10 million users, a list of discount codes for muscle building companies or any other useful list.

Upon completion, the download link of the report should be placed on a secret page of your website (Hidden from search and not in the menu).

## Your Opt In Form

An opt-in form (sign up form) is the form that you place on a web page for prospects to enter their Email address in exchange for the free gift.

On your review blog, your opt-in form will usually be placed on the sidebar and/or at the bottom of each page or post.

In order to create your form, you first need to log into your autoresponder and create a new list.

Then, you want to configure the 'welcome Email' (the first Email that goes out to subscribers automatically), to include a link to the page which hosts the download (mentioned above).



Now you're ready to use the drag and drop editor provided by your autoresponder company to create the form itself. The form simply needs to include a box for Email address and a submit button with the text 'Instant Download' or 'Download Now'. It should match the design of your site.

Set the form so that it directs to a custom page on your Wordpress site after submission. This page should simply say that the download link has been Emailed.

The framework of your site should now be setup. You should have a free gift with a fully functional opt-in form. A professional about page which helps to establish your authority and a niche specific website ready for





# MODULE FIVE

creating 'pre-sell' content

# 5



## Module 5 - Creating 'Pre-Sell' Content

The ultimate objective of our money site is to drive as much targeted traffic through our affiliate links as possible and make sales.

However, if all content is your site is pushing visitors directly through to affiliate offers, they're quickly going to catch on that you're only out for money and not going to build the trust with you to buy the products or services that you recommend to them.

50% of content should not sell at all  
50% of content is designed to sell

Now if you're thinking 50% of content not selling is a little high, think about this...

If your prospect reads a high quality, informative article on your website that doesn't sell anything, they're likely to read another and another, and eventually, when you make a recommendation to them - it's going to seem much more genuine, because you haven't been selling in every article.

Also, they're going to be more likely to 'opt-in' for your free gift now they trust you - and you can sell to people through Email.

### Pre Sell Content

Our aim is to use our content to 'prime' visitors for the offer we're promoting. We don't need to 'sell' the offer, the product sales page should do that, however we do need to provide valuable content that does the following...

- 1) Remind prospects of the benefits of solving the problem.
- 2) Educates your prospects (without teaching them everything).



Your website content is likely to be written (articles) or video - in this section I'm going to talk about the best types of pre-sell content.

## **Review Articles**

Review articles are great because they're specifically related to an individual product, so you're pre-selling it simply by giving an honest appraisal of it's pros and cons.

Here's how I write a review article.

### **1) Title**

Product Name + Review will usually suffice.

### **2) Product Background**

Tell people what the product's purpose is and a little bit of information about it. Remind prospects of the benefits of solving the problem that the product aims to solve.

### **3) Pros and Cons**

Create 5 categories that relate to all products within the niche and rate this product in each of them. Describe why you've given this particular rating, including a brief overview of what the product covers in each category.

### **4) Conclusion**

Sign out with an 'overview' of the whole product. Include your affiliate link.



Insider Tip 1: Using WP Review will make your review look professional.

Insider Tip 2: Try not to sound biased and always give a balanced review. If every article on your site says every product is great and contains an affiliate link, people will probably find you hard to trust. If you say some products are pigs (the one's that are) people will trust your opinion more.

Insider Tip 3: You're probably wondering, how the hell can you write a review article when you don't have the product? That's why you contact the product creator for a review copy. Facebook is a great place to find the marketers behind these products and contact them. If you can show that you're an affiliate with a professional website, you'll usually get a copy for free.

## How to Articles

All review articles will contain affiliate links, so not all of your 'how to' articles have to. A how to article is simply an article teaching someone 'how to' do something, step by step.

Here's how to write one.

### 1) Title

How to + Problem (eg. Fix Your Golf Swing)

### 2) Product Background

Tell people about the problem that you're going to teach them 'how to' fix. Focus on the benefits of solving this problem.



### 3) How To

Step by step, explain how to solve the problem.

### 4) Conclusion

Sign off by reconfirming the benefits. If you are going to add an affiliate link, do it here. Explain why the product you're linking will help the reader.

## List Style Articles

I always find that list style articles are relatively easy to write, because they're broken down into several bite size chunks.

The best lists are those which give several reasons why you need to solve a problem. Essentially increasing the desire for the prospect to obtain a solution.

5 Reasons why you need to last longer in bed...

5 Reasons why you need to quit smoking...

10 Reasons why your girlfriend might cheat on you...

And so on.

The format is the same as the 'how to' article, with the reasons being used instead of the 'how to'.

Again, you should finish some of these articles with affiliate links, but not every time.



## Pre-Sell Article Example

Here is an example of a list style article. Pre-selling the <http://www.adonisgoldenratio.com/> product. As you can see, the article itself doesn't mention the product - but essentially touches on the main benefits of the product. If we did link through to the sales page at the end of the article, the sales page handles the hard sell for us.

### How to gain chest muscle

Looking to build a chest that is big, bold and commands respect? If so, you're probably going to need to know how to gain chest muscle. In this article i'll explain the top 7 exercises for gaining chest muscle.

#### #7 - Peck Deck

The peck deck is a machine that you'll find in any gym, that you can just sit down on, adjust the weight and get going right away. The primary function of the peck deck is to exercise the inner chest muscles.

#### #6 - Dips

Chest dips are a bodyweight exercise that tone the chest and triceps. Simply hang on a dip machine, or between two bars if you're in the park, lower your elbows to drop yourself down and then contracting the chest, bring yourself back up. You will need some good base strength to execute chest dips, so start slowly and build up.





#### #5 - Cable Crossovers

If you have access to the gym, one of the best machines for a variety of chest exercises in the cable machine. A personal favorite exercise is the cable crossovers, where you grab two pulleys and pull the cables, using your chest muscle, until your arms crossover. Angle your body and increase / decrease weight to maximise the intensity of your workout.

#### #4 - Machine Chest Press

Like the peck deck, the machine chest press is a machine that you can work on even if you're brand new to weight training. Simply sit down, set a weight you're comfortable with and lift.

#### #3 - Flyes

The fly is an exercise that can be performed with both dumbbells and machines to work the inner and upper chest. The most common form the fly is the dumbbell fly which can be performed on the bench using an incline or decline.

#### #2 - Push Ups

The push up, or press up as it's sometimes referred to is a bodyweight exercise that can be performed anywhere. Don't let the fact that this exercise uses body weight fool you, it's highly effective. The pushup is effective for building the chest, abs and core, with your body being a plank position throughout. There are a variety of different variations of the pushup to hit different chest muscles. Variations include different hand positions, different techniques and even using a single arm.



## #1 - Bench Press

If you've read anything about how to gain chest muscle, then you'll have read about the bench press. The bench press is the most effective chest exercise out there. Set the bench to an incline to build the upper chest or a decline to build the lower chest. Ideally, a mix of flat and inclines will build the perfect, proportional chest.



You can create this content using articles or video or a mix of both. You can even use other people's videos to compliment your article if you want to (but should avoid any that promote competitors).

Before promoting your website, you need some content on there ready to go.

Here's what you need to do at this point.

- ✓ Write at least 5x Review Articles
- ✓ Write at least 2x 'How To' Articles
- ✓ Write at least 3x 'List' Articles

If you're not comfortable writing, feel free to skip to module 9, where I discuss outsourcing.

## Need help writing articles?

Head over to Ezine Articles to find existing articles in your niche. If you find any that read well and excite you, use them as a base to rewrite in your own words for your website.

There are various article 'spinners' available on the market which turn one article into several 'unique' articles by changing words around for other words with the same meaning. If you're looking to fill your site up with lots of content, you can try them, but writing high quality content from scratch is the best way to get humans sharing your work. More about that in the next module.

At this point you should have a site with content and affiliate links that is ready to drive traffic to. Now we're ready to make some money.



**AFFILIATE**  
supremacy

# MODULE SIX

social media assets

6



## Module 6 - Social Media Assets

The Affiliate Supremacy model involves leaving a 'digital footprint' (backlinks) on as many high traffic websites as possible. Some of the top trafficked websites on the Internet that we can exploit quickly are the Social Media websites.

The great thing about Social Media websites is the speed at which your message can spread. If someone 'likes' or 'shares' your content, their friends will see that, causing the message to spread virally.

Here's what you need to do at this point.

- ✓ Create a Youtube channel
- ✓ Create a page for your website at Facebook
- ✓ Join Facebook groups
- ✓ Create an Instagram page for your business
- ✓ Join any other relevant social media websites

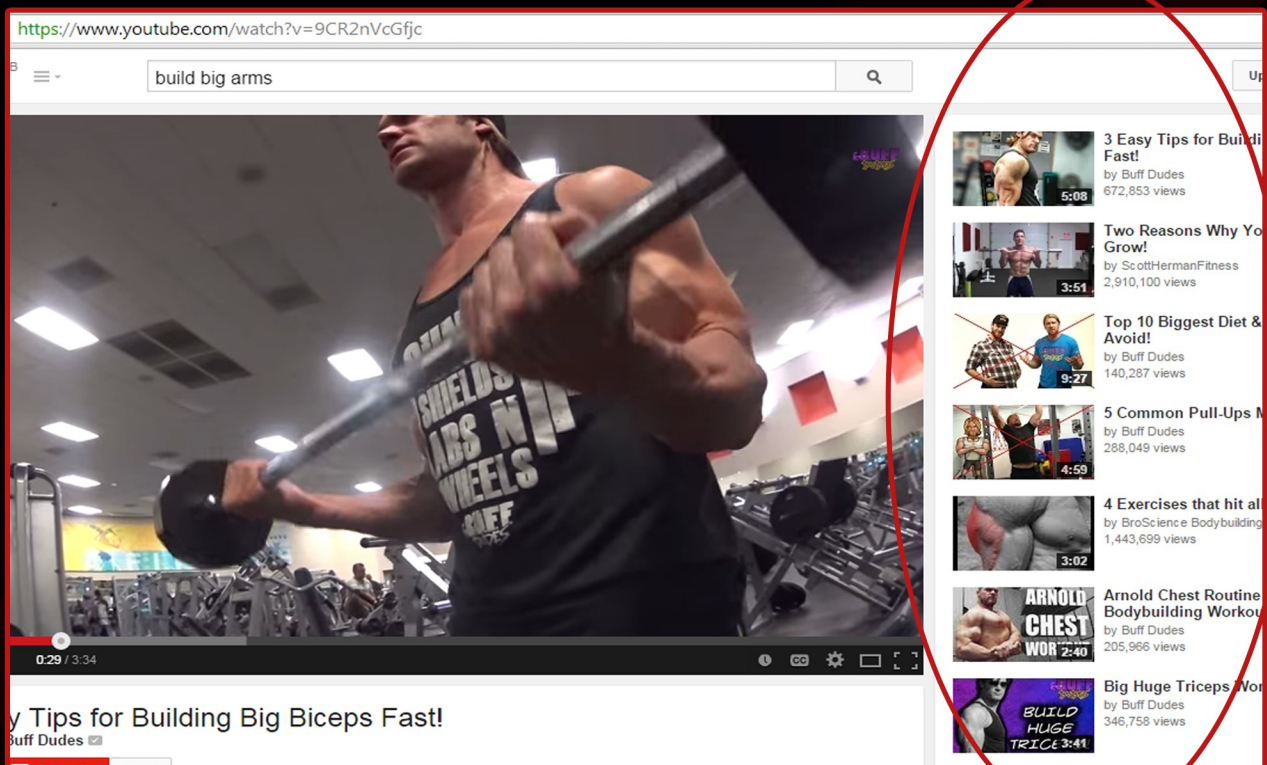
### 1) Create a Youtube channel

You're probably already familiar with Youtube, but might not be familiar with it's huge potential. Firstly, Youtube search is the second most used search engine in the world after Google but has significantly less competition with only Youtube videos in the results.

Secondly, Youtube promote your videos for you. Your videos can be 'suggested' on the right hand side of other people's videos on a similar topic. Enabling you to raid your competition for their visitors.

Thirdly, you can make additional advertising income by becoming a Youtube partner. If you check out <http://socialblade.com>, you'll be able to get an idea of how much advertising revenue all of your favorite channels generate.

# AFFILIATE supremacy



On the right hand side of every video, Youtube promotes related videos. Don't worry though, I'm going to show you how to only have your own videos showing here...

**CRAIG DAWBER**





You should always have a link to your 'money site' in the description and overlayed on all of your videos. Youtube is a traffic monster, but you want to send people back to your website where you're preselling.

## Your Video Empire

With every laptop coming equipped with a built in webcam, tons of free screen capture software such as Jing and Camstudio, and most mobile phones having 1080p recording capability - there is no excuse for you not to be creating high quality web videos.

There are several different types of videos that you create to establish Authority:

### 1) Camera Facing Videos.

You can record camera facing videos from your webcam directly into Youtube, getting started in just minutes.

You can buy stedicams designed specifically for mobile phones, enabling you to record steady moving videos simply and easily. While universal tripods can cost as little as \$10 to record, fixed, camera facing videos.

### 2) Screen Capture Videos.

Screen capture videos are awesome educational videos for anyone teaching in technical IT or Internet related fields. Camtasia and Jing are the most common paid and free software solutions on the market.



### 3) Screen Capture Presentations.

Using screen capture software along with a mic or headset, you can turn a simple slideshow presentation created in Powerpoint, Open Office Impress or Prezi into a video that can educate and inform your readers.

### 4) Digital Presentations.

GoAnimate and Powtoons are two common digital video creation tools that can be used to create, attractive, informative videos without any prior technical know how.

### 5) Whiteboard Videos.

Chances are that you've seen whiteboard videos at one time or another. Whiteboard videos are attractive digital presentation videos which are hand drawn as the video evolves. The great thing is, you can create your own whiteboard videos without having to be able to draw or have any expensive extras, using Sparkol.

### 6) Live Video.

Chances are that high that you've heard of Google Hangouts by now. If not, It's Google's video chat platform that enables you to stream video live to an unlimited number of viewers through Google+, Youtube and your own website, for free.

Insider Tip 1: There's nothing better than camera facing videos to entertain and educate your viewers. While whiteboard and digital videos might be 'flashy' camera facing videos is what will really build trust and rapport with your prospects and when you have that trust, people will buy from you.



## Optimising Your videos

Optimising your videos helps them to get found in Youtube search for the keywords that you have identified.

- 1) Title the video file with your keywords.
- 2) Place keywords within a descriptive video title. Keep the title under 65 characters (best suited for Google Search display).
- 3) Use a keyword optimised video description with your primary keywords as close to the beginning as possible.
- 4) Make use of Youtube tags. Use as many tags as possible with both plural and singular words.
- 5) Youtube enables you to upload a transcript of your video, so they're able to provide captions. Google reads those captions to understand what the video is about. A good keyword frequency within your transcript will help you video to rank for that particular keyword or keyphrase.
- 6) Use annotations with keywords to engage the visitor and give background information about the video.

Insider Tip 2: Earlier on, I showed how Youtube promotes videos on the right hand side of other videos. Now, you don't want to promote your competitors do you? I thought not. So, the best way to stop your competitors videos showing here, is to devise a unique (meaningless) tag, that you use as the first tag for all of your videos. For example TYLBDE777. This should be something completely random. When Youtube reads this tag, it will think all videos are related and cross promote your own videos (because nobody else's videos have this unique tag).



Insider Tip 3: If you're comfortable doing camera facing videos, don't hesitate to speak to Youtube authorities in your niche for a collaboration. Doing a guest appearance on their channel can increase your reach significantly.

### 2) Create a page for your website at Facebook

I'm willing to bet that you don't know many people who aren't on Facebook.

That shows the reach that Facebook has and why it can't be ignored for marketing purposes. You need to have a 'page' for your website. Every time someone likes that page, their friends will be informed via the news feed.

When posting quality content on groups (more about that in a sec), you're going to want to be posting under the alias of your page. That way, if people click on your name, they're sent back to the page for your business, rather than your personal account.

Your page should link to your external website.

### 3) Join Facebook groups

Facebook groups can have hundreds or thousands of members. Often, because they're moderated by whoever created the group, the moderates don't know anything about marketing.

With that in mind, some people try to post affiliate links directly into Facebook groups. Personally, I suggest sharing quality, informative content in the form of articles or videos. When you do that, people will take notice and often like and share your content. In the case of videos, your url should be overlayed on the video itself.



#### 4) Create an Instagram page for your business

In any niche where 'results' can be illustrated with photos (make money, bodybuilding, sport, fashion etc) Instagram is a great tool. Instagram can enable you to promote your external site very quickly simply by uploading photos.

#### 5) Join any other relevant social media websites

There are many other social media websites that are highly trafficked that enable you to link back to your money site. You should join as many as you can. LinkedIn, G+, Pinterest, Vine and Twitter are a few of the most popular ones. You have to use your own initiative here.

### What content to post on Social Media

Because you're using social media for marketing purposes, you want people to share your messages. With that in mind, dull content isn't going to cut it.

Breaking news in your niche is one of the best ways to get your message to spread virally across social networks. Your followers will always be keen to pass breaking news on to their friends and followers.

How to find breaking news in your niche?

#### 1) Follow Twitter Authorities.

By following other Authorities on social networks, you can quickly find out when news breaks. Due to the nature of micro messages, Twitter is usually the network where news breaks the fastest.



## 2) Subscribe to Blogs.

Authority blogs are usually quick to break news in the same way that you'll want to. By subscribing to those blogs, if they hear about news faster than you do, you can ensure that you're not far behind.

## 3) Google Trends.

Google Trends will help you find the hottest searches at any given time on Google. You can set up a 'subscription' on Google trends to receive weekly Email updates on noteworthy events in any topic of your choice.

Setting up a Google trend subscription is a simple way to find out of any noteworthy events related to your keywords/niche.

## 4) Google Alerts.

By setting up a Google Alert for your keyword (search query), you can receive real time updates of new web content based on your search query.

## 5) Google News Search.

As well as the traditional web search, Google also has a news search which posts only news results for your keyword. To access the news results, simply click the 'news' tab after conducting a Google search. By using 'search tools' you can modify the results by time, to find news from the last hour, 24 hours and so on.

It's important to ensure that when you're breaking news, it's accurate. So ensure when something breaks on Twitter that it's from a reputable source.

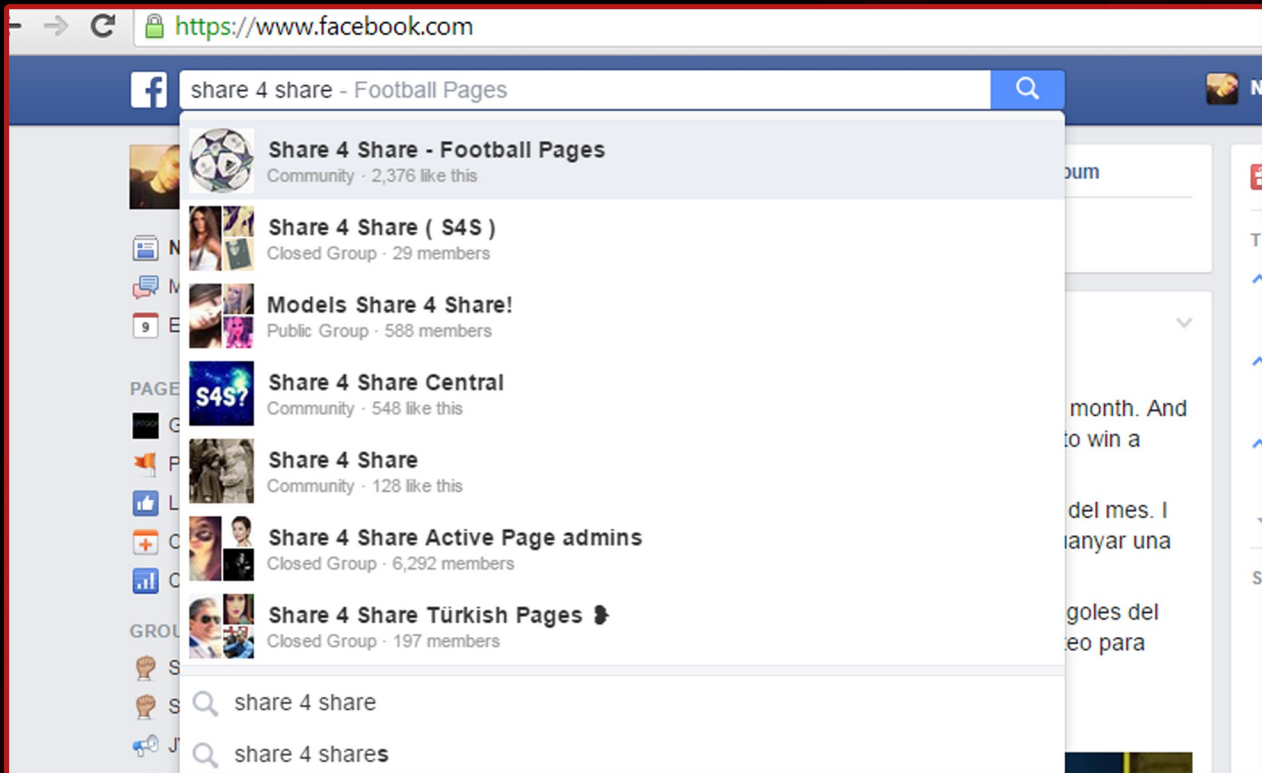




At this point you should have a network of social media websites which all link back to your functional money site. I would suggest updating your social websites at least daily and following / friending people who are interested in your niche in order to get to know more prospects.

You should consider joining some share 4 share groups on Facebook, which essentially enable you to link exchange with other Facebook pages.

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**Share 4 Share or S4S groups on Facebook connect marketers who want to 'link exchange' with each other, boosting likes shares and reach**

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# MODULE SEVEN

free targeted traffic

7



## Module 7 - Free Targeted Traffic

As well as social media websites, there are also several other high traffic websites that you can use to place your content in the public eye, along with a link back to your money site.

### 1) Forums

Discussion forums are websites which are occupied by a large number of people who are interested in talking about a certain topic or niche. Some forums enable you to have a link back to your website in your signature - these can be a goldmine for traffic.

How likely you are to find a good forum that enables you to link back depends a lot on your niche. Here's how you can find forums to check if they allow signature links.

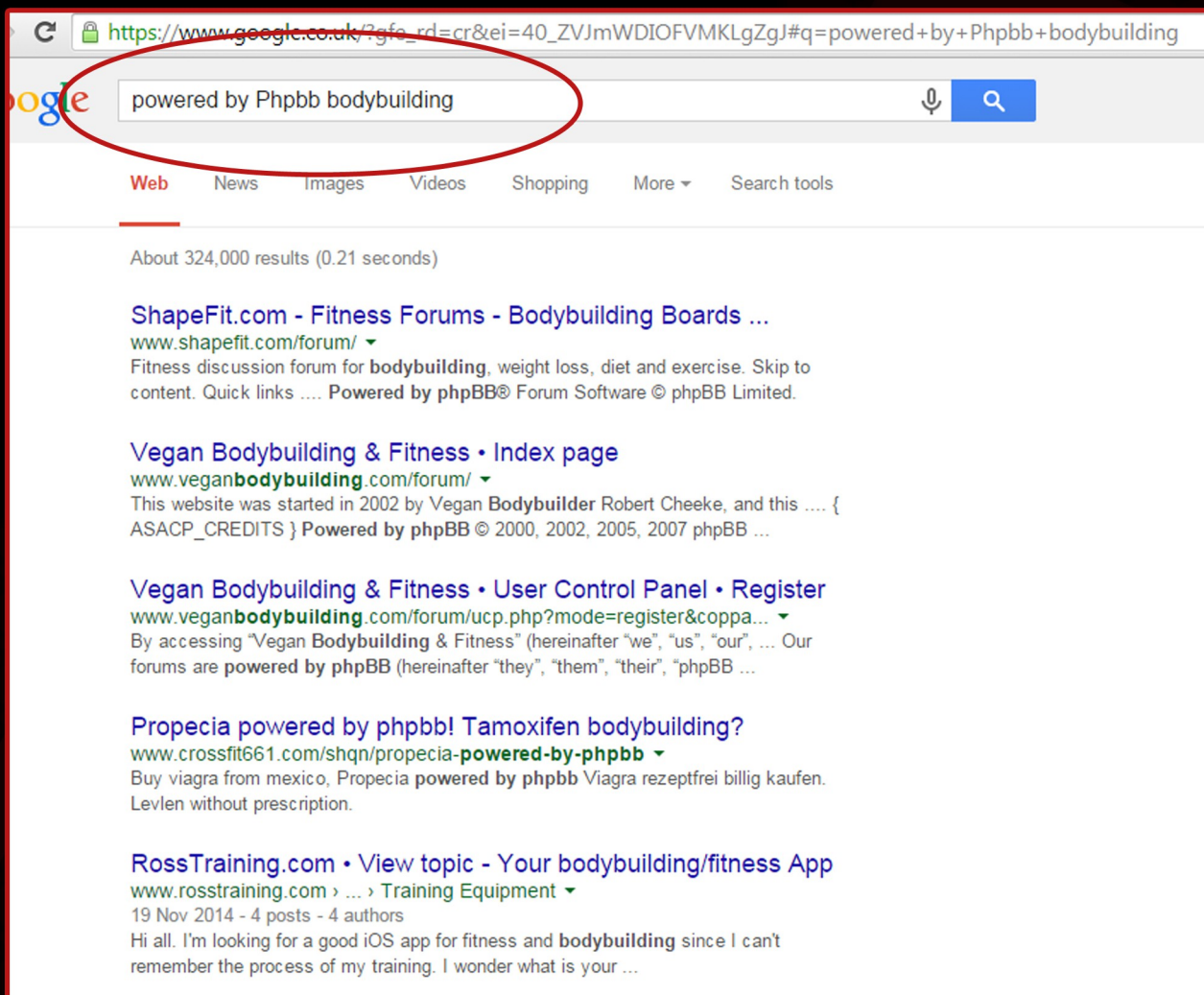
Simply use the following Google search queries:

use the following Google search queries:

- “powered by SMF” your keyword
- “powered by IPB” your keyword
- “powered by MyBB” your keyword
- “powered by PunBB” your keyword
- “powered by Phpbb” your keyword
- “powered by vBulletin” your keyword

SMF etc are the most popular forum software.

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How to use the search examples to find  
suitable forums in your niches

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When you find forums that enable signature links, you should essentially be looking to post as many quality answers to questions and discussions as you can. When you come across as a knowledgeable expert, people will want to click the link in your signature and find out more about you.

## 2) Slideshow Websites

It doesn't matter what niche you're in, it's almost certain that you can put together an education powerpoint presentation. With that in mind, one website that you could take advantage of is Slideshare. Slideshare is considered 'the Youtube of presentations' and a place where you can upload your educational presentations and use them to link back to your money site.

## 3) Article / Content Based sites

There are dozens of websites where you can leave your articles, linking back to your website. Article syndication sites (where other marketers look to find content for their sites are a good place to start).

The good thing about syndication websites is that if someone uses your article on their site, they have to use the link in your resource box too (linking back to your website).

The best article syndication site is EzineArticles.





#### 4) SEO

There was a time when SEO was the holy grail of my affiliate marketing business. These days it's secondary to building a digital footprint.

That said, you should still consider writing all of your content to target long tail keywords that have search volume but not massive competition. That way, you can generate search traffic as well as direct traffic from your digital footprint.

Here are the steps for effective SEO:

##### 1) Keywords Planner

Google Adwords keyword planner is a tool used by advertisers to identify what keywords to target for their ad campaigns. For us, this enables us to identify how many monthly searches different long tail keywords have.

To find out, simply login with your google account at Keyword Planner.

<https://adwords.google.com/KeywordPlanner>

Type in your product or service name (for example, build biceps) and then click 'get keyword ideas' to get statistics of related keywords.

Ideally, we should focus on long tail keywords (keyword phrases) that have a reasonable average monthly search of say 50-200, with low competition. The more words in the phrases, the better.

We can then use this phrases for the title of our articles.

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The screenshot displays the Google AdWords Keyword Planner interface. The URL in the browser is [https://adwords.google.com/ko/KeywordPlanner/Home?\\_\\_u=1795371905&\\_\\_c=4434874025&authuser=0#search](https://adwords.google.com/ko/KeywordPlanner/Home?__u=1795371905&__c=4434874025&authuser=0#search). The page title is "Keyword Planner" with the subtitle "Add ideas to your plan". The "Your product or service" field contains "build muscle fast, build biceps fast". The "Your landing page" field is empty. The "Tools" tab is selected in the top navigation bar. The "Keyword ideas" tab is active, showing a table of search results. The table has columns for "Keyword (by relevance)", "Avg. monthly searches", "Competition", "Suggested bid", and "Ad". The results are sorted by relevance. The left sidebar contains filters for "Targeting" (All locations, All languages, Google, Negative keywords), "Date range" (Show avg. monthly searches for: Last 12 months), "Customize your search" (Keyword filters, Keyword options, Keywords to include), and "Keyword filters" (Show broadly related ideas, Hide keywords in my account, Hide keywords in my plan).

Keyword (by relevance)	Avg. monthly searches	Competition	Suggested bid	Ad
how to build muscle fast	9,900	Low	£0.62	
how to build muscles fast	1,300	Low	£0.82	
building muscle fast	1,000	Low	£1.35	
how to build biceps fast	880	Low	—	
build muscles fast	260	Low	£0.61	
build muscle fast supplements	390	High	£0.89	
building muscles fast	140	Low	£0.92	
ways to build muscle fast	170	Low	£0.85	
supplements to build muscle fast	210	Medium	£1.26	

**Google Keyword Planner enables us to find out  
how often different search terms have been  
searched for on Google**

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## 2) On Page Optimisation

On Page Optimisation essentially refers to confirming to Google that our page is all about the keyword phrase that we have identified.

Wordpress SEO plugin should help us to place our keyword phrase in all of the right areas for the article that we've written to suit, this includes the title, description, header tags and within the page content itself.

Insider Tip: SEO is becoming more influenced by social signals which is why your activity on the social media sites is more more important than trying to 'optimise' your pages for high competition keywords. If people like and share your content, it will be considered valuable. That's what you should be aiming for.

You should now have a full monetised site, an active social media presence and a digital footprint in place from some high traffic websites that will drive traffic on an ongoing basis to your site.



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# MODULE EIGHT

paid traffic overdrive

8



## Module 8 - Paid Traffic Overdrive

Paid traffic is most certainly not required to master the Affiliate Supremacy method, but I'd like to touch on it just in case you'd rather use it to drive traffic than setting up your own digital footprint.

There are many paid traffic options out there, so it's impossible to cover them all.

### Pay Per Click

Pay Per Click refers to a method of advertising where you only pay for every click through to your website that you receive. Some of the top Pay Per Click providers include Google, Bing and Yahoo.

The great thing about Pay Per Click is that you can set your own budget and never risk spending too much.

### Facebook

Facebook has a variety of Advertising options ranging from Pay Per Click through to your website, to buying video views, to likes, to promoted posts.

All options serve a purpose and the only way to know what is best is to use trial and error. Buying likes can be particularly fruitful prior to using share 4 share, which can require you to already have a following.

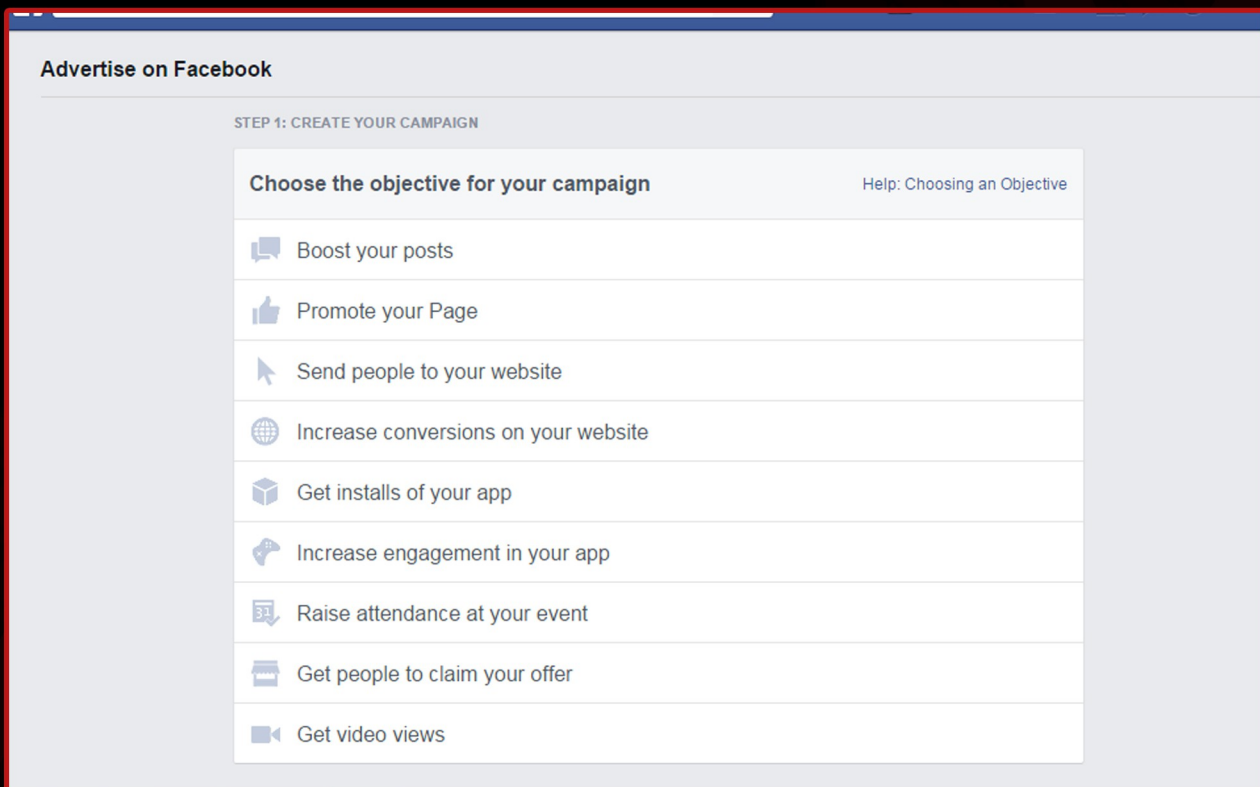
### Banner Ad Bidding

There are a variety of Banner Ad Bidding websites which connect publishers with advertisers. As advertisers, we bid a daily rate for the opportunity to place a banner ad on the publisher's website.

My current favorite Banner Ad bidding service is Project Wonderful



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**There are a multitude of advertising options at  
our disposal on Facebook**

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https://www.projectwonderful.com/adsearch.php?advanced=0&sort=&regions%5B%5D=1&regions%5B%5D=0&regions%5B%5D=2

**your results:**

Ad Box ID	Ad Box Type	Site	Category	Publisher	Regions	sorting by Average Page Views (past 5 days) descending	Current Bid (\$/day)	Display Trends (past 30 days)	Bid Tre (past 30
72955	sky-scraper	Omegle	social network-ing	omegle Omegle.com LLC	US, CA, EU, AU	1,444,280	\$92.10		
30418	sky-scraper	MS Paint Adventures	comics: web-comics	Member 25661 Andrew Hussie	US, CA, EU, AU	1,157,703	\$35.00		
39770	leader board	Questionablecontent.net	comics: web-comics	jjacques jeph jacques	US, CA, EU, AU	755,900	\$169.50		
1402	square	questionable Content	comics: web-comics	jjacques jeph jacques	US, CA, EU, AU	570,031	\$8.10		

Project Wonderful is an example of a banner  
ad bidding service providers

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# MODULE NINE

outsourcing

9



## Module 9 - Outsourcing

You might hate design, you might hate creating content, you might even hate creating social media profiles - the good news is that you don't have to do it all yourself.

Here are some of the best places to outsource:

### 1) Fiverr

Back in 2010, a website called Fiverr was born. Jam packed with hungry service providers who are willing to do a multitude of different jobs for \$5, this is a dream for marketers like us.

We can use Fiverr to get banners created, articles written, ecovers for our free report, logos and much more. It's a fantastic resource that we can use essentially to run our business.

### 2) Warrior Forum

There's lots of people who know and understand marketing but just don't quite have the 'get up and go' to get their own business going. The great thing is, these guys often make awesome service providers because they know the industry inside out - you can find people like this at the Warrior Forum.

The fact that people are offering their service on the WF suggests they know marketing inside out, despite this, quality writers can be hired for as little as \$5-\$10 per article.

Insider Tip: There are a variety of freelance sites that you can use to get bigger jobs done, but the Affiliate Supremacy model is so simple, you really don't need to look beyond these 2 sites to get everything you need.



# MODULE TEN

scaling up

# 10



## Module 10 - Scaling Up

First of all, it's important to know that everything that I've taught you inside of Affiliate Supremacy can be rinsed and repeated in different niches.

That said, there are a variety of things that you can do to increase your earnings.

### 1) Don't 'set and forget' your website

With the Affiliate Supremacy model, you have the choice of setting and forgetting your site or continuing to update it on a regular basis. Both will make you money, but the latter will make you more. I suggest for each site that you have, that you spend at least 10 minutes per day active on your social media accounts promoting. I'd also suggest that 1-2 new articles each week can be the difference between \$10 and \$20-\$50 per day. After all, that's potentially 100 extra articles per year.

### 2) Mail affiliate offers

Don't just settle for people coming through your affiliate links from your content, you should also be looking to mail the list that you've built at least 2-3 times per week with value and recommendations.

### 3) Let other marketers mail your list

You've probably heard of solo ads, where other marketers will pay you directly for the opportunity to mail your list. Well, that's something you can consider doing. If you're in the 'Make Money' niche, you can simply search Facebook or Skype for Solo Ad groups and start making money the same day if you can drive at least 100 clicks. If you're outside of the Make Money niche, you can contact other website owners directly and offer them the opportunity.



#### 4) Do Ad Swaps

Ad Swaps are a bit like solo ads, except rather than selling the opportunity to mail to your list, you swap Emails. This enables you to partner up with other marketers and both grow your lists at the same time. Meaning more people see your affiliate links when you promote.

Safe Swaps is a good place to find partners to start with. You can also check the JV sections of popular marketing forums, such as the WF or approach potential partners directly.

#### 5) Sell Advertising

I've already explained how you can become a Youtube partner to monetise your Youtube channel for advertising, as well as providing quality sharable content that increases traffic to your money site.

But you can also sell advertising space on your money site itself. As well as being an advertiser on sites like Project Wonderful, when you have a big enough traffic base, you can also be a publisher.

You now have the knowledge to not only get paid when your visitors make purchases through you affiliate link, but also, just for generating visitors to your website. This move alone can turn \$20 per day into \$30+. If you have multiple Affiliate Supremacy websites, this can add hundreds or thousands of dollars to your bottom line each and every month.





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**CONCLUSION**

final word



## Conclusion

Thank you for taking the time to read Affiliate Supremacy. By reading this far, you have proven that you have the desire to succeed, now you just need to go out and do it!

The Affiliate Supremacy method can be the difference between working in a dead end job, scraping ice off your car on winter mornings or working from home (or anywhere with an internet connection), choosing your own hours, spending more time with your loved ones and being in control of your own destiny.

The more sites you set up and maintain, the more money you will make.

The great thing is, when you have all of the social media accounts set up and running, normal people will do your marketing for you simply by liking your content. By learning the art of providing value - you can make big strides towards success.

So please take action and let me know how you get on. I know this method will work for many of you and I'd love to hear your success stories.



Best wishes,

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