

ClickNewz! with Lynn Terry

Internet Marketing Ideas, Tips & Reviews to Help You Succeed in Your Online Business...

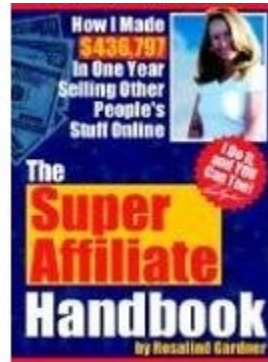


Lynn's Latest Tweet

Lynn: Struggling with Focus & Time Management? Free Download:
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Live Q&A Transcript with Super Affiliate, Rosalind Gardner



www.SelfStartersWeeklyTips.com

Lynn Terry: Welcome. This is Lynn Terry of [Self Starters Weekly Tips](#) and [Clicknewz.com](#). In this week's free SSWT Webinar we have a super special guest. Super, in fact, because she is a super affiliate and the author of Super Affiliate Handbook.

Rosalind Gardner has joined us today to talk about affiliate marketing. I'm really excited, as her guide was the very first ebook that I ever bought online. As most of you already know, that was one very wise investment on my part. It's certainly paid off.

I've been doing affiliate marketing on some level for over 10 years, but it was about 5 and a half years ago that I first downloaded and read the [Super Affiliate Handbook](#) and really got into niche affiliate marketing, specifically promoting physical products to specific niche markets as an affiliate.

It's with great pleasure that I present Rosalind Gardner for a live hour to discuss affiliate marketing. Rosalind, welcome, and thank you so much for taking the time to join us live today.

Rosalind Gardner: Thank you so much, Lynn. I'm really looking forward to our chat and getting some questions from the audience.

AS SEEN ON: Google, CLICKBANK, Yahoo!, msn, YouTube, facebook, twitter, revenue, San Francisco Chronicle, Opportunities, Success, FEEDFRONT, AFFILIATE SUMMIT

This is the amazing true story of how a woman with NO business experience became a Super Affiliate earning \$500,000+ (*) per year selling other people's stuff online .

December 27, 2009

Dear Aspiring Affiliate Marketer,

Although I hate the term and don't own a tiara, my colleagues call me the "**Affiliate Marketing Queen**". :-) A January 2009 trade magazine pegs me as the female affiliate marketer (since 1998) with the most experience. ([Watch this video to see my affiliate earnings in real-time.](#))

Over the years, thousands of 'regular, non-technical folks' (just like you --- and me) have learned how to start and run their own successful affiliate marketing businesses using the methods I teach in the Super Affiliate Handbook (and as an industry expert speaker, magazine columnist and consultant) and YOU can learn them too!

I teach by example - using my own affiliate sites. From blog installation, to design, content creation and all methods of marketing - I STILL do it all. (Note: Many other affiliate training packages use MY affiliate sites as examples without my permission. That's because those so-called 'trainers' don't have affiliate sites. They pretend to be working affiliates to take your money, but they don't have any real experience.)

So, if you're tired of bogus claims and hype and want to learn how affiliate marketing *really* works, keep reading or listen to a...

Personal Message from the Author, Rosalind Gardner

So, What is Affiliate Marketing?

In a nutshell, affiliate marketing is an arrangement between an online merchant and affiliate (you), in which the affiliate earns a commission for generating sales, leads and/or clicks for the merchant's web site.

For example, many credit card companies **will pay you between \$5 and \$20 in commission** for each visitor that you send to their site who completes a credit card application, and **up to \$55** for those whose applications are approved.

That's a great commission, and although many companies pay less, there are also many companies that pay much MORE!

Here's another example.

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Affiliate Marketing

- What is Affiliate Marketing?
- Opportunities in 2009
- SONY and Dell Want YOU!
- Video: Peek at Ros' Affiliate Site

Affiliate Marketing and YOU

- It's NOT Rocket Science
- The Affiliate Lifestyle

About the Book

- A Step-by-Step Plan
- SAH vs. Other Training

About the Author

- Expert Trainer
- Real Earnings Proof
- The "Money" Video

Success Stories

- Students' Success Stories
- Unsolicited Testimonials

What You Get...

- Regular Updates
- 100% Money-Back Guarantee
- HUGE Bonus
- REAL Value
- Start NOW!**

Start NOW

Download the Book

Lynn Terry: I have to tell you, as I mentioned it's been five and a half years since I originally read the Super Affiliate Handbook. I just published a review, because I read the 2009 edition that was just updated a couple of months ago and I was really impressed with the level of updates in the amount of time since I read it.

I'm going to put a link there to the [review](#) for anyone who missed it. It's over 200 pages, it's very in depth, and I was just absolutely thrilled to find all the up to date different things that you mention in this particular edition. I was super excited about that.

HOME ABOUT ARCHIVES HOT TOPICS REVIEWS INTERNET MARKETING

ClickNewz!

with Lynn Terry

Internet Marketing Ideas, Tips & Reviews to Help You Succeed in Your Online Business...

Lynn's Latest Tweet

Lynn: @DaveJaworski Screenflow allows you to do PIP on screencasts with the built-in web cam too, correct?

Tags: [product reviews](#), [rosalind gardner](#), [super affiliate handbook](#)

Super Affiliate Handbook Review



Back in June I shared a couple of [videos from Rosalind Gardner](#) that give you an inside look into her affiliate accounts, and her affiliate marketing methods.

Rosalind is the author of [Super Affiliate Handbook](#), which I originally bought and read around 5 years ago. This is the book that turned me into the super affiliate that I am today.

About the same time that I shared those videos with you, Rosalind came out with an updated version of SAH. I decided to grab a current copy and finally write a review...

This is probably the one ebook I get asked about the most, and it's also the one ebook that has been around and that has been recommended consistently since 2003. Honestly, you don't see very many info-publishers support and update their work for that long. Not only is Rosalind a trusted publisher, she is still also an active super-affiliate herself.

This is a very meaty ebook at 206 pages, and is delivered in PDF format via instant download for \$47. Rosalind starts at the very beginning by defining affiliate marketing, how it works, various commission structures and a basic overview.

Welcome to Clicknewz!

Lynn Terry is a full-time Internet Marketer with over 12 years experience in online business. ClickNewz is where she shares news on the latest eBiz trends and [more >](#)

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There were a couple of people who asked what were some of the major differences or major changes over the years. I think one of the things that I noticed most was in your original version of the Super Affiliate Handbook you really focused on Google Adwords and pay per click marketing, but you've kind of expanded on that a bit to include optimization and social media, things like that. Correct?

Rosalind Gardner: That is correct. It often surprised me when I heard people say how much I had focused originally on the pay per click marketing, because that always was just a part of my strategy. I guess it seemed I had put in more content about the PPC.

Nowadays I so focus on getting free search engine traffic, primarily through blogging. I should let you know that the version that you read is now out of date, because I worked on another new version last week and have uploaded that since as well. I guess I'll have to send you the latest copy.

Lynn Terry: Great. That's excellent. I'll tell you though, you give such detailed tutorials about pay per click in regards to affiliate marketing. That part is really invaluable in your guide. Actually, it's how I started out back in early 2004. When I first read your guide I was doing the pay per click with affiliate marketing, and also creating affiliate sites.

I ultimately decided I really loved the SEO model. So, I've always recommended people read your guide to learn affiliate marketing and to learn the model and then also SEOFastStart.com, which is a free SEO guide by Dan Thies, which is an excellent combination, in my opinion.

I think most of the people that are listening in here with us today are familiar with the term affiliate marketing. They've all heard my definition of it a million times, so just to kick this off I'd love to hear how do you define affiliate marketing?

Rosalind Gardner: -- hasn't picked up a definition yet, have they? It's really simple. It's online commission sales. So, basically, you're not working for a merchant, because you are an independent business person as an affiliate marketer. It's just promoting a merchant's product and earning commissions or a fee for every lead or sale that you generate for a particular merchant.

Lynn Terry: Exactly. I liken it to offline commission based sales, especially when I'm explaining it someone who's not really familiar with internet marketing in general. Basically, you are a sales person so to speak, but you're independent and you get paid a commission on every sale made. Very similar to selling Kirby vacuum cleaners, for example.

I like to explain it that way. The great thing about it is that you just have to be in the right place. You have to either bring the product to the people or bring the people to the merchant, one or the other. It kind of goes both ways.

One of the things that I love about your methods and about the things that you teach in the [Super Affiliate Handbook](#) is that you recommend people build websites or blogs for people, not for search engines. Can you talk to us on that topic just for a minute, because a lot of the stuff out there in internet marketing is talking about how to create sites that will just be crushed with traffic, blah blah blah. I really love what you speak about building websites for people.

Rosalind Gardner: Yes. I can't see doing business any other way. I wouldn't be able to sleep at night, I think I say that in the book. I've always taken the approach that I want to work, or talk about, or share things in which I'm interested in and hopefully will be interested in over the long term if I plan to continue to promote a particular product.

You use the term salesperson, and I know that's true, like a commission sales person, that's essentially what we are as affiliates. But, I have never thought of myself as a sales person. I don't actually like the idea of selling, I promote, I endorse.

I think that one of the reasons that my model has done so well is because I approach people the way I would like to be approached by giving honest reviews of products that I like. Sometimes I'll talk about a product and talk against a product, specifically if I see something come out that I think is going to hurt my audience or waste their money I will certainly say that.

Some people have a problem with my including an affiliate link when I do that. I figure, you know what, if I've said all of that and somebody still wants to take a look at that product and purchase that product, then I've spent the time talking about it, so why not make 5 dollars or 10 dollars, or whatever.

It's a do unto others approach. I think the biggest factors in this business or any business are building credibility and trust with the people that you encounter. When you can do that your conversions will increase and your sales will increase and your bottom line increases. I know that those who approach business like I do also do extremely well at it.

Lynn Terry: You bring up an excellent point about being objective with your reviews and not just always doing happy positive reviews. That's another model that I do as well, that I've modeled after you. I like to speak out, especially when it affects my target market.

Taking a sincere and genuine interest in your target market is a big part of being a super affiliate, and a successful super affiliate. One of the things, talking about being more genuine, one of the things I love about blogging, which is new in the last 4 or 5 years, for those of us who have been doing affiliate marketing a long time, is that you can be promotional and conversational at the same time.

I'm going to open a window here and we're going to cross our fingers that the browser is not buggy today. I'll put this in the text chat as well for those of you who want to open it in a new window if you can't see it for some reason.

Tags: [Amazon](#), [headset](#), [logitech](#), [online shopping](#), [upgrade your life](#)

My Amazon Order For The Week...



For the last 2 years I've been using the [Logitech Premium USB Headset 350](#). Great headset, I've really enjoyed it, but as frequently as I use it for webinars and interviews and such it was bound to break at some point.

That point was just last week. The left side of the headset stopped working. I'm actually deaf in one ear, and as luck would have it... it's my right ear.

I flipped the headset around and got through a couple of webinars, but in the meantime I've been shopping for a new one.

After some browsing at Amazon, I decided on the [Logitech ClearChat Comfort USB Headset \(Black\)](#). The price was right at only \$31.99 with free shipping, but I was sold on the comfort features – padded headband and ear pads – and of course it had good consumer reviews.

While I was shopping I also decided to pick up a new book: [Upgrade Your Life: The Lifehacker Guide to Working Smarter, Faster, Better](#) by Gina Trapani. It was recommended by Randy Cantrell [in this thread](#) on getting & staying organized at my discussion forum.

What about you – what have you ordered at Amazon.com lately?



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Talking about not being a salesperson, or not considering yourself a salesperson, I'm the same way. I had no real sales experience or anything prior to doing affiliate marketing. [This particular blog post](#) is conversational that you see on the screen in front of you.

This was my Amazon order last week where I talked about that I decided to get a new headset, which one I decided to get, and I ended the conversation by saying, "What about you, what have you ordered on Amazon lately?" I also ordered a book that was recommended by one of my forum members and things like that, so it's promotional, but it's still conversational.

Speaking of this, which is a physical product, I learned my love for promoting physical products instead of just ebooks and info products from you when I first read the [Super Affiliate Handbook](#) back in 2004. Since then I've launched about a dozen active affiliate sites that promote physical products specifically. I even joke, I have this saying that I promote everything from back yard swings to Elvis bobble heads.

Can you talk to us a little bit about your choice to promote physical products as an affiliate? Because a lot of people believe that affiliate marketing is basically selling ebooks on affiliate marketing to other people who want to do affiliate marketing.

Rosalind Gardner: I will promote physical products, I will promote ebooks, I like to extend my range of products to my site visitors as I find them. So, physical products, absolutely. I do that particularly on my travel blog, [Roamsters.com](#)

I travel a lot for business, and mostly for pleasure, thank goodness, so if I find a suitcase that I particularly like I'll buy it online, because I buy an awful lot of stuff online. I live in a small town where goods just aren't available, and that too is something that I think about when I'm writing for my audience is that there's lots and lots of people like me that they can't necessarily find that Samsonite Spinner or whatever in their own hometown, so I'm making those things available and known to them.

I blog a lot about shoes and boots, because I walk a lot and if I can find a comfortable pair of shoes or good looking boots that I can wear all day long, start in the morning, go to a conference and stand and speak for an hour or hour and a half, and then spend the afternoon touring a city, then go to airport, you're on your feet a lot and if I can find a pair of shoes that does that without killing me then absolutely I'm going to tell my other traveler friends about that. Again, that site is Roamsters.com.

My preferred products to recommend are what I actually started with, they were dating site memberships. That's at 101date.com. It's an online service, and there's usually recurring commissions involved, so if I earn 50 percent of 25 dollars the first month it's recurring. If somebody buys a membership and it's 25 dollars then I make 50 percent, and I will make that for as long as the person remains a member.

Sunday, December 27, 2009 SITE MAP NEWS FEED COMMENTS BOOKMARK

101Date.com

personals and more...

Rosalind's Dating Site Reviews:
Sharing the STRAIGHT Scoop about
Online Dating since 1998



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Name Email GO!

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- Lifestyle
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- Astrological Sign
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- Parental Status
- Other

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DATING CATEGORIES

5-Star TOP Sites

ARTICLES & FUN

Articles

Lynn Terry: We're having some problems with the browser screen so I'm not able to bring up the sites, but you have the links there in the text chat. We'll move right along.

I like that, Rosalind. I got that model from you specifically and then I kind of went my own direction with it using SEO, which is one of the things I loved about your new update, using WordPress and optimizing your posts and things like that.

Speaking of physical products, and specifically of Amazon.com, for example, which I showed in my last post that I had my headset there that I just purchased from Amazon.com. I know that you're in Canada, correct? So, I'm sure that this doesn't effect you directly, but I'm curious your thoughts on the Amazon tax or the affiliate tax issues as they were affecting people in New York, Delaware, North Carolina and places like that.

Do you have any thoughts on things that people might be able to do in those areas to work around these particular issues?

Rosalind Gardner: Move to Canada. Sorry, I shouldn't be flippant. I think it is just horrendous what they're doing. It's basically a self defeating government tax grab that is, especially in this day and age

when people are losing their jobs left, right, and center for somebody to create their own business and do so online and then to be penalized in such a way is just crazy. It's absolutely ridiculous.

I think that the best thing that people can do is to continue to lobby their government agencies and your congressmen and just keep going. Keep fighting this until there's some fairness in the system again.

Lynn Terry: I agree. This is not a time to sit silent. It is a time to speak up for those who are interested in sticking around with the industry.

Another thing that we were discussing with my [Elite Members](#), which is in my private forum and I believe it was Jeanette, and she's here in the room with us now and she is at [AnythingGoesGourmet.com](#),

So, Jeanette has suggested that there are stores that actually do have a physical location in those states, stores like Walmart, Target, Pet Smart, etcetera, for affiliate who have been bumped off Amazon, which is a small percentage compared to the rest. I think it's just North Carolina and Delaware at this point. But, for the affiliates who have been bumped off some of those places like Amazon.com they can look for alternatives with companies that do have physical locations in their state already and also have affiliate programs. That was kind of an interesting thing to consider.

There were quite a few questions that came in for you, Rosalind. I actually put a feeler out on [Twitter](#) and let people send in some questions. I want to take it in that direction for a second and then we'll open it up for live Q and A here with the group as well.

The number one question that came in, and this is a common question, I'm sure you've heard this one before and I'm excited to hear your answer as well. If you were just starting out today, let's say you were just getting started today, what would your first 30 days of activity look like in affiliate marketing?

Rosalind Gardner: That is a great question, especially considering I was just working on a blog post just prior to starting our call about exactly that. I've been thinking I do get that question on a regular basis and I finally decided to answer it.

The first 30 days I'd be really busy. I'd be spending most of my time in front of the computer. As much as I don't like to eat in front of my computer, I would be probably doing that as well. Of course, the first thing I would have to do is choose a niche. I would probably go for a big market.

I wouldn't go for anything as large as what I have chosen in the past, ie, dating, finance, and that sort of thing. I would choose something smaller, for instance single parent dating or something like that. I see that Jeanette has asked why big market. Because there's lots of people out there who want to buy. I figure if I can pick something like that rather than trying to hone in on a smaller niche, then I would rather go where the people are, because I know I can connect with people.

Having chosen that niche the beautiful difference between now and late 1997 when I started is that website creation technology has changed so much that you can put up a blog in a minute and you can buy a really good looking template or WordPress theme for next to nothing, 25 dollars or 100 dollars for a really nice one, and there's free themes available.

Then I would get some content together. Basically, core articles about that particular topic. I would probably buy some PLR, private label rights articles and do some work to rewrite those and add my voice.

Then lastly, and this is where it gets really different, I would have the Twitter account going that was related only to that niche and I would participate in forums and answer people's questions. Always with a really good signature line that brings people back to my site. I think that's the biggest difference that I would do is utilizing social media marketing.

At the moment I'm not a real good social media marketer. I'm pretty much the quintessential lazy affiliate marketer. I like to write to my audience on the sites that I have, so I don't spend perhaps enough time trying to attract new visitors through those methods, only because I find that I get so much good free search engine traffic simply from the act of blogging. With a brand new blog, I would probably bring in some more traffic through social media networks.

Lynn Terry: I find that very interesting actually, especially that you would microniche it down a little bit more than you would have, maybe say 10 years ago, or even 5 years ago. I find that very interesting and I want to touch on that.

Also, to talk on the addition of social media, because that was not a part of my affiliate marketing strategy or even my marketing strategy 5 years ago or 6 years ago. In that amount of time the scene has been filled up with blogging, Twitter, Facebook, social bookmarking, and lots of other things.

I find those things to be a bit more time consuming, so I completely get what you say about being a lazy affiliate and I often use that term myself, because I'm much prefer SEO, and if you can have someone else manage your pay per click that's a good method too. I much prefer for the traffic to come in and to make more of a passive income with my sales, which I chose the SEO model.

I find it very interesting and I want to go back to the fact that you would microniche it down a little bit, because we were talking about this a bit, I think in my [Elite Members](#) group we were having a conversation about this recently. We were talking about how the web has made up more not of general information, but the web now is made up more of very specific conversations and discussions.

I'm assuming it's kind of the change in the social media the way it has evolved that would cause you to go with more of a microniche nowadays than such a broad niche, such as dating, for example, which is a one word very general niche. Back when The Underachiever method came out, I'm sure you probably remember that with Frank Kern and Ed Dale, I used to joke that I was an overachiever, because I liked to go with big niches like that as well, such as collectibles or dating, or something very broad like that.

But, I also microniche it down a bit more now, because it seems that people are actually searching for more specific terms. I think part of the thing that has evolved is social media, but the other thing is that searchers have evolved and they're actually using long tail keyword phrases now to get more specific results. Do you find that to be the case as well?

Rosalind Gardner: That is absolutely true. We're 10 years, actually more than 10 years now into the internet and everybody uses the phrase, "I'm going to Google that." I think they realize that to get what they want they need to be more specific in their searching.

If you're going to do some keyword research on the term dating, well that includes every other term that was included. So, what you want to do is look down those first couple of things. You'll see that Christian dating comes up, and single parent dating comes up, and all those other things. That actually is a truer reflection of what people are looking for than the very generic term.

I think too that the evolution of, I'm losing the word here at the moment, but there's forums and social media sites for dog lovers, and cat lovers, and more specifically for Collie lovers and Whippet lovers. If you have knowledge in that particular area and you can see that there's a big enough target market, then absolutely zero in on a smaller target market.

Lynn Terry: Well, that said, let's take this one step further and talk about what you would build a website around. I just read your most recent, or next to most recent version of the [Super Affiliate Handbook](#) and I like how you look for a market, or you look for products first. You can do it both ways, you can look for a target market and then find products or you can look for products and then research the target market, it can go both ways.

One thing I don't do is build an affiliate site around one product. Let's say for example a George Foreman Grill. I don't build a website around a product, instead I usually build websites around topics. So, for example, it would be a website around grilling, or grilling recipes, or grill reviews, something to that effect. Your thoughts on topic versus product for the website and the domain?

Rosalind Gardner: I am totally with you on that one. I know a lot of PPC affiliates who will do just a single product, a single digital camera or something like that. I don't know, I like to go for the long term. That's another reason that I like to go for big markets. There's always something to talk about, there's always a new product coming out.

It allows you to build that site bigger and bigger all of the time. You have fewer sites to deal with and, like I said, continually new products and new customers coming in, as opposed to risking losing a particular product, especially when it comes to technology.

Yes, the George Foreman Grill has been around for a long time, but not everybody wants that. So, why not make that if you are a griller and you have a number of those products then compare and contrast them. The George Foreman Grill might be better for one person and another one might be better for another person, so you've broadened your potential for making sales from that one site. Not only that, but you're also still attracting all of that free search engine traffic to your site on the topic of grilling and you'll definitely get some traffic by mentioning specific product names.

Lynn Terry: Very true. I agree, because those are good long tail searches. As we know now, people don't just go onto Yahoo and type in *grill*, people go onto Google and type in *comparative review of George Foreman grills* or something to that effect, so that's very good.

Jeanette has asked there in the text chat, “Would you use multiple merchants?” This kind of ties in with what I was going to say about that as well, as far as not building a niche affiliate site around a product, but instead building it around a topic.

Being an aggressive super affiliate for the last 5 and a half years, I was just an affiliate prior to that, but being an aggressive super affiliate I’ve lost merchants, I’ve been booted from certain accounts, different things have happened over time. So, I’ve got to where I have a method where I might have one or two primary merchants that I affiliate with and also have a backup third secondary.

I usually have a minimum of three or four primary secondary affiliate merchants that I work with for any given niche site. Would you agree with that strategy?

Rosalind Gardner: Absolutely, once again. Like you, I’ve been booted from programs for not promoting their products enough. Sometimes I will talk about a merchant and their particular product basically for my webmaster site, recommending it as something that people within a specific niche should consider, yet it’s not a niche within which I operate, because I don’t operate within a lot of them.

I like to keep things small and concentrated, so I don’t have a site that’s just about digital photography. I would rather incorporate that into my travel site and talk about just the one camera that I’m using now and it’s probably going to change next year and go on through that.

The other thing is, yes, I have big merchants that have shut down their affiliate programs and either shut them down completely or moved to new networks. Then you find yourself picking through all of your links, especially if you haven’t used a single page redirect for all of your affiliate links. I just hate that with a passion. I don’t like having to go back through all of my links and change them, I just consider that a total waste of time.

What do they say? Don’t put all of your eggs in one basket. I really think that with any sort of investment the best strategy and the first thing to keep in mind is that you really need to diversify.

Lynn Terry: I agree. I have to say that is my biggest affiliate nightmare. Let me tell you my best horror story. The very first year that I read the [Super Affiliate Handbook](#) I also attended a big affiliate marketing conference out in Vegas. I just got this brilliant idea and I created this huge website.

I was like you, like you described how you would spend your first 30 days if you were starting over today. That was me. I was working day and night, I was putting in all kinds of insane hours. I got the site actually built and developed within 10 or 11 days and it was hundreds of pages with thousands of products.

It was great. I started it in the spring that year and within six months I was getting good search engine rankings. I was starting to get really good traffic. I was starting to make some consistent sales. But, my big selling season was going to be Christmas for this particular site.

It was the middle of November that the merchant I completely relied on for this entire website decided to close their affiliate program. They just closed their affiliate program six weeks before the end of the

year. It just completely crushed me. Of course, they reopened it in February. I thought, “How lovely is that?”

Anyway, there are horror stories like that. I wanted to kind of lead in we were talking earlier about how long you’ve been doing this and things like that. One of the questions that got asked that was sent in was this. How much harder is it today for an affiliate that’s starting out than it was back in, say 1998, or even back in 2003? Do you think it’s harder or easier?

My answer to that was I think it’s a lot easier today, because there a lot more blogs, a lot more guest blog posting options, a lot more linking options, there’s more social networking. There just seems to be so much more opportunity now. But, the question that came is how much harder is it today for an affiliate starting out than it was 5 or 10 years ago?

Rosalind Gardner: I agree with you in terms of it being easier overall. Back when I started there were no tutorials about how to do affiliate marketing. I guess that’s why I wrote the book.

Website creation was seriously difficult in terms of creating HTML pages. I remember doing view source on the thing and writing code in Notepad to get my web pages online, it was crazy. Now, you can start a WordPress blog in a minute or five minutes. Once you’ve done it once or twice it only takes a minute.

Of course, competition has increased in areas and PPC is more expensive. However, coming back again to WordPress blogs getting all of that free search engine traffic is a much nicer option and a more profitable option than having to spend money on PPC. That is another reason that you would want to look for a niche within a niche where the PPC costs are a little bit lower.

Overall, on base I think it’s so much simpler for an affiliate marketer to start, especially if they’re going to do a niche within a niche that they’re really super interested in. As I mentioned about what I would do within my first 30 days, if I was doing a site about Whippets I would be spending time on forums and other social media sites talking about my Whippet. I don’t have a Whippet, I have a friend who has a Whippet. Helping people with what they need in terms of training their dog or whatever fun sports they can get into and that sort of thing.

There are so many more opportunities to connect with people now that, yes, if you’ve got a great topic which you’re interested in it’s absolutely much simpler. There’s so many more affiliates out there with whom to share information. The idea that super affiliates won’t tell you their secrets is just wrong.

You can go into any number of [good forums](#), like your own, and people are sharing tactics left, right, and center that work for them. I think share and share alike is a great way to build your own business. You get back what you give.

Lynn Terry: I agree with you 100 percent. Great points too, on the differences and the changes. This is my 13th year and back when I got started my very first website I believe was built in Netscape Composer. You want to talk about a horror story, that was horrible to try to build a website in back in the late 1990’s, or mid 1990’s even.

I turned to Notepad and hand coded everything in Notepad. Making the switch from there to Dreamweaver was very difficult, and ultimately from Dreamweaver to WordPress and different platforms. It's changed a lot over the years, I agree.

Another question, while we're talking about that. We were talking about how you would start over today and how different it is today. I'm curious to hear your answer to this question as well that came in last night. How fast would it take you to product a 5,000 dollar monthly income using only your experience and how would you do it?

Let's say you're just getting started today and we know you've said in your first 30 days you would just work like a mad woman and get it all set up and going. How long do you feel it would take you to reach 5,000 dollars a month in consistent affiliate income and how would you go about doing it?

Rosalind Gardner: Do I have the option to invest in PPC? Lynn says, "sure," and Jeannette says, "no." Let's decide here what it's going to be.

Lynn Terry: Let's start off with the no. Let's start out that you don't have hundreds or thousands of dollars to invest in pay per click. If that would be the case, then how would you go about getting yourself to a point of a consistent 5,000 a month in commissions?

Rosalind Gardner: I think Doug's comment about contrasting the two approaches is a good approach. 5,000 dollars a month. Once again, and you said it, work like a mad woman, because you really would have to work like a mad person to get to 5,000 dollars a month.

Actually, it took me a year to get to that point, but that was back in 1998. So, by the end of 1998 I was doing 5,000 dollars a month. By the end of 1999 I was doing 10,000 dollars a month. Lynn says she did it within nine months of reading my guide.

I think it's a hard question, because it's so individual. For me, if I had the option to use PPC I would probably be able to do that within a month depending on the product that I was selling, because I obviously know what I'm doing and I would have a very purposeful approach to selling. There would probably be just those informative articles. I would drive the traffic to those informative articles and I would certainly have an autoresponder in place for 19.95 a month, or whatever that costs.

So, I think with PPC I would probably do that within a month or two. I would probably be looking at higher priced products with higher commissions. Ebooks is good too, if you're selling a 97 dollar course or a 400 dollar course at 50 percent or something like that, the 5,000 dollars would be easy to get to.

Without using pay per click search engine advertising my guess would be that it would probably take me three months. I don't know, I haven't been in that situation. However, if we're talking about somebody who is new to the game and who is absolutely committed to quitting their dead end job and the boss that they hate, somebody who is really driven and has a great deal of desire to make this work, there's no reason why they shouldn't be able to produce that type of income within say three to six months.

I think you need to set the goal a little bit lower. Be happy for every sale that you make. I remember the first 9.95 check that I got, I think it was 9.95 or 10 dollars or something like that, and that was at the end of my first month online. I was thrilled, I was absolutely thrilled. The objective was basically to just keep doubling. Whether I could double it in a day or I could double it in three and just constantly set goals and challenges for yourself.

I guess coming from a position of gratitude I think builds a lot of good karma on your side. I know I'm making it seem like it's magic, but I really think that when you start from that and all I want to do now is make that first sale. Once you've made that first sale and you've learned something, then you go on and you go, "Okay, fine, I made one sale today, I'm going to make two sales tomorrow, or three sales tomorrow." Before you know it, you'll be at that 5,000 dollars.

I think 5,000, if you start out expecting that you're going to make 5,000 dollars by the end of your first month or your second month, I think that's maybe too large of a chunk, especially if you are just starting out.

Lynn Terry: I agree. It's really difficult to answer a hypothetical question. The only thing I can do personally is share my personal experience. I said in there in the text chat, as Rosalind mentioned that back I think 5 and a half years ago that was my first goal. That's why I really liked the question.

My first goal was to earn 5,000 dollars a month consistently with affiliate marketing. Now, mind you I had been doing affiliate marketing for awhile, basically since the beginning of my business in one format or another. But, my very first commissions check from my online only affiliate marketing doing strictly this kind of model was probably 9 or 10 years ago.

I think it was close to 10 years ago and I have a photo floating around on the internet somewhere with me with that check. I was so proud of it. I was like, "Hey, this affiliate marketing stuff actually works." So, I totally get what you're saying.

I think it is real difficult to answer a hypothetical situation, and I think it does have a lot to do with how bad you want it and how hard you work at it and what your reasons are behind needing to do it. A lot of people have heard my start up story, when I started my very first business.

I quit my job cold turkey, we had no savings, no credit, and no assets and I had a husband out of work and four children. So, that was fun. Of course, we met our minimum goals, we slept on the floor and ate peanut butter and jelly, but we met our financial goals within 90 days and never looked back.

So, as far as affiliate marketing when I started with the super affiliate status five and a half years ago, when I first read your guide it was just this huge ah-ha moment for me as far as the model that you use. My very first financial goal after reading that guide was to make 5,000 dollars a month. I accomplished that within nine months of reading that guide, so the first year that I started on it.

What I considered reaching that goal was consistently making that amount of money for six months. So, it took me nine months, but I was of course earning a good amount of money the entire time. Very good stuff.

Another question people are particularly interested in hearing from you is what are the best ways to research niches? Where can you research which products to promote? Of course, I've read your guide, so I know how you answer this question in your guide.

I think everyone here is kind of a little overwhelmed with all the information on how to research a niche or how to select a product. I think it's actually over complicated in a lot of tutorials, it's actually very simple, in my opinion. I'd love to hear your take on picking a topic or picking a product.

Rosalind Gardner: Once again, you are absolutely correct. I think that it is definitely over complicated. I know that sometimes on rewrites to the [Super Affiliate Handbook](#) based on some other people's takes on it I've made it more complicated than it needs to be as well, thinking people need more information or whatever. It's ridiculous.

Seriously, all you have to do is put yourself in a customer's shoes. First of all, what's their problem? What do they want to solve? What's the best way to do that? Now, assuming that you're coming at this from the position that you know something about this or you want to learn something about this, then do the necessary research to discover what the best product to solve that problem is.

Maybe there's five solutions, depending on the customer. Problems can be dissected into various parts. It's kind of like with the dating thing, right? Not everyone wants to go to a generic dating site like Match.com, they've got other interests. Maybe they're set on meeting a foreign bride from Russia or something like that.

There are specific niche sites that cater to that. One of them that was started up was, trying to think of the name now and I should know this. Anyway, the three guys that put this together all married Russian brides, because they all had experience with that. I just absolutely love that. I do really good sales through them, because I tell their story about how they went through the process of meeting their wives.

So, it solves a problem for the person that's looking for the Russian bride. Where should they go? Should they go to Moscow, should they go to Saint Petersburg? Should they actually take one of those foreign bride tours or mail order bride tours? Then you go in there and you discover how much of a market and how many people are actually looking for that.

The keyword research is so easy to do using, I go first to the [Google External Keyword Tool](#). You get a little bit more information if you've got an account, which is free to set up, so there's no reason why somebody wouldn't have one of those. Then I've been [Wordtracker](#) for years, so I do a little bit more in depth research with that.

To be really honest, if you've got numbers on a niche within a niche, they're coming up good and you see a lot of people talking about that particular subject within a number of different forums and other social media sites, then I think that you're good to go. Of course, always make sure that the product is a quality product. See whether or not there's complaints about customer service.

If it's a physical product, does it have glitches or whatever. I think customer service is probably the most important aspect. If people have problems with the checkout process, you're going to send traffic to that merchant and people are not going to buy. So, the most important aspect of choosing a product is making sure that it's of very high quality.

Lynn Terry: Very good answer. I want to run something by you real quick and kind of demonstrate what my process is and kind of get your feedback on it, Rosalind. I think this will be a fun little exercise or experiment, because I really have less than 20 minutes into any site idea for the affiliate sites that I put up. So, I just want to kind of run this by everybody and show you how quick I do it and get your feedback on it.

The other night, this was a week or so ago, my 13 year old daughter and I were going to sit down and watch a movie. My daughter is a musical fanatic, she love's musicals. She has taken over my Netflix account, she'll order the original Grease. We were watching the original Fame movie the other night. Prior to that she ordered Dream Girls. She's just a musical fanatic.

Right before we went in to watch the movie, I tweeted that we were going to watch the original Fame because my daughter was a musical fanatic, and it just clicked, it just went off in my brain. I went straight to Wordtracker, so we'll just go there together real quick.

I'll walk you through exactly what I did. I went over to free freekeywords.wordtracker.com, because it's always open in my browser on any of my three computers that are running in my house. I just typed in *musical*. You guys can see this here on the screen, I assume you see the results for musical.

FREE keyword suggestion tool

Find keywords that include...

...the following keyword(s)

musical

Adult Filter:
Remove offensive

Why not try the Keywords tool free for 7 days?
[Take the Free Trial](#)

musical 30,715 searches (top 100 only)

Keyword	Searches
1 high school musical (search)	3,196
2 high school musical 3 (search)	1,609
3 high school musical lyrics (search)	1,547
4 phantom of the opera musical sequel (search)	1,418
5 e cards free musical (search)	1,137
6 broadway musical lyrics (search)	1,028
7 free animated musical ecards (search)	927
8 high school musical cast (search)	761

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Why search engine optimization experts think Wordtracker is an essential investment?

So, you see there are a lot of searches there. Now, people have asked a lot of times what's the magic number? I always say when it comes to keyword research there is no magic number. What you're really looking for is depth to the niche. You're looking for depth in keywords.

So, this obviously, according to the top 100 results here just on this keyword research tool there's plenty of depth to the niche. There's a lot of variety in the searches, there's lots of long tail keywords to work with.

In addition to just this plain word, musical, you obviously have keywords like product names, like we were talking about before, like Lion King, Fame, High School Musical, Phantom of the Opera, etcetera. So, there's lots of depth to the keywords. That's what I'm looking for more so than anything.

I stopped right here the minute I saw these results and went and registered MusicalFanatic.com because it's the phrase that came to mind when I tweeted that my daughter was a musical fanatic. I registered MusicalFanatic.com and obviously the goal is to setup a WordPress blog, use a free WordPress theme to start, give my daughter the whole list of keywords and just have her start researching and writing.

Within basically five minutes before we watched the movie I had an entire niche site laid out in my head, researched the keywords super quick, and I'll go back and do more in depth later. But, that's my super quick method. I would love to hear your thoughts on that, Rosalind.

Let me just say before I pass the mic over, as far as monetization, because that plays into my ideas as well. Obviously, I'm already an affiliate for Netflix, and I'm already an affiliate for Amazon.com, so the monetization would be to say you can watch this movie instantly through your Netflix account or you can rent it through Netflix, or you can purchase it on Amazon.com.

A lot of times with musicals there's box sets, there's other products, there's posters, there's lots of affiliated and associated products that can go with that as well. So, I had the monetization idea covered as well already. Your thoughts?

Rosalind Gardner: I think that the key point you make there is that your daughter is a musical fanatic. You know, I wish I had a whole stable of writers who were also fanatics about topics and all I do is supply them with logins to get links from affiliate networks and affiliate programs. I think that would be absolutely awesome. But, the key point there is that she is a fanatic, and therefore interested and can probably talk all day long.

You're absolutely right about there is no magic number. I think if you type in *Lion King* into the [Free Keywords at Wordtracker](#) you'll probably find that there's less, but it doesn't matter. Once they find your site about musicals, they're going to go, "Oh, I haven't seen this. I didn't know this was available on Netflix. Isn't that cool?" So, you're broadening people's horizons.

The screenshot shows the Wordtracker website interface. At the top, there's a navigation bar with 'HOME', 'TAKE A TOUR', 'FREE TRIAL', 'PRICING', and 'ACADEMY'. A 'Log in' button is in the top right. Below the navigation, the main heading is 'FREE keyword suggestion tool'. A search box contains 'lion king' and a 'Hit Me' button. Below the search box, there's an 'Adult Filter' dropdown set to 'Remove offensive'. A promotional banner says 'Why not try the Keywords tool free for 7 days?' with a 'Take the Free Trial' link. The results section shows 'lion king' with 4,316 searches (top 100 only). Below this is a table of related keywords and their search volumes.

Keyword	Searches
1 lion king (search)	1,107
2 the lion king (search)	381
3 lion king musical (search)	261
4 lion king characters (search)	241
5 lion king games (search)	217
6 lion king 4 (search)	209
7 lion king coloring pages (search)	157
8 lion king on broadway (search)	118
9 lion king games online (search)	109
10 lion king tickets (search)	69
11 lion king ? (search)	64

On the right side of the page, there's a 'Keyword Expert Newsletter' sign-up form with fields for 'Your name' and 'Email address', and a 'Signup' button. Below that is a promotional banner for 'Business blogging made simple' with a 'Tell me more' button. At the bottom right, there's a section titled 'Why search engine optimization experts think Wordtracker is an essential investment?' with a quote from a search engine marketing professional.

Look at that, *Lion King* came up with 767. I think with it continuing to play, I think it's playing in Spokane in Washington next month, that number is going to increase. You can take PPC strategies as well if you wanted to and use *Lion King Spokane* and drive people to your site, maybe even do the tickets now thing. I don't actually know if it's being done through that, but that would be another way to promote that product.

Wordtracker Log in

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FREE keyword suggestion tool

Find keywords that include...

...the following keyword(s)

lion king spokane

Adult Filter:
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Why not try the Keywords tool free for 7 days?
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lion king spokane 42 searches (top 100 only)

Keyword	Searches
1 lion king spokane (search)	14
2 spokane lion king (search)	8
3 lion king musical tickets in spokane (search)	5
4 lion king spokane wa (search)	3
5 how to win lion king tickets in spokane (search)	2
6 lion king musida tickets spokane (search)	2
7 lion king spokane washington (search)	2
8 lion king tickets spokane wa (search)	2

Keyword Expert Newsletter
Articles, case studies and tips to grow your business with keyword research

Your name

Email address

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Business blogging made simple
Wordtracker Masterclass: **Blogging for Business**
50 Steps to Building Traffic and Sales
by Chris Garrett

Tell me more

Why search engine optimization experts think Wordtracker is an essential investment?

Lynn Terry: See, there you go, ticket sales is another one I hadn't thought of for live musicals. Just to throw out an example of how quickly I do it. While I said that it's my 13 year old daughter, I have to admit to you guys that she's not particular motivated to work based on what she's a fanatic about or based on her interests.

She's just like everyone else I hire, she's motivated by the pay. Luckily there's a really great tax benefit for those of us in the U.S. for hiring our dependents, our own children. I pay her very well, and that's kind of the goal there. The point is you can outsource the writing.

The idea of spending weeks or even months trying to come up with niche just blows my mind, because you can basically just come up with anything off the top of your head based on things you're going about doing in your everyday business or in your everyday life. I just wanted to kind of clarify that it shouldn't be over complicated.

One last question I want to ask you, Rosalind, because I know we're at the end of our hour here. Everyone is interested to know what newsletters and blogs do you read to stay on top of affiliate marketing. I know that you mention in the Super Affiliate Handbook you gave props to the late Corey

Rudl and also to Alan Gardene. So, I'd be curious to hear what you do to stay on top of the affiliate marketing industry.

Rosalind Gardner: I don't specifically read anybody's blog on a regular basis. I try to keep my research really specific. So, if I come up with an idea for a blog post that I want to do I see what other people have written about it and then I close out all those tabs and I basically just write. Actually, I'll start writing and then I'll enhance that with, "That's right, I forgot to include this information," or whatever.

I think the biggest thing that I do to research my topics is to do [Google Alerts](#). The other way to do that is to ask your audience. Ask your readers questions about what they want to know. Kurt mentioned follow Lynn Terry's blog. Yes, I do often end up on Lynn's site, because I'll type something in and she's already written about it. I go, "Well, I guess I won't have to write about that now."

Lynn Terry: Uh-oh. I do want to ask you one more question. We have a couple minutes, we logged in late. Vivian had logged out to make sure that you had a spot to login and she had a question that she wanted to ask during the live hour today. She was curious, and this is going to be a fun question, what you do if a publisher refuses to accept you as an affiliate and you've already created your website?

What do you do if a publisher will not accept you as an affiliate? My answer is usually I never just take no for an answer. This was one of the biggest tips that I learned from you five and a half years ago, Rosalind, was that everything is negotiable. I know that I'm paraphrasing there, but that's really what I took away as far as being a super affiliate, everything is negotiable.

Anyway, so her question was what do you do if you've built this website around a publisher and then they don't accept you as an affiliate?

Rosalind Gardner: See, I wouldn't do that. I wouldn't build around a specific merchant or a specific product. I want to make sure that there's more than one product or service available, like we were talking about earlier. Like you, I do not take no for an answer.

I've been turned down by the best of them, and then I come back and I'll say, "I understand how difficult it is to review affiliate sites, especially within some of the larger affiliate networks the way they've got things laid out." I'll say, "I was planning to promote your product in this manner. Please take a look at my website."

Now, of course, the website has to be good. It has to be professional looking, it has to have great content and the whole nine yards. I would say 99 times out of 100, not that I've had 100 declines, well maybe not, I don't know, more often than not they'll say, "Sorry, I was just basically clicking decline, decline, decline." Because they do, they get so many applications to join programs.

In a lot of cases you've got to remember that these affiliate managers are only working part time for the company, which is really sad, and they're not that informed. So, maybe it's time for you to inform them and make them realize that they need to investigate further and accept the good affiliate sites.

Lynn Terry: I think that's a very good answer, and I think it goes back to building an affiliate site around a topic instead of around a product. I see a lot of people do it the other way around, and I always encourage people to build it around a topic. The internet today revolves around topics, conversations, and discussions, so I think that's a very important point.

We do want to respect Rosalind's time and schedule here, so if you did not get your question answered, please post it there on the discussion forum at SelfStartersWeeklyTips.com/members, or if you just go to the SSWT site and click on the Discussion Forum link.

One last question before we close it out for the day. A lot of people are interested to know about the new addition you mentioned earlier in the webinar. You mentioned that you had just written an updated revision since the July edition of the [Super Affiliate Handbook](#). So, I would love to hear is that already available publically or when will that be available?

Rosalind Gardner: I'm just going in to see whether I've uploaded it here and I have not uploaded the latest. I'm actually working on a multimedia site, and as I'm working on the multimedia site and see that changes are needed what I'm doing is I'm uploading new versions of the Super Affiliate Handbook.

So, I think the last time I uploaded this was in September. I will upload a new one today and make sure that it's all good for you guys. You become a member and you can login any time to see whether there's new updates once you're there. They're always available for download as long as you've got your login information available.

Lynn Terry: Perfect. Thank you so much, that answers everyone's questions about that. So, just login and check for updates there. Rosalind, thank you so much. I have been a huge fan for a long time. Like I said, yours was the very first ebook I ever purchased online. I think we can all agree that was a super wise investment on my part, and it was the beginning of a long line of info product purchases.

I just want to say thank you so much for your time and for just really openly sharing so much information here. I know I got a lot out of it. I think everyone here enjoyed it. I just want to say how much we appreciate you. Thanks again for that.

Rosalind Gardner: My pleasure entirely, Lynn. I've really enjoyed speaking with you and seeing the audience comments. If I could get access to your site and your members have questions for me, I'd be more than happy to answer them.

Lynn Terry: Absolutely, for sure. Thanks guys for joining in live. We're going to wrap this up. I appreciate it and I hope you guys enjoyed the topic today. Like I said, I know that I did.

The link to get [Rosalind's Super Affiliate Handbook](#) is there in the text chat. You can also find my [review at Clicknewz.com](#), I'll give you a [link](#) to that as well. If you already have a copy of the Super Affiliate Handbook, please feel free to add your comments here. There have been tons of comments actually already. I think 20 or 30 from people who are just super happy with the update and with the Super Affiliate Handbook.

Tags: [Affiliate Marketing](#), [call to action](#), [how to write a product review](#), [product reviews](#), [ways to make money online](#)

How to Write a Product Review

If you promote products as an affiliate, you're going to *love* this post. I'm going to spill my secrets on **how to write a product review that makes sales**.



Product Reviews are responsible for the majority of my affiliate sales, and not just on the day that I write a product review. They get ranked in the major search engines and continue to make sales for years!

Here are some consumer survey stats* to whet your appetite:

- 83% of consumers say that **product reviews influence** their online purchasing decisions
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- Nearly 9 of 10 US online buyers **read reviews** at least "some of the time" before making a purchase

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 Search

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- [Traffic Secrets 2.0 Review](#)

One more thing that I wanted to share with you guys before we close it out today is this topic on how to write a product review. This topic on [how to write a product review](#) was also inspired by Rosalind Gardner and includes the seven elements that go into a great product review that really makes sales.

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