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🔍 In this issue...

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🔍 Jim's Website Marketing Tip of the Week...

"The mistake 95% of affiliate marketers are making..."

About the BizWeb eGazette...

BizWeb eGazette is published by Jim Daniels of JDD Publishing.
[\(More about Jim.\)](#)

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Hi Jim,

"Dang, Jim, you wrote the report I wish I had! This is jam-packed with the best start-up information a person could have. Step-by-step info for anyone to start with and build with. Kudos on an excellent product!

Regards, Chris Upson
buildupyourbiz.com

*[You can get that report **free** by clicking the **gold key** at my new [work at home site.](#)]*



In today's issue...

"The mistake 95% of affiliate marketers are making..."

If you are an affiliate marketer, or want to become one, this issue is READ. While affiliate marketing is one of the quickest methods to get cash flow on the web today, less than 5% of affiliates ever generate income.

Today you'll discover exactly why. You'll also find out how YOU can get that coveted 5% of profit-generating affiliates. Finally, you'll learn the blueprint for generating affiliate income that blossoms into LONG-TERM income.

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If you missed a



You'll find out why so many people are using this simple-to-understand but comprehensive system.

Affiliate marketing is popular because it allows people to earn online having to spend time or money researching and developing a new product. Most of this has been done for you by the product owner.

This is a tremendous burden lifted off your shoulders because this is the most costly aspect of any business venture.

(A word of caution though, you should still do a little research yourself to see whether the market wants the product you are looking to promote and whether the price point is fair and reasonable enough to attract a big audience.)

Once you've decided on a product and found an affiliate program that offers generous commissions, it's time to put together your affiliate marketing strategy. And this is where 95% of people get it completely wrong.

Most affiliates sign up into a program then immediately look for ways to promote their affiliate links. By doing this they are skipping a CRUCIAL step that is REQUIRED if you plan to have ANY level of success...

...the CAPTURE page.

A capture page is simply a one-page "pre-sales letter" that entices visitors to leave their name and email address in order to receive more information about the product or service they are researching.

Why is this step so critical?

Simple. When done correctly, it accomplishes three extremely important objectives...

1. It automatically builds an opt-in list for you.
2. It builds "relationships" with future buyers.
3. It cross-promotes other related affiliate products and services.

I know what you're thinking... gosh, I have to do ALL THAT in order to be successful as an affiliate marketer?

Well, not really. You see, all you really have to do is set up a web page and an autoresponder account properly. You do it ONCE and it does all the work for you, over and over and over.

Let me explain how...

The first thing you need when setting up a capture page is a domain name and a web hosting account. These are very inexpensive these days and a must for anyone who is serious about doing business online -- even affiliate marketers.

Next, you need an autoresponder account that can send personalized messages and follow-up with prospects at pre-determined intervals. Most web hosting accounts now offer these autoresponders with their service.

Third, you'll need a simple [website template](#) such as the ones my friend Jardine gives away, and a basic web design program, like one of the

<http://www.sothink.com/product/htmleditor/index.htm>
<http://www.nvu.com>

recent issue, you can [read past issues](#).

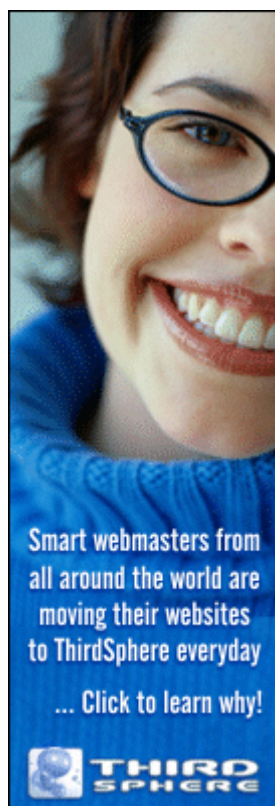
And the final ingredient is a little copy writing skill. More on that after important sponsor message...

(More after this important message.)

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Remember, your plan is to put up one simple web page for each product or service you want to promote. It's job will be to pre-sell the affiliate product and "capture" the contact information of your prospect. (The word capture is a little sneaky, but there is nothing underhanded about this strategy. The prospect actually enters their information voluntarily.)

Here is a tip on what to write on your page...

Go to the sales page of the product or service you'll be promoting as an affiliate. Pick out the highlights, the biggest benefits you can see off the page and about what other benefits there are that may not be stated already and list them down.

Now start your website editor program and open the index.html page of the template site. You're simply putting together a small sales page using the headline, subhead and bullet points listing all the benefits you gathered. This is where the copy writing skill comes in.

Keep it short and to the point. 200 - 500 words is usually enough. The copy should be informative and void of hype. For example, instead of writing "This product is so powerful, blah, blah blah," write like this... "Did you know that I have a tool that can save you the 2 hours it normally takes to do x? What would you do with 2 extra hours a day?"

At the end of your enticing message, paste the email capture form code from your autoresponder. Let your prospect know that by leaving their name and email address you will reveal this highly coveted tool, piece of information or service or whatever it is you have and they so desperately want. (It's a good idea to throw in an added bonus report or ebook in addition!)

Do not mention the name of the product or service on the capture page or list the benefits. The reason for this is because they may have seen this product or service before and were sitting on the fence about it and you want them to purchase through your link. You are going to nudge them over the fence with your presentation.

All you are trying to do is build interest, pique their curiosity and whet their appetite for more information.

Now let's get to the last step, which is one that many marketers do not have time to implement. Remember the autoresponder we talked about? It's time to set it up for peak efficiency...

When people sign up at your site they should immediately receive an email



message that tells them where to get the details they were looking for. When they receive that email they will be confirming their opt-in by clicking on your autoresponder account generated. This is called double opt-in. To get them to confirm, you should give them another gift or two. Over time, this is a key to generating action.

In that first email message, tell them that they will be receiving an occasional email from you and that they can unsubscribe from these messages if they want. But tell them they would really be missing out if they do not because every 4 or 5 days or so for a few months you will be sharing important facts with them.

Now get to work writing a series of pre-written email messages. In your messages you can talk about the product they asked about as well as other products and services. But don't make every message a marketing message. Every once in a while blend in a helpful tutorial on the subject they are interested in.

For instance, if your affiliate niche is say, automobiles and they ask you how to save on car insurance, send them a tutorial on car buying or car secrets. Every once in a while send a message that simply asks them if they need any questions answered. Then try your best to help them when they ask.

While repetition is an important factor in the strategy you've just implemented, building relationships is far more beneficial than trying to sell over and over. I found that it's the BLEND of the two that make this strategy so powerful.

Before you know it you'll have a large opt-in list(s) that you can broadcast special email messages to. This means you'll be able to tell thousands of people every time you find a product or service that can help them. (Remember your affiliate link of course!) And if you've built your relationships properly, those broadcasts can skyrocket your yearly income.

And THAT folks, is how affiliate income blossoms into LONG-TERM income.

So whether you're brand new to affiliate marketing or you've tried it before, read this issue over and over until you've implemented every step. Before you know it you'll have a significant income building strategy in place.

That wraps up today's gazette. See ya in a few weeks...

Jim Daniels - JDD Publishing Co.

P.S. Did you miss my 2006 Special Report?

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A Letter from a Subscriber:

Hi Jim,

"I wish I had your [EZ Web Business Builder](#) two years ago. Like me trying to build a home business I read all the ebooks, paid for courses to start an online living and got nowhere."

"In the last nine days I have built and up loaded a twenty nine page only working part time (evenings). I have learned more from your [C](#) last week or so than the last two years reading ebooks, course etc. have gladly paid double or triple just for the time it saved me on the curve."

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