

**This Report Brought To You By:**

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## INTRODUCTION

### **About the author**

Many of you know me from either personal correspondence or several products that I have either produced and marketed or licensed online.

For those of you who don't here's a brief summary of where I'm at and why you will benefit from what I say.

In less than 12 months I have gone from failing affiliate to running a highly profitable business “under the radar.” Far from the maddening crowd as I like to look at it.

A business that has seen its best days grow from \$0 to over \$2500. A business with multiple streams of income; each of which is producing what many consider full-time income. “Under the radar” is something I would prefer to maintain for the near future.

You see, I got into this business because I really wanted to achieve financial freedom but not at the cost of losing my personal freedom. I already had a job that did that.

It was not by pure luck that I stumbled upon a niche that you may already be familiar with that carried me from failing affiliate marketer to \$900/week less than a year ago.

This put into motion a business that has gone on to out perform every goal set forth over the last 8 months.

What separates myself from other marketers is I am willing to move into smaller markets and niches that other “Big Time” marketers may scoff, even laugh at.

It is with this same mentality that Walmart grew to become the largest retailer in the World.

While Kmart and Roses were at the pinnacle of their successes it was Sam Walton who had enough foresight to move into smaller markets that were overlooked by other companies.

The ending to this story is one that is well known.

The US economy is today heavily effected by what has been coined “The Walmart Effect.”

The same efficiency principles I apply to my business are used by Toyota corporation and are the driving force behind it becoming the #1 auto manufacturer in the World, recently surpassing General Motors.

These principles are known as the “Lean Process.” Do some research if you would like to learn more about this specifically. What you will learn is how to streamline and process map your entire business.

In short I hope to both inspire you to trudge forward in your marketing efforts and give you a profitable niche in the process.

I am a firm believer in following what has been successful for others and implementing the strategies with greater efficiency. I am offering you the opportunity to look inside what I am doing within this Niche and doing the same.

At the end of the day you should reflect on how you worked smarter and not harder.

“Think **BIG** and you will be **BIG**...”

Regards,

Jerry Moore

## FAILURE IS BUT A STEPPING STONE TO SUCCESS:

Although I tried many times, I was an unsuccessful clickbank junkie who promoted everything from [The Rich Jerk](#), [Honest Riches](#), to [Forex Enterprise](#).

While these products ranked very high in the clickbank marketplace and converted well I was unable to turn a profit. I didn't understand the market well enough to get targeted traffic to my affiliate link.

At the time I was using the long term strategy of organic search and looking for short term results which is impossible unless there is little or no competition for your keyphrases.

In hindsight it was obvious that this would not work either long term nor short term because the website was only going to attract traffic that consisted of a small percentage of opportunity seekers.

Not only was I trying to convert someone interested in selling vitamins to buy my downloadable work from home opportunity, I was also attracting visitors who wanted to buy vitamins.

This resulted in traffic not very targeted to my offers. Try making a car salesman out of someone trying to buy a boat. It doesn't work.

It was an overactive style website that consisted of Google AdSense ads, affiliate opportunities, and a free report that you had to jump through hoops to opt in for.

To this day the subscribers on that particular list are very unresponsive and each mailing I send out still results in an unusually high unsubscribe rate and spam complaints. Yet the SEO efforts were very successful as I rank very high for the keywords I targeted. As a result I continue to have many opt ins and each mailing to this particular list still nets around \$300 in profit.

An affiliate website must be very specific in its purpose. If you are seeking subscribers it must be very clear what they are signing up to receive. If you are trying to promote an affiliate product directly from the site each bit of information you provide should steer your visitor closer to visiting the actual product website.

The faster you get them to go to the actual product website the better. You

need to steer each visitor where you need them to go by providing an informative presell that carries them into the actual affiliate sales page to finalize the deal.

## THE TURNING POINT: HOW I GOT RESULTS

I was a failing affiliate marketer yet I realized the short comings of my efforts. I had locked in on a single type of product, marketed to the wrong people, and generated too little traffic to make any money.

This is the same formula for disaster that has driven tens of thousands to enter affiliate marketing and just as quickly disappear.

I decided I needed a better business model that included short term, intermediate, and long term strategies. I needed specific goals and techniques for finding, promoting, and profiting. And thus my basic business philosophy was formed.

### **EARLY SHORT TERM STRATEGIES (Completed):**

- Add a signature with my affiliate link to all forums I was a member of.
- Add a signature line to all my outgoing email addresses.
- Drive traffic through article marketing
- Create blogs for marketing purposes
- Develop highly targeted websites with very specific purposes
- Concentrate SEO efforts on low competition keyphrases
- Start link building for SEO
- Locate a few niche money makers
- Start learning Pay Per Click to generate traffic
- Learn as much as possible to implement for list building
- Learn email marketing tactics
- Investigate other traffic generation methods
- Start making contacts in Internet Marketing
- If it's not profitable find out why before moving on
- Learn to use word tracker ([wordtracker.com](http://wordtracker.com)) to conduct research
- Purchase products based on my business needs and not on impulse
- Spread my efforts across many niches and products simultaneously
- Identify under sold markets and market to them
- Promote products when they are first released and the market is not saturated

### **INTERMEDIATE STRATEGIES (Completed)**

Continue everything from short term that proved beneficial

- Develop my own informational products
- Expand my Pay Per Click campaigns to dozens of niches
- Start researching keyphrases for long term SEO strategy
- Leverage my early success to help other marketers
- Network with other marketers
- Identify deficiencies in the Internet Marketing field for software development
- If it's not profitable find out why before moving on
- Research video multimedia options
- Concentrate on building a responsive list
- Outsource projects

## **LONG TERM STRATEGIES (Current and Continuous)**

- Continue implementation of refined short and intermediate strategies
- Develop a complete product line
- Develop joint ventures
- Run my own affiliate program
- Invest heavily in business tools/software as needed
- Further expand adwords for traffic generation across a wide range of products
- Move into Yahoo search marketing and MSN pay per click
- Continue to heavily devote resources to list building
- Improve email marketing skills
- Acquire a place to conduct business beyond my home office
- Continue SEO development for websites/organic search
- Attend marketing events
- Start participating in teleseminars or podcasts
- Further develop and refine the overall business model
- Start hiring full time employees as business grows
- Map and stream line processes for continuous improvement

Obviously this strategic plan will be in a state of continuous refinement and implementation. I am currently well into implementing many of the long term strategies at this stage.

## **THE NICHE: A TURNING POINT IN TIME**

**NOTE: The following may contain some ignorant mistakes I made that were profitable but I in no way condone copying the instances where the terms of service were violated. Websites have been quite aggressive in pursuing those who violate the TOS.**

It all started with a simple ad. I found that although quite time consuming

using high traffic classified ads sites can be effective for a beginning affiliate marketer. After all, most beginning marketers have more time than money when starting out.

I visited a very well known website known as craigslist and before reading the terms of service posted ads in the community pets section for dog training. In fact I did this across many cities never knowing I was actually breaking the TOS of both craigslist and clickbank. I figured since my affiliate product was digital it would be OK to offer it nationwide.

I used a simply redirect through a domain I owned and wrote about my first hand experience with several clickbank dog training programs.

I was shocked at how responsive this niche is. I checked my clickbank account a few hours later to find over several hundred dollars in affiliate sales.

I knew I was sitting on something big.

At the time I was promoting several different programs including dogproblems.com (no longer offered through clickbank) and the more popular Sit Stay Fetch now under the domain kingdomofpets.com Dog problems payed over \$33.90 a sale while Sit Stay Fetch pays \$24.92 for a basic sale and \$44.84 if the buyer upgrades to the video option.

I searched clickbank and found several other dog training programs in this niche which resulted in more sales as well. Within just a few weeks I had profited over \$1200 from forums and classifieds sites alone.

I next expanded into Adwords. I started with 1 campaign and 1 keyword for each program. This was an absolute must in order to effectively track where the click thrus were coming from.

The keyword for each campaign was name brand only in brackets i.e. [sit stay fetch] [dogproblems.com]. This has since become ineffective due to the release of several recent products that were sold in mass and recommend name brand keyword bidding. However, the effectiveness of name brand keyword bidding in this niche will return and be very profitable in the near future when the current failing Adwords marketers have hundreds of losing keywords and fail to realize [name brand] bidding actually works.

I have seen my name brand costs go from under \$1.00 or so a click converting 1 in 10 from top placement on Google to easily as much as \$3.50 a click. Name brand [exact match] bidding can still very effective especially if a new

product is released on clickbank. Mass mailings that occur during a launch or new release send people to Google to research a product. Check clickbank often for new releases and cash in on the much higher conversions a new release will have.

If your ad is effective enough to maintain a high click thru rate your profitability can be very high. Your visitor is already presold and needs a simple validation. This equals a high conversion rate.

Just as important for me was choosing to receive traffic only from Google. I absolutely never wanted then or want now to receive traffic from AOL or other search partners.

I also never used the content network so my ads would show up on someones page as an Adsense ad.

Google search is the only place I will ever pay for traffic in this niche.

Getting traffic only from Google was and is absolutely vital for me.

After I realized the TOS of craigslist did not allow affiliate products or nationwide advertising my Adwords campaigns were already pulling in more sales for the upgraded version of Sit Stay Fetch at \$44.84 a sale as well as dogproblems.com at over \$33.90 a sale.

More importantly I had tracked and studied what cities I had been posting to on craigslist that had higher higher conversion rates. I heavily use the premium version of web-stat.com to track where my visitors are coming from and conversion rates. You could use another program or even Google Analytics but you must use something to refine and track your campaigns.

Clickbank offers a very effective string that can be added for affiliate conversion tracking for free.

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A standard clickbank hoplink looks like  
<http://yourid.vendorid.hop.clickbank.net>

The tracking code can be inserted to the end by adding this string:  
/?tid=yourtrackingcode

Therefore your hoplink would look like this instead:

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<http://yourid.vendorid.hop.clickbank.net/?tid=yourtrackingcode>

For more Information:

[https://www.clickbank.com/hoplink\\_faq.html#hoplink\\_question\\_3](https://www.clickbank.com/hoplink_faq.html#hoplink_question_3)

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**TIP:** Use a different tracking code for each keyword, article, forum, or other marketing methods you use. Start a spreadsheet or use a simple word document to record where each tracking code is receiving hits from. If you know what keywords, articles, classified, or email ads are converting into sales you can highly concentrate your marketing efforts in that area.

## PROCESSING INFORMATION FOR PROFITABILITY

It's true. However, I never would have believed an entire city could have a much higher conversion rate than another city for a generic clickbank product. At this point my refinement continued until I was only allowing my Adwords ads to show in specific cities and locations.

By using this option Google displays city specific adwords ads based on the IP address of the ISP the computer initiating the search query is connected to. This can be a little tricky as AOL and many other ISPs show an IP address that may be remotely located in another state. Such as AOL in North Carolina shows a Virginia address. Cox cable in NC shows an Atlanta Georgia IP address. Overall all this is still a very effective tactic.

The original city specific list is as follows before refinement to show in specific states where conversions were higher:

San Diego, California  
San Francisco, California  
Los Angeles, California  
Sacramento, California  
Pal Springs, California

Austin, Texas  
Dallas, Texas  
Houston, Texas  
San Antonio, Texas

Phoenix, Arizona  
Tuscon, Arizona

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Tacoma, Washington  
Seattle, Washington

Boston, Massachusetts

Nashville, Tennessee

I later refined this to include the entire State of California, Texas, Washington State, Arizona, Massachusetts, and Tennessee.

My conversion rates were always higher on Tuesday mornings, Thursday mornings, and Saturdays before 3:00pm. Based on this information I frequently chose to only run my ads during certain times.

The conversion rate was always lowest on holiday weekends and weeks before and after a holiday.

I was not sending people directly to the affiliate pages for the programs I was promoting. Instead I was using the redirect as stated earlier. My reasoning was I could direct people somewhere else by changing the redirect destination should a site ever become obsolete and I had hundreds, even thousands of articles and forum posts archived online.

After several weeks I received a message from Adwords that the display URL did not match the destination URL. It actually did in fact however I was using a redirect in between to track conversions.

I changed over to a direct affiliate link for a few days and then changed back to my redirect. I never had a problem continuing my campaigns in this manner but I recommend consulting the Adwords terms of service before doing this. Again my reasoning is I was actually directing visitors to the displayed URL just through a redirect for tracking purposes.

Later I switched over and started using the tracking code clickbank allows to be added. For even more in depth tracking I also used 4 different clickbank Ids with account tracking codes and each one was associated with a different marketing method i.e. adwords, email, article, and forum/classifieds.

ADWORDS and ARTICLE: TARGETED MARKETING

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One particularly effective strategy exist with a particular clickbank product called Sit Stay Fetch (kingdom of pets.com). After joining the affiliate program you have the option to send visitors to 50 different sales pages. As a result you can target keywords very specific to each page.

For example you can match House Training with a House Training specific sales letter: [Click Here](#) to view example.

Or you can match Dog Aggression with this page: [Click Here](#)

Also you can match the sales page to be breed specific. For example if one of my Adwords keywords was [pitbull terrier behavioral problems] I would send my visitor to this page: [Click Here](#)

The power of these highly targeted sales page options matched to specific keywords in this niche cannot be emphasized enough. No matter what the advertising method be it Adwords, Article marketing, or organic search you will be able to match the sales page to the specific term that is being searched for.

This equals higher conversions.

You must always use [exact phrase] matching for your Adwords keywords specific to each page. To further increase your targeted traffic you can even have a city specific add to match.

So when someone from San Diego searches for your keyword they will see an add that says includes their city name. This can be highly effective once in place.

Also I generally stay away from the suggested keywords most affiliate pages suggest. An affiliate page has a goal of trying to have affiliates create a massive increase in traffic that will not necessarily be in your best interest.

If you choose to add dozens or even hundreds of keywords without exact phrase matching you can still profit and increase conversions by using negative keyword matching. Absolutely always eliminate the words Free, Park, and Parks from your campaigns by adding the minus (-) sign before the keyword.

**CONCLUSION: THINGS TO REMEMBER**

Start out with Adwords using my 111 technique:

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1 Campaign  
1 Ad Group  
1 Keyword/keyphrase

- Choose to only get traffic from Google search.
- Slowly add more keywords over time and only use [exact phrase] matching until you gain more experience.
- Set your daily budget low (\$10-\$15 a day while testing what keywords convert)
- The highest converting keywords are almost always [name brand] i.e. [sit stay fetch]
- If you use the broad match Adwords option make sure to use negative keyword matching for terms like -Free, -Park, -Parks
- To eliminate freebie seekers you can state the price or place words like purchase, buy, or sale in your Adwords ads
- If marketing Sit Stay Fetch make sure to use the targeted sales page option for more targeted keyword and dog breed specific traffic
- Check clickbank frequently for new programs related to your niche. Conversions are higher and [name brand] bidding is more effective when a product is first released
- If you find most of your sales are city, state, or region specific target your ads to only people initiating search queries from that area. This will drive your CPC down and conversion rate up (lower your overhead)
- Use Article marketing for free organic search traffic
- If your cost per click becomes too high for a good keyword due to a low click thru rate then start a new campaign and place that keyword in it. This will drive the price back down the default minimum bid.

Always use some form of tracking in all your marketing efforts. You will find your Adwords campaigns or Articles are producing more sales off of certain keywords. By knowing this you could write more articles and increase the traffic to your affiliate link through the higher converting search terms. You can use the information to eliminate non producing keywords in your Adwords campaigns.

By applying these techniques to many other niches you can spread your marketing across multiple products and concentrate your efforts on what is most profitable.

To conclude, these are the exact techniques that I have used to go from failing affiliate to running a very profitable business day in and day out.

If you would like more specialized step-by-step instructions I recommend you read my other full length guide:

DotCom Income Secrets: <http://www.dotcomincomesecrets.com>

To your success,

Jerry Moore