

Turnkey ClickBank Master Affiliate Plan

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Note from author:

I developed this ebook in order to give you an action plan. The thing about most guides is that they tell you to “do this” and “do that”, but they fail to illustrate what they are instructing you to do. The reason why I thought this was a better way of teaching is because I have personally learned this way. Not affiliate marketing, but other things. When I go to Border's, I always look for how-to books that are in story book format. They are great because often they cover the topics in detail by asking questions, and answering them. I find this very cool.

What I am going to do in this guide, is teach you how to choose a niche to promote. Then I am going to guide you into setting up the website, and market it so that you end up receiving traffic and ultimately ClickBank commissions.

My chosen niche:

I have decided to go with the solar panel niche because #1) it's a hot topic now with energy prices being high (my last power bill in a small home was \$200); and #2) it was the niche I chose in my blog post titled "<http://www.brandonconnell.com/watch-me-smack-alex-and-show-my-butt-to-moon/2010/12/>". This ebook will actually help me kick both their butts in the niche site challenge. There are no rules against pushing a niche site or product with a digital product. So if you feel inclined, visit that blog post and click on the product to buy it ;)

I am going to show you why and how I came up with the solar panel niche so that you have a full understanding behind my reasoning.

Researching a niche:

Firstly, let me tell you that you need an idea first. Many people wonder "well how do I even start looking for a niche". They think there is a magic way of finding a golden niche that will turn into thousands of dollars in commissions. But the fact is that you really need to use common sense first, and go from there. I decided to look into solar panels because of the many reasons why it would be a good idea such as energy price costs being way up; people buying hybrids like crazy means public awareness; a simple search in Google shows lots of competition so it must be a successful market.

Once you realize something must be a hot topic, then it's up to you to confirm your suspicions. There are a couple tools that will allow you to do this.

- ✓ [Google Keyword Research Tool](#)
- ✓ [Super Affiliate Tools](#)

You will notice that I used Super Affiliate Tools instead of Market Samurai. My reasoning behind this is that SAT is simply better according to many affiliate marketers I am affiliated with. On top of that, it is a ClickBank product while Market Samurai is run through their own website, and they do not allow affiliates who own their software. It is always a good idea to own software that you are going to market, but a company should never force you. Perhaps you used the software at a friends house on their computer, and you loved it and wanted to vouch for it, but you didn't have an everyday use for it and decide not to personally buy it. Does that mean you should be shut out from promoting them via your niche sites? Absolutely NOT! So, I recommend Mass Money Makers Super Affiliate Tools.

Now that I cleared up that whole mess... let's proceed to the Google Keyword Tool.

Tools

Keyword Tool
Traffic Estimator

★ Starred (0) Show

Include terms ?
[] +

Exclude terms ?
[] +

All Categories

- Computers
- Home & Garden
- Real Estate
- Vehicles

Show all categories

Match Types

Find keywords

Based on one or both of the following:

Word or phrase (one per line) Website

diy solar panel

Only show ideas closely related to my search terms ?

Advanced options Locations: United States Languages: E

Search

Sign in with your AdWords login information to see the full set of id

Download ▾ View as text ▾ More like these ▾

Keyword	Competition
★ diy solar panel	<div style="width: 50%;"></div>
★ diy solar panels	<div style="width: 50%;"></div>
★ solar panels	<div style="width: 50%;"></div>
★ diy solar power	<div style="width: 50%;"></div>

		Sorted by
Global Monthly Searches ?	Local Monthly Searches ?	
9,900	5,400	
18,100	9,900	
1,220,000	550,000	
12,100	5,400	
90,500	49,500	
14,800	8,100	
60,500	33,100	
1,300	590	
9,900	6,600	
27,100	14,800	
40,500	22,200	
5,400	2,900	
22,200	12,100	
5,400	3,600	
3,600	2,400	
14,800	9,900	
22,200	12,100	

You will notice that I search “diy solar panel” because the do-it-yourself market is a powerful thing. Everyone wants to do everything themselves if it can save them money. And the thing about solar panels is that they can be very expensive if you buy them already made from a company. Not that you wouldn't recoup your investment with savings earned from not paying a power company, but why waste money if you can do it yourself cheaper?

You will also notice that the competition is very high. I can care less about that as I am not worried in the slightest that I won't be able to catch up to my competition. What I am looking at here is the amount of searches being done by my potential customers.

I am particularly interested in those

that search under 5,000 per month. Those keywords will be easier to get ranked in Google because they may have less competition based on the amount of sites Google indexes for that keyword or keyphrase. Notice I said “may” because this is not the case all the time. An example would be “cheap solar panel” which is over 8 million results in Google. For me, that is an easy number still, but you may want to aim for less than 2 million results if your seo skills are not there yet. No worries, you will still make decent money with keywords that have less than 2 million results.

“Homemade solar panels” is a keyword with a high search monthly, but it has less than 500,000 results. So just because it doesn't have a low monthly search volume doesn't mean that it will be hard to target. As a matter of fact, this will be our target keyphrase for the example in this ebook. So write that down.... “homemade solar panels”.

You can actually research all of this stuff by cracking open your Mass Money Makers copy of [Super Affiliate tools](#).

Before you start using it though, download the keywords from the Google Keyword Tool in CSV format to your desktop. We will need this to import the keywords into the affiliate research tool.

Mass Money Makers - Super Affiliate Technology

Mass Money Makers
Super Affiliate Technology

KEYWORD FINDER | KEYWORD SORTER | QUALITY SCORE INDICATOR PARAMETERS | PROPERTIES

Keyword list

Select a file to import from

Keyword list Add quotes to the keyword

Keyword	SPM	Google	ARP	SLC	QSI

Processing Time: 00:00:00

Status: Idle

Total keywords:

Keyword Repository

Keyword	QSI

Information corner

SPM - Search per month QSI - Quality score indicator
ARP - Average page rank of the pages per keyword SLC - Sponsored links count (Google ads)

After you import the keywords list into the import field above, then it will show you the list of keywords. You can hit the start button from there and it will do all of the checking for you. It will tell you how many results there are in Google, how many searches per month, etc.

Keyword list						<input checked="" type="checkbox"/> Add quotes to the keyword
Keyword	SPM	Google	ARP	SLC	QSI	
"diy solar panel"	9900	493000		2	First param	▲
"diy solar panels"	18100	348000		8		
solar panels	1220000					
diy solar power	12100					
home solar panels	90500					
cheap solar panels	14800					
solar panels for your hom	60500					▼

Processing Time: 00:00:14

Status: **Processed 1.5%**

Total keywords: **100**

START STOP

Export to CSV... Move to repository

So we already know that homemade solar panels is a highly searched term, with a low Google result amount. This results in a perfect niche to promote with a target keyphrase. Our next step would be to locate a product in ClickBank that matches the niche, and has a quality sales page to convert your clicks into commissions.

After going to ClickBank and typing "homemade solar panels" into their search bar, I came up with the following product. I like this product because they are a popular one, and they have a cool sales page with a video presentation. This means that it will likely result in high conversions.

Home Made Energy - The Best Diy Offer!




Nov. 2010 -- New video salesletter just beat our 2-year control! Earn \$70.5 With Back-End Sale. Choose The Energy Offer That Super Affiliates Promote - Today! For aff resources, go to: <http://www.homemadeenergy.org/aff>

Avg \$/sale
\$39.10


[Promote](#)


[Vendor Spotlight](#)

Stats: Initial \$/sale: **\$39.10** | Avg %/sale: **69.0%** | Avg Rebill Total: **\$0.00** | Avg %/rebill: **1.0%** | Grav: **39.03**
Cat: **Green Products : Alternative Energy**










 Like 465

I proceeded to hit the "promote" button and created the following hoplink "<http://561edaff1bso8lf7u7plpak2v3.hop.clickbank.net/>". The problem is that the link is rather ugly don't ya think? To get around that, I simply visit my blog and create a Pretty Link.

Name	Hits / Uniq	Group	Created ▼	Links
 homemadeenergy Edit Delete Reset Hits Tweet Email	0/0		2011-01-13 15:02:00	http://www.brandonconnell.com/homemadeenergy Target URL: http://561edaff1bso8lf7u7plpak2v3.hop.clickbank.net/

You can do the same thing if you use [Pretty Link](#) or [Ninja Affiliate](#). They basically do the same thing. These are plugins that I recommend for every Wordpress install you do.

Now my ugly affiliate links looks like this: <http://www.brandonconnell.com/homemadeenergy> and if you were to click on it, you would see the same thing you would if you clicked on the big hoplink above. People are more likely to click on a pretty link than that would if they knew it was a ClickBank link. It's kind of how people are used to Google AdSense ads... they also get used to ClickBank links and they are turned off by them.

Setting up our website:

The first two things you need are hosting, and a domain name. For hosting, the smartest thing you can do is get tons of bandwidth and space while paying very little. The best place to do that right now would be [Hostgator](#) because you can get tons for under \$15 a month. The cheapest plan would cost you less than \$5 a month, but I recommend the \$15 plan if you plan on taking this affiliate marketing thing seriously. After you have your hosting in place, you need a domain. I buy almost ALL of my domains through [Godaddy](#) because it is a simple interface for domain management, and they have consistently held the best prices year after year. Some companies like Yahoo end up offering a deal, then charging outrageous yearly prices to renew your domain. I have never had that problem with [Godaddy](#).

I am NOT going to get into the specifics of changing your DNS settings so that your domain points to your hosting. Godaddy will help you change your DNS to the settings that Hostgator provides in their welcome email if you call them.

So assuming you have your domain and hosting setup correctly, it's time to get a website setup. You can do this in various ways. One way, would be to use Wordpress that you download from [Wordpress.org](#) which will allow you to use many free plugins and update the website without hassle. Another way would be to setup a static website using a free template you can download from [OSWD.org](#). Either way is fine. Just make sure that you choose the one you are comfortable with. Either way, we are going to market it so that it starts getting immediate traffic.

Let's assume you went with Wordpress for now. One of the very first things that needs to be done when you install Wordpress would be to set the permalinks. Those can be found under Settings/Permalinks. Adding permalinks will make your URLs search engine friendly rather than ugly dynamic links. I had to mention this because I see a lot of bloggers out there that forget this basic thing for search engine optimization.

The next thing we want to do is start writing. We can locate articles that have already been written by going to EzineArticles. I searched for "homemade solar panels" and located a good related article.

Benefits of Homemade Solar Panels

By [Andrew Oke](#) ★

Article Word Count: 502 [[View Summary](#)] [Comments \(0\)](#)

Ads by Google

[Siemens Home Wind Power](#) Highly efficient, solid & reli

[Home Made Solar Panels](#) Build your own solar panels. Sa

[Solar Panels For Homes](#) Find Solar Panels For Homes inf

[Electric Solar Panel Info](#) Consumer Tips, Tricks, Advic

[Solar Panels](#) Best Prices on wholesale solar panels BP

Have you ever wondered why people nowadays are accommodat these homemade solar panels instead of depending so much on th services offered by utilities provider or even buying ready-made s are the top reasons why.

1. Big Savings.

Sunlight, the source of solar energy, is actually free. With homen are actually making use of something that is free. They work by r sunlight into electricity. From that alone, you can actually say go whopping eighty percent of your electric bills!

Buying ready-made panels are expensive as compared to building buy, you just acquire the product. Before you can actually make further costs like installation costs, freight to transport the panel other necessary costs involved to actually put them to use. On t solar panels cost approximately \$200 only for materials with minim cleaning every now and then, which you yourself can do on your

What you can do after you locate an article is to read it entirely so that you understand it, then proceed to rewrite it so that it is not the same article anymore. Use your own words throughout the entire article, and check it against [Copyscape](#) when you are finished. If it passes, then you have a golden article. You then want to go back to your list of keywords from the Google Keyword Tool and insert some of them into your article throughout, where ever they will make sense. This will ensure that you are using many keywords that are related to your niche, and showing Google that your article is not spam targeting a specific keyword. Doing this will bring you tons of traffic from keywords that you had no idea you were targeting, and can result in sales. Don't skimp on this method!

Once you have your completed article, it's time to post it. Create a new post. Before you post your article, we want to insert an image. That image can be the logo image of the product. So proceed to the affiliate sales page, and snatch their logo graphic on top.



You want to insert the image with an align left like I did right here where I'm typing now. You see the image to the left of this text? It will make your post look professional when you do this. Also make sure you link the image to the affiliate product using your pretty link. That way, when

they click on it they will reach the sales page rather than a close-up of your image. You can then post your article text, and edit it so that it has headings, bulleted lists, etc. Make it appear nice, and easy to read. Rinse and repeat with 3 more articles!

Let's generate traffic!

1st Step

Once you have your new niche blog setup with a product and unique articles, it's time to drive traffic to it. Traffic is what will turn your niche blog into a money-maker.

A method I like to use when in a hurry to drive traffic is guest posting. I don't just guest post anywhere though. These days, you can see me guest posting on ProBlogger and other larger blogs. This results in over 500 unique visits in 2 days! What better way to bring traffic than a guest post on a large blog?

The cool thing here is that you do not have to always target a related niche blog to guest post on. You can get some generalized traffic by writing about your experience as a blogger, and having it published on ProBlogger or something similar with lots of traffic. Because everyone is interested in free energy, your generalized traffic can easily result in sales commissions! At least it will get your link out there.

Another cool thing is that lots of people tend to steal articles (while keeping author links intact) from high traffic blogs. This means that you will end up with a ton of one-way links to your niche site just by publishing a guest post on a major established blog. So what are you waiting for? Write a killer article and submit it. Proceed to submit articles (including niche specific) on other blogs. This is the #1 best method of immediate traffic.

2nd Step

The second step in generating traffic would be to sign up with EzineArticles and write up a few of them to submit. You can do the rewrite method here as well. Make sure your articles are at least 500 words, but I recommend longer. Longer articles do better in search engine results, and can bring you more traffic.

EzineArticles allows you to use pen-names. This means that you can make up a name completely, and nobody will ever know it's you. This is especially useful if you are testing a niche that you are ashamed of associating your name with. ;)

Get about 10 articles live for this niche, then move on. You can always go back and add more if you feel that the niche can do better with more articles pushing its traffic.

3rd Step

Your next step is to blog hop your ass off. You can find 100 blogs to comment on related to this niche, and leave a comment on them (using a fake name if necessary), while leaving your URL. Avoid the blogs that do not have a URL field, because they will not help you when you are trying to drive traffic to a URL.

You can find blogs by using a few methods. One way to locate Wordpress blogs is to do a Google search that looks like this:

“I am using KeywordLuv.” + “free energy”

Replace free energy with another keyword to locate more blogs. This will show blogs that use the

keyword luv plugin only though. You can do something similar to find blogs that have CommentLuv enabled.

If you want to locate other blogs that are not only Wordpress, you can search Technorati or another directory of blogs. Or perhaps you can search Google for “DoFollow blogs” and see what kind of lists pop-up. When you find an active blog, you will most likely find even more blogs by following the links left by commentators.

Recommended Traffic:

If you are really serious about this affiliate marketing business, you can buy traffic to your blog. The best way would be to establish a \$300 a month budget for an Adwords campaign. The only thing is that I recommend a CPM campaign rather than a CPC campaign.

The different between CPM and CPC is that CPM means cost per thousand. This means that your ad will be displayed 1,000 times before you are charged the bid amount. The same bid amount could only get you a single click with a CPC campaign, while a CPM campaign can get you UP TO 1,000 clicks before you get charged your bid amount. Not saying that you will get a thousand clicks, but it's common sense to want to try before spending all of your money right?

With CPM, you can setup a campaign that only displays on certain websites. So with a solar panel related website, we would want to target websites that have diy home improvement readers. Real estate magazines and others in a similar niche are a great fit, and have the best chance of getting you some serious clicks. You do not want to advertise a solar panel website on a website about golf strategies. See where I am going with this?

What Else!?!?

Oh, did you think it would be hard? Nope! Not at all. I gave you what you needed to get started and make a decent income to replace your job with. What else do you want?

If you liked my quickie guide here, feel free to make a paypal donation to brandon@brandonconnell.com and check out my blog at <http://www.brandonconnell.com>

You can also add me at http://www.twitter.com/Brandon_Connell and <http://www.facebook.com/Brandon.D.Connell>

I have more free ebooks too... All you have to do is sign up for my free newsletter. Oh and by the way... If you haven't yet, make sure you subscribe to my blog feeds by email! That's the easiest way to see the latest on my blog! Go here! <http://feedburner.google.com/fb/a/mailverify?uri=BrandonConnell>

Thanks!

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