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Self-Starters Weekly Tips

Learn the Difference Between Websites that Cost You Money... and Websites that MAKE You Money!

Earn Thousands in Christmas Cash!

Click here to also listen in to the MP3 Version:

<http://www.selfstartersweeklytips.com/earn-money-online.mp3>

Attending the Affiliate Marketing Seminar live on the web last week was a great experience! If you missed it, you can still access the recording of the event - as well as the transcripts - by selecting option #3 at:

<http://www.picktheirbrains.com/cgi-bin/x.cgi?aid=776>

It's no secret that **Affiliate Marketing** and **Passive Income** are two of my favorite topics ;) In fact, I'm downright *passionate* about it! And the reason that I bring it up here so often is because I honestly believe it is one of the easiest (and most fun!) ways to make a living online.

So this week we're really going to dig in. November is already here... which means Christmas is literally just a blink away! Outside of planning for the holidays, shopping & cooking, family get-togethers and all of the other fun stuff - - it's time to focus on any changes or additions we are going to make so that we can **capitalize on the holiday shopping season** here on the internet. It's HUGE - - and there are more than enough opportunities for you to cash in!

People are going to come online and SEARCH for gifts and products and ideas. They are going to search at Yahoo and eBay and Google - and maybe even at the new MSN search engine.

You can take a sneak peek at MSN's beta search here:

<http://techpreview.search.msn.com/>

- check the results to see how well your web pages rank at MSN!

Anyway, the key to marketing (whether it is your own products or someone else's products - aka affiliate marketing) is to get in front of your potential buyers. **If they are coming online to search for the items they need and want... you need to be right there: on those search engine results.**

There are two ways to do it: SEO & PPC

SEO means that you optimize your web pages to rank well for specific search terms, and aim to get your web page listed in the top 10 results (or better yet - in the top 3!).

PPC stands for "pay per click" and is an option to advertise directly on the search engine pages... and you only pay if someone clicks through. This means you pay ZERO if your Ad doesn't generate any interest. That's a pretty good deal ;)

I know that some of you already understand these concepts, and are doing VERY well with Affiliate Marketing - or with marketing your own products & services - already. But for those of you that are new to online business, or having a hard time generating the kind of traffic that you need to become successful, here are a couple of resources that I use myself:

If you want to MASTER the Pay-per-Click method, and you already have your own website and your products and/or services, you'll want to read Perry Marshall's Definitive Guide to Google Adwords. Perry shares the down 'n dirty details of obtaining a high CTR (click-through rate) AND **converting those clicks into sales!** He also has a free 5-day course on this same page:

<http://www.selfstartersweeklytips.com/adwords-guide.htm>

If you don't have your own website, or your own products - you'll want to consider **Affiliate Marketing**. By promoting other people's products, in exchange for a hefty commission check, YOU can cash in on the holiday shopping season, too! And no - its definitely not too late to start ;)

You'll want to check out the latest Guide - titled Google Adwords 123 by Greg Heslin. On his site he says, "The following charts will show you an example of what I have earned, as an affiliate marketer, in 1 day, using the revolutionary insider techniques I reveal in Google-Adwords -123." A must read! This is one I downloaded last week, myself, and am really enjoying! Again, **no website necessary** - just see:

www.selfstartersweeklytips.com/adwords123.htm

A little more expensive, but very popular, is Brad Fallon's complete audio course that will teach you the **"insider secrets" to obtaining top search engine results**. These are clicks you DON'T have to pay for - so if free traffic sounds good to you, check this one out at: <http://www.selfstartersweeklytips.com/seo-blueprint.htm>

Personally, I've had success with both methods... and I would recommend that anyone use both of them to gain traffic and exposure. The combination of the two can really bring you to the top!

Last year I chose to promote products that related to The Cat In The Hat movie - Dr Seuss collectibles, etc - as the movie came out just before the holidays and was heavily promoted. I had to do some major guesswork as to what keywords people would use, as there was no data collected - it was a new "hot market".

Also, I have to admit that I didn't know that much about PPC back then, and was just learning the finer elements of SEO. I lost my butt on the PPC for that campaign... but did very well in the search engine listings. It wasn't until after the holidays that I downloaded Google Cash and The Definitive Guide to Google Adwords - talk about ENLIGHTENMENT *laugh*. Both guides were GOOD investments... because now I make a very nice passive income every month from my pay-per-click campaigns ;)

Here's the trick to both methods (SEO or PPC) - **you have to know what people are searching FOR**. That's the purpose behind keyword research - and using WordTracker, Overture's Search Term Suggestion Tool, etc.

Once you know exactly what people are searching for - and how they are searching for it - it pays to take a close look at the competing web pages or advertisers. Then you have a good idea of exactly what it will take for you to jump in and claim your stake!

Now, if you don't already have your own product(s), **there are two ways you can get started**. You can find a great affiliate program, and then research the market. Or you can find a great market, and then search for a complimentary affiliate program. I use both of these methods, depending on which I happen to run into first.

(Some marketers will argue that you need to find the market first... but I'm going to assume that you are smart enough to know whether or not a product has a decent market - - and then brainstorm the best ways to approach them!)

So that's it:

- 1) Find a product
- 2) Research the market

Finding a product is easy - you just pick one and run with it. Not all campaigns are going to be successful, so you start with one and you either get it up and running smoothly - bringing you in a nice passive income - or you Fail Fast. Period!

But you cant do either until you get started ;)

There are a lot of affiliate programs to choose from. If you are having a hard time choosing a program to work with, try:

www.clickbank.com
www.ej.com
www.linkshare.com
www.shareasale.com
www.affiliatefuel.com

And here's one I was just checking out today - A LOT of great products to choose from:

Leadhound <http://www.leadhound.com/cgi-bin/join.pl?id=13864>

But wait - you can get lost on any one of those sites looking at different programs, and end up with 14 different products you want to promote. **Just choose ONE** to start. Jot down a note somewhere of the other programs you want to try next, one after the other. Trust me - you want to start out with a very sharp focus and expand slowly ;)

Next comes the **Keyword Research** - or researching the targeted market. If you are building web pages around your affiliate products, you want to choose 1-3 very focused keyword phrases (aka search terms) to optimize each page for. If you are going to promote the affiliate product via PPC, you want to find as many keywords or search terms as possible!

My suggestion: do both. Choose 1-3 keyword phrases to optimize for, and use the rest in your PPC Campaign for the same product.

You really want to choose keywords and phrases that are an EXACT MATCH for your landing page(s). For example, if I am promoting sweaters for small dogs, I should NOT use the keyword "dogs" or "sweater". It doesn't matter how many searches a day - or month - these keywords get. If the keyword isn't a perfect match for what I am offering, it is going to be a waste of time and/or money. (Proven Fact)

Instead, I would go for keywords like:

dog sweater
small dog sweater
small dog clothing
small dog clothes

...etc

Rosalind Gardner says that she typically has around **2500 keywords** for any given Campaign. She is the author of The Super Affiliate Handbook: <http://www.selfstartersweeklytips.com/sah.htm> and was also on the panel at the Affiliate Marketing Seminar last week. Now don't let that number scare you... instead, I shared that tidbit with you to give you an idea of how many ways there are to approach any given market!

There are a lot of ways to "say" anything. Here's an example for you:

online
on line
web
internet
net

Get the idea?

So yes, you do have to do a bit of brainstorming. The keyword research tools out there are not going to do ALL of the work for us. However, they are VERY useful in a number of ways...

There are two that I use faithfully: **WordTracker** and **Keywords Analyzer**. WordTracker offers a free trial, though it is very limited (only showing you 15 results per search): www.selfstartersweeklytips.com/wordtracker.htm . That said, you can use it over and over with no time limitations. It does show you different results for singular and plural forms of any given word - and it shows different results than other tools as the data from each is pulled from different places. So I definitely recommend that you use more than one tool.

Overture is a great place to begin your brainstorming. I often use their free Search Term Suggestion Tool to really get warmed up. You can find that tool here (and you'll want to bookmark it):

<http://inventory.overture.com/d/searchinventory/suggestion/>

Go ahead and click on that link and then type "sweater" into the text box and hit your enter key. Here are some of the first few results you'll see:

30023 sweater
13244 dog sweater
11192 wool sweater
9739 cashmere sweater
6956 womens sweater
4697 argyle sweater
4579 small dog sweater

So you can see, just using the term "sweater" in the example above where we were promoting small dog sweaters... would result in **A LOT of untargeted traffic**.

Next - hold your mouse over the term "dog sweater" in that list, and click on it. **Now you have a huge list of potential keyword phrases to work with!**

Note: You really don't know which gets more searches: "dog sweater" or "dog sweaters" or "dogs sweater". Overture only shows you the singular version of any given word. This is the reason you double-check your keywords with WordTracker ;)

Now if you think Overture is cool (and it is), you're going to love Keywords Analyzer. This is the other keyword research tool that I mentioned above - one I use for all of my keyword & market brainstorming whether I am working on an SEO project or a PPC campaign.

I've been using Keywords Analyzer since it came out over a year ago. You'll know from my recent comments in the forums that I haven't had too much contact with the developer, Goran Nagy, over the last 6 months or so. That changed recently when his new partner (Chris) contacted me and asked me to try out the latest release of Keywords Analyzer.

I was also concerned at comments that there was a perception that Keywords Analyzer had somehow "copied" from Jeff Alderson's Adword Analyzer - I've since looked into that accusation closely, and having heard both sides of the argument, I'm convinced that Keywords Analyzer is most certainly its own product and that no "copying" went on here.

All that aside, let me tell you why I LOVE this program.

Keywords Analyzer is capable of pulling literally thousands of niche keywords, and then giving you all the pay per click data on both AdWords and Overture campaigns that you would possibly need for "competition analysis".

You can also use it to research for SEO (it has exact phrase matching for website results).

One of its most powerful and useful features is the "Advanced Search" function - this separates it from other similar tools and makes it a serious research tool - in addition its ability to search for Pay per Click data.

Essentially what the Advanced Search does is to search your keyword and return a list of results. It then searches those results and adds the results to the original list. And then it searches those results... and so on, as many times as you specify when you are setting up the search.

This is how it's able to generate huge lists - **over 11,000 results** for keywords using the word "car" and nearly **4,000 results** for keywords containing the word "mortgage."

The "Related Terms" search is a really useful unique search as well. **This tool helps you research new angles to your keyword that you may not otherwise have considered.** This search interrogates Google and gives you a list of potential keywords that are all somehow related to your original keyword, but do not include it. Very often this list forms the basis for a whole new research session and new opportunities for your marketing!

Keywords Analyzer will also show you the most used URL's in PPC Ads for any given keyword. What this means is that you can plug in "small dog sweater" and research the competition - find out if most of them are competing to promote the same product... look at all of their titles, and really analyze their ads. And you can do all of this for every keyword - all within one program. Very powerful!

But here's something REALLY cool. In the latest version, you can **import results from WordTracker** - - so that you can see all of these great details about THOSE keywords, too! It's really simple. You just click on your Search button and then click "Import WordTracker Results".

And NOW you have the results from more than keyword research tool - all within this incredible program. Singular versions, plural versions, SEO info and competition analysis - PPC details - you name it! It is THE MOST comprehensive keyword research tool I have EVER used.

Keywords Analyzer costs \$79. It's well worth that price, without a doubt, considering just how much you can increase your profits - or begin to earn - when you have this kind of information at your fingertips 24/7.

For me, all of these tools combined have been THE BEST investment I've made into my online business!

But right now - and for the next week or so - Chris is giving us a price break. This is a special deal for YOU, so if you share this link... please share it sparingly. That means - don't publish it in your newsletter or share it on your blog... just a friend or two that you think could really benefit from the deal would be okay. Chris has said that if this page "gets out there", he'll have to pull it.

Here's the page - and you get Keywords Analyzer for only \$65 at this page only: <http://www.selfstartersweeklytips.com/special.htm> . I am honestly not sure how long Chris will extend this offer for us - - and NOW is the time that you want to begin your sales campaigns for the holiday season. I want to encourage you to give this program some serious consideration... because it's a good deal, yes - - but also because it could **make the difference** in how profitable this year ends for you.

I use it. I love it. I make money online. And there's nothing different about you and I - YOU have as much potential as I do (if not more) and the opportunity to SUCCEED is out there for ALL of us ;)

This was a long letter, I know - but I wrote to you with the intention of motivating you and exciting you about the potential to **make some serious money** over the next couple of months. Money that you can use this Christmas. Money that you can use to fund your other ventures. **Money that you can easily make over and over again** once you set it into motion!

Just yesterday I registered a new domain name. I'm still thrilled that I found such a good one - I cant believe it was available! I set up the hosting on my ThirdSphere account (they allow me to add as many websites or point as many domains to my one main account as I need).

Then I put my son on the task of creating the content pages - he has just turned 13 years old, and is now working with me in the home office. He was able to get 28 pages created in just under an hour! What's next? I'll plug some searches into Keywords Analyzer... finish up the site and go live!

It has nothing to do with Internet Marketing. Neither do most of my PPC Campaigns. **There's a whole world of ideas and markets and products out there... and people are buying *something* every single day.**

It's time - right now - to dig in and really end this year with a bang!

Here's to our success!

cheers

~ Lynn Terry

p.s. If you are working with several sites, or need an affiliate program manager and/or shopping cart - all the goods - my host (ThirdSphere) is a GOOD option... and they've been really good to me. You can get more information on their plans here:

<http://webservi.thirdsphereclassic.com/>

If you have any comments or questions - email me! Better yet, join me live over at the SSWT Discussion Forum, along with your fellow subscribers:

<http://www.SelfStartersWeeklyTips.com/forum/>

- See you there ;)

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*Perhaps you've heard a lot of hype about "working online" - so have I.
But I've also been doing it successfully since 1997 ;)*

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