

AFFILIATE ROCKET

COMPLETE GUIDE TO SUCCESSFUL AFFILIATE MARKETING



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YOUR GUIDE TO AFFILIATE MARKETING SUCCESS

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Introduction

A few years ago, making money in affiliate marketing was drop-dead easy. All you had to do was build a website that featured a handful of search-engine-optimized content, drive traffic to your pages through old-school methods (like Web 2.0, hub pages and link wheels) and before too long, you could penetrate any niche market you wanted.

Fast forward to today, and the industry doesn't look anything like it used to.

That's not to say that you can't make money in affiliate marketing. You can, and **you will**. But the methods are very different, and so your approach to building a long-term successful affiliate campaign needs to be based around **new, refreshed strategies** that will stand the test of time.

It makes the most sense to focus on building an evergreen system anyway, right? That way you can set yourself up for **long-term success**, rather than worrying that the paradigm of affiliate marketing may shift yet again, and cause the foundation of your online business to come tumbling down.

Because there won't be any "king's horses and all the king's men" to put

your foundation together again.

Following the strategies in this blueprint will guide you towards building a **future-proof affiliate marketing business** because you won't make the mistakes that so many others do who build their platforms on shaky strategies and questionable marketing tactics.

You see, a few years back it was all about **quantity**.

This meant that you had to have a ton of websites, an overload of content, and nonstop traffic hitting your website just to make any money at all. Affiliates were either writing or outsourcing thousands of words of optimized content each week just to keep their websites ranking in the major search engines.

It was a ton of work and sometimes, and quite often, that incredible effort produced very little results.

Because there was no focus on quality!

In fact, many affiliate websites were stuffed with articles that were nothing more than gibberish because they would often “spin” content to keep their websites ranking for targeted keywords.

And you can guess what happened next...

Since affiliates were more focused on pleasing search engines, rather than the people who visited, those who stumbled onto the websites weren't impressed. And who could blame them? They certainly weren't given any helpful information. The content sucked!

Then Google and other major search engines flipped the script and it all came tumbling down.

Today, the affiliate marketing scene is a very different animal and those of us who worked hard to produce quality content that offers real value couldn't be happier. Because today, it's all about **quality**.

Google's algorithm has improved dramatically. Not only does it detect the length of the content—favoring longer content in nearly every case—but it also detects the quality of the writing.

Content with too many spelling mistakes, grammatical errors, repeated keywords (known as “keyword stuffing”), and thin content will no longer rank so easily—if at all. And unlike the old style of boosting a page rank with backlinks, it is no longer nearly as effective. In fact, having too many backlinks, or low quality backlinks, can actually hurt a page's ranking.

So, what works today? How can you claim your share of the multi-billion-dollar affiliate marketing empire?

Building niche authority sites!

Now, don't worry. I'm not talking about large-scale network sites like Huffington Post or BuzzFeed. Those sites are run by large companies with hundreds of writers pumping out content every day. They also try to appeal to the masses.

That's **not** what you are going to do.

You're going to build authority websites around a **specific niche** that caters to a **very** targeted audience. And with that site, you'll become a niche authority.

I know what you may be thinking...

How can I become an expert if I don't know a lot about my niche?

The great news is that you don't have to! If you read a few books in your market, listen to podcasts, and spend some time visiting authority blogs that have already established their audience, then you have what it takes to build a niche authority website that **generates steady sales** through product recommendations.

The truth is, you only need to know slightly more than your average visitor!

In this guide, we're going to look at how things have changed over the years, what is currently working, and how you can start making money as an affiliate **right now**.

You'll learn how to:

- Select the most profitable niche markets.
- Find the right affiliate network based on your long-term goals.
- How to selectively choose the best products to promote.
- How to create a powerful niche authority website in a few days.
- How to create great content that will drive traffic to your website.
- How to generate future-proof traffic that will stand the test of time.

And I'm just getting started!

Best of all, I know that you may not have a lot of money to invest when you're just starting out, so I'm going to focus on free or affordable resources whenever possible. That way you can get started quickly with minimal upfront cost.

So, are you ready to start making money as a niche authority affiliate marketer?

Let's get started!

Focusing on Quality

I don't want to spend a lot of time discussing the history of affiliate marketing and how different the scene is today, but I do want to make sure that you don't make the same mistakes so many new affiliates are still making. Because believe it or not, people are still following outdated strategies and guides that lead them astray and hurt their chances of being successful.

It makes me cringe to see affiliates still spinning 150-word articles that offer little value, expecting positive results. These new marketers don't realize that whatever little income they make from these BS tactics will be fleeting, at best.

So, just in case you need a reminder: these days, **quality** is paramount.

That doesn't mean you have to be a skilled writer in order to develop content for your authority niche website. You don't. It's about **following a proven content strategy plan** that's based on researching your market, identifying the type of content that people best respond to, and then establishing credibility within your niche by catering to that demand.

And if you aren't interested in writing the content yourself, you can easily create a swipe file that includes:

Blog post headlines: based on what research has proven captures attention as well as what keywords you want to rank for.

Content style: the focus you want your writer to take along with the writing style (conversational, authoritative, humorous, etc.).

Key points: what is most important to convey and the overall objective of every piece of content.

Then, hire an experienced ghostwriter from places like www.Upwork.com and outsource the majority of the content creation! If you do that, your role will be to research content and then manage your small team of writers.

In this guide, you're going to learn a process for promoting affiliate products through reader magnets (strong, quality content) that will generate a **long-term, stable income** rather than one-off sales that come and go with search engine flux.

You'll learn how to create quality content that will not only get you ranked in the search engines, but also make visitors happy enough that they just might come back again and again while positioning yourself as an expert in your niche.

If you think you can earn a ton of money by slapping up affiliate links and spamming social media or the search engines, stop reading right now. That's **not** what this method is all about.

But if you are ready to roll up your sleeves and get your hands dirty, and you're willing to be dedicated and most importantly consistent, you can build a solid, long-term income in a matter of a few short weeks.

What is the new, tried-and-true method of making money today?

You are going to **build targeted authority websites** that will stand out in your niche, bring in long-lasting, high quality traffic, and build trust and credibility in your market.

People are going to turn to you for guidance, advice and reassurance when at the verge of purchasing products and services.

There will be no wall of resistance or extensive conditioning needed because you will have already **proven yourself capable** of delivering the kind of content that helps them make the best decisions.

You are going to focus on quality over quantity, and on user experience and satisfaction, over making a quick sale, and by doing this you are positioning yourself for maximum traffic, exposure and profits.

The authority niche website model is the absolute easiest way to build a long-term, profitable online business.

With authority niche websites:

- You can build an evergreen, future-proof website around popular niche markets that are proven to be profitable.
- You can easily generate income through affiliate marketing by helping to connect consumers with products that help them.
- You can diversify your income in a safe, effective and scalable way that doesn't rely on Google.
- You can turn your niche authority website into an automated, passive income source!

Your first step? Choosing a profitable niche market based on longevity and exponential growth. Let me show you how.

Step 1: Choosing a Profitable Niche

The first step in getting started is choosing a niche market. You may already have a niche in mind, but even if you do it would be a good idea to **research it thoroughly** to be sure it's likely to be profitable over the course of time.

That doesn't mean I want you hung up on choosing a niche. For many, this is the point in which they freeze up, afraid that they'll choose the wrong niche or spend a lot of time and effort creating killer content around a niche that doesn't make enough money to keep them afloat.

Instead, I want you to **exploit a simple yet powerful strategy** for choosing a profitable niche market so you can get started quickly without risk.

There are many different **types** of niches, and the methodology for niche research and application can be significantly different based on the type of niche you choose.

Let's look at some of the different types of niche markets.

- **Desperate Niches** – Desperate niches are those in which the average buyer has a problem they are desperate to solve. Maybe

they're lonely and they are desperate to find a partner. Perhaps they're dealing with mental, emotional or physical affliction that they're anxious to seek relief from. Or perhaps they are struggling financially or professionally and need guidance in getting their career back on track.

These people will gladly spend money if you can convince them you can give them the help they need. In desperate markets, **you are a problem solver.**

- **Passionate Niches** – Passionate niches are those in which the average buyer is very passionate about the topic. This type of niche includes hobbies like crafts, golf, collecting, drawing, painting, singing, cooking, video gaming... pretty much any type of hobby or pursuit that people feel extremely excited about.

These people will gladly spend money if you have what they are looking for at a good price.

- **Everyday Niches** – These niches are those in which the average buy *might* need or want the product, but not to the degree that they are willing to do nearly anything or spend nearly anything to get it. These niches include things like household goods, small appliances, most types of consumer electronics, etc.

These people might spend money, but only if you can lead them to a good price or a hard-to-find product.

Desperate niches are usually **the most profitable**, but they are also typically very competitive. They also require a bit more work because you need to prove yourself worthy by delivering killer content that they can't find anywhere else.

Passionate niches are also typically **very profitable**, but as with desperate niches, they are extremely competitive. The great thing about passionate niche markets is that half your market research has been done for you because you already know what your target audience is most interested in and willing to pay for.

Everyday niches require that you focus on promoting products that are in high demand and low supply. If you can find a source for an in-demand product that is hard to locate, you have the potential to make good money in an everyday niche. Otherwise, it's a good idea to avoid niches like this—at least until you're a lot more experienced as an affiliate marketer.

That leaves desperate and passionate niches, and my advice is that you choose one of those to concentrate on in the beginning.

Just to be clear, I'm not saying you can't make money in obscure niches. You certainly can, but if you are just starting out it will be a lot easier to

focus on evergreen niche markets such as ‘desperate markets’ and ‘passionate markets’.

Ultimately, the best niches are evergreen niches that already have:

- Unlimited products to promote.
- High demand and constant growth.
- A large, existing customer base.
- Lots of existing blogs, websites, products, social media groups and forums.
- And above all else, competition!

Makes sense, right?

It’s always best to dive into a niche that has already proven to be popular and profitable. Don’t be afraid of competition, it’s a sign that the niche is viable and worth pursuing.

You can also divide niches into:

- **Information-Based Niches** – Information-based niches are those that involve digital products rather than physical products. An example of such a niche would be the “how to make money online” niche.

- **Product-Based Niches** – Product-based niches are those that involve physical products more than information or digital-based ones.

There may be some crossover between these two types of niches.

For example, the acne niche is heavily focused on both information and products. You can choose to focus on either information or products, or you can focus on both. It's your choice.

In fact, **most** niches have at least some degree of crossover, but you'll quickly learn which one is the primary focus as you do your research.

Niche Research Methods

There are a few easy ways to check a niche for potential profitability that don't require a lot of time.

To start, the niche research method you use will depend on the type of niche you are interested in. For example, the easiest way to check for profitability of an **information-based** niche is to check sites like Amazon for things such as:

- Books on the topic

- Magazines on the topic
- DVDs on the topic
- Book rankings which will indicate popularity
- Bestsellers lists

You want to see a lot of different books and products in your chosen category, and then analyze rankings to determine whether they are profitable, as well as how easy it would be for you to break into that market.

How do you know if a product is doing well?

Look under “Product details” and find the **Amazon Best Sellers Rank**. This will give you a good idea as to whether that product is selling.

Many well-known affiliate marketers follow this when using Amazon for market research:

- There should be at least 4 books in the category’s top 10 with a ranking of 15,000 or less.
- If you’re looking to sell physical products, veteran marketers like Josh Shogren suggest the products should hold a rank at 5,000 or less and be priced between \$10-50.

Let's start with researching information based niches on Amazon using the "4 books in the category's top 10 with a ranking of 15,000 or less".

To begin, log into your Amazon account and browse the categories until you see something that personally interests you. You can begin by browsing Amazon charts, bestsellers or run a keyword search for a topic that interests you.

Tip: Another fast and easy way to find niche markets that you are personally interested in is by looking through the "**Recommendations by Amazon**" which are based on your purchase history. It's a simple way to uncover hot niche markets that you will personally enjoy working in.

I'm going to start with a book, *The Power of Now* by Eckhart Tolle, in the Medication and Self-Help category because I have personal interest in this niche and know I could write a lot of killer content for it.

The first thing I do is scroll all the way down so I can see the rankings of the book:

Amazon Best Sellers Rank: #1,766 Paid in Kindle Store (See Top 100 Paid in Kindle Store)
#3 in [Kindle Store](#) > [Kindle eBooks](#) > [Nonfiction](#) > [Self-Help](#) > **Spiritual**
#4 in [Kindle Store](#) > [Kindle eBooks](#) > [Religion & Spirituality](#) > [New Age](#) > **Meditation**
#8 in [Kindle Store](#) > [Kindle eBooks](#) > [Religion & Spirituality](#) > [Spirituality](#) > [Personal Growth](#) > **Self-Help**

We can see that the book ranks in the **top 10 within 3 popular**

categories, Spiritual, Meditation and Self-Help.

Next, let's scroll further down until we see "Similar Items by Category" as shown below. This is where we'll be able to investigate the overall popularity of this niche market as well as find sub-niches.

Sub niches are found when you drill down into a main niche. They are a smaller segment of the market. For example, the "make money online" is a broad, main niche but "Make money online as a freelance writer" is a sub niche. Another example is "weight loss" which is a primary niche market where "weight loss after baby" is a sub niche.

Looking at the "Similar Items by Category", I can find relevant sub niche markets easily, as shown below:

Look for similar items by category

- [Books](#) > [Health, Fitness & Dieting](#) > [Alternative Medicine](#) > [Meditation](#)
- [Books](#) > [Reference](#)
- [Books](#) > [Religion & Spirituality](#) > [New Age & Spirituality](#)
- [Books](#) > [Self-Help](#) > [Personal Transformation](#)
- [Books](#) > [Self-Help](#) > [Spiritual](#)
- [Kindle Store](#) > [Kindle eBooks](#) > [Religion & Spirituality](#) > [New Age](#) > [Meditation](#)
- [Kindle Store](#) > [Kindle eBooks](#) > [Religion & Spirituality](#) > [Spirituality](#) > [Personal Growth](#) > [Self-Help](#)
- [Kindle Store](#) > [Kindle eBooks](#) > [Self-Help](#) > [Spiritual](#)

Take note of these sub niches and then scroll back up to the product information for the book you are researching. In my case, *The Power of Now*.

Amazon Best Sellers Rank: #1,766 Paid in Kindle Store ([See Top 100 Paid in Kindle Store](#))

#3 in [Kindle Store](#) > [Kindle eBooks](#) > [Nonfiction](#) > [Self-Help](#) > **Spiritual**

#4 in [Kindle Store](#) > [Kindle eBooks](#) > [Religion & Spirituality](#) > [New Age](#) > **Meditation**

#8 in [Kindle Store](#) > [Kindle eBooks](#) > [Religion & Spirituality](#) > [Spirituality](#) > [Personal Growth](#) > **Self-Help**

The book is ranked 1,766 of the entire Kindle store and is in the top 10 in three popular categories. This is a great sign, but this ranking is based purely on the Kindle version of the book. We want to take things a step further and create a more detailed snapshot of the niche's profitability by looking at site-wide rankings. To do this, you simply check out the physical paperback's book ranking and compare.

Paperback: 236 pages

Publisher: Namaste Publishing (August 19, 2004)

Language: English

ISBN-10: 1577314808

ISBN-13: 978-1577314806

Product Dimensions: 0.5 x 6 x 8.5 inches

Shipping Weight: 9.1 ounces ([View shipping rates and policies](#))

Average Customer Review: ★★★★★ 5,267 customer reviews

Amazon Best Sellers Rank: #143 in Books ([See Top 100 in Books](#))

#4 in [Books](#) > [Health, Fitness & Dieting](#) > [Alternative Medicine](#) > **Meditation**

#6 in [Books](#) > [Religion & Spirituality](#) > **New Age & Spirituality**

#7 in [Books](#) > [Self-Help](#) > **Spiritual**

Look at those numbers!

I can see that this book ranks #143 of all books on Amazon, which means this is a very popular book.

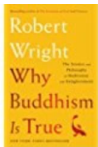
It's time to drill down further into sub-niches based on the information we collected earlier. This is the final step in uncovering other profitable niche markets within this one. In my example, based on what Amazon shows as "Similar Items by Category", I would drill down into:

Alternative Medicine – Meditation

New Age & Spirituality

Personal Transformation

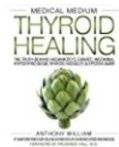
and so on.



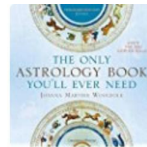
Meditation



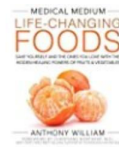
Dreams



Mental & Spiritual Healing



Astrology



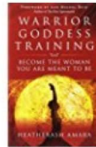
Angels & Spirit Guides



Spiritualism



Wicca, Witchcraft & Paganism



Shamanism



Druidism



New Thought

This leads me to even more sub-niches to investigate! Amazon is truly one of the best places to conduct niche research, especially for information products because not only is it the largest digital marketplace in the world, but it provides a treasure trove of valuable information for niche marketers.

Focus on solid books rather than anything based on trends (like adult coloring books, for example). You want to dive into a niche with staying power.

Of the top 5-6 products in every sub niche, run the numbers again, paying attention to category rank, physical (paperback) product rank and overall rank on the entire Amazon store. If you find 4 books in the category's top 10 with a ranking of 15,000 or less, you're onto something!

In this example, I would consider writing content around the meditation or self-help spiritual niche market because I've uncovered multiple books ranking in the top 10 and multiple sub-niches ranking below 15,000 overall. Plus, there are tons of products within this niche market and lots of competition, a clear indicator that it's a healthy, viable niche.

Repeat these steps until you've found yourself a solid, evergreen niche market. Once you've found a niche with longevity, take a closer look at the types of books being sold. I've discovered that Meditation books are popular and a solid niche, but what kind of books exactly?

For example: Meditation for single moms, meditation for high stress jobs, meditation for pregnant women, and so on.

Drilling down into the types of books is the key to **true niche segmentation**, and will help you learn to read the metrics and determine a

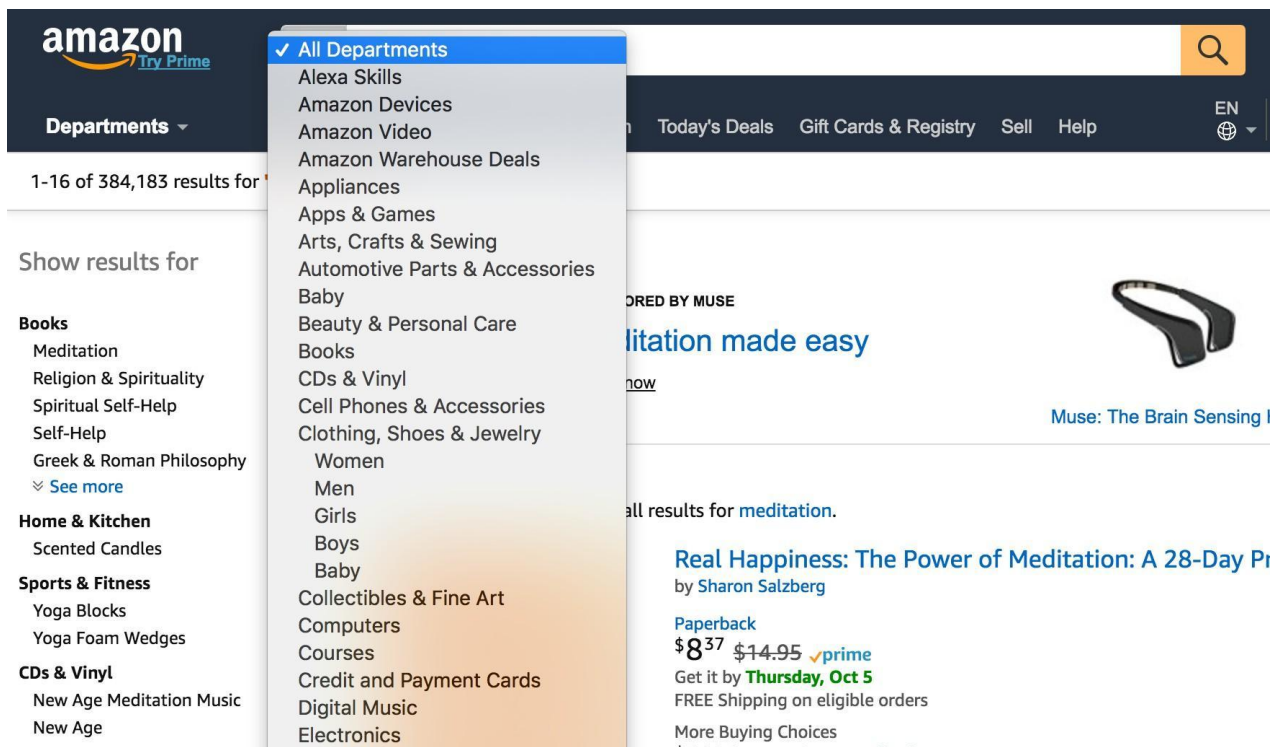
niches long-term potential.

Plus, the titles of these books make awesome blog posts!

So, what about **product-based** niches?

Let's turn to Amazon once again. This time, enter your niche into the top search bar and choose "All Departments".

In this example, I enter in "Meditation" and choose "All Departments":



Doing this loads a page that has everything from scented candles, yoga blocks, new age music, and aromatherapy products.

Next, I would take a close look at the product rankings of those physical items to determine how well they are selling. It's a similar process to how you conduct niche research for information-based products on Amazon, except you're casting a wider net since you are analyzing products in many different categories.

Another easy way to find hot physical products to promote is by looking through the Best Sellers lists on Amazon. You can do that here:

<https://www.amazon.com/Best-Sellers/zgbs>

Best Sellers
New Releases
Movers & Shakers
Most Wishd For
Gift Ideas

Amazon Best Sellers




Our most popular products based on sales. Updated hourly.

Any Department

- Amazon Launchpad
- Appliances
- Apps & Games
- Arts, Crafts & Sewing
- Automotive
- Baby
- Beauty & Personal Care
- Books
- CDs & Vinyl
- Camera & Photo
- Cell Phones & Accessories
- Clothing, Shoes & Jewelry
- Collectible Coins
- Computers & Accessories
- Digital Music
- Electronics
- Entertainment Collectibles
- Gift Cards
- Grocery & Gourmet Food
- Health & Household
- Home & Kitchen
- Industrial & Scientific
- Kindle Store
- Kitchen & Dining
- Magazine Subscriptions
- Movies & TV
- Musical Instruments
- Office Products
- Patio, Lawn & Garden
- Pet Supplies




Toys & Games

› [See more Best Sellers in Toys & Games](#)

<p>1.</p>  <p style="font-size: small;">Hatchimals - ColLEGGtibles 4-Pack + Bonus (Styles & Colors May Vary) by Spin Master</p> <p style="font-size: small;">★★★★☆ 322</p>	<p>2.</p>  <p style="font-size: small;">Disney Moana's Magical Seashell Necklace</p> <p style="font-size: small;">★★★★☆ 353</p>	<p>3.</p>  <p style="font-size: small;">Cards Against Humanity</p> <p style="font-size: small;">★★★★★ 37,033</p>
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Electronics

› [See more Best Sellers in Electronics](#)

<p>1.</p>  <p style="font-size: small;">Fire TV Stick with Alexa Voice Remote Streaming Media Player</p> <p style="font-size: small;">★★★★☆ 108,583</p>	<p>2.</p>  <p style="font-size: small;">Echo Dot (2nd Generation) - Black</p> <p style="font-size: small;">★★★★☆ 54,864</p>	<p>3.</p>  <p style="font-size: small;">Kindle Paperwhite E-reader - Black, 6" High-Resolution Display (300 ppi) with Built-in Light, Wi-Fi...</p> <p style="font-size: small;">★★★★★ 50,500</p>
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Now, browse through different categories on the search for physical products that could be connected to your niche by clicking on the links in the left-hand navigation menu. And don't forget sub-categories!

For example, if I were interested in promoting cell phones, I would also consider cell phone cases, and accessories. The same for the digital camera niche. I would dig further into sub-categories such as lenses, DSLR cameras and camcorders.

The idea is to niche down! Choose a main niche, prove its profitability through quick and easy research (category rankings and overall rankings) and then drill down into that niche to segment and uncover other profitable markets.

Make sure to check out the "Also Bought" section on every product page as well, as Amazon does a great job at providing a snapshot of related items that may be worth selling.

Keep in mind that when choosing physical products to promote, you may want to start with products that are \$50 or less. This price range is an easy one to work in because the price is low enough that potential buyers aren't second-guessing their purchase, or needing further reassurance.

If a physical product doesn't fall into a category that includes books, you can do the same thing with other types of products as well.

For example, if you find a niche involving some type of collectible item, you can simply search for products that someone in that niche might buy. Let's use the model car niche as an example.

I searched for "model cars" on Amazon, making sure I had "All Departments" selected so it wouldn't show me only books, or only videos, but would show me all products related to that search.

Next, I clicked "Model Kits" to further refine my search. This narrowed the results considerably.

I clicked the first result that was not a sponsored result. (Remember, we want to know what's popular, and sponsored results might not be popular.)

I took a screenshot of the "Product information" section. You'll notice that this looks a bit different than the "Product details" section of the book result I posted earlier. It does not show the **overall** best seller rank, just a couple of category ranks.

Look at the results:

Product information

Product Dimensions	6.6 x 2.9 x 2.9 inches
Item Weight	15.2 ounces
Shipping Weight	9.6 ounces (View shipping rates and policies)
Domestic Shipping	Item can be shipped within U.S.
International Shipping	This item can be shipped to select countries outside of the U.S. Learn More
ASIN	B0083VDTKG
Item model number	85-4011
Manufacturer recommended age	8 years and up
Best Sellers Rank	#26,923 in Toys & Games (See Top 100 in Toys & Games) #43 in Toys & Games > Hobbies > Models & Model Kits > Model Kits

In this case, it is ranking #26,923 in Toys & Games, and #43 in the Model Kits sub-category. Toys & Games isn't a tight enough category to be a lot of use, so I clicked the Model Kits sub-category and clicked the #1 result, which had a rank of #1,995 in Toys & Games.

That tells me that the model kits niche is likely to be a profitable one, and it warrants additional research.

You can also do research on other marketplaces, but I primarily use Amazon because:

- It gets a lot of traffic.
- It has best seller ranks.

- It generally features the lowest prices, so results aren't skewed by being overly expensive.
- It has a lot of products all in one place.
- Chances are, if a product is out there, it's on Amazon.

Still, here are a few other places where I conduct niche research on digital/information products:

Clickbank: <http://www.ClickBank.com>

Go beneath the surface of their top-level categories and drill down into the sub-categories so you can narrow your focus and find hot, sub niche markets.

Yahoo Trending: <http://www.Yahoo.com>

Check out the trending section on the front page to see what kind of news, current events and hot topics are trending. This is a great way to generate ideas for content as well. You can do the same thing at Twitter, <http://www.Twitter.com>

And here's my **top spot for spotting hot niche markets** while being able to view snapshots of a website's income: <http://www.Flippa.com>

Flippa is a website flipping marketplace where people buy and sell established niche websites. It's a fantastic resource when scouting for potential niche markets. Add this one to your niche research toolbox.

I recommend starting with a niche that **you are passionate about**, but that you have also verified to be both **evergreen and profitable**, after conducting some quick and easy research.

If you're personally interested in the niche, you will be more excited about creating content, building your websites and engaging with others in the market. And trust me, the content you write will be so much better if you are personally invested in the topic.

Also, because the method I'm teaching involves a considerable amount of time and effort, I also **highly** recommend sticking with **just one or two niche websites when you're just starting out**. You will never have enough time to devote to managing dozens of different niche sites unless you have the money to outsource most of your content to qualified freelance writers and marketers.

If so, feel free to venture into other niche markets once you've cut your teeth on the first one and have generated sales and gained some hands-on experience. But remember, you don't need a hundred different websites to make money anymore, anyway!

It is much more effective (not to mention manageable) to stick to one or two niches, focusing on delivering killer content and providing a positive user experience, than it is to spread yourself too thin.

Again, you want to create an **authority-based niche website** that positions you as a leader in your niche and someone that others turn to for insight, valuable information and guidance. That means you need to be able to produce top-notch, original content that will leave readers begging for more.

Do that and you'll never struggle to make money online again.

Step 2: Website Setup

By now you should have chosen your first niche and so it's time to set up your website. We're looking to build a real business here, and to establish authority in your niche so a well-crafted website with high quality, original content is key.

Yes, it does require a small investment, but you can get started for as little as \$20 or less. You cannot skip this method. Having a website is critical to this system, but the investment **will** pay for itself.

Technically you **could** start with a blog on Blogger or Tumblr, but once you start making some money, you'll want to switch everything over to your own domain, which could be a real hassle down the line. You'll lose traffic, and will have to start building links from scratch, etc. It's not ideal, so try to find the money for a domain and hosting, if possible.

Choosing a Domain Name

The first thing you need to do is purchase a domain name. Your domain name is kind of like your website's street address. It tells computers where your website resides.

Don't try to get too cute. Most of the "perfect" domain names in your niche will already be long gone by now, as will most of the major keyword domains. So, you'll need to get creative, but not over-the-top.

Let's say you've chosen the basket weaving niche. You want a domain name that lets people know what your site is about without getting so cute or crazy that people don't remember the site or just avoid it altogether because it seems unprofessional.

Some examples might be:

- BasketWeavingCentral.com
- BasketWeaverSpot.com
- WeavingGreatBaskets.com

I haven't looked to see if any of these are available or not, I just came up with them off the top of my head. They're purely meant to be examples of professional domains one might choose.

Examples of bad domains:

- DreamyWeavy.com (a silly play on "dream weaver")
- BasketWeevil.com (weevil sounds like "weaver")

These domains, while they might be cute and kitschy, would not seem professional to the average visitor. They wouldn't be memorable, because people would be thinking of the original words (like dream weaver) and might have a hard time remembering the play on that word that you used.

A lot of people use NameCheap to register their domains because they are affordably priced and have coupons every month.

NameCheap

>> <http://www.NameCheap.com>

Set Up Hosting

While a domain name is like your website's street address, hosting is like your website's physical location—like the land it sits on.

When it comes to hosting, I highly recommend buying a yearly hosting package if you can afford to. Because it will probably take you a few months before you become profitable. By paying for a year upfront, you won't risk looking at that monthly hosting bill and the fact that you're not earning much and saying, "Forget it!"

And if you don't pay your hosting bill and your site goes down, any work you've already put in will be gone. Poof!

Don't let that happen to you. Pay for a year upfront if you can possibly manage it. If you're serious about this business, you'll find a way. Remember, this is a business, and businesses require investment.

If you can't swing a full year upfront, try to find the least expensive hosting package you can that has decent reviews. You don't want to lose traffic because your host is unbearably slow, so it's important to pay attention to reviews. And be careful that the reviews are from legitimate users and not affiliates who are simply looking to make a commission.

It's perfectly fine to buy your hosting through an affiliate link. Just be sure you read some legitimate reviews first.

Make sure you choose a hosting company that has an admin panel like cPanel and has one of the software installation packages like Softaculous. This will make it a breeze to install stuff like WordPress, even if you don't have a lot of technical knowledge.

Some popular hosting companies include:

HostGator

>> <http://www.HostGator.com>

BlueHost

>> <http://www.BlueHost.com>

NameCheap

>> <http://www.NameCheap.com>

Install WordPress

The design of your website is basically like the building that sits on your land (hosting). For this method, we'll use WordPress, because you can get started without learning a bunch of coding.

If you have a hosting company that includes Softaculous or one of the other installer packages, it will be incredibly easy to install WordPress.



Under scripts, click on WordPress. This will bring up the WordPress installer page. Click on “Install Now”. Enter the information requested. I usually choose <http://www>. As the Protocol. Choose your domain from the dropdown box. Leave the directory blank unless you have a different page on the root of your domain.

Enter your site’s name and a short description. Leave WPMU blank. Enter a username and password. DO NOT use admin as your username, because it will make your blog easier to hack, and choose a strong password! Enter the email address you want notifications to go to. Use Limit Login Attempts should be checked. Then just scroll down and hit Install.

Once it’s finished, use your username and password to log in and get started!

If for some reason you close this page, you can access your admin login page at:

>> <http://www.YourDomain.com/wp-admin>

Just replace YourDomain.com with your own domain.

When you get logged in, there are a few things you will want to do to get your site set up properly. Go to Settings in the menu on the left, and click Permalinks.

You can set your own structure here, but I usually use either Post Name, or a custom structure in which I add this text into the box:

/%category%//%postname%/

This isn't absolutely critical, but it does make your site more SEO friendly, because it gives the search engines extra keywords instead of just random numbers and such, which is how WordPress handles things by default.

Once you've done this, it's time to add plugins and themes.

Install Themes & Plugins

There are plenty of free themes out there, so it's not necessary to pay for them. However, there are themes out there that are built specifically for marketers, so you might want to look at a few of them.

One theme that is very good for marketing purposes is the Extra theme from Elegant Themes.

>> <https://www.elegantthemes.com/gallery/extra/>

This theme is structured well, has many features that make it work very well for marketing, and works well with Elegant Themes' marketing plugins, too.

Sometimes Elegant Themes has specials where you can get a lifetime license at a very affordable price, so it's worth looking out for those offers! Even at the current yearly access price of \$89, or the current lifetime access price of \$249, it's a great deal for all that you get access to!

Plus, the Divi theme is excellent for making product sales pages and squeeze pages because it lets you create your own pages using modules. It's very easy to use, even for a beginner. Their documentation leads you through the whole process. So, if you think you might want to launch your own products later, this membership is even more worth it.

Don't forget to download and install some of their plugins, as well.

For example, Bloom is great for creating amazing opt-in forms. Monarch is an excellent social media sharing plugin that adds social sharing buttons to all your posts automatically. And the Divi Builder plugin will add the powerful drag-and-drop page building functionality of the Divi theme to ANY theme from ANY creator.

ElegantThemes

>> <http://www.ElegantThemes.com>

Don't go crazy with plugins! Add only those you really need. Otherwise, you'll end up slowing down your site, which will hurt your SEO.

I suggest adding:

- A social media plugin, such as Monarch (from ElegantThemes)
- An opt-in plugin, such as Bloom (from ElegantThemes)
- An SEO package like All-in-One SEO or Yoast
- W3 Total Cache for speed
- Schema.org Rich Snippets (for SEO, Pinterest, Facebook, etc.)
- A security program like WordFence
- A backup solution like BackupBuddy
- An analytics program like Google Analyticator or Clicky by Yoast
- An editorial calendar, especially if you have multiple authors
- A comment system, like Akismet or Disqus, to help combat spam

You may find some others that work well for your specific needs, but these are some of the most important that you'll almost certainly want to include. Most are free, but a few are paid. There are almost always free options available, but sometimes the paid options offer more features or work better.

Another great package you might want to consider using is SumoMe. They have many plugins that you can install from a single interface.

Just install the SumoMe plugin, sign up for an account, and you can install the various plugins from the interface.

They have plugins for social sharing, opt-ins, and lots more.

SumoMe

>> <https://sumo.com/>

Step 3: Choosing Your Affiliate Networks

There are tons of affiliate programs to choose from, but you don't want to go joining every small program under the sun. Unless you're promoting a product that just isn't available on any of the major networks, it's best to focus your efforts on just a few big players.

There are many reasons for that, including:

- Taxes can be a nightmare if you're getting 1099s from many different companies. You'd have to keep an eye on too many companies to make sure they've sent you the proper documents each year, and if you forget about a company you could have big problems with the IRS for failing to report that income on your taxes.
- Checking your earnings and conversion rates is much more difficult if you're using many different networks. It can get overwhelming trying to monitor and manage an extended network of companies that you promote for.
- Spreading yourself too thin can result in failing to meet minimum payment thresholds and thus not getting paid for a long time. Many of the top networks have a minimum payout you must reach for

them to issue you a payment, and if you spread your income around too much it will be harder to meet those minimums.

It's never a good idea to put all your eggs in one basket, either. Anything can happen. Major companies close every day due to bankruptcy, lawsuits, hostile takeovers, etc. They also change rules, ban people unfairly, or without warning, close their affiliate programs down.

At the same time, if you're using just one affiliate program, things like this could completely wipe out your entire income overnight. But if you have a few different networks you're working with, your overall risks will be minimized.

Plus, you can go through your site and find any links to the old network and change them out to another network or another product and minimize your losses even further.

Another bonus of using a handful of different networks is that you can post price comparisons.

For example, if you have three different networks that feature the exact same product, you can post the prices at each website and offer the consumer different choices. They may not always choose the lowest price, but may instead go for the site that has free shipping or that they regularly

use and trust. Providing multiple options gives you a better chance at getting the sale.

So, which are the “**best**” affiliate networks?

Let’s separate them into two main categories: physical and digital. There may be some crossover, but most networks fall mainly into one or the other.

Physical Product Networks

You’ll experience lower payouts in the physical products category because profit margins are much slimmer, but you will probably find physical products easier to sell, as people tend to trust them more than digital products these days.

Amazon

>> <https://affiliate-program.amazon.com/>

First and foremost, there’s **Amazon**. The Amazon affiliate program doesn’t have huge payouts because their low prices offer very slim profit margins already, but the more you sell, the higher your affiliate earnings percentage.

Not only does the Amazon affiliate program let you earn money on physical products, but they have a bounty program that pays you a fixed amount whenever visitors try out their services like Amazon Prime.

Amazon has **millions** of products available. They have everything from clothing in every size, physical books and eBooks, and all kinds of electronics, to rare and strange kitchen gadgets, hard-to-find foreign items, collectibles, and even limited, out-of-print books and special editions.

Amazon used to pay affiliates quarterly, but they have since started paying monthly. This, in my opinion, removed the only real downside to working with them, so if you've avoided them in the past because of those quarterly payments, consider giving them a chance.

Rakuten

>> <http://www.rakuten.com>

Rakuten, formerly Buy.com, has around 100,000 products available from many different sellers. They are the largest e-commerce site in Japan, and one of the largest in the world.

They have a wide variety of products at good prices, and customers can earn 5% back on most items. This builds a certain degree of loyalty,

making it easier to generate sales, especially from people who already know the Rakuten brand.

They manage their affiliate program through the Linkshare network.

Digital Product Networks

Digital products are those that users can view online, or download such as ebooks, courses, training and how-to guides, but also include graphics, photography and illustrations.

Clickbank

>> <http://www.ClickBank.com>

ClickBank is the original digital product network, and they still have tons of active affiliates and plenty of quality products to choose from. Of course, there are plenty of worthless products as well, so it's important to check out the quality of not only the sales page, but also the product itself.

Ideally, you should always buy the digital products you plan to promote so that you have personal experience with them and can write comprehensive, genuine reviews.

If you can't afford to buy all the products you want to evaluate, consider contacting the owner and letting them know who you are and what your goals are (sell more products for them).

You'll want to have a website up and running before you contact developers so that you can demonstrate your commitment to providing quality content within the niche and that you can generate traffic to their product. Many times, product developers will be willing to give you a review copy to help you promote it.

That doesn't just apply to ClickBank products, but to all digital products. Some product owners will ignore you, thinking you're just trying to get a free product. But others will be happy to give you a review copy to get you to promote the product.

It all comes down to your ability to demonstrate your commitment to promoting the product and bringing new business to the developer.

ClickBank used to pay monthly, but now they pay weekly if you are paid by direct deposit. Yes, **weekly**! You can also choose to be paid every two weeks if you prefer.

They also have some outlandish requirements for getting paid, such as needing to sell products to multiple buyers with multiple payment methods, which is all laid out on their payments page. It's frustrating,

which is one reason why they've been losing a lot of business to other companies like JVZoo.

You can see the payment information here:

>> <https://support.clickbank.com/hc/en-us/articles/220609947-How-We-Pay-You>

JV Zoo

>> <http://www.JVZoo.com>

JV Zoo has quickly overtaken ClickBank as the most popular digital product marketplace and affiliate network. There are many reasons for this, primarily with how people are paid.

With JVZoo, people get their money instantly via PayPal instead of having to meet some minimum payout and waiting on the payment schedule. It's one of the easiest networks to get into so give it a try.

Step 4: Quick & Easy Product Selection

Once you have signed up to a couple different affiliate networks, it's time to start looking at individual products. The products you choose to promote can make or break your success, so you'll want to choose carefully.

One benefit of using a large network like Amazon is the ability to see reviews for most products as I've mentioned earlier. This will not only make potential buyers more comfortable when purchasing a product as they can read through feedback from previous buyers, but it will put your mind at ease when you choose products, as well.

As long as you look for products with a large number of reviews and an overall positive rating, you will generally be safe as far as the quality of the product.

Choosing the right products to promote doesn't have to be a huge process. Just look for the most interesting and exciting products you can find, and then try to find a way to work that product into the article that you write.

You could try writing a review of the product if you have used it yourself. If not, you can aggregate reviews you find on other sites by rewriting them.

Examples:

The Dice-O-Matic 9000 has a bevy of great reviews on various websites. Most people say that the blades are incredibly sharp, and stay sharp for a long time, so you don't have to worry about them getting dull and less effective over time. People also seem to think it chops and slices much faster than the competition, and makes much neater cuts.

Although positive reviews far outweigh the negative, a few reviews do mention that the motor is rather loud, and that the cord seems a bit too short. However, these issues are minor when compared to the overwhelming benefits of the product.

That way, you're not copying a specific review, which would be plagiarism, but you're still expressing the reviews for your readers. You're just aggregating people's thoughts on the product.

Be sure to include a little negative information, too, if there is any. People tend to trust reviews more when they include both positive and negative information about the product.

Of course, you don't have to use the review format. You can just work the product into a standard article.

For example, you might write an article/recipe on your food blog that mentions the product and drops a link to it.

It might be something like:

Today's recipe is my famous Meat Overload Lasagna, and this stuff is mmm-mmm good! Everyone who's ever tried it says it the best lasagna they've ever had—except for my vegan sister who wishes I'd just make my Spinach Lasagna instead.

I got this new food processor called the [Dice-O-Matic 9000](#) and gave it a try today. I must say, it FLEW through all those onions and peppers in no time flat, and even managed to chop all the herbs without getting gunked up. I'm really impressed, and I think it was the best purchase I've made for my kitchen in a long time.

Now, I wouldn't say something like that if it isn't true, obviously. If you haven't used the product, you could try something like this:

I've been thinking of getting a new food processor for a while. I've had mine for about three years, and the blades seem to be getting pretty dull, and the bowl is scuffed up.

I found this new model on Amazon called the [Dice-O-Matic 9000](#) and the reviews are really good, so I'm thinking of buying it and giving it a try.

Have any of you tried this model? If so, what do you think of it? Let me know in the comments.

This way, you're not only working the product into your article, but you're also encouraging interaction, which is beneficial for search engine optimization as it shows your visitors are engaged.

Remember, you can promote a very wide range of products. You don't have to stick with just one or two. Because you'll probably be using an affiliate program with thousands, if not millions of products to choose from, you aren't stuck promoting just a handful of items.

In some niches, there are so many great products that you could promote something new every day and never run out of products to promote!

Occasionally, you'll run into a product that sells so unbelievably well that you'll want to focus on selling it in more than just one post. Let's say you create a website in the DIY crafts niche, and you do a lot of crafting yourself. Maybe you use a specific craft caddy to organize all your tools. So, you could plug in a link to that craft caddy in nearly every post you

make. Just mention you pulled out your trusty [Super Craft Caddy](#) and got to work on the new product.

Simple, right?

You can also put links to your MVP (Most Valuable Products) in your sidebar to keep them right at your visitor's fingertips. I'd stick to just 3-5 of your favorite, best-selling products so you don't dilute their effectiveness.

You can also check places like Pinterest, Instagram, YouTube, and other blogs in your niche to find product ideas. You may even find products you didn't know existed this way!

Step 5: Creating Epic Content

Golden rule of profitable authority niche websites: You need to create truly epic content that connects with your readers.

In the past, writing a handful of short, keyword-optimized articles were enough to get top rankings and plenty of traffic, but these days your content must be top notch for several reasons:

- Google won't rank low quality content in the search engine.
- People won't feel inclined to share irrelevant content on social media or within their communities.
- People won't click affiliate links on sites that don't provide value or win them over.
- People won't join your list if you have content that doesn't motivate or move them in some way.
- You'll never position yourself as an expert with thin, useless content.

If you put out low quality content, you almost certainly ***will fail***. I'm sorry, but that's the truth. There is no method of traffic generation that will make worthless content profitable.

The great news is that it's easy to create epic content that both people and search engines will love. In fact, I find it easier to create content in today's marketplace than ever before because I don't have to worry about meeting some specific keyword density or including the right keywords in the right spots.

I just research what is most important to my market and write content that will do **3 very important things**:

Connect with your readers. Your content needs to resonate with your audience so they begin to see you as an authority or expert on the topic. This means that your content needs to be well-researched, actionable and comprehensive.

Persuade your readers. Your writing needs to motivate them into taking action, even if that action simply involves returning to your website again. In order to persuade readers, you need to earn their trust and convince them, through your content, that you are an expert on the topic.

Excites your readers. Your content should be something your readers want to share with their friends, family, social media and communities. This means that you need to deliver content that is different from other blogs, whether that is by offering a fresh perspective or a unique angle.

I begin by thinking about what my objective is. Do I want to write a piece of content that motivates someone to subscribe to my list? Do I require a specific action after someone reads my content, or is it being created in other to garner attention and gain trust?

Hint: Not every piece of content should require your reader to act. You need to build **pillar content** that provides exceptional value and helps them in some way that doesn't require anything on their part. No commitments.

Identifying your content's objective before you start writing it is extremely important and will ensure that your material is direct, informative and hits the target.

Once you know what your objective is, concentrate on conveying your message in a concise, direct manner. Don't get wordy! Develop content that people will want to share because it speaks to them, communicates a positive message that supports your brand and demonstrates your knowledge on the topic.

Flex that creative muscle!

You want to gain the respect of your niche market so you can build an authority website that people visit frequently, right? You'll do that by producing hot content that helps your audience.

And if you are suffering from writer's block and have no idea how to create epic content, go to the source!

Spend some time reading content from authority websites. Identify the influential marketers in that niche and study their writing style.

Take notes! Jot down anything that comes to mind whether it's an idea for a killer blog title or reminders regarding content format and style.

One fantastic tool that makes it easy to research (ahem, spy) on your competition and pinpoint influential blogs in your niche is with BuzzSumo.

They offer a free version so check it out:

>> <http://www.BuzzSumo.com>

But, what about keywords and backlinks? Aren't they still important to rank within the search engines?

It's true that you should still include relevant keywords within your content, but don't worry too much about that when you're in the writing phase.

The last thing you want to do is stuff your content with keywords because you're focused too much on hitting a certain keyword density.

Trust me, if you focus on writing rock-solid, epic content that provides exceptional value, persuades visitors into taking action and is well-optimized, your page will rank high in the search engines because other authority sites will link to your material and share it with their readers!

In fact, my suggestion is to **write your content first** without thought about keywords at all, and then go back through your content when editing and add in a couple of targeted keywords.

Don't concentrate on a single keyword. Instead, add several relevant keywords into your article, varying them throughout the material and the article or blog title. This is just as effective these days, because search engines can figure out what your topic is without having specific words in any particular order. They look at the context rather than just the words.

Ultimately, **Google determines the relevance** of your page by analyzing its content based on a few different factors, including where and how often you use certain words within your content. **Google then gauges the authority** of your page by the number of people (other blogs and websites) that link to your page and how trustworthy those sites are.

Considering that, obviously the most important thing is to write content for people and once that's done, optimize it for the search engines. Your visitors always come first.

Make sense? Let's move on.

Editorial Calendar

The first thing you should do when it comes to content creation is brainstorm for content ideas and add them to your editorial calendar. You can use specialized software for this, or a WordPress plugin (there are several out there), or the calendar on your computer or tablet, or even just a text document or physical notebook. Whatever you're most comfortable with is fine.

The point is to brainstorm those ideas and then insert them into your calendar to develop a schedule for yourself. This accomplishes two major things:

First, it helps you stick to creating content. One of the most important components in successful affiliate and niche marketing is to be consistent! And believe me, it's also one of the most challenging aspects because it's easy to get burned out. Creating a schedule will help keep you focused.

And second, it will help you remember to create special content for holidays and events well in advance so you aren't scrambling at the last minute. It's also a great way to brainstorm future topics.

If you want to create an article on decorating for a Fourth of July barbecue, you want to create that content sometime in May or June. This gives the content time to rank in the search engines, but also gives it time to start getting shared on social media and such.

The last thing you want to do is start creating that content on the first day of July. That leaves you very little time to create the content, and no time at all to get your promotions going. You might as well just skip that holiday if you start that late!

Creating an editorial calendar will help you prepare well in advance of these events, and will help you stay motivated and on course.

So how many articles should you post per month?

Don't look at it that way. There's no set magic number that will draw the line between success and failure.

The answer, basically, is to create as many articles each month as you feel comfortable creating, but with one caveat. Make sure you post **at least** once per month and that your article is **roughly 1000 words or longer**. Pillar content should be even longer, if possible. I aim for 1500 words per article ensuring that it's meaty, relevant and direct.

Also, start out by writing on a narrow topic! This will make research easier and keep you focused. So, choose a specific topic within your niche, break it down into a smaller segment, and then write a 1500-word article about that topic.

Keyword Research

In the past, keyword research was one of the most critical elements of creating online content. Every single article you posted needed to have your main keyword in the title, in the meta keywords, in alt image tags, in headings and subheadings, and a certain number of times in your content, at minimum.

These days, it's not that restrictive. Basic keyword research is still a good idea, but there's no need to spend too much time on it. You can base each article on a particular keyword if you want, but as long as the keyword is used at least once in your content, that's all it takes.

Let's look at a few options:

SERPs Keyword Tool

>> <https://serps.com/tools/keyword-research/>

This tool returns over 100 pages of results; however you must be specific when you enter a keyword.

For example, if you enter “recipe”, you get results such as:

- 15-bean soup recipe
- 30th anniversary cheesecake recipe
- 3000-year-old beer recipe
- 300 calorie recipe book

These all have relatively low volume, and you probably wouldn't want to devote a lot of time creating content for such low-volume keywords.

Even when I skipped to the last page, it was still putting numbers in front of every keyword, so it shows you exactly how many keywords are out there that start with numbers!

There were a total of 899,457 results, but it only showed 2001 of those, and they ALL started with numbers or a dollar sign! This indicates they provide results in alphabetical order, NOT based on the volume or CPC. Even if you sort by volume or CPC, you still get only those first 2001 results for free.

This isn't very useful if you need suggestions for keywords, such as finding different popular recipe types like "chicken soup recipe", "lasagna recipe", "best brownie recipe", etc. But you could still find some gems.

Their small business pricing for the paid version is currently \$49 per month, but you can only use it for 5 sites and up to 300 keyword searches per month. They do have a 30-day trial. If you need more keywords, their agency plan is \$99 per month and has up to 1,000 keywords.

KeywordTool.io

>> <https://keywordtool.io>

KeywordTool.io is great for finding keywords that are truly useful, but with one caveat. They don't provide ANY search volume data for free.

However, when I searched for "recipe" in Google, it came up with 701 unique keywords, including:

- Recipes with chicken
- Recipe for meatloaf
- Recipe calorie calculator
- Recipe for peach cobbler

These are all very useful keywords, but you cannot see any potential search volume without signing up for a "pro" account. The pro version is currently \$68 per month if you just need it for SEO purposes, or \$88 per

month if you want CPC data and AdWords competition data for advertising purposes.

One of the best things about this particular tool is that it can not only search GOOGLE'S keywords, but also other sites, such as YouTube, Bing, Amazon, eBay, and the App Store! This makes it a great all-around tool that could find keywords you might not find elsewhere.

AdWords Keyword Planner

>> <https://adwords.google.com/ko/KeywordPlanner/Home>

Google no longer allows public access to their keyword tool, but you can still use it if you have a free AdWords account. It's worth signing up for an AdWords account to get access to the keyword tool, even if you never plan to pay for advertising.

Keep in mind that the free tool does not provide accurate search volume anymore, just a VERY wide range of numbers, such as 100K-1M.

However, it's still an indicator of whether it gets a decent amount of volume.

Also, the tool does suffer from being too broad sometimes. My search for "recipe" came up with:

- Dinner ideas

- Meal ideas
- Quick healthy meals

Those might be useful for a food blogger, but they aren't as geared to the actual "recipes" topic as I would have liked. That said, it **did** return many keywords that **were** accurate, so I can't complain too much.

Here are two others that I recommend:

SEMRush

>> <https://www.semrush.com/features/keyword-research/>

Provides a quick snapshot of both short and long-tail keywords as well as information on PPC and organic traffic. This tool will show you who your competition is as well.

Moz

>> <https://moz.com/explorer/keyword/>

Moz is one of the top resources for information on search engine optimization and they've developed an awesome tool that will provide extensive data on all things keyword, SERP analysis, and visual representations of a keywords traffic volume.

Creating Your First Blog Post

Your blog posts should be **at least** 750 words, **bare minimum**, and 1,500+ is ideal. I know that might sound like a lot, but there is a lot of evidence that Google is **heavily favoring** longer content, and the sweet spot seems to be over 1,000 words. Shorter content just isn't cutting it these days.

I know I said we weren't going to concentrate too much on SEO, but you want your site to be ready for when Google **does** finally starts to pay you some attention, and you want your content to be top-notch for the people who visit you from social media sites so they will be more likely to like and share it. A post that goes content can change everything!

Don't let the idea of having to write longer content scare you off. If you spend just an hour a day writing content, you could easily create a 1500-word article every week.

If you have the money to outsource your content to experienced freelancers, that'll make things even easier. I've hired a few amazing writers from www.Upwork.com who write content for all my niche blogs at very affordable rates.

Just be sure to ask for samples before hiring a freelancer. Don't ask them

to write something specifically for you, that's not fair and is a waste of their

time in the event you decide not to hire them. Instead, ask them to provide links to content or samples they've written in your chosen niche. That will give you a good idea as to their understanding of your market as well as their style of writing.

And speaking of which, your content should always be written in **authoritative, yet conversational format**. You don't want your posts to be dry or boring. Keep people engaged by injecting personality and humor into your articles.

Yes, depending on your market, you'll want to adjust your tone to suit the niche, but don't be afraid to be different. Shock people, make them laugh, amuse them.

When I write an article, the process goes something like this:

- Choose a keyword to create an article around.
- Come up with a killer title.
- Find 3-5 sources for research.
- Come up with an outline for the article, 3-5 section topics.
- Find 3-5 images to go along with the 3-5 topics.
- Create a graphic for Pinterest.
- Create a graphic for Facebook.
- Create a graphic for Instagram.
- Write the article, making sure it is at least 1,000 words.

- Add images to the article at each section, adding alt text.
- Post the article to blog.
- Pin to Pinterest.
- Share on Facebook.
- Post the image on Instagram.

Let's look at each of these steps one at a time in detail.

Choose A Keyword

You don't have to meet any specific keyword density or stuff it into every paragraph, but you want to choose a keyword that makes sense and is likely used by your visitor's when searching Google for content.

Include that keyword in the title of your article, if possible. It's not absolutely critical, but it can help your future SEO. If you have a captivating article title that you think will pull a lot of traffic in, don't worry about the keyword. You can use it anywhere in the body of article.

Choose a Title

Your title is very important, because it's the first thing people see when they land on your page. It is as important as a book title. It can make or break your content's ability to connect with your reader. That means it

needs to be exciting, interesting, funny, and essentially, attention grabbing.

Let's say you have the keyword "chicken casserole recipes". You might be tempted to title your article something like "The World's Best Chicken Casserole Recipes". But that type of title has been used so many times that it's not exactly attention-getting, right? It's actually really boring!

Instead, you could try something like "11 Chicken Casserole Recipes That Will Impress the Fussiest Eater in your Life!" Or "11 Restaurant-Quality Chicken Casserole Recipes That'll Win His Heart!"

Don't be afraid to go crazy! After all, you're going to follow through with an exceptionally high quality article that will meet those expectations and fulfill your promise.

Find Sources for Research

You never want to use just a single resource for your research, because you risk creating content that borders on plagiarism. Contrary to what you may have been told, it's not enough to simply rewrite someone else's content.

Sure, if you rewrite it you probably won't run into any legal issues, but if someone were to come along that was familiar with the original source, it'll likely harm your reputation. You're too good to be a copycat!

And if you even think about being lazy and copying someone's content, let me clarify that it isn't just your visitors that you're likely to piss off. Google is becoming more sophisticated, and will quickly detect if two websites have very similar content. It doesn't want to show the same content over and over, so it tries to rank content that is **distinct**.

Guess what will happen if your site is found to be using the same content as another?

You'll get penalized as a "*duplicate content*" site. That means your website will no longer rank. You'll be lost in the black abyss, forgotten by the one search engine that matters.

Besides, if you use several sources for your research, you'll have a good mix of information when forming the basis of your content. Providing a different perspective on a much-covered topic is a great way to stand apart from the crowd, right?

So, research several sources, think about how you could provide a different viewpoint or speak to your reader in your own voice, and write that killer article!

Create an Outline

I always create an outline when I write content for my niche websites, whether it's for a special report that I offer as incentive to join my mailing list, or a 1,500-word article for my blog.

Outlines help prevent writer's block, and they ensure that you're including all the essential information without losing focus or going off track. I even outlined this book you're reading right now before I started writing it! ;)

A 1,000-word information-based article should have 3-5 sections, each focusing on a different element of your topic. This might vary, if you're writing something like a content roundup, but 3-5 sections are the sweet spot.

Need an example? No problem!

Let's pretend you're writing an article on ways to save money. You might have sections such as:

- Save money on groceries
- Cut out unnecessary recurring charges
- Lower your utility bills

- Cook at home more often
- Buy used items whenever possible

Essentially, you're segmenting your content and breaking it down into digestible chunks. It makes it easier for your reader to follow and pleases page-scrollers who browse sub-headers for the topics they're most interested in.

Integrating Eye-Catching Images

Images are an important element of your content, too. Google loves content that contains photos and illustrations, but so do users. Research has shown that our brain processes visual information **over 50,000 times** faster than text!

Images also help break up a wall of black-and-white text that may feel monotonous, and can also help support the points you make in your content. Plus, they just add some pizzazz! ;)

Word of Caution: Never use free images you find on Google Images!

Make sure you have the **legal right to use every single image you post**. Otherwise, you could end up on the hook for thousands of dollars in damages if the photographer or stock agency that owns the image finds

out that you've been using it without authorization or proper licensing.

I recommend creating an account at one of the popular stock image sites online, such as:

StockUnlimited

>> <http://www.stockunlimited.com>

DepositPhotos

>> <http://www.depositphotos.com>

Shutterstock

>> <http://www.Shutterstock.com>

If you don't want to pay for images, try searching various free stock sites like:

Pexels

>> <http://www.pexels.com>

Unsplash

>> <http://www.unsplash.com>

Pixabay

>> <http://www.pixabay.com>

StockSnap.io

>> <https://stocksnap.io>

Create Social Graphics

I always create **3 different graphics for social media.**

- One for Pinterest that is 600x1200 or 600 x 1800, or even 600x3000. Just make sure your images are taller than they are wide. (If you want to understand why, just look at Pinterest and notice which images stand out most!)
- One for Facebook that is 1200x630.
- One that is 1080x1080 for Instagram.

You don't have to have Photoshop, or even any special graphics skills, to create these images. You can use something like Canva to create your images for free on PC, Mac, and even on an iPad with the Canva app!

Canva

>> <http://www.Canva.com>

Another great option is Pablo, which is also free. It's very easy to use, and there are over 600,000 images include that you can use!

Pablo

>> <https://pablo.buffer.com/>

Write the Article

Remember to make sure your article is at least 750-1,500 words, and concentrate on relaying information in an interesting and engaging way. Then, edit it! You want to make sure you're not overlooking spelling or grammar errors.

If you struggle with this and don't want to hire an editor, download a free copy of www.Grammarly.com. It's one of my most used tools and makes me look like a pro! ;)

Add an Image into Each Section

Make sure to place images throughout your article for visual appeal and to keep your reader engaged. It'll help break up the content.

Don't forget to add **alt image text** for SEO purposes and for Pinterest. The alt image text will automatically populate the description field on Pinterest

if someone pins an article from your site and chooses one of your images, so it's very important to do this!

Here's a quick tutorial on adding alt text in WordPress:

>> <http://www.wpbeginner.com/beginners-guide/image-alt-text-vs-image-title-in-wordpress-whats-the-difference/>

Post the Article

Post the article to your blog when you're certain it's free from spelling and grammatical errors. If you're extra creative one week, you could always write content ahead of time (based on your content schedule) and then set it to go live on specific days.

I do this all the time, especially when I know one week is bound to be busier than usual and I don't want to fall behind with updating my niche blog. I'll schedule posts to go live once a week so that even if I'm not at my computer my website is up to date and producing fresh content.

Share on Social Media

Once you have posted your content, it's time to share it on social media!

- Pin it on Pinterest using an image based on the specifications I listed earlier. Taller than it is wide (600x1200).
- Post it on a Facebook page linking back to your blog post.
- Post on your Instagram while inserting relevant tags. Link back to your blog post.

In the next chapter, I'll show you how to generate insane traffic to your niche blog so that you can instantly maximize your profits.

Let's go!

Step 6: Generate Quality Traffic

Content may be King, but traffic is just as important. No matter how great content is and how gorgeous your design is, no one will see it if you don't generate traffic, right?

Yeah, I know. Get on with it!

Okay, so your website is like a gas station, way out in the middle of nowhere. You don't have any foot traffic walking by like a shop in a mall or in the middle of a town. You absolutely **MUST** advertise to get people to come in.

How do you do this? Not so fast. You need to prime your website so that it's ready for all that crazy traffic!

You start with:

List Building

First and foremost, it is incredibly important that you start building an email list right away. **Don't skip this!**

I know it might be a little intimidating. I get it. I was very uncomfortable when I first started building my list.

What would I say to them? Would they get frustrated with me for emailing them too often? Would they like what I had to say?

I know how you're feeling. It can be a bit off-putting, especially if you've never done it before, but then again, you are about to become a hugely successful affiliate marketer so you better get cozy with communicating with people and helping them make wise purchase decisions!

Building a list is vital, because your list will be **a primary source of traffic** that can't be taken away from you at a moment's notice. It will be one of the few things that are in your complete control of.

You'll have an active audience at your fingertips that you can connect with whenever you want. It's also one of the easiest ways to position yourself as an expert and authority in your market.

(And it's also a great way to test different content types and styles when you're just getting started as you can survey your subscribers and collect feedback from them!)

If you want to start building a list, you need to create an account with an email marketing service. This company will make it easy for you to create

an opt-in form, collect email addresses, set up autoresponders and consistently connect with your audience of subscribers.

They will also handle opt-out requests as well as ensure that only those who truly want to receive your message are subscribed to your list (called Double-Opt-In).

If you don't want to spend any money upfront, check out Mail Chimp. You can use their service for free until you get 1,000 subscribers, and after that the prices scale based on how many subscribers you have. Once you reach 1,000 subscribers, you should easily be able to afford the fee.

Mail Chimp

>> <http://www.MailChimp.com>

Here are some of the other popular email marketing services:

MailerLite

>> <http://www.MailerLite.com>

Constant Contact

>> <http://www.ConstantContact.com>

Aweber

>> <http://www.Aweber.com>

And my absolute favorite:

GetResponse

>> <https://www.GetResponse.com>

I use this and am an affiliate with them, so I may make a commission when I recommend them; without any cost to you. If you click on this link, you will get a free trial.

You'll want to create some sort of lead magnet—a giveaway to entice people to subscribe to your email list—and a squeeze page with your opt-in box that allows people to enter their name and email address to subscribe to your list.

If you aren't sure how to set up a squeeze page, you can cut out all of the work by signing up for a service such as:

LeadPages

>> <http://www.LeadPages.net>

Leadpages will generate squeeze pages, landing pages and opt-in forms, while providing you with in-depth data regarding your subscription rates and important demographic information. I highly recommend investing in this if you can afford to. It'll simplify everything.

Here are a few things to keep in mind when creating your squeeze page:

Magnetic Headlines

Just like a sales page, you need to capture attention instantly, and motivate your visitors to stay long enough to take action.

Your headline is one of the most important elements of a successful squeeze page, because it's the first thing they see. It needs to immediately capture their attention and motivate them into joining your list.

Content/Body

You want to keep your copy to a minimum, highlighting the benefits of joining your list and showcasing your incentive offer (the giveaway provided to them as soon as they subscribe).

Break down the copy into bullet-points so it's easier to read and skimmers get the gist without having to read a long copy. Bullet points emphasize the benefits of joining your list.

Keep It Focused

Eliminate any external links and keep your squeeze page clean, simple and focused.

Remember, the objective is to persuade your visitors to enter in their name and email address and become a member of your list. You don't want to distract them, send them off to internal pages, or confuse them in the process with multiple navigational options.

Strong Call to Action

Guiding your visitors by telling them exactly what they need to do to become a subscriber is very important. Don't just assume your visitors will know what to do. Not everyone will be familiar with mailing lists or squeeze pages.

Tell them how to join your list, such as:

“Enter your name and email address to become part of my inner circle!”

Minimize Graphics

Your squeeze page should load quickly and be extremely focused, so you don't want to bog it down with too many images. That being said, it's been proven that high-quality graphics can capture attention in a way that pure text can't. Consider adding an image that represents your incentive offer/giveaway.

For example, if you are giving them a report after they've subscribed to your list, hire a graphic designer to create a cool looking report cover and add that to your squeeze page.

Giveaway / Incentive Offer

If you have never heard of an incentive offer before, it's basically a giveaway that entices visitors into subscribing to your list to gain access to

more information.

I tend to offer short reports on my squeeze page as people tend to love them, and they're easy to write.

Here are a few other ideas worth considering:

- ✓ Short Report
- ✓ EBook
- ✓ Articles
- ✓ Video Guide
- ✓ Tutorials & How-To Guide
- ✓ Interview Transcripts & Case Studies
- ✓ Tools and Resources (Top 10 Lists, Must-Have Tools, etc.)

As long as what you are offering is relevant to your target market, and is as unique and high quality as possible, your squeeze page should do its job of converting visitors into active subscribers.

Search Engine Optimization

SEO is still a great way to generate traffic, but we're not going to focus on it too much. The main reason for that is Google (by far the biggest search engine) now heavily favors major authority websites, and getting ranked as a young, newly established website is nearly impossible for any keywords that matter.

That's not to say you shouldn't worry about SEO at all. It's still important to optimize your site, because eventually you will start seeing traffic from search engines. But we won't be depending on search engines for traffic. Any traffic we get from search engines will just be bonus traffic.

You can potentially speed up the process a bit by buying an aged domain that has a strong history, but those can be absurdly expensive for new marketers, so I wouldn't worry about that right now.

Install an SEO plugin on your WordPress site, include a keyword or two in each article, and eventually the SEO will take care of itself. You can delve further into SEO later, if you choose to.

Social Media Traffic

We are going to concentrate on getting traffic mostly from social media, because these sites have a low barrier to entry, and you don't have to spend any money to make use of them.

Sites like Pinterest, Instagram, and Facebook have millions upon millions of active users, many of whom are interested in pretty much any niche you can think of. In fact, these sites make it exceptionally easy to reach those users through various methods such as keywords, hashtags, and groups.

Don't make the mistake of trying to build a presence on every social media site online. Instead, focus on the ones where the majority of your target audience can be found.

In this guide, we are going to concentrate our efforts on **3** main social media sites for now:

- Facebook
- Pinterest
- Instagram

Facebook Marketing

There are many ways in which you can drive traffic to your website with Facebook, but I'm going to keep it simple and focus only on the most affordable, low-risk options in this guide.

For now, let's focus on the fastest and easiest ways to get started so you can cut your teeth on their advertising platform and start to drive traffic to your niche authority website, starting with creating a **domain based sponsored story and boosting a post**.

When people share your content on Facebook you can easily turn that post into a sponsored story in order to increase the reach of your content and to generate traffic to your niche authority blog.

This works well because it operates as social proof. It's not an ad you created by someone else's post who shared your content. You are essentially boosting the exposure it receives. In fact, the only way anyone can tell that it's a paid ad/boost is with the "Sponsored Ad" notice at the very bottom corner.

You can advertise specific Facebook activities such as individual posts (a Sponsored post story), likes of your Page (Sponsored like story), or check-ins with Facebook Places (Sponsored check-in story).

Go to your Insights Dashboard here: <http://www.facebook.com/insights/> to get started.

Enter in your website's domain and connect it to your personal Facebook profile, or your Facebook page and create your ad. You can set a daily or maximum budget and once approved, it'll go live!

Boosted Posts

You can also boost a post which will often provide you with more flexibility and control. Simply write a post (or choose an existing one on your page) and click the blue "Boost" button beneath it. Set your budget, your target audience and the date range for when the boost should happen. Boosted ads typically get approved very quickly.

You should only ever boost your own content while focusing on boosting the posts that are likely going to gain the most traction. You don't have to boost every single post on your page!

Also, Facebook enforces a 20% text rule that means that if your image has too much text it's likely to be rejected. You can use Facebook's grid tool to determine if your ad contains too much text and is likely to be turned

down: https://www.facebook.com/ads/tools/text_overlay

Note that you can't edit the image or video used in a boosted post after it goes live. If you wish to do this, you'll have to end the campaign and create a new post and boost it. You can however edit the duration and the budget.

And finally, when you boost a post you'll have the option to choose between "People who like your page and their friends", or "People you choose through targeting". I typically choose the second option so that I can create targeted ads that are more likely to reach people who will be interested in my content.

Keep an eye on your boosted post's overall engagement to see whether it's reaching your target audience or not.

Pinterest Marketing

Pinterest is, by far, one of the most critical and effective marketing tools in just about any niche market you can think of.

Think your niche won't work on Pinterest because the audience is male?

WRONG.

While it's true that about 81% of Pinterest users are female, there are 150 million active users each month, which means about **28,500,000 men** use the site each month. That's a huge number to ignore!

Additionally, **40% of new users are male**, so the gap between the genders is lessening every day.

Think your niche won't work because of their age?

WRONG AGAIN.

Pinterest has a nice spread among most age groups. About 67% of users are under age 40, which leaves millions of users over the age of 40, as well!

Not only that, but Pinterest users are widely known for being buyers, not just browsers. A whopping 93% of active users use the site to plan purchases, and 87% bought something because of Pinterest!

Using Pinterest is simple. You sign up for an account, fill out your profile, and start pinning!

It's important to grow your following on Pinterest, as your pins will be seen by more people if you have a larger number of followers to re-pin your content.

There are a few things you can do to increase your following:

- Use keywords in your username. The earlier those keywords appear in your username, the more effective they will be. For example, if your blog is titled BasketMaven.com you could make your username something like "Basket Weaving | BasketMaven.com".
- Your boards should all be titled for keywords, as well. Don't give your boards cute names or bland names. Name them things such as "Basket Weaving Tutorials", "Basket Weaving Tips", "Basket Weaving Books", and "Basket Weaving Supplies". People who may not necessarily follow your entire Pinterest account might follow your individual boards, so it's important to be sure they are found.
- Don't forget to give your boards a description! As with the username, important keywords should appear early, but make the description make sense and entice people to subscribe. Don't just stuff it full of keywords!
- When you create pins, be sure to fill out the description field. As with board descriptions, put your most important keywords early in the

description, and make sure the description makes sense so people click!

- Make sure all the images you pin are taller than they are wide. If you look at Pinterest, you will see the images that stand out the most are tall, colorful, and have text on them. Try to emulate the types of images you see in your niche that get a lot of repins.
- Pin on a regular basis. The best way to get more followers is to pin often, and at different times of the day so you can reach people in many time zones.
- Don't pin **too much** at once, though. Five pins at a time, spread 3-5 hours apart is a good rate.
- Don't pin **ONLY** your own content. Be sure you're pinning other people's content, and only pin content that has a lot of re-pins by others already because it's been proven to be pin-worthy.
- Your pins will be shown more often if your pins get a lot of re-pins, so go through and delete anything you pin that isn't re-pinned much. A single pin that doesn't get any re-pins can harm your entire account, making **all** your content get seen less.

Instagram Marketing

Instagram makes it easy to build a following and drive traffic to your website while building a recognized brand.

With Instagram, marketers have immediate access to an ever-growing audience of users (over 100 million at the time of this writing!). Even big brands like Starbucks and Chanel have taken advantage of Instagram's incredible popularity and the outreach it provides.

Here are a few quick tips on creating an effective marketing strategy:

- Add your website's URL in your bio along with relevant hashtags. You cannot have links anywhere else on Instagram, so it's **critical** to put it in your bio!
- Choose a general category for your photos such as humor, emotional, culture, artsy, etc.
- Use images to tell a story making sure it matches the theme and overall scope of your niche blog. You can also post images of your products and products you recommend.

- Whenever you post a new photo that relates to specific content on your site, be sure to update the URL in your profile and tell viewers to check out the link on your bio page.
- Synchronize your Instagram so that it automatically updates your other social media accounts, such as Twitter and Facebook.
- Create a photo/image series, based around a specific theme that ties into your niche market.
- Use relevant, branded hashtags within every post and include the same ones in your bio/profile. Including 5-10 hashtags will get you more profile and image views.
- Create contests and giveaways that engage your audience and maximize your exposure.
- Use Statigram, at <https://pro.iconosquare.com/>, to keep a pulse on key metrics to better understand your audience and what posts are getting more exposure.
- Another useful tool is <http://sparkgrowth.com/nitrogram/>

Last Minute Tips & Strategies

- Make sure your content is easy to share. Check out SumoMe's floating share toolbar that makes it easy for visitors to share your content: <https://sumome.com>
- You can also give your visitors the option of saving your content in PDF format so they can read it later. I use www.PostGopher.com to do this easily. Then, take that content in PDF format and submit it into popular sites like www.DocStoc.com and www.Slideshare.com
- Quote experts and influential marketers so they link back to you. People love seeing their name on growing websites and by doing this you'll be able to get on their radar and form powerful connections.
- Create interactive videos and post them to YouTube.com, DailyMotion.com and Vimeo.com. If you can't make one, hire a freelancer for just \$5-20 on www.Fiverr.com
- Build your own social network and share your content regularly. Use Buffer to automate the process so that your content is distributed amongst all the top social media communities.

- Don't overlook sites like Tumblr and Flipboard at <http://www.Flipboard.com> . They can bring you fresh traffic and new readers, even without an existing audience of your own. Flipboard is a mobile app that will turn your content into gorgeous magazine-style pages and with **over 80-million users**, it's worth checking out!
- Email your list from the **very first** subscriber. Don't wait until you reach a high number of subscribers before you begin to communicate. Draft 2-3 emails and set them up as autoresponders that will automatically go out at specific times (day 1, day 4, day 6, etc.).

Remember, your business starts with just one customer. Plus, communicating with your subscribers from the early stages will help you get better at it!

- Create a Facebook page and group and reach new readers and customers but also consider posting within existing groups and pages that allow it. It's an easy way to connect with potential readers before you have an established Facebook page of your own.
- Participate in forums relating to your niche. Provide valuable information, comment on posts and engage with the community. Most forums will allow you to add a link in your signature field which can drive traffic to your website.

- Guest post on authority websites and tap into their existing base of readers. Make a list of blogs that allow guest posting or featured content and contact those bloggers to see if they would be interested in sharing your content on their website.
- Post your content on the leading information networks, such as:
<https://alltop.com/> and <http://digg.com/>

I wish you all the success in the world and hope that my guide has helped you get started. You have what it takes. Go do it!

Recap: Overview

Now that we've looked at the entire process in detail, it's time to recap the basics of what we've learned in the form of a step-by-step list that you can use to get started.

1. Choose a niche.
2. Choose 2-3 affiliate networks.
3. Choose a handful of products.
4. Choose a domain name.
5. Purchase hosting.
6. Set up WordPress.
7. Create an editorial calendar.
8. Create the initial content. 5-10 articles is a good start.
9. Create a lead magnet and squeeze page to gather email subscribers.
10. Set up social media profiles.
11. Create social media graphics for each article.
12. Post every article you create to all your social media profiles.

It really is that simple. You just have to keep at it, and you **will** start making money.

Good luck!

Resources

Here are links to the resources found within this book:

Registering Domains

NameCheap

>> <http://www.NameCheap.com>

Choosing a Hosting Provider

HostGator

>> <http://www.HostGator.com>

BlueHost

>> <http://www.BlueHost.com>

NameCheap

>> <http://www.NameCheap.com>

WordPress Themes & Plugins

ElegantThemes

>> <http://www.ElegantThemes.com>

SumoMe

>> <https://sumo.com/>

Affiliate Networks

Amazon

>> <https://affiliate-program.amazon.com/>

Rakuten

>> <http://www.rakuten.com>

ClickBank

>> <http://www.ClickBank.com>

JVZoo

>> <http://www.JVZoo.com>

Keyword Tools

WordStream:

>> <https://www.wordstream.com/keywords>

SERPs Keyword Tool

>> <https://serps.com/tools/keyword-research/>

KeywordTool.io

>> <https://keywordtool.io>

AdWords Keyword Planner

>> <https://adwords.google.com/ko/KeywordPlanner/Home>

SEMRush

>> <https://www.semrush.com/features/keyword-research/>

Moz

>> <https://moz.com/explorer/keyword/>

Email Marketing & List Building

MailChimp

>> <http://www.MailChimp.com>

GetResponse

>> <https://www.GetResponse.com>

My affiliate link as mentioned in the book, get your month of free trial now.

Constant Contact

>> <http://www.ConstantContact.com>

Aweber

>> <http://www.Aweber.com>

MailerLite

>> <http://www.MailerLite.com>

Squeeze Page Setup

LeadPages

>> <http://www.LeadPages.net>

Stock Photos & Image Resources

Pexels

>> <http://www.pexels.com>

Unsplash

>> <http://www.unsplash.com>

Pixabay

>> <http://www.pixabay.com>

StockSnap.io

>> <https://stocksnap.io>

StockUnlimited

>> <http://www.stockunlimited.com>

DepositPhotos

>> <http://www.depositphotos.com>

Shutterstock

>> <http://www.Shutterstock.com>

Graphic Creation

Canva

>> <http://www.Canva.com>

Pablo

>> <https://pablo.buffer.com/>

Social Media Tools

Statigram

>> <https://pro.iconosquare.com/>

Nitrogram

>> <http://sparkgrowth.com/nitrogram/>