



## 30-Day Affiliate Marketer's Blueprint

If you're new to affiliate and online marketing, here is a quick daily plan to help you ramp up your efforts over the next 30 days. Because you signed up for our affiliate program, we assume you've already chosen your target market and are ready to roll!

**Day 1:** Select and purchase a domain name. Take the time to find one that is catchy, descriptive and memorable. You can purchase a domain name at [godaddy.com](http://godaddy.com).

**Day 2:** Purchase web hosting and get started on your website. You can purchase webhosting from [reliablewebs.com](http://reliablewebs.com). Use your hosting provider's website builder or templates to set up a basic site quickly.

**Day 3:** Do some research to find good keyword phrases – These are the words people enter into search engines to find information and products. This information will help you understand what your target market is looking for, help you create relevant content and even advertise on search engines.

The best ones have low competition and high search volume. You can find keywords by entering a general keyword into Google.com's Adwords Keyword Tool, which can be found at <http://Adwords.Google.com/select/KeywordToolExternal> .

**Day 4:** Learn how to do URL redirects. Redirecting your links through your own domain has a number of benefits for an affiliate marketer:

- ❑ It provides for shorter URLs that won't break up in email.
- ❑ If the program you are promoting shuts down, you can easily replace it with another program.
- ❑ Allows you to keep your affiliate links organized and easy for you to remember when promoting on the fly.
- ❑ It can even increase click throughs over the strange looking and unfamiliar affiliate links.

You can redirect your link through your "cpanel" that comes with your web hosting.

**Day 5:** Write some articles that relate to the products or services you're promoting. Be sure to use the keywords you found on Day 2 where appropriate. These can be keywords directly related to the products, "how to" articles, top 10 lists, etc. Be creative and create content that people are readily looking for.

**Day 6:** Add some of the articles you wrote to your website. Give each one its own page, and adjust your site navigation so they're easy to find. Be sure to include relevant product recommendations (use your affiliate links!) within the articles.

**Day 7:** Submit some of the articles you wrote to free article directories. Don't forget to add an interesting bio and links to your site to the resource box. Try directories like ezinearticles.com,

goarticles.com and also look for topic-specific websites that reach your target market.

**Day 8:** Find a good autoresponder. This is a piece of software that automatically responds to emails or sends messages to those who have signed up to receive them. You can subscribe to an autoresponder service that is hosted by the provider, or you can get software to install on your own server. Hosted solutions are easiest for beginners. You can find some options at Aweber.com and GetResponse.com.

**Day 9:** Set up your autoresponder and opt-in page. An opt-in page is simply a page that urges visitors to sign up for your list and includes a form that allows them to do so. Optimize this page with your targeted keywords, too.

**Day 10:** Bundle some of your articles into a free report. Use this report as a “bribe” for people who sign up for your mailing list. Give them the report as soon as they subscribe and don’t forget to include relevant recommendations and affiliate links.

**Day 11:** Write some autoresponder messages. You can pre-schedule messages to go out to your subscribers on scheduled days after they subscribe. Give them a combination of great content and relevant products you recommend (by using your affiliate link, of course).

**Day 12:** Find some websites that sell information products on similar topics to your special report. Offer to let them use your report

as a bonus that they can add to their sales page and give to their customers.

**Day 13:** Create a lens (a web page that links to information on a specific topic) at Squidoo.com and link it to your site. This can help your search engine rankings, establish your expertise and drive extra traffic. You can create a lens in no time with their easy lens builder.

**Day 14:** Write a press release and send it to your local media and submit it online to prweb.com. A press release is newsworthy story about your website that can be published by various on and offline publications and also gives the media an opportunity to contact you about an interview.

**Day 15:** Join some social networking sites if you haven't already done so. Create an attractive and compelling profile page for each site, and include links to your website. Set up your profiles on facebook.com, myspace.com and any other relevant networks.

**Day 16:** Do some networking on those sites you joined yesterday. Visit other members' profiles, add some friends, and join and participate in some groups or forums. Don't use these sites just to promote your business, but to make connections with other likeminded business owners that you might share advice with, work on co-projects, etc.

**Day 17:** Add your affiliate links or links to your website to your email and forum signatures. Then everyone who reads your emails or posts will be exposed to those links. But in the case of forums, be sure to read the rules on signatures first.

**Day 18:** Set up a blog. You can easily start a blog at a free blog site such as Blogger.com or Wordpress.com, But it's also pretty easy to set one up on your website or a separate domain, and this will give you more control and credibility. Many web hosts offer automatic installation of popular free blogging platforms such as WordPress and Movable Type.

**Day 19:** Write and schedule some blog posts related to the products or services you're promoting. Blog posts can be informative, funny, entertaining or whatever you'd like to convey about your own personality. You can write as many as you like at one time, set the date and time you want each one published, and they will not be visible to visitors until then.

**Day 20:** Set up profiles on social news and media sites such as Digg.com and StumbleUpon.com. Rate some news stories, blog posts and web pages, and send friend requests to those whose submissions you like.

**Day 21:** Start using Twitter. Twitter.com offers a microblogging service that allows users to post short updates for those who choose to follow them to see. You can use it to connect, share knowledge, promote your website and blog posts.

**Day 22:** Find some popular blogs who might be interested in having some posts written. This is a great way to increase your exposure and boost your reputation as an expert in your field.

**Day 23:** On the reverse, find some bloggers who write about subjects related to yours and ask them if they would consider writing a guest post for your blog. This is a great way to promote and lend credibility to both your blog and the guest blogger's.

**Day 24:** Create an informative video presentation/review about the product or service you're promoting, and make sure to mention your website's URL. An affiliate for a cookware company, for example, could do a demonstration of how to use that cookware. You can create videos easily with a digital camera that captures video and Windows Movie Maker, which is included on Windows operating systems.

**Day 25:** Upload your video to sharing sites such as YouTube.com and Viddler.com. Include a link to your website in the video's description. Be sure to enable commenting and embedding, because this will help your video get more exposure.

**Day 26:** Get together with some of the friends you've met through networking and submit/vote for each others blog posts to social news and media sites you joined.

**Day 27:** Write a comprehensive review of one of the products you're promoting. Be thorough and honest. Post the review on your blog or website, optimize it for the product name and descriptive keywords, and chances are you'll get search traffic from consumers who are very interested in that product.

**Day 28:** Start a pay-per-click advertising campaign. This type of program allows you to bid on keywords related to your business in

order to get visitors to your site or even directly to an affiliate program's site. You can set a budget that will not be exceeded, and you only pay for actual visits. The most popular pay-per-click provider is Google Adwords (Adwords.Google.com), but there are also several others to choose from.

**Day 29:** Promote your website offline. Run a classified ad in the local paper or a regional publication, distribute some fliers with your URL on them, sponsor a sports team or put a magnet on your car.

**Day 30:** Take a look at your website statistics and see how well your efforts are working. Pay attention to what websites your referrals are coming from and which pages they are viewing. Make sure that you have appropriate product recommendations on those pages.

Of course, it doesn't end there. Many of these activities you'll want to do over and over again. Keep track of your results and do more of the items that increase your traffic and boost your sales!

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