

# **Affiliate Marketing: How 30 minutes of work made me \$100 overnight.**

By A. Geoff Barnett

<http://www.cantgetrich.com>

Disclaimer: I did not invent this method. Credit goes to SEODave of [Wickedfire](#). You can view the original thread describing this method [here](#).

You may be asking yourself why I'm writing this eBook if I didn't invent the method. Well, there are three reasons:

1. I wanted to make this method known to my site's readers who may not be members of Wickedfire.
2. I'm writing out the method in great detail, step by step.
3. This was originally going to be a simple blog post, but it ended up being too long.

Disclaimer 2: This eBook is free to read and distribute. If you were charged for it, please let me know at [geoff@cantgetrich.com](mailto:geoff@cantgetrich.com).

# Table of Contents

Introduction and prerequisites	Page 3
Overview	Page 4
Step One: Topic Selection	Page 5
Step Two: Picking an Offer	Page 6
Step Three: Building your Webpage	Page 9
Step Four: Google Adwords	Page 11
Step Five: Profit!	Page 13
Conclusion	Page 14

## Things you'll need

Before you can make \$100 overnight like I did, you'll need a few essentials:

1. Webhosting. Find someplace cheap like [GoDaddy](#). Their cheapest hosting program is \$3.59 per month for 12 months.
2. An affiliate marketing program. I'd recommend using [NeverblueAds](#).
3. A Google [AdWords](#) account.

In addition to these essential items, it would help if you also had the following:

1. A working knowledge of basic HTML.
2. A [Google Analytics](#) account.
3. A little imagination.

Got all of those? Good! Now, there are a few terms you should be familiar with:

- Email/ZIP Submit – A page where a potential lead submits his email address or ZIP code. The payout for each submission is usually somewhere around \$1.25.
- Affiliate Marketing – Promoting someone else's product/service in exchange for a flat payment or percentage of sales.
- Lead – In most situations, a potential customer. For our purposes, a lead is a person who submits his email/ZIP code.
- CPC – Cost per click. This is how much you are willing to pay each time someone clicks on your ad. This will be set in Adwords.

Now that you have all of that, let's take a quick look at the details of this method.

## A Brief Overview of the Method

Basically, you want to drive traffic to a landing page that looks like a poll. When a user 'votes' on the poll, they will be taken to a page that prompts them to enter their email address or ZIP code. When the user enters this information, you are paid somewhere around \$1.25. You are not responsible or concerned about anything that occurs after the email/ZIP submission.

So, how will we create a page that does this? The process is actually pretty simple. You will need to do the following:

1. Pick a current event that is getting lots of press coverage.
2. Pick an email/ZIP submit offer that caters to your target audience.
3. Create a webpage using a simple template and one image. I will discuss this more in depth later.
4. Drive traffic to this page via Google Adwords.
5. Profit!

[Here's an example](#) of what the end result should look like. This particular page took me around 30 minutes to research, create, publish, and then set up the Adwords campaign. It made me over \$100 in 24 hours (net, not gross).

Now, let's look at each of the above steps in detail.

## Step One: Pick a Topic

Believe it or not, this is the hardest part. You need to find something that is currently in the news, and is generating a lot of buzz on the Internet (blogs in particular). Here are a few places to look for inspiration:

- [Fark.com](http://Fark.com)
- [Technorati](http://Technorati)
- [digg.com](http://digg.com)
- CNN or Fox News

Try to pick a topic from the celebrity world: Did some rich daddy's girl crash her corvette? Did another singer go crazy? Topics like these will guarantee wide distribution of your ad. In the example site listed above, for my topic I picked the announcement that 16 year-old Jamie-Lynn Spears was pregnant.

Try to stay away from politics, science, and technology. Remember, you want to pick an audience that actually believes that submitting their email address to a random site online will get them a free iPhone/XBox/\$500 gift card (more on that in the next section).

Now, let's talk about affiliate marketing.

## Step Two: Pick an Offer

Email/ZIP submits are pretty much the easiest thing ever when it comes to affiliate marketing. They're quick, easy, and you get around \$1.25 every time some poor sap submits his email. To start, let's find some offers. Login to [NeverblueAds](#) and click on the 'Campaigns' tab.

The screenshot displays the NeverblueAds dashboard with the following sections:

- Summary:** Revenue To Date: \$158.00, Revenue Last Month: \$151.90, Revenue This Month: \$0.00, Revenue Today: \$0.00, Referral Revenue: \$0.00. A red arrow points to the 'Run a full report for: Today | Yesterday' link.
- Contact Us:** 1.877.LEAD.GEN (532.3436), Direct: 250.386.5323 x.0, Email: Click to Email, Fax: 604.677.5441.
- Latest News:** Thursday Jan 10, 2008: Pay bump for Quality Health - Free Healthy Samples from \$1.25 to \$1.35/lead. Also back on the network is the ever popular and highly converting Surveyteam.com offer. Monday Jan 07, 2008: Pay bump for eHome Assure from \$9.00.
- Featured Campaign:** alOt.com Recipe Toolbar, converts on a Toolbar install! This one's HOT!
- Your Active Campaigns:**
  - 2-Day Slimdown
  - Advertisers Reward Network - \$5000 Mobile Sweepstakes
  - Brandarama - Mountain Dew
  - Free Jumbo Puzzle Books
  - GenerousGenie - \$250 Grocery Gift Card- ZIP
- Quick Links:** Campaigns Find & Manage Ads, Reporting Check Your Stats, Referrals Make More Money.
- Ten Newest Campaigns:**
  - Jan/14 Alot.com Celebrity Toolbar
  - Jan/14 Diet Bug
  - Jan/11 Health Advance [Exclusive]
  - Jan/11 Health Savings [Exclusive]
  - Jan/11 Embrace Pet Insurance
  - Jan/11 Bidz.com CPS Campaign
  - Jan/11 Account Now
  - Jan/11 iClear Debt
  - Jan/10 Surveyteam.com
  - Jan/10 Wealthymen
- Ten Newest Freebies:**
  - Jan/14 Wholesome Rewards - K Swiss Premium
  - Jan/14 Brandarama - Apple Giveaway UK
  - Jan/11 Quality Health- Free Healthy Samples Snuggles
  - Jan/11 Wholesome Rewards - Rockstar Energy Drink
  - Jan/11 OpinionGiftCenter - Free\* Apple MacBook Laptop
  - Jan/11 OpinionGiftCenter - Free \$500 Toys R Us Gift Card
  - Jan/11 OpinionGiftCenter - FREE\* \$500 Babies R Us Gift Card
  - Jan/10 Surveyteam.com
  - Jan/10 Guitar Hero III
  - Jan/9 Irresistible Rewards - \$500 JC Penney Gift Card

From there, click on the 'Newest Freebies' link under 'Quick Links'.

The screenshot shows the 'neverblueAds' website interface. At the top, there is a navigation bar with links for Home, Campaigns, Reporting, Tools, Account, and Communications, along with a 'Sign Out' button. A search bar for 'Search Campaigns' is located in the top right. Below the navigation bar, there is a 'Campaigns' section with a 'Find Campaigns' button. The main content area is divided into two columns. The left column contains a 'Search Campaigns' form with fields for 'Keyword Search', 'Category', 'Allows Country', and 'Banner Creative Size'. It also includes checkboxes for 'Promotion Allowed' (Web, Paid Search, Email, Downloadable Software) and 'Incentives Allowed?' (Yes, display incentivizable campaigns). A 'Search' button is at the bottom of the form. Below the search form is a 'Quick Links' section with links for 'Newest Campaigns', 'Newest Freebies', 'Top Search Campaigns', 'Top Web Campaigns', 'Top Email Campaigns', and 'Top EPC Campaigns'. A red arrow points to the 'Newest Freebies' link. The right column displays a grid of campaign categories, each with a title and the number of campaigns available. The categories include: Automotive (25), Beauty (9), Business Opp/Work from Home (36), Cash Advance (14), Credit Cards (5), Dating (40), Debt Relief/Credit Score/Taxes (13), Diet/Fitness/Exercise (24), Downloads/Games (55), Education (14), Entertainment (19), Freebie/Survey (289), Insurance (24), International (10), Membership Clubs (2), Mortgage/Personal Loans (5), Ringtones/SMS (21), Shopping/E-Commerce (63), Technology (4), and Travel/Tourism/Events (10).

On the next page, you'll see a lot of offers that are mostly Email/ZIP submits. Browse around and then pick an offer that matches your target audience. For the example page I mentioned before, I used two offers to see which would perform better: *Free Apple iPhone* and *Free \$250 gift card*. If you're wondering, the gift card did better.

Oh yes, when picking an offer, make sure that they allow Web and Search traffic. Some offers only allow email traffic, so make sure you don't violate any rules.

The screenshot shows the 'General Information' section for a campaign. It includes the following details:

- Campaign ID:** 2732
- Promotion Allowed:** Web, Email
- Promotion Not Allowed:** Search, DLS
- Network Earnings:** new
- Network EPC:** Not Available
- Incentivizable:** Offer IS NOT Incentivizable

Action	Payout
Lead converts on first page email submit	\$1.30 / Lead

After you've picked an offer or two, click on it, and then click on the 'Other Creatives' tab. See the tracking URL on the next page? Copy that and paste it into a text file. You'll need it for later.

The screenshot shows the eMagazines interface. At the top, there are navigation tabs: 'Campaigns', 'Find Campaigns', and 'View Campaign'. Below this is the 'eMagazines' header with a 'Preview' button. A secondary set of tabs includes 'Campaign Details', 'Email Creatives', 'Search Creatives', 'Other Creatives', and 'Advanced'. The 'Other Creatives' tab is active, displaying 'Direct Redirect Creatives'. Under this section, there is a 'Direct Redirect Creative For Downloadable Software Publishing'. It includes a 'Use Site' dropdown menu set to 'Easy Freebie Network (http://www.easyfreebienetwork.com)', a 'Use SubID:' field, and a 'Tracking URL' field containing 'http://hjlas.com/click/?s=18031&c=47389' with a 'Copy' button. Below this is a 'Text Link Creatives' table.

Creative ID	Creative Description	File Size	Actions
47391	Text Creative #1 Incredible 99 Cent Magazine Deal	5 words/32 chars	Get HTML

Ok, now you've got a topic and a campaign. Let's take those two things and turn them into a webpage.

## Step Three: Building your Webpage

Remember the example [site](#) I mentioned earlier? Go ahead and steal it. Open it up in your browser (preferably Firefox) and click View > Page Source. Save that file as 'index.html'. Also, be sure to save both of the YES and NO images. We'll play with that a little later.

Now, you'll need the template for that site. You can find it [here](#). Download it and extract it. Now, open the folder you just extracted and replace its 'index.html' with the one you copied from my example site. Then, copy both of the YES and NO images into the images directory. Make sure they are still named YES.png and NO.png.

Now it's time to do a little coding. Open up index.html in your favorite editor (mine is [Notepad++](#)) It should look something like this:

```
1 <!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Strict//EN" "http://www.w3.org/TR/xhtml1/DTD/xhtml1-
2 <!--
3 Design by Free CSS Templates
4 http://www.freecsstemplates.org
5 Released for free under a Creative Commons Attribution 2.5 License
6 -->
7 <html xmlns="http://www.w3.org/1999/xhtml">
8 <head>
9 <meta http-equiv="content-type" content="text/html; charset=utf-8" />
10 <title>Jamie-Lynn Spears Survey - Jamie-Lynn Spears is Pregnant at Age 16</title>
11 <meta name="keywords" content="jamie-lynn, jamie-lynn baby, 12 weeks pregnant, twelve weeks pregn
12 <meta name="description" content="Survey about Jamie-Lynn Spears. Should she keep the baby?" />
13 <link href="default.css" rel="stylesheet" type="text/css" />
14 <script type="text/javascript">
15 var gaJsHost = (("https:" == document.location.protocol) ? "https://ssl." : "http://www.");
16 document.write(unescape("%3Cscript src='" + gaJsHost + "google-analytics.com/ga.js' type='text/j
17 </script>
18 <script type="text/javascript">
19 var pageTracker = _gat._getTracker("UA-2097900-7");
20 pageTracker._initData();
21 pageTracker._trackPageview();|
22 </script>
23 </head>
24 <body>
25 <div id="header">
26 <h1><a href="#">Should Jamie-Lynn keep the baby?</a></h1>
27 <center><a href="http://fbgdc.com/click/?s=18031&c=62141"></a>&nbsp; &nl
28 <center><font size="3">Click "YES" or "NO" then <b>enter your email address</b> to receive a fre
29 </div>
30
31 <div id="splash"></div>
32 <div id="content">
33 <h2 class="title"></h2>
34 <div class="story">
35 <p><em><strong>Jamie-Lynn, 16, confirmed she is 12 weeks pregnant with student Casey Ald
36 </div>
37 </div>
```

Start by removing the code between (and including) lines 14 and 22. That is the Google Analytics tracking code. You'll want to use your own tracking code here, which is obtainable through your own Google Analytics account. Again, it's free to use and provides valuable information, so I would recommend signing up. It is not, however, required, so if you don't want to use it, that's fine.

Next, look at line 10. Change the title to whatever your page is about. Lines 11 and 12 should also be changed to reflect your content. Don't worry too much about keywords though: We're going to be driving traffic via PPC, not via organic search results.

Lines 26, 28, and 35 will be the text that actually appears on your webpage. I'd recommend the following:

- Line 26 will be your poll question. Make it a simple 'Yes' or 'No' question.
- Line 28 will be your incentive to vote. Say something along the lines of "Vote yes or no and then enter your email address to receive a free iPod." Keep it short and simple.
- Line 35 is there for filler. Copy a paragraph from whatever news source inspired this website and paste it here.

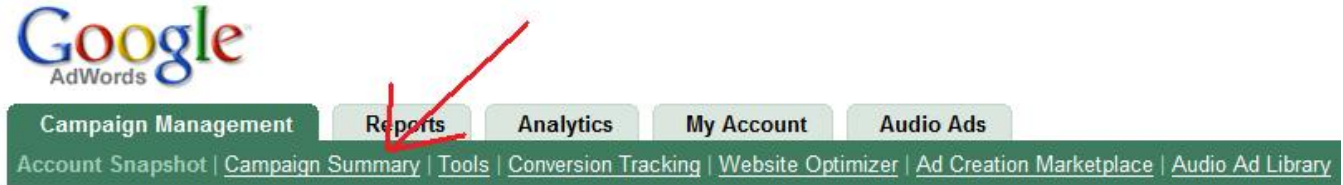
Now, let's take a look at line 28. See that nonsensical URL? That's the tracking URL. Find the one that you copied down earlier replace my tracking URLs with your tracking URLs. This will direct visitors to your offer's landing page.

Finally, the hardest part. You need to find an image that relates to your topic and trim it down to 490x225 pixels. To find the image, I would recommend using Google image search. For editing, use either MS Paint or Photoshop (or whatever editor you're comfortable with). Edit the image, save it as 'image3.jpg', and then put it in the images folder.

Congratulations, you have your webpage. Now, on to step 4: Adwords.

## Step Four: Adwords

Adwords is actually pretty simple. Login and click on the 'Campaign Summary' tab.



Next, create a new campaign by clicking 'Keyword Targeted'.



The next screen is pretty self-explanatory. Name your ad group and campaign group. Click 'Continue'.

This next screen is very important. This is where you'll design your ad. Be sure to make it simple, concise, and descriptive.

Example:

[The world will explode](#)  
Do you want it to explode?  
Vote and receive a free PS3!  
[www.easyfreebienetwork.com](http://www.easyfreebienetwork.com)

Headline:	<input type="text" value="The world will explode"/>	Max 25 characters
Description line 1:	<input type="text" value="Do you want it to explode?"/>	Max 35 characters
Description line 2:	<input type="text" value="Vote and receive a free PS3!"/>	Max 35 characters
Display URL:	<input type="text" value="http://www.easyfreebienetwork.com"/>	Max 35 characters
Destination URL:	<input type="text" value="http://www.easyfreebienetwork.com"/>	Max 1024 characters

Click 'Continue'.

The next screen is even more important than the last. This is the keyword management screen. Keyword selection is a little beyond the scope of this eBook, but suffice it to say, it's very important. If you don't know much about keywords, I would recommend reading up on them, as they are very important to the success of any campaign. At the very least, use the keyword tool that Google provides on the page. Once you have your keywords, put them in the list and then click 'Continue'.

### Choose keywords

#### Who will see your ad?

When people search Google for the keywords you choose here, your ad can show. Keywords must be directly related to your ad. (Don't enter 'real estate' when best results. [Example list](#))

Enter as many specific words or phrases as you like, one per line:

```
explode  
world explode  
the world will explode
```

#### Want more?

Enter any word to see related keywords:

▶ [Advanced option: match types](#)

On the next page, you'll be setting your daily budget and maximum cost per click. If you're just starting out, I'd recommend setting your daily budget pretty low (around \$10/day). Now, this next part may upset the hardened PPC vets out there, but I have tested this method and it seems to work: Set your maximum big low. Very low. \$0.05 per click should be your max. This will probably disqualify you from the search network. That's fine, you'll be relying on the content network for you clicks.

Again, this is bound to make those knowledgeable about PPC question my sanity. The content network is generally not something you want to rely on, but for email submits, it works pretty well. You'll be getting thousands of impressions and potentially hundreds of cheap clicks. Here's a snapshot of the campaign I ran for my example site:

Clicks	Impr.
0	0
1,811	1,391,169

Over one million impressions from the content network, and 1,811 clicks at \$0.05 per click. Sure, the conversion rate was pretty low, but I made over twice what I spent in revenue. With a little tweaking, I could have done much better, but hey, profit is profit.

After you've set your budget, save the campaign. Congratulations, it's live. Now, onto the final step.

## **Step Five: Profit!**

After your campaign goes live, don't sit there chewing your fingernails. You've set a low budget, so you don't have much to lose. After 3 or so hours, check your stats. If you feel that your impressions are too low, try increasing your maximum bid by a few cents, or play around with your keywords. If you picked a good topic and campaign offer, the money should slowly start rolling in. Once your hits start converting, go to bed. Wake up the next morning and see how much money you made.

One thing that you *need* to know is this: You might fail your first time. In fact, you probably *will* fail. Don't get discouraged. Find out what went wrong, tweak your approach, and then try again. I personally failed 9 different campaigns before stumbling upon this one. Believe me, I'm glad that I kept trying.

## **In Conclusion**

Well, there you have it. That method worked for me, and it can work for you too. As I said before, don't be afraid to fail when doing PPC. Eventually, you'll strike gold and make all of your money back (and more).

Now that you've read my first eBook, feel free to do whatever you want with it. Share it with your friends, host it on your blog, anything you want. All that I ask is that you don't modify it in any way or charge other people to download it.

If you have any questions about this method or eBook, please feel free to contact me at [geoff@cantgetrich.com](mailto:geoff@cantgetrich.com)

Thanks for reading.

-Geoff