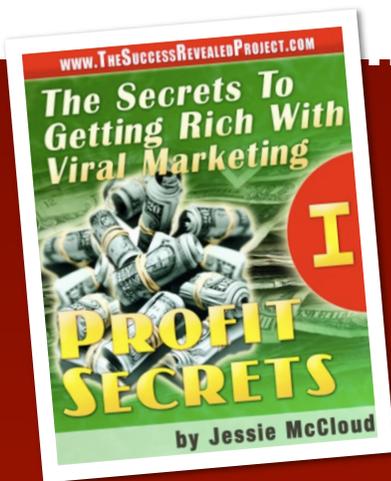


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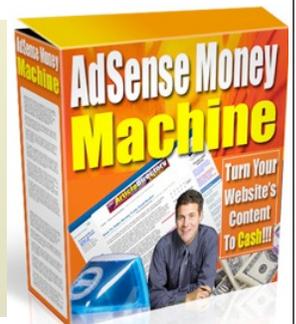
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**How To Get
Thousands Of
Other People
To Sell
YOUR Products...
And Never Pay
For Advertising
Again!**

The Free Advertising System Main Manual



**A Proven 13-Step System For
Promoting Any Product Online
With Your Own Affiliate Program**

by Jimmy D. Brown

How To Get **Thousands Of
Other
People To Sell **YOUR**
Products...
And **Never Pay**
For Advertising Again!**

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The Affiliate Program Formula for Success
**How to Get Thousands of Other People To Sell Your Products
With Your Own Affiliate Program...Without Spending a Penny**

I hear this question almost every day...

..."What is the best way to advertise my product on the Internet?"

If there is but ONE question that everyone wants an answer to, then this must be it. And the answer, by the way, is worth its weight in gold.

Because there is an answer, a BEST way to advertise online, that is far and away the most effective method of generating consistent traffic, sales and profits on the Internet...

...and that answer is "your own affiliate program."

You have, no doubt, heard of affiliate programs - sometimes called associate programs or reseller programs. You have probably even joined a few of them hoping to strike it rich with some easy commissions.

But, have you ever thought of launching YOUR OWN affiliate program and getting thousands of other people to sell YOUR products and services for you?

That's where the real money is. No question about it. Hands down, the best way to earn a living online is to have other people do most of the marketing work for you.

You're about to discover "How to Get Thousands of Other People To Sell Your Products With Your Own Affiliate Program...Without Spending a Penny." Yep, you're about to learn a unique, 13-step formula for success in launching your own affiliate program. And you can do it without spending a penny in setup costs or transaction fees.

This manual is entitled, "The Free Advertising System." Why? Glad you asked. I've entitled it the "Free Advertising System" because over the next 13 chapters I am going to show you EXACTLY how to launch a successful affiliate program. When you launch a successful affiliate program you will never have to purchase advertising again. Seriously. You won't.

By training and helping your affiliates, THEY will do all of the marketing for you. It's the "Free Advertising System" because, if you follow these simple steps, your advertising from this point on won't cost you a penny.

IMPORTANT NOTE: Make sure you read EVERY page of this manual. Don't take a look at the title and think you know it and just skip on through. I promise, you'll miss something important if you do. I have kept this manual short, because that's the way we all like it, to the point. There isn't any "fluff"

in here. So take the time to read it ALL. There are "keys" to your success on every page.

Let's get started, shall we?

The Affiliate Program Formula for Success
**Who the Heck is "Jimmy D. Brown" and Why Should I Listen
To What He Has to Say About Starting an Affiliate Program?**

Before I explain the Affiliate Program "Formula for Success," let me briefly share with you about the success of my own affiliate program.

I promise to be brief. It's important, so stay with me.

In August 2000, I launched ProfitsVault.com, the "web's most comprehensive Internet marketing private site." That month, despite a great deal of money invested in "advertising," it received a measly 500 hits. Sales were dismal. And there weren't any profits.

In December 2000 our website topped 140,000 hits for the month! Sales were so high that I actually earned more in the month of December than I had earned at my regular job in SIX MONTHS!

Now, you do the math. From 500 to 140,000 hits in 4 months...

...something incredible happened there, didn't it?

That "something incredible" was the launching of a very successful affiliate program.

Am I an expert? Nope. Not even close. Am I some "authority" like Declan Dunn? No way. Not in his league. Why then, should you listen to what I am about to reveal in the coming pages of this manual?

Because I went from 500 to 140,000 hits in 4 months, that's why! :-)

All I am going to do is show you EXACTLY what I did. I'm convinced that it will work for anyone who tries it. What you are about to read is the exact system that I used, through trial and error, to build my affiliate program.

And, before I go a step farther, let me say this. Our affiliate program is only 500 members strong - but they are the best darn affiliates on the web today. (I'll show you a bit later how to recruit SUPER affiliates like these guys). If there is any bragging to be done, let me brag on them. They do most of the work. They make my affiliate program successful. And they are rewarded for their efforts. Kudo's to the hard-working resellers of the [ProfitsVault!](http://ProfitsVault.com)

As you begin diving into the 13-step formula, let me share one thing about this manual. Everything I refer to will be in regards to a single, one-tier or one-level affiliate program. There ARE two-tier affiliate programs available, but in regards to this report, everything will be in reference to a single, one-level affiliate program. (Although almost everything will be applicable to two-level programs)

OK, enough rambling. Let's outline the 13-step formula...

The Affiliate Program Formula for Success
Lucky 13 - The Steps to Affiliate Program Success

We are about to journey into the actual formula itself, but let's take a brief overview of what you are about to discover.

What exactly are the "steps to success" for launching your own affiliate program?

SECTION 1: Establishing and Building Your Affiliate Team

Step 01: Develop a high-demand product or service line.

Step 02: Determine the method of organization.

Step 03: Setup your actual affiliate system.

Step 04: Build an affiliate support center.

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Sounds like a lot of work, doesn't it? Well, it's all actually very simple. We'll tackle things one step at a time and by the time you finish reading this report...

...you'll be thinking, "Wow, I can do this!"

And soon, you will be. :-)

Let's get started with step one, shall we?

The Affiliate Program Formula for Success
Step 1 - Develop a quality product or service line.

At the foundation of every successful affiliate program is AT LEAST one high-demand product. It kind of makes sense, doesn't it? If you are looking for affiliates to promote your product...

...you've got to have a product!

The important thing is to make sure that it is "high-demand." It has to be something that people want. If there aren't many people online who are interested in purchasing your product or service, then you won't make many sales. If you don't make many sales, then your affiliates won't earn many commissions. And if they don't earn many commissions...

...they'll go shopping for another affiliate program to promote!

So, you've got to have a product. More importantly, you've got to have a "high-demand" product.

So, what sells online?

There are two products that far outsell all others combined on the Internet. They are #1 sex sites (shame, shame, shame) and #2, information products.

Let's go with information products, ok?

An information product is the ultimate product to build your affiliate program around. Why? Glad you asked...

- Information products are electronic (e-books) meaning they cost ZERO to reproduce. If you sell the product for \$24.95, then you keep \$24.95!
- Information products are available for IMMEDIATE download upon purchase. People online want it NOW. They don't want to wait for you to ship it to them.
- Information products are EASY to create. If you can write a shopping list, then you can create your own high-quality information product to sell.
- People are WILLING to pay MORE MONEY for valuable information ONLINE than they would OFFLINE. You can sell a 25 page report ONLINE for \$19.95 and OFFLINE you'd be lucky to get \$5.00 for it.

So, you need, preferably, an information product to sell online as the foundation of your affiliate program. If you've already got a nice product that you feel confident is "high-demand" then proceed to step 2. On second thought, read this anyway...

If you want to create your own information products (and it can be on ANY

topics) then I highly recommend "[Infopublishing Explained](#)." "[Infopublishing Explained](#)" is a 420 page, step-by-step system for creating killer information products to sell online. It covers everything that you need to know about successfully harvesting the knowledge you already have. If you can write a shopping list, you can create your own information product. Best of all, it's available for a limited time for only \$9.97. As a bonus, you'll also receive the 45 chapter "Killer Marketing Secrets Revealed" featuring the web marketing knowledge of guru Terry Dean. Check out 123webmarketing.com for more details.

I'm sure you have a nice product to sell online, and this manual certainly is about creating information products. I just felt it *important* that I at least mention that every successful affiliate program begins with a *high-demand* product. Everything you are about to learn depends upon having a product that is sellable.

Got one? Great!

Let's move on to step 2, shall we?

The Affiliate Program Formula for Success
Step 2 - Determine the method of organization.

We need to do just a bit of research before setting up your actual affiliate program system. Basically, you need to answer 3 important questions before launching any reseller program...

1. Who will run your affiliate program?
2. What are you offering?
3. How often will you pay your affiliates?

These are the "basics" that we need to cover before moving on, so let's briefly look at some options.

WHO WILL RUN YOUR AFFILIATE PROGRAM?

There are two methods of operation that you may choose from, each bringing a variety of options to the table...

- Affiliate tracking software.
- Affiliate tracking companies.

For my affiliate program, I went with an affiliate tracking company. I'll share who it is and why I went with them in just a minute. But first, let's talk about affiliate tracking software.

With affiliate tracking software, YOU take care of your program. Once the software is installed, there are no additional fees. No monthly fees. No commissions. No transaction costs. Nothing. That's the benefit of tracking software.

I looked at several really good tracking software programs before opting for a tracking company. The software programs themselves are outstanding. If you are looking at purchasing affiliate tracking software, then I recommend the following products for the small business owner (meaning, you're like me and you don't have a lot of money to spend on purchasing high dollar software to get started!)...

- Affiliate Master Script: When you join Allen Says' Internet Marketing Warriors Private Site, you receive a free copy of the "Affiliate Master Script." At \$49.95 for a lifetime membership (which includes too many things to mention here!) this one is a bargain. [Click Here](#) for more details. Just a few of the features of the "Affiliate Master" are
 - Will display your site via a cgi script, passing the users id throughout the website! This allows you to give all your resellers a website!
 - Can keep track of users direct sales and commissions! Either a flat amount per sale or a percentage of sale!

- Users can view sales and commissions in real-time!
- You can run a monthly payment run, with all data displayed on one webpage that can be printed!
- Will automatically assign an id number by taking the first letter of the users first and last name and appending a number to the end of it!
- Stores user data in a simple text file that is easily edited, to change or remove users!
- Signup form will validate that all required fields have been entered!
- Signup and order forms will send emails to the user, to the sponsor, and to you! You customize each!
- Ability to have signup form separate from the order form! Script is compatible with all UNIX based servers!
- Simple Affiliate: Internet Enterprises offers what I believe to be the least expensive affiliate software program online. It's only \$29.95, but is loaded with features. [Click Here](#) for more details. Here are a few of the things you can expect from Simple Affiliate...
 - Automatically set up new affiliates in seconds and have your affiliates up and selling for you right away!
 - Assign an ID# to each new affiliate.
 - Create a Web page for each new affiliate so that all sales that come in are stamped with each affiliates ID#. This way you can easily keep track of sales and pay your affiliates.
 - Automatically create HTML banner codes for your affiliates so they can place your banner on their other Web pages right away.
 - It includes everything you need, including all HTML forms, so that you get started right away.

If you're a "do-it-yourself" kind of person, then these two affiliate scripts will certainly provide you with what you need to establish an affiliate program.

Now, like I said, I went with an affiliate tracking COMPANY rather than the software. Why? I'll answer that with one simple word...

...time.

If I had chosen to do it myself with affiliate tracking software, then I would have to do a lot of paperwork! Paperwork that I didn't want to do. And still don't!

Things like writing out checks and stamping envelopes and answering commission questions and processing credit card orders and on and on. To me, time is much more valuable to me. I sure didn't want to spend hours every week working on reports and checks and paperwork.

I'd rather spend time with my wife and baby boy. :-)

So, I looked at a lot of options as far as companies that offer this kind of service. I narrowed it down to one incredible company and went with them. And I haven't looked back since.

I went with [Clickbank](#). While it's called the Profits Vault Affiliate Program, behind the scenes, Clickbank IS my affiliate program. They handle everything for me. Here is what they do...

- ClickBank is the ecommerce solution for thousands of web businesses that deliver unique products and services over the Internet itself (via web pages, files, or email).
- Simply place a special "sales link" at your web site, and ClickBank will:
 - Enable real-time sales of your digital goods or services.
 - Provide international fraud screening by ccScansm.
 - Handle all customer billing and billing inquiries.
 - Connect you to our network of over 60,000 active affiliates.
 - Provide you and your affiliates with real-time sales reporting.
 - Send you and your affiliates a paycheck twice each month.
 - Process Visa, Mastercard, American Express, Discover, Eurocard, and Visa-Debit, MasterCard-Debit, and Novus cards.

I have been with them for 6 months now and have found them to be EXEMPLARY in everything they do. This is a top-notch company. Support is prompt and professional. I cannot brag on them enough. They have over-delivered on what they promised. If you want a company to "take care of it all" when it comes to the operation of your affiliate program, then this is the one to go with. Hands down, they are the best.

ClickBank has a one-time \$49.95 activation fee, and a \$1 + 7.5% fee per sale. There are no monthly fees. I highly recommend them. [Click Here](#) for more information.

Now, there IS another company that I've looked at, but cannot "recommend" it as yet. I have not personally dealt with this company because I am completely satisfied with Clickbank. However, it looks really good and there are ZERO costs involved in using it as your affiliate program provider. Really. ZERO costs. It's a company called [Freeaffiliate.com](#). Here is what Freeaffiliate.com offers...

- FreeFiliate is a totally FREE affiliate tracking service that is full featured, fully functional and easy to use.
- It is web based and there is no download required. Get your affiliate program set up today!

- No Start up costs. No monthly or yearly fee. No commissions taken. A totally, 100% free affiliate tracking system that will enable you to get your affiliate program up and running immediately at no cost.
- Multi-Payment Options: Pay-per-Click, Pay-per-Lead and Pay-per-Sale options are all available.
- Full Affiliate Tracking: All affiliate activity for your program is tracked and stored for free in a master database on the JB McKee domain.
- Full Access 24/7: You will have full access to your program activity database at all times.

It appears that the only drawback with this company is the pop-up ads that are shown when someone clicks on your affiliate link. Oh well, they've got to get paid somehow, right? If you want a completely free of charge provider for your affiliate program, this looks like a keeper.

OK, now that we've determined who will run your affiliate program, let's answer...

WHAT ARE YOU OFFERING?

There are three basic ways for resellers to earn money with affiliate programs:

1. Pay-per-lead. The affiliate earns a pre-determined amount based on sending qualified prospects to your website.
2. Pay-per-click. The affiliate earns a pre-determined amount EVERY time someone clicks on their affiliate link.
3. Pay-per-sale. The affiliate earns a pre-determined amount or commission percentage on actual sales only.

My recommendation, and what I went with personally, is option 3, "pay-per-sale." At this point, you need to determine what you will be offering as far as a method of your affiliates earning revenue from your affiliate program.

The easiest (and safest for you!) is to offer revenue on actual sales.

So, how much is that going to be? That depends on your product or service. If it's ezine advertising or a specialized service that requires your time, you may only want to offer 20% commission. If you are going with an actual product that is to be physically delivered such as a music CD, for example (which I don't recommend) then you will need to factor in the cost to product, delivery charges, etc.

As I mentioned earlier, the best product to build your affiliate program around is an information product. And the standard commission for the sales generated by affiliates is usually 50%. That's what we went with. While you can choose any amount you want, 50% is what I recommend.

Now, you're not finished there. You need to offer more than just revenue from your affiliate program. You also need to offer a couple of additional things...

- Complete Support. Your affiliates need to be able to come to you with questions about your program and expect prompt replies. (Remember, if you go with Clickbank, then THEY provide the support). One of the quickest ways to lose good affiliates is to not respond to their inquiries. On the other hand, one of the quickest ways to gain loyalty among affiliates is to be available to them.
- Discounts on products for affiliates. Allow your affiliates to purchase your products or services through THEIR OWN affiliate link and earn a commission on the sale. This is a sure-fire way to build loyalty. After all, if the affiliate is going to work hard to promote your product or service, shouldn't they be eligible for the commission on their own sale? TAKE IT ONE STEP FURTHER by giving your affiliates a FREE COPY of your product. (See Step 10 for more details.)

Now, let's answer question #3...

HOW OFTEN WILL YOU PAY YOUR AFFILIATES?

There's the million dollar question that is on everyone's mind. When will I receive my check? When do I get paid?

Let me share something with you. I joined some of those "pay to surf" programs many months back. I surfed. I earned my commissions. It was months later before I got paid. (And on many of them, I never got paid at all). Do you really think I'm going to try and promote then any longer?

Nope. They wasted my time and I told you earlier that my time is important.

The single quickest way to destroy your affiliate program is to delay paying your affiliates. Let me repeat that. The single quickest way to destroy your affiliate program is to delay paying your affiliates.

Your affiliates need to know when they can expect their commission. And more than that, they need to see you follow-through and deliver what you promised. It's that simple. Keep everyone happy by paying them on time.

Now, there are a couple of different options here. You don't want the hassle of paying every week, because it takes too much time. Once a month is widely considered a satisfactory payment period. As long as they checks go out around the first of the month, everyone should be happy.

With Clickbank, you can expect a check to be delivered TWICE a month, which is yet another reason why I went with them. I like to get paid! Some of my bills and necessities won't want until the first of the month, so it works out well.

You should pay your affiliates at LEAST once a month and twice a month, if possible.

Also, another good idea is to give your affiliates the option of a minimum amount they want to receive. Let's say I set my amount at \$100. I don't want a check less than that. You simply keep my commissions and don't send me a check until I reach the \$100 mark. This will let the affiliate determine their own minimum amount, plus it will cut back on your paperwork because you'll be writing less small checks. Again, Clickbank takes care of this for you.

Make sure you spell it out clearly on your website when the affiliate can expect a commission check. It's the first thing many will look for.

Let's move on to step 3...

Step 3 - Setup your actual affiliate program system.

OK, it's time to actually establish your system. We'll do it in 3 easy steps...

1. Install the affiliate tracking software or open an account with the affiliate tracking company.
2. Design and upload a webpage describing your affiliate program.
3. Link to your affiliate program webpage throughout your website.

STEP 1: Install the affiliate tracking software or open an account with the affiliate tracking company.

The first thing you want to do is to implement your choice of "who will run your affiliate program?"

If you have opted to go it yourself, then install whatever affiliate tracking software script you have chosen.

- Test it carefully, making sure everything is working properly. You don't want the embarrassment of recruiting affiliates into a program that doesn't even work correctly!
- Make sure it properly creates new affiliate pages with unique codes.
- Be certain that it is tracking activity properly.
- Confirm that "acceptance" emails are being issued when someone joins the program.
- Make sure you know when you'll be sending out checks.

If you decided to go with Clickbank, then open your account and follow their simple instructions for establishing the affiliate system. Their step-by-step instructions make it easy to ensure that you've got everything in order.

- Test everything according to their directions.

STEP 2: Design and upload a webpage describing your affiliate program.

You will want to develop a special webpage that gives potential affiliates complete information about your affiliate program. For an example, check out the ProfitsVault affiliate page by [Clicking Here](#).

Note: If you're not sure about how to create a webpage for your affiliate program, or you just want to make your webpage much more attractive and professional than it looks now, then take a look at the [Internet Success Blueprint](#). It includes an actual MOVIE that you watch on your computer that shows you how to create your own killer graphics and design your own webpage. It's been invaluable to me. It's great for the novice or the intermediate web designer. If you're a pro, don't bother. :-)) [Click Here](#) for more details.

When you develop this special webpage make sure the layout and design is consistent with the remainder of your website. Your affiliate information page should have the following information included in it:

- Instructions on how to join your affiliate program.
- Where to find marketing tools to promote your affiliate program.
- When and how the potential affiliate will be paid, including the amount per sale, click or lead.
- Information regarding how the potential affiliate will have access to "real-time" stats for their affiliate account.
- A brief overview of how the affiliate program works. (I.E. You receive a unique URL, customer clicks on it, they arrive at the website, make a purchase, you are awarded a commission) Walk them through the process of earning commissions.
- Any special "terms of agreement" that you wish to enforce. (I.E. No tolerance for SPAM)
- Contact information should the potential affiliate have additional questions.

This special webpage needs to be in place before you begin recruiting affiliates. Answer all of their questions before they get a chance to ask them.

A word of warning: Do not fill the potential affiliate with hype. Don't give them outlandish details of how much money they "might make." False hope leads to disappointment which leads to "I'm going shopping for another affiliate program to promote because this one didn't deliver." The best option is to not include any actual dollar amounts, other than the amount per sales, lead or click.

STEP 3: Link to your affiliate program webpage throughout your website.

Now, you need to establish links to your special affiliate program webpage throughout your entire website. You want to recruit as many people into your program as possible. EVERY page of your website should have a link of some kind to the affiliate program page. Here are some suggestions for getting maximum visibility for your affiliate page...

- Begin with your mainpage. Add a link in a prominent location. If you have buttons on your webpages, add an additional button for your affiliate page. It needs to merely read, "Affiliate Program" or "Affiliates" if you need something shorter. Begin with your mainpage and add the link / button to all of your webpages.
- Add a link at the close of your sales letter. Remind the reader that you have an affiliate program for the product they are reading about.
- If you have an "ezine page" developed for your Internet newsletter, then make a special note in the ad copy informing subscribers of the

affiliate program.

- How about a "Your subscription has been processed" page informing the subscriber that they have successfully been subscribed to your ezine? Mention the affiliate program on this webpage.
- Speaking of ezines, if you publish one, keep a small note about your affiliate program in the masthead of every issue of it.
- After someone places an order with you, they are most likely redirected to a "thank you" page, right? This is an ideal place to mention your affiliate program. "Thank you for your order, blah, blah, blah. P.S. Before you leave, why not join our affiliate program where you can earn 50% commission..." You'll be surprised at how many will join from this webpage.
- Do you send a confirmation email after each order? (If you don't, then you should!) Included in this email are usually a "thank you," order number, download information, etc. This is another great place to inform folks about your affiliate program. They are already interested in your product, right? They just purchased it! Now, show them how they can earn extra money from it.
- If you have a "Private Site" or "Member's Only" site or even a "Download Page", then invite the visitors of these webpages to join the affiliate program.
- Plug a 2-3 line "ad" for your affiliate program in your email signature. Within a week, you'll probably have sent it out to several hundred potential affiliates.
- When you post questions, answers or information to online forums, discussion boards, message boards or bulletin boards, then link to your affiliate program in the provided URL spot.

Plaster information about your affiliate program throughout your webpage and your online correspondence. We add about 10-15 new affiliates EVERY week just from doing this alone. In a year's time, that's 500-750 NEW affiliates promoting the Profits Vault.

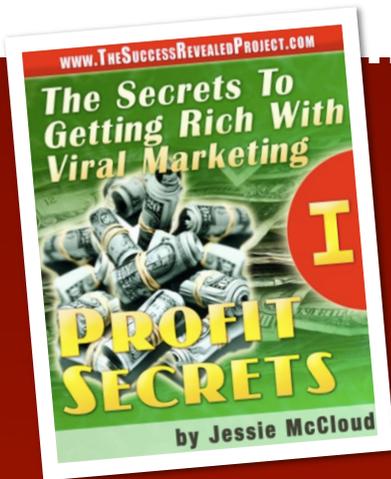
See how quickly this adds up?!

Next, we need to build an affiliate support center, ok?

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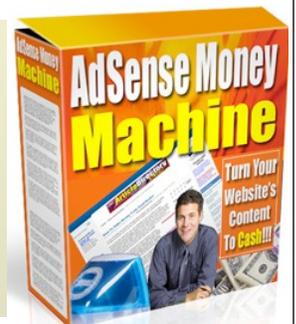
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MINI E-BOOK GOLD MINE



How to Build Your List and Make an Abundance of Money Through the Magic of Giving Away Free Reports!

Mini E-Book Gold Mine

“How to Build Your List and Make an Abundance of Money Through the Magic of Giving Away Free Reports!”

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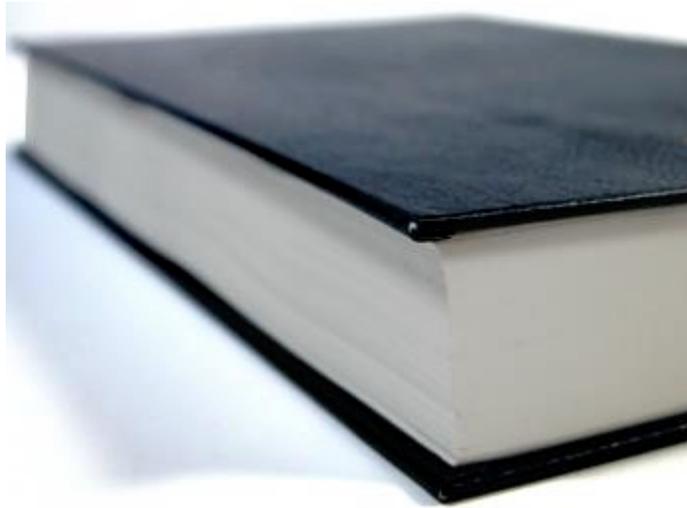
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Chapter 1:

Mini E-Books Exposed



People often ask, “what is a mini E-Book” and why is it important in the scheme of my business? To answer the question of “what is a mini E-Book?”: a mini E-Book is a 5-25 page executable file or PDF document that discusses a very specific topic. While the mini E-Book has become wildly popular as an Internet marketing tool, it is also used in non-IM niches.

A mini E-Book can be used for a number of different purposes. In general, however, a mini-E-Book is usually used to convey a very specific – and little known – secret about a niche topic, whether it be car waxing or pet care.

What is a mini E-Book and how is it different from a regular E-Book? A mini E-Book is smaller than a regular E-Book because it doesn't aim to be comprehensive. Instead, it concentrates on providing highly-specific, crucial information about a specific technique or idea. Successful publishers will often go beyond a pre-set scope in their mini E-Book.

While smaller than a normal E-Book, it can still be sold through the same avenues. For instance, publishers who start by asking, “what is a mini E-Book?” often end up asking “where can I sell such a product”? It's simple: they can open a vendor account at <http://www.clickbank.com>, pay the \$50 initial product fee, and then begin selling any amount of mini E-Books.

Additionally, a mini E-Book publisher can also give his or her product away completely free of charge in order to generate traffic. This is often employed by skilled Internet marketers, who will coordinate a massive free give away – and then include some back-end component to return readers to their sites.

So what is a mini E-Book and why is it important? It's a short book or report on a specific topic that either generates revenue or facilitates traffic generation.

1.2 What Makes a Mini E-Book a Mini E-Book

What makes a mini E-Book a mini E-Book? A normal E-Book generally spans from between 30 and 75 pages in length; however, there are a number of E-Books that are considerably longer. Ken Evoy's “Make Your Site Sell” (MYSS) -- once dubbed the Bible of Internet marketing – contains well over 700 pages of marketing advice, rife with powerful illustrations and examples. This could hardly be considered a mini E-Book.

Rather, large tomes like Ken Evoy's and even smaller E-Books, such as ones that span from 30 to 75 pages are usually considered full E-Books because they cover a range of topics in considerable depth. They are comprehensive and complete.

In stark contrast to the large, comprehensive E-Book is the mini E-Book. So what makes a mini E-Book a mini E-Book? Obviously, the size is important: a mini-E-Book generally spans around 5 to 25 pages.

Another important distinction when considering what makes a mini E-Book a mini E-Book is that it is not comprehensive – and this is crucial. Unlike a full E-Book, a mini E-Book should give a piece of an incomplete idea, prompting the reader to take action – whether it be to purchase the complete version or to opt-in to a newsletter.

Another part of what makes a mini E-Book a mini E-Book is that it is generally free. Rather than capturing revenue, as most large product launches must do, it seeks to penetrate a specific niche crowd and to pull them in as leads. Additionally, it seeks to give list subscribers a specific incentive to circulate the report, which again will bring in additional revenue.

In summary, what makes a mini E-Book a mini E-Book? It must be short, targeted, incomplete, and yet still effective at persuading list subscribers to circulate it; but most importantly, it should be free.

1.3 The Role of Mini E-Books in Internet Marketing

What is the role of mini E-Books in Internet marketing? In Internet marketing, mini E-Books serve almost exclusively as a viral tool that generates traffic and opt-in list subscriber growth.

In many cases, the role of mini E-Books in Internet marketing is to generate viral and explosive growth through word of mouth promotion. But before you attempt to integrate mini E-Books into your marketing campaigns, there are a number of important things you should first consider.

The first and most important thing to keep in mind is that your product must have a target market. If you have no list to promote to and no idea whether or not anyone is actively looking for the solution you present in your mini E-Book, do

not write it. Start with market research and determine what people really want to know about your specific niche. You can do this by searching forums for hot topics that have received a significant amount of replies. Take one of these topics and generate a quick report about it, using a controversial angle – something that will grab someone's attention and compel them to buy.

Next, determine how you will market your mini E-Book. You can start by looking for joint venture partners. Find webmasters who have lists related to your topic. And then approach them quietly with your offer. But make sure it is compelling. Webmasters with big sites get offers like yours every single day. Yours must stand apart and provide a compelling incentive, such as a large affiliate commission.

Again, the role of mini E-Books in Internet marketing is to generate viral traffic. If you don't have people promoting your E-Book through word of mouth, then you might as well not write it.

So start with the market research. Find out if anyone will actually buy your product. Once you do that and develop a good product, start contacting your potential JV partners with a good, compelling offer.

1.4 The Purpose of a Mini E-Book to YOU

What is the purpose of a mini E-Book to you and your business? Is it simply another means through which to generate revenue? In many cases, yes, it is. Often, if you have a list, you can use a bunch of mini E-Books to supplement your income by creating a product in 2-3 days and then selling it for as little as \$7. Who on your list wouldn't buy it, provided that the information was useful and the sales page was compelling?

The purpose of a mini E-Book to you and your business that we will discuss in this article has more to do with traffic generation. Many people don't realize this – even as they pound away on repetitive search engine optimization tasks – but the mini E-Book is often the absolute best means through which to generate traffic.

Why spend hundreds of dollars purchasing content and hiring optimization specialists when you can simply create a mini E-Book, give it to your list for free, and watch it spread like wildfire, as your subscribers give it to friends – and their friends also give it to other friends? Of course, to ensure this level of success, you

will have to create content that is worth reading and answers an oft-asked question.

You will also want to give your list some sort of incentive to spread the project for you. Perhaps you could make it a re-brandable report with affiliate links that could potentially generate revenue for promoters. Additionally, you will want to teach them how best to disseminate the report. Make sure you stress the importance of the purpose of a mini E-Book and YOU to your email list, so they understand how spreading it will benefit them.

Many talented list owners, including the famous Jimmy D. Brown, will attest that this strategy has the potential to pull in massive amounts of traffic with minimal amounts of work.

1.5 Mini E-Books - The Pros

There are dozens of ways through which you can generate traffic. To name only a few – you could optimize your site for the search engines, you could begin a link building campaign, or you could even create an opt-in list and use that to recycle traffic. In this article, “mini E-Books – the pros,” we will discuss using mini E-Books, which are often the best and fastest way to generate traffic.

Mini E-Books – the pros: they're easy and fast to create and they provide considerably more perceived value than a single article. In fact, simply bundling any report in PDF format or executable file format will instantly increase its perceived value. This means that people will actually spend the time to read it. In many cases, people now simply disregard information and articles on webpages, but if it is packaged as an actual product, it will have a higher perceived value.

What are the other pros to mini E-Books? Another huge pro is that they are small enough to read in a single sitting. Why is this good? It's good because a person can read the entire report and then take action while the thoughts provoked are still mulling around in their heads. This means that you can get an even greater response, faster.

Another important pros that this article, “Mini E-Books – the pros” stresses is the raw viral power of mini E-Books. Rather than promoting them yourself, you can simply spread the word that you have put out a completely free, easy-to-use report that is less than 20 pages long. If your subject is interesting, if your crowd

is receptive, and if your pitch is reasonable and enticing, you can expect a significant response.

In a nutshell, the pros of a mini E-Book include its ability to provoke immediate, focused responses and its ability to act as a tool of viral promotion.

1.6 Mini E-Books - The Cons

In this article, “Mini E-Books – the cons,” I will explain some of the negatives to creating a mini E-Book, rather than a full-length E-Book. While most would assume that there are no negatives, there are actually a number of important things you will want to keep in mind before churning out a mini E-Book to sell to the closest buyers.

The first of the cons we will cover in “mini E-Books – the cons” is completeness of information. If you are trying to entice someone to act on something, then your mini E-Book being incomplete is not a con; instead, it's a pro, as it will put pressure on the readers to take action as soon as they finish reading it. However, if you don't plan on circulating your mini E-Book for free, this incompleteness means you will have to charge a considerably lower price.

The second problem we will cover in “mini E-Books – the cons” is perceived value. While special reports or mini E-Books have a higher perceived value than website articles, complete courses or full E-Books have a considerably higher perceived value than a mini E-Book. Take, for instance, John Reese's Traffic Secrets, which came in the form of MULTIPLE books and MULTIPLE CDs. This high perceived value – and, of course, an excellent marketing campaign – allowed John to successfully earn more than \$1,000,000 in under 18 hours selling a \$997 product. If he had been selling a 15-page special report, he never could have asked for such a high price. If he was lucky, he might have been able to pull in \$27.

The last con we will cover in “mini E-Books – the cons” is that it is harder to find joint venture partners for lower-value products. This means that you will have to find a considerably better incentive if you realistically want to find joint venture partners.

Chapter 2:

The Mini E-Book Magic



2.1 Why Give Mini E-Books Away for Free?

Why give mini E-Books away for free when you could sell them and make money? Many marketers might say there is no reason to give them away for free. In fact, giving them away for free might devalue them, leading people to overlook them, rather than spending the time to download them.

In stark contrast to this opinion is that of Jimmy D. Brown, who has made a career of doing precisely that. Why give mini E-Books away for free? Because Brown and other marketers have repeatedly demonstrated that doing exactly that will yield higher sales and higher exposure than any other method you could possibly use, but in the long run.

Rather than gaining small profits for the short run, you can gain thousands of potential future customers, which answers the question of “why give mini E-Books away for free?”

With that being said, it is important to qualify this statement with some “must dos.” While giving away mini E-Books for free can create massive viral traffic, it has to be done properly.

The most important part of these free give aways is to find partners who will help you distribute the E-Book. The best place to look is actually on your own mailing list – people you already have a personal relationship with. Give your subscribers a really strong incentive to distribute the report (i.e. Allow them to re-brand it or to earn a commission on referrals).

The next “must do” involves implanting some sort of successful lead-capturing method into the mini E-Book. For instance, you could place links throughout the mini E-Book that refer people back to your opt-in page, where they can become a subscriber. Again, if your goal is long term profit, rather than short term, gaining a subscriber is always better than gaining a potential, one-shot customer.

2.2 The Ultimate Goal of a Mini E-Book

Before you do anything related to product-creation or marketing, it is probably a good idea to first ask what the ultimate goal of your actions will be. Is it to generate more traffic? Is it to cement joint venture partner relationships? Or is it to simply generate revenue? All of these things are important to keep in mind, especially when considering the ultimate goal of a mini E-Book.

In general, you are probably better served if the ultimate goal of a mini E-Book you are launching is to generate subscribers and joint venture partners. If the ultimate goal of a mini E-Book you are launching is simply to generate revenue, you will have to go through the process of finding partners and promoting your new product through pay-per-click advertising, search engine optimization, and word of mouth. In contrast, if you generate traffic and recycle it into long-time relationships via free subscriptions, you can not only turn around and market a product to that list once, but you can do it again and again on a monthly basis. You can also sell advertising space on your list, which means you can sell without having to make any pitches.

The ultimate goal of a mini E-Book might also be gaining joint venture partners. Many people are too short sighted with their marketing to realize what a goldmine this is – but it is. You could create a mini E-Book and allow a well-known site own in your niche to not only sell your product at a 100% commission, but also re-brand every single affiliate link it. Now, this sounds completely crazy, but it isn't. In the short run, will you miss out? Maybe a little. But in the long run, you will gain significantly from your new partnership.

So what is the ultimate goal of a mini E-Book? It isn't to get short term traffic without recycling and it isn't to generate a quick buck. The ultimate goal of any mini E-Book should be to increase revenue potential in the long run by opening up relationships with business owners and with subscribers.

2.3 Pre-sell Your Products

Many people who use the mini E-Book business model do not realize this, but giving away a mini E-Book can actually be one of the better ways in which you can pre-sell your products.

But what does it mean to pre-sell your products? Essentially, pre-selling involves gaining your customers trust, so they think of you as a friend, rather than a pushy salesman.

Most people use salesletter modifications, such as pictures and handwriting, as pre-sales mechanisms. This helps the customer feel like he or she actually knows you and has some stake in your life, even if you two have never met and will never talk.

Now how can giving away a mini E-Book be a pre-sales method? It's simple: rather than selling your products, you give them away for free, which means they gain wider exposure – and allow more people to learn how you think and that your information really is valid.

Another important component of pre-selling your products with mini E-Books is that you get the right people to distribute those E-Books for free. If you have a number of big names in your niche distributing your book for free – or at least linking to it – you will gain instant credibility.

This is best illustrated by Rich Schefren's release of the Internet Business Manifesto. With all of the huge names he had backing him, he could have easily sold his book for hundreds of dollars. But he didn't. Instead, he gave it away completely for free and ended up getting tens of thousands of subscribers in a matter of days. He also is selling out his seminars faster than he can schedule them.

While Rich obviously has a leg up on most of us, it is important to note that anyone can do exactly this by pre-selling your products with free mini E-Books and good partners.

2.4 Sell Other People's Products as an Affiliate

Are you having a hard time coming up with a good idea for your first mini E-Book? No problem. Don't come up with an idea. Instead, find someone else with a good idea.

Find someone who is planning a product or site launch and ask if you can pay them \$100 for a 30-minute interview. In most cases, they will accept. They'll want the publicity, anyway – and for \$200 an hour, they'd be nuts not to take it.

Once you have completed the interview, take that information you extracted and carefully package it into a compelling, yet incomplete, report about the person and some of his or her best methods for doing whatever it is people do in your specific niche.

At the end of the report, put an affiliate link to the person's new site or new product. It might sound strange, but you can actually sell other people's products as an affiliate – and do it faster and more profitably than you would ever be able to manage if you worked through the product-creation process yourself.

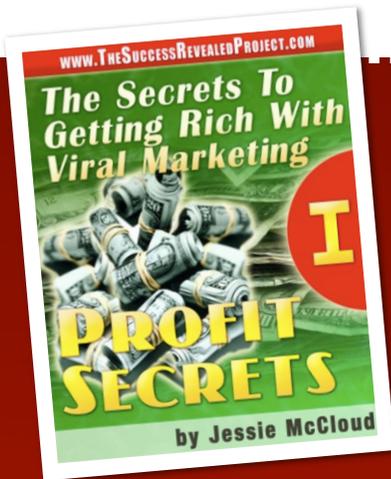
This is especially true if you align your interview with the person's launch. Not only will you be able to sell other people's products as an affiliate and make money, but you will also be able to launch a coinciding project that can capitalize off of already-existing hype.

Additionally, you can capitalize when you sell other people's products as an affiliate through mini E-Books in two other ways. The first way is by setting up the report as previously discussed, but rather than launching it yourself, you can

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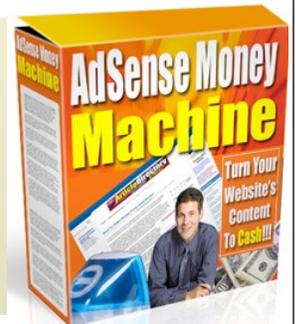
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by Jimmy D. Brown

10 Things To Have Your Affiliates Do That Will **Skyrocket Your Sales**

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10 Things to Have Your Affiliates Do That Will Skyrocket Your Sales

So, you'd like to skyrocket your sales, would you?

Well, would you?

I've shared this principle with you in the manual, but let me repeat it again here to emphasize its importance...

...help others make money and they'll help you make money.

It's a simple concept, but one that FEW choose to put into practice. An affiliate needs training. And not just a one-time shot, but rather consistent, continual training as the Internet changes and new ideas and techniques take shape.

If you really want your affiliate program to be a success, then you must be willing to spend time training your affiliates - explaining in detail EXACTLY what they need to do in order to be productive and generate sales.

Help them make money and they'll help you make money.

Say that five times before moving on!

There are a lot of obvious marketing tips and techniques you'll be able to glean from articles and reports available online, but I want to share with you 10 things that you DEFINITELY want your affiliates to do in order to skyrocket THEIR commissions and YOUR profits.

- Submit your eBooks to eBook Directories and software sites.

Remember those marketing tools that you created and have readily available in your affiliate support center? (If you don't have them, you'd better get busy :-)

Have EACH of your affiliates submit THEIR customized copies of your eBooks to eBook directories, eBook listing sites, and software sites.

○ **eBOOK DIRECTORIES**

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- For a huge listing of software sites, visit <http://boole.stanford.edu/nerdsheaven.html>
- For a FREE software program that will submit your eBook to over 50 different sites, visit <http://www.analogx.com/contents/download/program/ssubmit.htm>

Your affiliates can also do searches on their favorite search engine (<http://www.altavista.com> is the largest) for the following phrases which will give them more places to submit their customized ebooks...

- ebook directory
- ebook directories

- e-book directory
- e-book directories
- free ebooks
- free e-books
- submit ebook
- submit your ebook
- submit e-book
- submit your e-book
- free software
- freeware
- software directory
- software directories

The ONLY drawback to this tactic is that usually only ONE affiliate's customized eBook will be accepted per location. So, inform your affiliates that the information you provide them must be acted on quickly if they are going to see results. Fortunately, with SO MANY sites accepting submissions, numerous affiliates will be able to at least pull some results from this.

PLEASE NOTE: When giving your affiliates the ideas included in this report that only ONE person can do, make sure that only ONE person does in fact participate. More than one person submitting could lead to a threat of SPAM accusations. What I have done for these is to post the idea in my report and tell the affiliates that the first person to contact me via email is the person who has my "official" authorization to complete the tactic. No one is able to complete the tactic without me notifying them that they have been chosen.

- Post your articles, ebooks, and reviews on search engines.

Now, it's time to use those marketing tools on the major search engines.

Have EACH of your affiliates do the following...

- **ARTICLES**
 - Create a separate webpage for EACH of your articles.
 - Place your affiliate program banner at the top of each webpage, linked to their affiliate link.
 - Include their affiliate link in the resource box at the close of each article.
 - Generate appropriate META TAGS and KEYWORDS for each webpage.

- Upload each webpage to their own website.
- Submit each page to the top 25 major search engines by using the free submission tool at <http://www.addme.com/submission.htm>
- **eBOOKS**
 - Create a separate webpage for EACH of your ebooks. (That should be customized with the affiliate's link)
 - Place your affiliate banner at the top of each webpage, linked to their affiliate link.
 - Each webpage should have a detailed description of the information the reader will access in the eBook. (Either provided by yourself, or written by the affiliate - preferably by you) The detailed description should be saturated with KEYWORDS.
 - Generate appropriate META TAGS and KEYWORDS for each webpage.
 - Upload each webpage to their own website.
 - Submit each page to the top 25 major search engines by using the free submission tool at <http://www.addme.com/submission.htm>
- **REVIEWS**
 - Have the affiliate to write their own detailed review of your affiliate program, using the reviews at <http://www.klausdahl.com> as "models."
 - Place your affiliate banner at the top of each webpage, linked to their affiliate link.
 - Each review should be saturated with KEYWORDS.
 - Generate appropriate META TAGS and KEYWORDS for each webpage.
 - Upload each webpage to their own website.
 - Submit each page to the top 25 major search engines by using the free submission tool at <http://www.addme.com/submission.htm>
 - For even MORE exposure, have the affiliate write SEVERAL different reviews - one for EACH of your product or services. If you have a large or broad product, a review can be created for each "section" of the product.
- Submit your articles to content databases and publishers.

There are a growing number of article databases online that allow writers to submit their articles for publication in other newsletters. If you give

permission to other newsletter to publish your material (which you should, by the way, as this is an EXCELLENT method of 100% FREE exposure and publicity for you) then you'll want to submit your articles to all of these databases.

Of course, this takes time. One of the easiest and surest ways to accomplish this is by allowing your affiliates to submit the articles for you. Of course, this is beneficial to you both: for you, as it will make your articles (and resource box with links to your products!) available to a wide selection of newsletter publishers. Being published in just a handful of quality newsletters will bring a tremendous amount of traffic and sales your way; for the affiliate, as it will allow them to earn a commission on any sale generated from articles of yours that they submit. This is accomplished as you allow them to place THEIR affiliate link in your resource box, as opposed to your own link.

I've included a list of 8 content directories below. Have your affiliates submit your current articles AND each new article you write to these directories...

- <http://www.ideamarketers.com>
- <http://www.makingprofit.com>
- <http://www.ezinearticles.com>
- <http://216.147.104.180/articles/submit.shtml>
- <http://www.isyndicate.com/>
- <http://www.mediapeak.com>
- <http://www.web-source.net/articlesub.htm>
- <http://www.internetday.com>

This is, by no means, an all-inclusive list. Have your affiliates visit <http://www.altavista.com> and search for the following phrases which will generate even more places to submit your articles...

- ezine content directory
- ezine content directories
- ezine content database
- ezine articles
- ezine article directory
- ezine article directories
- ezine article database
- ezine article collection

- Repeat this searches with "newsletter" in place of "ezine"

As with the eBook submissions, the FIRST affiliate who responds by submitting the articles will usually be the one who gets listed.

- Submit your affiliate program to the affiliate program directories.

This is the third and final technique that only a handful of affiliates will be able to respond to.

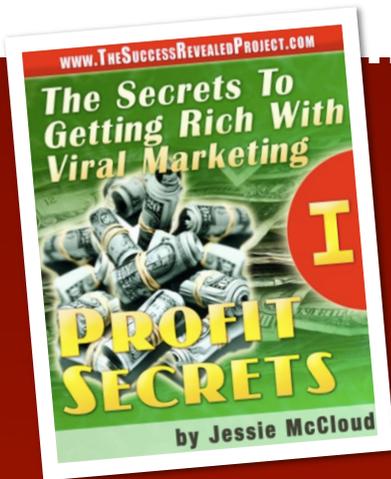
Remember those 42 affiliate program directories that I mentioned in the main manual? In case you don't, here they are again...

- [4YourSite](#)
- [1000AffiliatePrograms](#)
- [Adbility](#)
- [Affiliate-programs-directory](#)
- [AffiliateBroadcast](#)
- [AffiliatesDirectory](#)
- [AffiliateForum](#)
- [AffiliateGuide](#)
- [AffiliateMatch](#)
- [AffiliateOptions***](#)
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- **Viral Marketing Secrets eBook**
- **Super Affiliate eBook**
- **Website Conversion Secrets eBook**
- **Scroll Pops (software)**
- **Software Index Script**
- **Super Six Scripts**
- **4 Private Label Products**
- **AdSense Money Machine eBook**

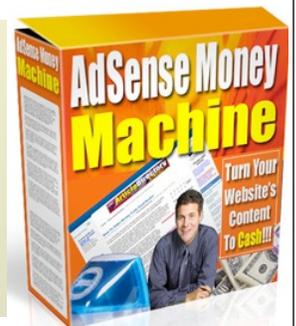
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6 Ways To **Outsell** Other Resellers And Become A **Super Affiliate**



**Killer Strategies For Outselling
Other Affiliates Even Though
You Are Selling The Exact Same
Thing At The Exact Same Price**

by Jimmy D. Brown

6 Ways To **Outsell** Other Resellers And Become A **Super Affiliate**

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6 Ways To Outsell Other Resellers and Become A Super Affiliate

So, you'd like to outsell the gazillion other resellers promoting the same affiliate program that you are? You'd like to be one of the few affiliates who *actually* receive a nice paycheck. You'd like to figure out a way to stand out when it seems like everyone else has been doing it longer and better than you have.

You'd like to become a SUPER affiliate.

Scratch that. You'd LOVE to become a SUPER affiliate!

Right?

While it's true that those with greater resources (deep pockets, large mailing lists, high-traffic websites) do have an advantage when it comes to generating revenue from affiliate programs, the gap isn't as wide as it might seem. In fact, with a few strategic tactics, YOU - yes, that's YOU - can become a SUPER affiliate WITHOUT the great resources that others might possess.

If you are willing to do two things, then I GUARANTEE that you can become a top-selling affiliate in just about any reseller program.

What are those two things?

- Learn.
- Apply.

First things first, you've got to know what you are doing. It took me three years to grasp what doing business online is all about. And I learn something new everyday. Become a top affiliate is a never-ending learning process.

Secondly, you've got to apply what you have learned. It's one thing to read this report...

...it's another thing to actually put into practice what you read. I've told my affiliates from the beginning, there are two ways to get to the top of an oak tree: one is to get started climbing, the other is to sit on an acorn and wait.

I don't have to tell you which one makes it to the top.

If you want to become an income producer with affiliate programs then learn the ropes and put them into practice. That's a sure-fire formula for success.

I can't help you put them into practice. That's up to you. I can, however, teach you some things you need to know. Below you will find 6 ways to outsell your competition and become a top-producing affiliate. Some are obvious, others are not. All are important.

Are you ready to start climbing the oak tree?

- **Be different.** One of THE biggest problems with affiliate programs is that EVERYONE uses the same standard banners, classifieds and articles that everyone else uses to promote the products and services.

There are three areas of concern with doing this:

- If everyone is promoting the exact same ads, what will make me want to purchase from YOU? Why not someone else?
- If I have already looked at the product or service from Joe's ad and I decided against purchasing the product, then I'm very unlikely to visit the website again after reading the same ad from you. However, if it's a different ad that catches my attention, I'll visit. This time I might decide to buy.
- If the standard ad focuses on an angle of the product that I am not interested in, then I probably won't take a closer look. By being different, you might just touch on a topic of the product that DOES appeal to me.

One of the keys to standing out among a crowd of many people doing the same thing is to be different. Separate yourself from the "standard" ads supplied to you that everyone is using. There are three easy things you can do to make your promotion efforts different that I am going to quickly cover. However, I first want to point out that NOT ALL affiliate programs allow you to develop your own advertising. Most will, but not all. So, check your affiliate agreement first. And, if necessary, give the administrator a quick email to make sure you are able to use your own advertising materials. Having said that, here are three super ways to be different...

- **Write your own ads.** Don't use that same tired classified that you've seen a gazillion times. I personally have sold 25 times MORE Cookie Cutter packages when I didn't use the standard ad (you know, "what if it really works") Instead, my ads focused on a TURNKEY BUSINESS for under \$20 and I was using the term "resell rights" for this product when "resell rights" meant 2,000 worthless reports to most of the web. Be different. Don't use the same old ads, write your own. What strikes you as most important about the product or service? Focus on that. Stress benefits. Grab attention. Stand out. (Don't know how to write a killer classified ad? [The Profits Vault](#) has a tremendous tutorial for writing killer ads and headlines - check it out.)

- **Create your own graphics.** Same concept as on writing your own classified ads, except this time you are creating graphics. And, go one further than that and create an ebook cover or product box. I know of one gentleman in my own affiliate program who does this and has seen his sales rise dramatically. Think about it, NO ONE ELSE in the world can use your graphics - you are 100% different! (There is an excellent video tutorial that actually SHOWS you how to create eBook covers in less than 10 minutes. [Click Here](#) for details.)
- **Free report.** Write a free report that is uniquely yours. A 3-5 page report that has a desirable subject and quality content will produce more results that you can imagine. I released a free report several months ago that has *literally* produced over \$20,000 in sales for an affiliate program that I promote! Of course, throughout the report, you will want to include information on the product you are promoting. I assure you, if you are providing quality information, most people won't care at all that you include links to products. In fact, if they are absorbed in the good stuff you have given, they probably won't even notice that you've included them.
- Be convincing / overwhelming.

A strong motivator for sales is MORE. We want MORE useful information. We want MORE items. We want MORE value for our money.

Let me give you an example from the real world. Suppose you are looking to purchase a new car and you visit several different dealerships. All of them have the EXACT same car that you are interested in purchasing. All are priced at the EXACT same price. Every factor is the same...

...except for one.

One of the dealerships offers you an incentive. If you purchase the vehicle from him, he will throw in a year's supply of gasoline!

Now I ask you, which of the dealerships are you going to make your purchase from?

If you chose anyone but the dealer offering the free gasoline...

...you probably shouldn't be on the road driving! :-)

Obviously, with all factors the same, you would want to make your purchase from the dealer who offered you MORE value for your money.

AdSense Money Machine

By www.Ebkezine.com

A Complete Guide to Google AdSense

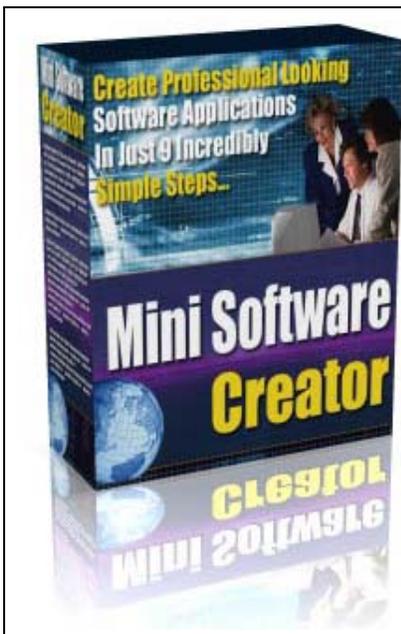
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Make Sense of Google AdSense – and make money!

As a successful web publisher looking to get to the next level, you are probably thinking about trying a number of different approaches to increasing revenue – especially your *passive* revenue, the money that just “shows up” from time to time while you focus on other things. You may be considering various forms of internet advertising. And you should.

Internet advertising has exceeded all expectations. The technology keeps advancing, and the popularity and ubiquity of the medium is incredible. Most companies can benefit from the Internet because it allows the chance to reach a global audience at never-before-possible speeds, with many kinds of filters to make sure the right audience sees the right message, and costs that are often surprisingly low. But many businesses make money online in ways that have very little to do with their own actual business, but with systems that connect various companies and offerings together.

You may be wondering how to make money *easily* with online advertising, and you have come to the right place!

The secret is that *taking* ads is a much more profitable strategy than *placing* ads for most websites. And the best way to make money with this right now is “hiding in plain sight” from the world’s most popular search engine company.

While there are many ways to approach online advertising, it makes sense the best would be offered by the ultimate search engine company, the company that is setting out to organize all of humanity’s vast amounts of information – Google. This method is Google Ad Words, and it’s sister program, Google AdSense. With Ad Words, Google makes a lot of money. With AdSense, web publishers – that’s you! – can reach a lot of people and make a lot of money too!

In this report, we’re going to focus in on how to make sense of, and a lot of money with, Google’s AdSense program.

Want to make five or ten or twenty thousand dollars a month automatically and be paid by one of the biggest Internet companies in the world?

We'll describe what AdSense is, how it works, how to get started, how to maximize the program, and where to go from here! Ready?

First let's examine what AdSense is and how it works.

What is Google AdSense?

Google AdSense is an ad-serving program that places ads that “make sense” – specifically, that make sense based on relevant content, and assumptions about who might be interested in that content. AdSense is an application of the broader concept of Contextual Marketing. Contextual Marketing is just what it sounds like. On a website about custom cars, you might have an ad for fancy wheels or car care kits. On a website about off-roading, you might have an ad for durable truck tires or spotlight rigs. A hockey site might advertise hockey sticks...and a tennis site, tennis shoes. Contextual Marketing just means aligning the ad serving with the context/nature of the website and its audience, the same way like items are grouped in a store. And the “context” can be cut much finer than website level, it can be page level, article level, and so on, so the ads always match the material they are appearing near, and thus, appeal to the interest of the reader/buyer at any given moment.

So what's in it for you – the website publisher/owner? That's easy. Every time a visitor to your site clicks one of these ads, you make money. The better the ads are targeted, the more clicks you get, the more money you make. AdSense displays easy-to-read, text-based, relevant ads that don't overshadow the content of your website or annoy visitors. Actually, you have seen hundreds of these ads yourself, as you'll realize in a moment.

Today there are probably only a few places in your website that can directly make you money, if any. The magic of Google AdSense is this: It allows you to earn money through every page of your website. On top of that, with algorithms

used to align ad content with page content Google automatically selects and displays ads for your website that are likely to generate the highest revenue for you.

AdSense is an application of AdWords beyond Google.com

Making “sense” of AdSense means understanding that it is really an offshoot of the older Google model, AdWords. But they are not the same thing.

Google AdWords

If you have ever searched on Google, you have seen AdWords.

Google AdWords are the small text ads that are displayed on the side of the search results in Google. These ads are contextual of course – in this case the context is the search terms you entered. The ads will be served based on what you’re looking for. So, if you do a search on “printing services” you will get ads for printing services along with your search results!

How does this generate money for Google and the advertisers?

Google AdWords works on a model known as *pay-per-click*. When someone clicks on an AdWords ad, the advertiser of that ad has to pay Google a certain amount. It’s easy to track and fully automated.

We say “certain amount” because that amount is different all the time and is subject to market forces – in this case, bidding. *Something* has to determine the placement of those ads, and what determines it is how much the advertiser offers to pay per click. When you submit this kind of ad to Google, you submit it with a bid – which is compared to other bids for similar keywords. It’s an auction style process.

The position of the AdWords ads is based on the bidding amount of keywords of an ad. Obviously, the higher the bid, the higher the position the bid buys you. For instance, if the highest bid for the keywords “Internet marketing” is 80 cents per click, you can get top position by bidding 90 cents. Then every time someone clicks on your ad, Google would charge you 90 cents, and you would retain the top position until someone else bids more for the same search word placement.

Google AdSense, as stated earlier, is an extension of Google AdWords. It takes the AdWords concept and moves it off of Google’s search page and onto thousands of other web pages. The ads that are displayed on the websites *are* Google AdWords ads.

It’s good for the advertiser, who gets more and broader displays, for Google, who charge more for this program, for you, who will make money from the clickthroughs on your pages, and also for the consumer, who will see cool ads for stuff they are probably interested in!

So how exactly are you making money from all this? You earn a share of the pay-per-click amount, every time a visitor clicks on the ad. So you just need to get ads on your site...

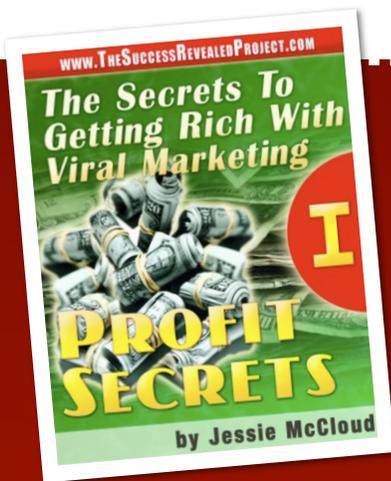
How the Ads Get On Your Site

Once you join the AdSense program – and Google approves your site or sites, which we’ll cover in detail shortly – the actual process of displaying ads on your website is extremely simple. You are provided with a small HTML script, which you can paste anywhere on your webpage. You may paste this code any number of times and on multiple pages, and watch the ads get served! Google automatically places AdWords ads that are most relevant, from its extensive advertiser base. Google employs various sophisticated algorithms to determine the relevancy of the ads to your content.

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