



“Making money on the internet without a website is perfectly possible.”

This course will probably be one of the most important readings you will do this year, especially if you are new to the affiliates Industry.

If you think that you need a website in order to make money on the internet, you are wrong. On this course you will learn how to make a good amount of money without having a website.

The Affiliates Industry has become a very important part of the worldwide economy, moving billions of dollars each and every day. And the trend goes up year after year.

But,

What is Affiliate Marketing after all?

Broadly, Affiliate Marketing is the promotion of third party products, for a commission.

If you promote a product online that is not your own with the objective of making money, you are considered an Affiliate.

How does it work?

Many website owners (let's call them VENDORS or MERCHANTS) may decide to offer anyone the possibility of promoting their products in exchange for a commission on any sale made.

Commissions on sales can go to different ways. These are the main ones used:

- Percentage Commissions, where affiliates receive a percentage of the VENDOR product's price on each sale they make. These commissions are usually pretty high, up to 75% of the product's sale price.
- Fixed Rate Commission, where affiliates receive a fixed amount on each sale they make of the VENDOR product or products. We have this on 15DaysCash whereas we pay affiliates to bring in further affiliates to the network (details inside your 15DaysCash Affiliate Panel).
- CPM: Commission per thousand unique visitors, where affiliates get paid a certain amount for every 1,000 unique visitors they send in.

This last one is not a common practice. It is not based on sales but on the visitors they send. Obviously, this has a very positive part for affiliates: A sale must not happen to be accountable for a commission. All the affiliate needs to do is to send in as much traffic as possible. The negative part of this is that the commissions offered by vendors are in the cents range. Affiliates really need to send tons of traffic in order to make a decent amount of revenue.

The 15DaysCash Affiliate Programs Network includes products that are mainly based on commissions per sale since they are the most lucrative ones.

How are commissions tracked?**How do affiliates know when they make a sale?**

What affiliates need to understand first, is that over 90% of the products that offer commissions use third party companies to control, keep track and pay commissions.

These companies are called Affiliate Networks. One of them is 15DaysCash.com

As affiliate, you can join 15DaysCash.com absolutely for free.

Once you have an affiliate account on 15DaysCash.com, you will access an internal marketplace that hosts the products that are available for you to promote, the information about the product itself, about the commission offered, about how you will be paid, promotional tools you can use to promote each product such as banners, texts, and a long list of other items.

What is more important, you will be able to generate your unique affiliate link (to which you have to refer as many potential customers as you can), see statistics of the sales you make, when will be the next payment date, payments history, and your profile where you tell the network how you want to be paid (out of the available methods that the network offers).

15DaysCash has implemented a technology that makes sure you get credited the commission when your customer purchases. No purchasing customer that you send in goes away without you being credited appropriately.

Before we get deeper into details, we would like you to have a couple concepts clear.

Forget about anything you've heard before.

Whatever you hear on the Internet about people making a fortune on the internet while they sleep is absolutely untrue (until you really learn how to do things).

I can think about two examples of wealthy internet businesses (Google.com and Facebook.com). Even they had a long road to success. Did you see the movie about Facebook? It pretty much reflects that in order to be successful you need to have a combination of factors that are very similar to what is needed to succeed in offline businesses.

Knowledge, testing, continuation, tons of efforts and a little bit of luck are all needed for success.

So please do not quit and think "this is not for me". On 15DaysCash.com we are here to help you and are ready to hear any doubts or concerns you may have about affiliate marketing.

Most of our team started as affiliates, promoting other people's products. Years of experience have told us how to promote, where and who to promote. You have our open helping hand anytime you may need it.

HOW TO PROMOTE WITH A WEBSITE

If you have a website, promoting other people's products is pretty straight forward: Choose a good product that offers a generous commission, join their affiliate program and use their promotional materials (banners and such) on your site, linking it to your Affiliate URL.

Each customer that visits your site and sees your promo (a banner for instance) and visits the website you are promoting will be a potential customer. If this person makes a purchase, you earn your commission, automatically.

Of course if you have a website, blog or whatever about cars, it is not a good idea to promote a product about diets. You will be much better off by promoting a product related to cars or mechanics, don't you think?

HOW TO PROMOTE WITHOut A WEBSITE

It is in fact possible and common practice. Many people are making excellent income and don't even have a website.

When you decide to promote a certain product on 15DaysCash, you get a unique Affiliate URL Address.

The Affiliate URL Address usually looks like this, although it may differ:
<http://www.nameofwebsite.com/youraffiliatecode>.

Each time someone clicks on your Affiliate URL, it is tracked. If the person makes a purchase, a commission is recorded in your affiliate program's account. You've just earned money!

How to do this exactly?

There are tons of ways you can make money using your affiliate Url. Here are some easy ones:

1. Include your Affiliate URL Address in your email signature. (More about this later).
2. Participate in forums, adding your Affiliate URL Address as your signature, so each time you leave a message it shows up automatically. (More about this later).
3. Use your Facebook account, telling new mothers about copingwithcolic.com. (More about this later).
4. Add a banner in your blog. (More about this later).
5. Making a review website. (More about this later).
6. Purchasing paid banner advertising. (More about this later).
7. Publishing ads on free or paid classifieds websites.
8. Using PPC (Pay Per Click). (More about this later).
9. Any other mean you can think of is good! You have to advertise your Affiliate URL as much as you can but...

NEVER, EVER USE SPAM. Not a good idea!

If you spam people and get caught, any affiliate network will close your affiliate account.

Any earnings you made up to that point will be seized

Let's get into detail about the points listed above!

1. Adding your affiliate Url or link to your email's signature:

As stupid as it may seem, if you do this you can make money with no effort:

How many fun presentations do you receive from people on your contact's list?

How many of these presentations and fun stuff do you forward along?

Each time you forward an email to your contacts, your signature is attached.

Your contacts will forward it to their contacts... and your signature gets spread out like hot butter and you have not moved a finger.

Besides this, your regular email correspondence could end with a

Best wishes

Sam

Have you heard about this?

<http://www.youraffiliateURLwouldgohere>

2. Adding it as your signature on forums:

The same way you add your signature on your email address, you can do it on your forums signature. Here are some outlines on how participate well:

- Participate saying coherent things, don't spam around saying just "you have to check this site out".

- Choose the posts where people are more active and add intelligent comments. If you don't know what they are talking about, get a little informed. Use the Internet for this. You don't need to search the school library for this. Right there, where you are, you have the largest library in the world. These ten minutes of your time searching for information can lead to a lot of money, think about that. Leaving an intelligent comment not only makes you become a valued member in the community, it gives you trust among all members and then all will be willing to hear what you have to say about the product you are trying to sell behind the scenes, not to mention that your messages have been followed by your signature...

- If you are promoting a product about Classifieds Marketing, join as many forums as you can about Classifieds Marketing and participate. Do not participate saying "Click on my signature, what a great product" because you will get banned. Do participate with good comments. You will be rewarded with lots of visitors that indirectly will click on your link out of pure curiosity.

3. Adding it on your Facebook account:

Basically you can comment about the product and leave a link for your friends to click on.

4. Add banner to your blog or website:

If you have a blog or a website where people might be interested in the product you are promoting, add a banner and hotlink it with your Affiliate URL .

5. Make a Review website:

A review website talks about a certain product from the user's point of view. The same way you would talk to your best friend about how great your new bicycle is.

A review website gives confidence to the reader because he/she is reading about the experience of a real life customer with the same exact product he/she is interested in.

In the case of the product you are promoting, the reader of your review website will learn about how great your experience has been using the product, how much you have learned from it, how much it has helped you... including your affiliate URL every now and then.

There is a comparison technique that works very well. Combine the contents of your review website with a comparison chart where you compare your experiences with the product you are promoting and also other similar products from competitors. If you are able to, join the competitors affiliate programs as well so you can hotlink all the products on the comparison chart with your affiliate URL!

If you need someone to do a review website for you, contact us for more info.

6. Paid banner advertising:

There are many websites out there that are open to banner advertising. Many times the website owners ask much less than you think! There are websites out there that receive thousands of visitors a day and ask \$100.00/month for a paid banner.

Hey, if the site receives many daily visitors... it is not too crazy to think that you make 10-20 sales per month! What if you are promoting a product that gives you \$30.00/sale? It is great and easy money!

7. Publishing ads on free classifieds websites:

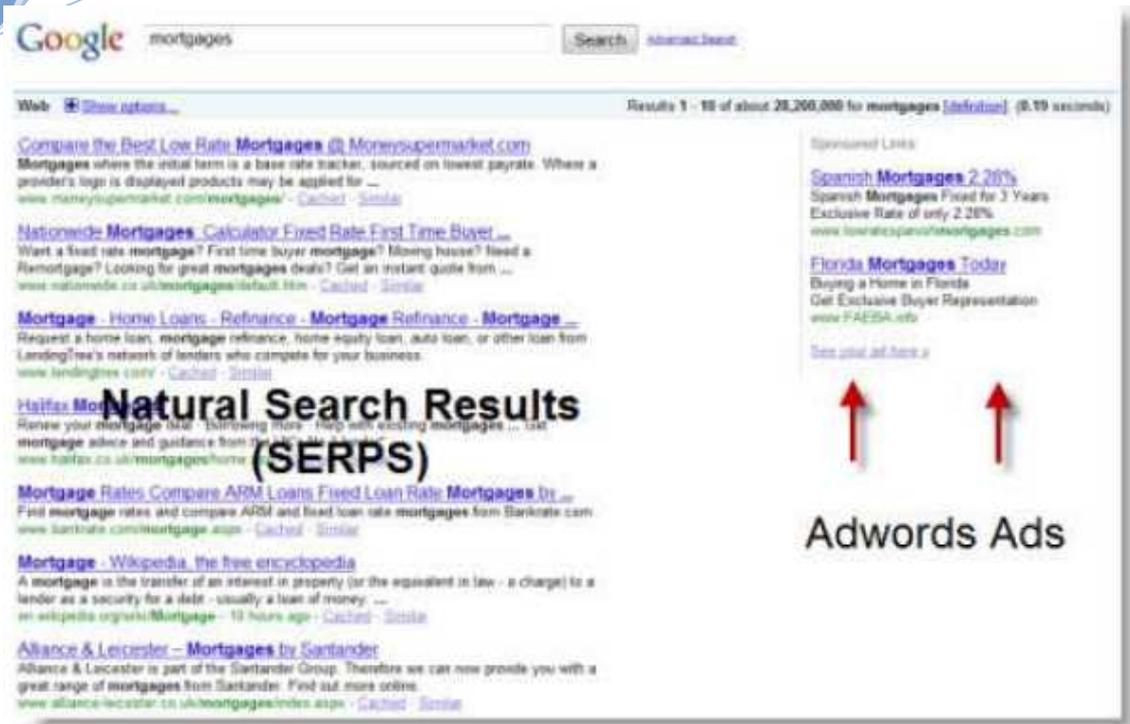
This is pretty straight forward: Find as many classifieds websites and write ads in the appropriate categories, always taking visitors to the product's website using your affiliate Url address. <http://www.classifiedsmarketingsecrets.com> is a video course that shows you exactly how to make a fortune this way!

8. What is the best method to advertise my Affiliate URL if I don't have a website?

Using PPC (Pay Per Click) is, by far, the most effective way for any affiliate to make money online fast, today.

Google is the first search engine that came to this form of advertising and is the most effective one as well with their Adwords Ads Program.

I bet you have seen a Google search like this one:



The Natural Search Results (SERPS) are the search results that Google considers to be the most relevant ones for the search processed.

In the case above, a search has been entered for the keyword “mortgages”.

The Adwords Ads are the ones that appear to the left side.

That's where your ad should appear when you promote a product!

This type of advertising makes it possible for anyone set up the title and texts of the ad, the Shown URL and also the destination URL (this would be your Affiliate URL). What is more important, the advertiser using this method also defines when the ad will be shown. This is defined by keywords which will be in consonance with the search queries.

If you want your ad to appear for “Affiliate Marketing” you would add the “Affiliate Marketing” keyword phrase to the keywords list. The keywords lists is formed of all the search queries the advertiser wants the ad to be triggered for and shown to the public.

The beauty of this form of advertising is that showing an ad to the public is completely free. The advertiser pays only when someone clicks on the ad.

It is a very inexpensive way of advertising (unless in extreme competition circumstances).

You can have an ad up and running in virtually no time and pay as low as 5 cents per click received.

In fact you could be promoting an affiliate program that pays you 75% on a \$44.95 product and make a sale with one click. In that scenario, you would have earned 75% of \$44.95 and would have spent only 5 cents! Pretty amazing! – This makes anyone smile –

Google Adwords are not the only ones that offer people this kind of advertising.

PayPerClick (PPC) advertising is being currently offered by most search engines. Yahoo and MSN Search (Bing) also offer PPC Advertising.

The control panels differ from search engine to search engine and we will not cover all of them here. So we will concentrate on the major player, Google Adwords.

The first thing you have to do to start an advertising campaign on Google Adwords is to open an account (if you don't have one already).

You can open a Google Adwords account using the link below:

<http://adwords.google.com>

As soon as you get the page you are presented a video about what Google Adwords are all about.

The Google Adwords ads have a great advantage over other means of online advertising:

Targeting and instant results. As soon as you create a PPC campaign, it becomes active. After an editorial review your ads start running and are shown all over Google, all over the world.

Their targeting is what brings you lots of benefits. Your ads are only shown when you want, not each time people search for anything. If you define your ad to be shown only when people search for "Classifieds Marketing", it will. It will not show when people search for "security software". This means that your ad is shown on a prominent location ONLY when people search for what you are selling or promoting.

This is called targeted advertising.

The advertiser (you) defines many variables in a Pay Per Click campaign:

- The ad title: For instance,

"Discover Coping With Colic"

- Two lines of ad text. For instance,

"Helps you deal with baby colic"

"Stops your baby's suffering. \$19.95"

- The shown Url address:

<http://www.copingwithcolic.com>

- The destination Url address:

<http://www.youraffiliateurladdress.com>

- Daily budget: The maximum amount you want to spend per day.

\$60.00 for instance.

The story does not end there.

The advertiser also defines:

- An unlimited amount of Keywords that should trigger your ad. For instance,

“baby colic”, “colic in babies”, “colic remedies”

- Create Ad Groups. You can create one ad group for promoting copingwithcolic.com and another ad group for promoting a different site. You can also create ad groups for copingwithcolic.com, one group for a certain type of keywords matching an ad, and another ad group for another set of keywords matching a different ad.

- CPC (Cost Per Click). This is the maximum amount you are willing to pay for each click your ad receives. 0.15 for instance.

- Location where the ad will be shown. Target a Country a City and even postal code.

USA / New York, Australia, UK, South Africa for instance.

- Language. Choose the language of your potential customers.

English

In other words, the advertiser (you) have control of everything!

I bet what has come to your attention the most is the CPC part. Ok here is how this works:

Google Adwords are actually shown for free. There is no charge for having your ad shown and the same happens in other search engines that use the same system.

You are charged any amount up to the maximum amount that you have defined when you set up your ad ONLY when someone clicks on it. ONLY when someone clicks on your ad, ok?

Your ad can appear 1000 times and you would pay zero cents if nobody clicks on it. Yes, I said "cents".

You can actually set up an advertising campaign on Google Adwords with a long list of keywords ready to trigger your ads.

Let's say you have set up a campaign on Google Adwords and Karen searches for “colic remedies” on Google Adwords.

Since you happen to have included those same two words within your advertising campaign keywords list, your ad will be shown.

Karen looks to the right part of her computer screen and sees you ad that says something like this:



Sponsored Links

Discover Coping With Colic
Helps you Deal with Baby Colic
Stops your Baby's Pain \$19.95
www.copingwithcolic.com

Top Chinese Herbal Remedy
UK Leading Natural Herbal Products
Low Price, Secure & Fast Delivery !
www.HealthFactor.co.uk

Remedy finder
Look up symptoms or illness & find
corresponding natural **remedies.**
www.webhomeopath.com

Of course, the ad links to the destination Url that you entered when setting your ad up - your affiliate URL.

Karen clicks on your ad, visits copingwithcolic.com through your affiliate URL address, likes what she sees and purchases the copingwithcolic.com e-book guide.

Alright! You have just made a sale using Google Adwords! Your sale is immediately recorded and you should see it in your affiliate account as soon as it takes place.

How much did that click cost to you? A maximum of \$0.15 how much commission have you received? Since copingwithcolic.com offers 75%... about \$13.00

This form of advertising clearly pays off, so you decide to leave the ad running and you start making money while asleep!

With a good ad, you can virtually make one sale per hour using Google Adwords Pay Per Click.

Where's the catch?

There is no catch. It is a matter of practice and testing checking what works and what does not.

One of the main factors for a good Google Adwords ad is to be able to choose good keywords. There are markets out there where there are many people using Google Adwords, competing against each other for the same keywords. In Google Adwords, only the advertiser that bids the highest for a keyword will have his/her ad shown when that keyword is used on a search query.

This means that if you are promoting something under a very competitive market, the Cost Per Click can rise very fast, due to the same people bidding for the same keywords.

PPC TIPS AND TRICKS on Google Adwords:

- The title-keyword match.
If your title matches your main keyword you will receive competitive advantage paying the same per click for that keyword.
You have to organize Ad Groups for this, within your Campaign.
One ad group can have a few keywords and several ads whose titles will match the keywords of that ad group. Google will automatically choose the most relevant ad.
- Show the price of the product you are selling.
You may not receive as many clicks as if you don't show the price, but the people that click on your ad will surely be more ready to pay.
- Unless the product is free, always enter the keyword *-free* with the minus sign in front to make sure any search made with the word "free" will not trigger your ad.
- Use Google Adwords Exact Match feature.
A keyword such as *stop colic* would also trigger your ad when someone searches for *doctors in New York to stop colic*.
A keyword such as *[stop colic]* will only trigger your ad when someone searches exactly for *stop colic*.
- Don't forget misspellings!
Google Adwords offers a great misspellings tool that you can use (within your Google Adwords account). SO MANY people misspell when searching online that if your ad does not appear for misspelled terms you are missing a big part of the pie!

With the hope this mini-course has helped you,

Warm regards,

Sascha Stein

<http://www.15DaysCash.com>

<http://www.15dayscash.com/support/>