

2009 ClickBank Noobie Bible C.O.

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The Digital Newbie: Make Money in ONE Week.

** You are new to the online world or have very limited knowledge, you lack the fundamentals and are still lost chasing tricks from any ebook you can find or any forum you can leech from... You're still not earning much and are not sure where to turn next... Am I getting warm? I've devoted this module to the absolute basics of our industry with a focal point on the digital product arena from an affiliate marketers point of view.

Understanding the market you're about to dive into:

Making money online is broken down into 1001 different monetization paths. Some are more lucrative than others, some offer long term leverage, ALL online business models have the ability to fly or fail quickly. One question I often get asked is "Can a marketing campaign or website be profitable from day one?". The short answer - YOU BET!

This section is going to take you through your first week online as an affiliate marketer, and we'll start with clickbank as it is easy to monetize and understand. Once you understand the basics in and out, you're going to be able to take this same knowledge base and apply it to any commission based business model on or offline.

The premis of our world is easy, never forget your core objective, you want to make money, as fast as possible with as little adspend as possible and as little risk as possible. You also want to bypass the learning curve which is where most





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marketers go wrong. That learning curve doesn't just enable you to profit from one form of monetizing the web, but it offers you both a birds eye view, and a worms eye view of the various strategies that are used to cash in big by the gurus. Again some of you are going to find great value in this chapter, while the more experienced may want to jump into the next one, however at the very least have a brief overview of the fundamentals please.

I want you to follow along with me here, and DO exactly what I ask you to do at each step. You are going to be earning while you're learning, and by the time you've gone through the basics (and properly executed your campaigns), I can almost guarantee you will have sales and data to cherry pick from for your next campaign and move.

Ready? Let's start, get these noob days out of the way asap.

Step 1. We're going to get you to sign up to <http://www.clickbank.com>. During your signup, make sure you choose a nickname that looks like it could have been generated by a website. The nickname you choose will be on the tail end of your affiliate link like this: www.vendorsite.com/?hop=nickname so make sure you choose something like www.vendorsite.com/?hop=indexpage or www.vendorsite.com/?hop=homepage or www.vendorsite.com/?hop=132134 (so it doesn't look like a reseller network link of any kind).

Step 2. Now that you have signed up, and have a good nickname, you'll need to pick a product(s) to promote, there are a few ways of cherry picking products:
a. Simply look through the CB marketplace at <http://www.clickbank.com/marketplace.htm> and browse through items that you





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know you would be good at promoting.

b. Visit analytics sites like <http://www.nichejunky.com> or <http://www.cb-analytics.com> or <http://www.cbengine.com>

c. Visit forums that have the newest publishers promoting their products and launches at:

- <http://forums.digitalpoint.com/forumdisplay.php?f=87>

- <http://forums.nichechoppers.com/>

- <http://ewealth.com/forumdisplay.php?f=50>

- <http://warriorforum.com/>

d. Make sure that the product(s) you endorse are a) Branded well (look professional) b) Have a good payout (above \$20-\$30 per conversion) c) Have transparent people behind them (you can contact the product owner directly).

e. When looking at the charts and analytics sites, you'll be able to see how a product is doing regarding overall popularity, how many affiliates are pushing it, if the sales are increasing or decreasing, or if the publisher makes any changes to their program. You'll notice that each publisher also has a nickname (just like you), but because they are publishers not affiliates, they brand their nicknames according to their products. One of my products nicknames is 'idance' for instance, it's a dance course...

So let's say you signed up with the nickname 'indexpage' and my publisher nickname is 'idance', your affiliate link would look like this:

<http://indexpage.idance.hop.clickbank.net>. Notice that there is no 'www' and it ends in .net not .com - when someone goes through that link they will then be redirected to: <http://www.letsdancelouis.com/?hop=indexpage> << That is you at the end :)

Now if someone scrolls down, and clicks 'buy now', they will come to the clickbank





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payment page. On this page, scroll down to the bottom of the page and you'll see 'affiliate=indexpage'. This is how you know you are being tracked along with the sale, and you will now get the commission outlined in this program.

Step 3. You've chosen your best products to promote, your next step is go to <http://www.godaddy.com> or any domain registrar (godaddy is easy and great when you have a lot of domain names), and register at least one domain for each product you are about to promote. Don't be cheap on this, get a .com and don't be shy to get more than one. If your product is about skin care, make sure you try to get a domain with relevant keywords i.e 'skincarecosmetics.com or healthyskincare.com etc.). You'll probably have a hard time finding a gem as there are xxx,xxx,xxx people doing the same thing as you are about to do but don't give up, get a good keyword domain name. Why did I just get you to do this? Because that affiliate link above that you generated (<http://publisher.affiliate.hop.clickbank.net>) is commonly known to the online world, and not many sites out there are going to let you go posting affiliate links in their sites. So if you thought you can just spam the web any way possible with that link you're wrong. However now that you bought a domain name, you can go spam the domain name and it's not viewed as an affiliate link (in most cases).

Step 4. Now, you have a CB nickname, you have chosen your products, you understand how the commission and links work, you got a domain name that is relevant per product. Ok - so now you have a few options.

a) You can simply log in to godaddy, click 'domains', click on your domain, and click 'forwarding' up top. Here you can simply forward your domain name to your hoplink above, so if someone visits yourdomain.com they will get redirected to the





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product page you endorsed without the end user even knowing what just happened. They wanted skin care, they found your banner/link/ad/page/domain... they clicked your domain, and got to a site about skin care, they are happy and clueless. Nor do they care where the money goes and how it gets split up, they just want the product or service they are interested in - and fast. You can set masking and do your own keywords/meta tags in godaddy's forwarding options as well. This method does limit you to some extent and is known as going 'direct' to your publisher with your domain name... The much stickier and better option in my opinion is:

b) You get cheap hosting for now (i.e. www.hostgator.com or even godaddy.com), get the smallest account for now you won't need much more. This now allows you to put up a one page or multi-page site (referred to as a landing page) pre-selling your endorsed product. So the premise: The user finds your.com, they click on it, and they come to your mini-site that talks about product x skin care, and why it's so great, with a 'continue' button on the bottom (or 'read more' or 'step 2'), that call to action would be a link to your hoplink. A good example of a landing page would be: <http://www.everloss.com/lp4/index.html> << This is a one page quick review template that publishers like myself offer their affiliates. Notice the hoplinks on the page, now picture you buying a domain name, cheap hosting, and putting this page up under your domain name.com. Another version would be here: <http://www.everloss.com/minisite1/index.html> << Same thing but with more content and different pages. The reason we make mini-sites is that every single page on your site enables you to SEO (Search Engine Optimize) the website so that you get organic traffic from google and other search engines when someone does a search for your keywords that you target. This gives you free traffic instead of having to pay for it which we'll outline in a moment...





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c) You can also forward your.com to a blog or wordpress that can act as a landing page for you (though I would not recommend it). Stick to options a/b for now.

Step 5. Now you're getting somewhere, and hopefully understand the basics of setting up your own domain name and landing page for the product(s) you chose to promote. This is the last technical step you'll be taking before you start to go and promote your offer. You have a domain, a landing page, a hoplink, and now more than likely need more marketing materials and ideas on how to promote your.com right? Most good publishers will have a page setup just for you affiliates that is packed with pre-made marketing material - a good example is <http://www.everloss.com/affiliates.html> << Have a good read through that page, you'll fly through your learning curve as to what types of marketing the usual suspects cater to, and how to market specific products as per the publishers instruction.

Promotions:

The best feeling is getting that first sale, and proving to yourself that this stuff WORKS! It's not a secret, it's not a system, it's actually very simply when you look at the grand concept - YOU are a digital business person selling product for commission (in as many creative ways as you can).

The most common methods of promotion are as follows (again more detail and live case studies are available in the NicheChoppers Highlight bonus book for the absolute newbs).

*** Article Marketing:**

Create an account at ezinearticles.com, don't worry about the others for now.





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Simply write a review about your product or some useful knowledge about the niche/other products/comparisons etc. Never SELL or use the words 'buy now' or over-promote it. You'll see that soft selling and playing on influence is the best approach with articles, with a link to your.com at the end of the article or in your resource box.

Once you do a few, and understand the importance of using your keywords/phrases, you'll be able to gauge how many views your articles are getting, how many clicks your .com is getting, and from there be able to see how many conversions you're getting to your CB account. eZine articles is loved by google and a few other search engines. The whole site is plagued with sneaky endorsements and reviews and affiliate links (oops i mean creative.com's), yet if you write well and mine your keywords well, you can easily achieve a google page 1 position for semi-competitive keywords and stay on page 1 with a few more back links downstream. Sometimes people tend to send some traffic to their ezine page instead of their hoplink, just to get it more views and hold its position (so getting a text link ad on a skin care site, and making the ad point to your ezine article...).

* **You Tube:** Create an account at youtube.com and just like you were submitting articles above, you'll submit videos, with descriptions, titles, tags, << Use and abuse them to no end (the meta tag opportunities). The video content is important of course, however so is your on page SEO. *Create many videos, and search your biggest competitors highest viewed videos. Now create a video response to their videos, create GOOD comments on their videos, make them your friends, subscribe to them, randomize your objective and don't just SPAM for a few days expecting tons of views. As with ezine, sometimes people will also send traffic to their youtube videos to get more views/ratings and stay higher in the





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rankings/ratings to snowball their traffic - careful though youtube isn't stupid. The most important part here is to make sure that in your description, you put your.com as the first thing the read, so your link shows up right beside the video as it plays. Perhaps even prompt the user to 'click the link on the right' within your video.

* **YahooAnswers:** Risky and now saturated but hey, you're still learning all this stuff so you MUST get involved from every aspect at least a little bit before you zone in on what works best for you. Visit <http://answers.yahoo.com/> - now search for questions that relate to your product. Once you find a few, answer the question with your.com in the answer, but don't SPAM - make the answer look as legit as possible. Chances are you'll notice many other marketers already there spamming their links too. It's actually common to see groups of people doing this in tandem so what happens is the first person asks a question, and the second person answers, and the first person says 'that was great thank you!' and closes the question so no other marketers can leech off their efforts...

* **Craigslist:** They have seriously cracked down on the spammage however they will never be able to draw the line on what is considered spam or not when you are playing with gray hat marketing techniques. <http://www.craigslist.org> - It's simple, you post a classified ad (free) with either a link to your site, or an email that you have setup with an autoresponder. Someone views your ad 'Want clear skin now?' and they read about your product, and 'email me for a coupon now at xxx@xxx.com' - they email you, and get an autoresponder saying 'thank you, here is your coupon code link, enjoy the product click 'your.com'

* **Squidoo:** Making a squidoo lens about your product along with your hoplink or landing page/com is another great way to both get indexed, get a nice backlink,





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and get good positioning to your landing page/domain name. The more of these lenses you make the better, but it's not necessary to over do it.

<http://www.squidoo.com> don't forget, you're not 'selling' anything, just reviewing, offering opinion, and insight.

* **Blogs & Wordpress sites:** <http://www.blogger.com> and <http://www.wordpress.com> both offer free high ranking gateways for you to promote your content through and get free traffic, link juice, SE love. Some go as far as to make big networks of blogs and tie them all together with random patterns of links. Imagine 40 blogs about skin care, each group of blogs catering to certain key word clusters, and inter linking to each other. Now getting more backlinks to those blogs from wherever you can get them, and setting them up as primary/secondary/etc. so certain blogs are positioned as leaders for the rest. Sometimes an effort like this can go 100% unrewarded though so proceed with caution if you're going to make xx blogs right away. (best to make 1-3 per product at most for now). If you are getting a self-hosted wordpress blog, you can get various search engine optimization plug-ins for it as well.

* Now that you have your.com, you can promote it literally anywhere, including offline! Don't be shy to try to advertise in newspapers, magazines, outdoor ads etc. After all targeted traffic is targeted traffic, and all you're trying to do is make money on the top level right? Imagine paying \$2000 for a radio campaign to promote your .com which is nothing more than an affiliate lander or redirect to publisher... Media buying/flipping money this way is risky however very lucrative.

* Back to online world - you will now need several high PR links/SE love/SEO juice going to your domain name: Here is a list of sites you can easily take advantage of





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using the same principles as above to your.com or to your RSS feed.

- <http://www.weebly.com>
- <http://www.hubpages.com>
- <http://www.digg.com> - << Use this often, keep digging your other pages from previous promos above
- <http://www.propeller.com>
- <http://www.friendfeed.com>
- <http://www.swurl.com>
- <http://www.feedagg.com> << Gather all RSS feeds from any above and submit them.
- <http://www.pingomatic.com> << Oldie but goodie
- <http://www.usfreeads.com> << Classified site with half decent juice

**Each one of these sites has its own 'code' to profits, and all you have to keep in mind is to be creative and naturally random with your multi-level campaigns.

The Intermediate To Advanced Internet Marketer:

You guys have probably been around the block quite a bit. You've tested and broken quite a few business models, you've had experiences with bad tracking, perhaps jumped over to the CPA world, or PDC, or Private in-house boutique offers... You've learned that it's pretty much all the same at the end of the day to you. All you want is:

- * Paramount tracking
- * Payouts as often and hassle free as possible
- * Good offers with great materials to ease your marketing efforts
- * Conversions on your money and time spent





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The rest is now behind you, you understand the various ins and outs of many networks, you understand the weaknesses, the shady terms of service and terms of conditions you may have been caught up in, you've monetized on a variety of offers from zip submits to cost per sale, to adsense and adbrite and ebay and paypal directly etc etc, you've played in a few different niches, you've pretty much 'done it all' and still - you find yourself at a plateau with your ROI and efforts month to month. Or worse, you fluctuate to no end and panic when things aren't peachy keen... I've been there mate, and I know how much it can suck to see your revenue streams dry up campaign to campaign.

This section is going to once again focus on the lowest risk/investment and highest return potential network in my honest opinion: ClickBank.

The most common symptoms of the 'marketers plateau' are:

- * Limitations on adspends
- * Limitations on permissible techniques to get traffic (mostly set out by advertisers and networks, whom can be quite strict, rightfully so)
- * Limitations on marketing materials/resources
- * Limitations on knowledge/environment they sit in
- * Market shifts without remorse
- * The worst of all: Limited TIME due to current campaign maintenance and upkeep (oh and a few hours to live your 'life' here and there...).

You're limited, you must take a moment to see what you're doing now, how productive it is and what you can improve on to monetize your time more. Most people at this level tend to think they have quite a bit figured out, and chances are





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that you do 'technically'. Now must take your geek hat off and put your business hat on - tight.

Acquiring the skills and data that you have developed and seen first hand until now is a goldmine if executed the right way. I see so many great potential business men/women on all the forums, they have proven skills, talent, and yet they are running in circles wondering how the hell to monetize themselves. Perhaps it's time to step away from the machine, just get a pen and paper, and right down your own strengths, weaknesses, skillsets, and re-evaluate what you are trying to do on the top level (make money!).

A big problem in your closed loop of profit is that you are intimately attached to it and find it hard to take the time and effort to think outside the loop and experiment with new initiatives. You think perhaps "I tried everything, this is what works for me, I don't need nothing else"... Yet in reality, you need it all, and you need to be up to date with market trends, new products, new programs, and especially my favorite - new launches on CB, here is why

The Pre-Launch Coat Tail Method: Cornering your competitors.

* Given the forums and resources outlined in the previous chapter, there is a goldmine of new products that launch almost daily now, and then there are those that plan far ahead and do a proper affiliate recruitment campaign a few months ahead. THOSE programs are where you can cash in BIG without nearly as much effort as hearing about a program the day it goes live. Here is what happens on our bigger launches: I as the publisher announce my program well in advance of my launch, and I prepare marketing material in advance as well.





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Those that are lucky enough to hear about it, are also smart enough to get a HUGE head start on marketing, search engine ranking, backlinks, domain names, bum marketing efforts, etc. Now, if the product involves huge email blasts from partners and bigger JV affiliates that the publisher have setup, here is what happens:

When people get an email from the affiliate with the list, they click on the link in the email and purchase, right? Now - When they click and view the sales page, some often then visit google/search engine to do research on the product if they are interested but on the fence about it. This is where those that pre-launched with us are already up on the first page of results, sometimes taking up multiple listings/landing pages and or PPC campaigns (we'll get to PPC later). Now, when a blast goes out - all the affiliates that got on board early enough, will get a spike in sales (this has been proven time and time again).

Every time us publishers land another deal and JV with a list owner, those that remain on the top of the search engines will continue to get spikes of sales, and will continue to get regular sales from the branding and market awareness the blasts have just caused (now the program is buzzing, the top 2-3 are making 1-4K daily easy, while others just got on board and are still making a few hundred daily with random fluctuations). Sometimes even us publishers don't have a clue who a strong affiliate is, and the affiliate perhaps would rather remain that way (a silent earner).

Many people seem flabbergasted by the fluctuations in the affiliate marketing world, and they have no idea how the traffic sources really work, where a campaign starts/spikes/fluctuates/ends. They don't understand SEO, or market





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shifts due to competitors or blasts for similar products. They don't understand that traffic is never predictable nor can monetization/conversions be projected for any specific amount of time or normalized. It's such a deregulated market with so many variables that one cannot rely on a single campaign forever and expect to make a million from it. Diversification is your best friend, as is riding the coat tail of a big launch.

The 'Make Money Online' gurus have it made as far as milking the markets time and time again goes, and here's why (at least with CB): When a big guru does a launch, chances are they are potentially on their 9th or 45th launch by now, have built up huge lists of both prospects, previous buyers, repeat buyers, and a beautiful list of affiliates, JV's/friends to pass the hat with. When launch day comes, it jumps on the CB charts to 300+ gravity unnaturally as every CB head wants to buy a copy, and so they buy with their own hoplinks. This is good for the CB'er because they saved money right? This is also GOLD for the publisher because you just gave them 1 gravity point. So now picture a big list of 26K buyers and a separate list of a few K affiliates that have promoted their previous products. This publisher just made 300 gravity from 280 people buying with their hoplink, and the others are more than likely the publishers JV's/pre-launch affiliates. This is only speaking of the CB focused 'Make Money' products. It's easy to spot 'natural growth' and long term earners, however it's perhaps easier to 'roll' with the spike/drops as well, as long as you can continue to overlap your prelaunch efforts. This creates the "How the heck to they do that?" effect.

From here, other MMO publishers see it rise, so they start selling it to their lists, and before you know it - the product has made it's rounds, sold a few thousand copies, upsold a few thousand on the back end in various ways, and the product





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starts to naturally decline down to a believable gravity that is natural not influenced. By then many people will see through the info/knowledge, and many will gain from it, but at the end of the day the publisher already knew this would happen, and are working on their next MMO product already, and they just added up to xxxxx people to their email lists, growing their empire.

Moral of the story? Get in on launch campaigns literally as early as possible! Get yourself acquainted with some of the bigger publishers personally, seek out launch directories and affiliate forums, and of course the most important lesson here - the power is in the list. Start to get familiar with aweber.com if you haven't yet. We'll go into listbuilding a bit more in the advanced chapter.

* **Prebuild your list:** If you know of a launch happening in month, why not start to generate a email list for it NOW? If you are building backlinks and a strong campaign in advance of the launch, why not collect emails and pre-cookie the user at the same time? (cookies are 60 days with clickbank). Hopefully it's in a niche you plan on sticking to and not just building up to a few hundred/thousand and then moving to different products and niches.

With aWeber you can set your own 'thank you page', meaning when they fill out your form, you tell the system where you want them to go afterwards. Assuming your publisher has a 'coming soon' page and it's already in the CB system, you essentially get them to fill out your form and set your hoplink as your 'thank you page'. Some of you might be asking - ok so how do I get them to fill out my form and why? Ok let me explain:

Let's say you found an acne product launching in a month, you got a domain





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name, and a quick page with your aweber form on it. On the page you could do something like "Launching in a month - product X" WIN your copy here before anyone else gets one!" or "Before the launch, we're choosing 25 winners to give a bonus gift to"... basically you build incentive, hey you're a marketing guru you should know how to build incentive! Convince them to give you their name and email in exchange for anything of value (perceived or instant). Maybe create a quick 'free acne report' and give that away.

On your publishers launch day, when you are ready to announce that the program is live to your potential customers through an email, one can also include incentive such as "If you end up purchasing from the link in this email, simply reply with your CB invoice number and I'll throw in a free x!". This doesn't always work as cookies get over written quickly during a consumers research, but still ensures incentive to buy from your email and nowhere else.

Randomizing your BUM marketing and or outsourcing:

Most people have a pretty set 'routine' with their bum marketing campaigns. i.e. buy domain >> get lander >> write (outsource) articles >> Squidoo lens/blog/some PPC >> repeat/chase money. This can tire you out easily if you continue to chase late trends, a shark pool of competition/tough niche, saturation and over used resources. Think of how many affiliate marketers are running their BUM routine right this very second. Now think how much data search engines and bots compute/analyze/protect themselves against. They aren't stupid, they know your tricks, they know them well!

This year most of the SE's are going to have no choice but to protect themselves even more as affiliate marketing goes through another boom. The prediction is that original content updated often with 70/30 maximum content/ad ratio will get the most natural love (always keep the KISS rule in mind, G loves basic natural SEO).





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Those building the same boring customer journeys are going to pay the price if they don't start thinking of more creative ways to shift their influenced and google tricked traffic.

When I say randomize I don't mean get random traffic or untargeted clusters of keywords, I mean when you SEO a campaign always keep in mind that you're going against huge algorithms that can read you like the alphabet.

The best and most efficient way to climb the ranks is with what SE's will call 'natural growth'. Meaning if you go nuts and get tons of backlinks quickly, you'll hit first page of google (if you're lucky) and dance off in a day or two. There is no perfect balance and thus keeping your rank is performed well with randomizing. Add a backlink from a forum today, and an article tomorrow, and a squidoo in a week, and a classified ad the next day, and a youtube video the next... Don't link everything to everything either, leave gaps, link out to other sites that are relative content wise, link in from sites in many PR levels not just high, and most importantly never stop adding links or content changes/additions. I've built my way up to the first page many times only to see myself dance off again shortly after. I've also been penalized heavily for trying to influence the big G in many creative ways, getting 'slapped' as an affiliate may be virtual but it hits the pockets hard and real.

Getting the most out of your 'adspend':

I like preaching about this because at the end of the day we still all have the same end goal (making money with our efforts). I know guys that play with xx,xxx a month on random campaigns to flip it, and they succeed/fail randomly too. Not many have a solid long term portfolio of campaigns and monetization strategies. It's an artform really, to sit behind data and campaigns, and do nothing but buy/fill





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adspace with affiliate links and offers. If you're one of the few that get to utilize a much bigger adspend than most, you're in a good position to do a lot more than media buying my friend.

Try to look at that adspend a bit differently, perhaps instead of investing into quickly diminishing unpredictable random buying pattern traffic to your landing pages, look at that money at its rudimentary level and think "How else can I flip this money faster?". Having money is a blessing, and investing it into a revenue portfolio instead of hard to hit PPC campaigns could be a great way to get into a lower risk business model without sacrificing what you're already doing.

This is something that isn't talked about too much, though it's damn basic: If you're plateauing as an affiliate and think it's time to grow your revenue streams and diversify, take a good hard look at <http://www.sitepoint.com> and click on their marketplace. Browse through at least 10 sites and read the listings extensively. Investing into something that is already profitable for a future return is no different than trying to flip immediate adspace, however with more of a quantified future and potential earnings. Furthermore, don't think of it as "This guy just wants me to buy a site?", it's much more than that.

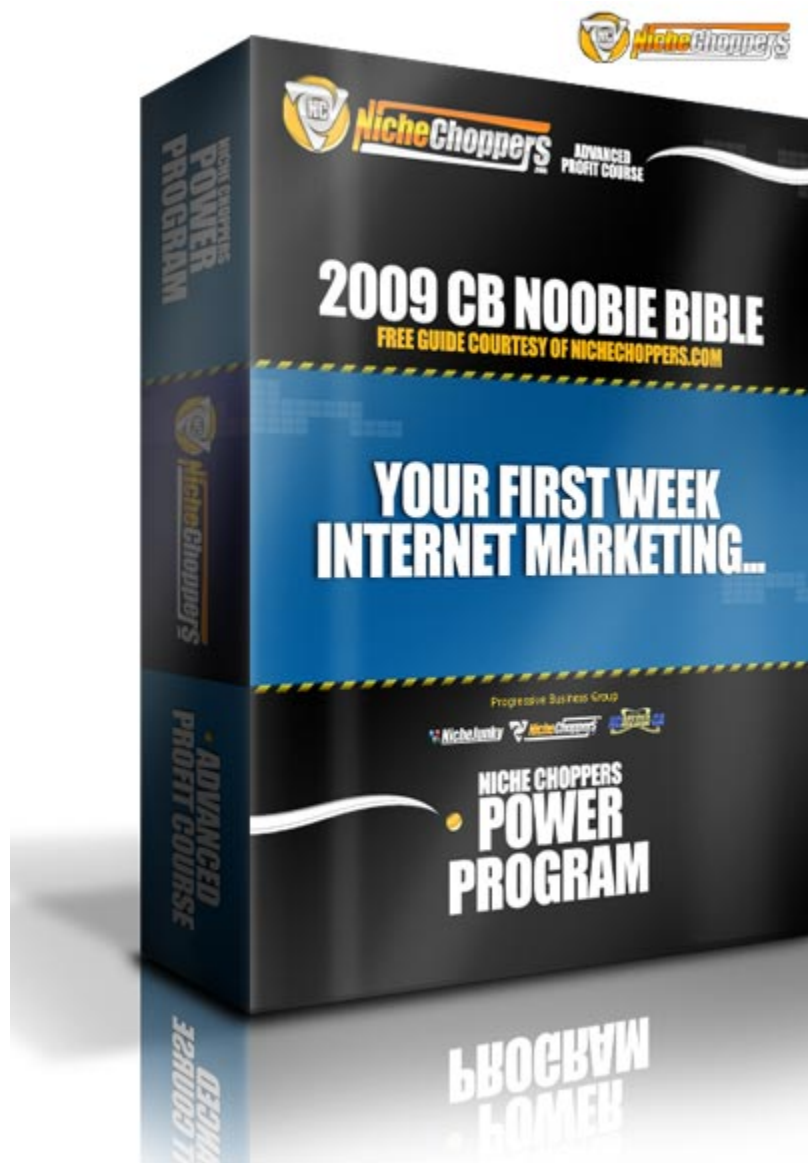
You're smart and good at what you do, look for listings that already have affiliate programs attached to them. It's not too often that you see a ClickBank site for sale however none the less, you do see them and I feel it is in ones best interest to acquire existing data/affiliates that are active so YOU can observe and see what makes certain batches of affiliates profitable vs. other batches that are not. If you can acquire a site with an affiliate program, an email list, a buyer list, and is still in a healthy part of its lifecycle, you should invest! Consider it paid learning, or paid growth, most importantly though you're diversifying your portfolio comfortably and





stepping out of your comfort zone. Most times this will skyrocket your creativity and side project will arise/new products will arise/you will grow quickly in many aspects of business and marketing/monetizing your time.

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Hoping you have a profitable day today and every day going forward!

The NicheChoppers Team.

