

**Exclusive Report**

**The Affiliate  
L.I.S.T. Strategy**

By

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# Introduction

Welcome to “*The Affiliate L.I.S.T. Strategy*” report!

I’m really excited about this report. And that’s because –

**You’re about to discover the TRUTH about making money as an affiliate marketer!**

You see, some people advocate pouring all your time, money and energy into driving traffic to the vendor’s page. But here’s the thing: That strategy means you’re letting up to 99% of the traffic slip away without any benefit to you.

Perhaps one or two people buy the product, you pocket the commissions... but the other 98 or 99 visitors leave, never to be seen again.

The solution?

**Build a list of eager prospects and buyers first... and then send your list members to your affiliate offers.**

Now you’re pouring all your time, energy and money into building your own assets (rather than someone else’s assets). And you’ll make more money, because you can contact your subscribers again and again with offers.

Here’s how the L.I.S.T. strategy works:

**L – LANDING PAGE:** You create a compelling landing page that persuades your visitors to join your list.

**I - INCENTIVE:** You give them an extra incentive – such as a free report – to encourage visitors to subscribe.

**S - SOLOS:** You send out a series of solo emails that help you build a relationship with your subscribers and close the sale.

**T - TRAFFIC:** Then you start sending traffic to your landing page.

That’s all there is to it.

Just follow these steps and you too can enjoy bigger affiliate paychecks.

Now let's look at these steps in detail...

## L – Landing Page

Think back to when you first got online. When you landed on a semi-interesting page that had the words “free newsletter” on the page, you joined.

It was fun to get email. Not true any more!

Before you hand out your email, you want to know what you're getting (and how often you'll get it). You're worried about getting spam. And you don't want your inbox inundated with drivel.

The same is true of your prospects.

Many folks guard their email address like a mama bear defending her cubs. And that means your landing page needs to do a good job of “selling” the prospect on joining your list.

Tip: Not only does a prospect protect his email address and inbox, he also wants to protect his valuable time. As such, even though joining your list is free, you still need to “sell” prospects on joining your list... in much the same way that you'd persuade someone to take out their credit card and purchase a paid product.

Because your landing page is a mini-sales page, all copywriting rules apply. Here's a rough outline of what your sales letter will look like:

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*Pre-headline (e.g., “Attention, [target market]!”)*

**“Benefit Driven Main Headline”**

Dear [Target Market],

[Opening story that reminds prospect of the pain of his problem.]

[Introduce your newsletter and freebie as the solution]

[Tell prospective subscribers why they should join your list]:

- Benefit.

- Benefit.
- Benefit.
- Benefit

[Proof of your claims, such as a screenshot or testimonial.]

[Call to action plus reason to join NOW.]

[Subscription Form]  
(Aweber.com or GetResponse.com form)

Sign Off,  
[Your Name]

P.S. Reiterate the main benefit and/or the call to action.  
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And here are the 4 C's of creating your own compelling landing page...

## C1 – Craft an Attention-Getting Headline

If the headline doesn't do its job (i.e., get your prospect's attention), then the prospect will click away. And that's why the headline is the most important part of your landing page.

So, how do you create a headline that gets attention? By keeping these points in mind:

- **Speak to your target market.** Your headline should practically call out to your target market by addressing one of their biggest problems and offering a solution (more about that in the next point). But you can also specifically address your market by creating a pre-headline (a line above the main headline) that says something like, "Attention, [target market]!"

Example: Attention, Work at Home Moms!

- **Present a big benefit or make a big promise.** People don't just want a "free newsletter." Instead, they want to know what they newsletter can do for them.

Example: Perhaps a weight loss newsletter helps subscribers "Lose 10 pounds quickly and easily - for free!"

- **Arouse curiosity where applicable.** In addition to presenting a big benefit, you can also arouse curiosity. One of the easiest ways to do this is by telling your prospects about the benefit without telling them how they'll get that benefit.

Example: "Revealed: How to Lose 10 Pounds Quickly and Easily - Without Dieting!"

The word "revealed" helps arouse curiosity. In addition, anyone who's interested in losing weight is going to wonder how to lose 10 pounds without dieting... and thus they'll keep reading to discover the answer.

- **Use "trigger" words.** Certain words tend to catch people's attention. Some of the more popular trigger words include: free, how to, secret, introducing, amazing, revolutionary, discover, revealed, guaranteed, you.

Now let me give you two more examples that incorporate the above points:

"Here's How a Nun Earned \$11,938 In Her First Month Online - And How You Can Too! Free Report Shows You How..."

"Free Report Reveals the Money-Saving Car Buying Secrets Your Car Dealer Doesn't Want You to Know!"

You can also use these two templates to create your own headlines:

"At Last! Now You too Can Discover the Secrets of [insert benefit] - Free [report/video/ecourse, etc] Shows You How!"

"Free [report/video/ecourse, etc] Reveals What Every [Group] Ought to Know About [Getting a Benefit]!"  
(Example: "Free Report Reveals What Every Marketer Ought to Know About Getting to the Top of the Search Engines!")

## C2 – Create Interest and Desire

Your headline hooks your potential subscribers and persuades them to keep reading. Now your landing page copy needs to engage them, interest them and make them want to join your list.

There are a few different ways to keep your reader interested in the opening paragraph of your sales letter. Here are two tactics you can try:

- **Engage your reader with a story.** Here you tell a story about someone with the same problem and how they overcame that problem. Naturally, their solution should include the use of your newsletter or freebie.

Another angle you can use is to simply talk directly to the prospect about his problem and really make him feel the pain of the problem. Then offer your newsletter and freebie as the solution.

Example: "You work hard on your websites. You've put in a lot of late, blurry-eyed nights. And that's why it's so frustrating that you're not making more money..."

- **Jump right into answering the "what's in it for me" question.** Most people remind the prospect about the pain of the problem (see previous example) before offering the solution. You can, however, go straight to the solution in your opener.

One way to do this is to use the "imagine this" opener. This is where you get the prospect to imagine how good things will be when his problems are solved.

Example: "Imagine opening your email inbox to see it stuff full of PayPal sales notifications..."

Your opening paragraph or two gets your reader interested and reminds him of his problem. Your next step is to then introduce a solution (your newsletter and freebie) and list all the benefits of these solutions.

You introduce the solution simply by saying something like this:



-----  
"Introducing [name of newsletter] - your guide to making money online!"

Then your next step is to create bulleted list of benefits to let the prospect know why they should subscribe to your list. For example:

"Join now (it's FREE!) and in just moments you'll discover:

- How to [benefit]!
- The Secrets of [getting a benefit]!
- The Quick and Easy Way to [get a benefit]!
- A surprisingly simple trick you can use to [get a benefit]!

And much, much more!"  
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### **C3 – Cite Your Proof**

At this point, your prospects are interested in joining your newsletter. But there's a problem: Although they're interested, they don't really believe you.

You see, they've joined plenty of lists before. The landing pages promised them the moon... but didn't deliver. Many of these promised "content-filled newsletters" every week and instead delivered nothing but advertisements. And so the prospect is wondering if you'll renege on your promises just like everyone else.

Tip: There's nothing wrong with delivering a newsletter that's nothing but product pitches... if that's what your newsletter readers expect! But if you're like most good marketers, you'll want to deliver a combination of good content (to help build relationships with your readers) and product pitches. Whatever you decide to do, just let your readers know what they can expect from your newsletter.

So here's the solution: Offer proof of your claims.

This proof may include things like:

- **Social proof**, in the form of testimonials or endorsements from satisfied customers. These can be text testimonials or video testimonials.

Tip: Use testimonials that offer evidence that your solution works. For example, a testimonial like, "The newsletter is fun to read" is weak. A stronger testimonial is something like, "I lost 15 pounds using these diet secrets - if I can do it, anyone can!"

- **Screenshots**.

Example: You might show a screenshot of a PayPal account to prove your income claims.

- **Pictures**.

Example: You might show "before" and "after" pictures for a dieting product.

- **Videos**. Videos are more compelling than static pictures and screenshots, so you can use video instead.

## C4 – Call Your Prospect to Action

Your visitor wants your solution. That means the next thing you have to do is tell him, exactly, what step he should take next (and why). In this case, you may say something like this:

-----  
"There's only one thing left for you to do - enter your first name and email address in the form below and click submit so that you can get instant access to [product/benefit]!"  
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Tip: In order to create a subscription form, you'll need to first get an autoresponder using a service like [Aweber.com](https://www.aweber.com) or [GetResponse.com](https://www.getresponse.com). Then follow their simple onsite instructions to copy and paste a line of code into your web page (or give the code to your webmaster and tell him or her to paste it below your call to action).

While explicitly telling your prospect how to join your list will help boost your conversion rate, there's something else that will boost it even further.

Namely, by giving your prospect a reason why they should act now.

You see, if there is no sense of urgency, then many prospects will bookmark your page (if you're lucky) and tell themselves they'll do it "later." But later never comes. Instead, life gets in the way. They'll never return.

Instead, what you need to do is convince your prospect to join your list immediately, while they're excited about joining. One way to do this is to make your offer limited, such as by having a certain freebie only available for a limited time. Or, you can toss in a "fast action" bonus to the first 1000 people who join your list.

Which brings us to the next part of the ***Affiliate L.I.S.T. Strategy***...

## I – Incentive

Just as you provide a little extra bonus product alongside a paid product to boost sales, you should provide an incentive alongside your newsletter to help get more subscribers. Your incentive can come in the following forms:

- Free downloadable report, ebook or other text product.
- Free downloadable video.
- Free downloadable audio product, such as a recorded interview or past teleseminar.
- Free access to a live event, such as a teleseminar or webinar.
- Free access to a membership site.
- Free tools, software or other resources (such as a free script, a free WordPress theme, free spreadsheet tool or similar).
- Free multi-part ecourse (this is a course you deliver over a period of several days or weeks via autoresponder).

Tip: These are all downloadable freebies. If you're getting targeted traffic, then you may also consider offering a physical freebie, such as a free DVD in exchange for a mailing address. Naturally, this means you'll be paying approximately \$1 in materials and shipping fees per prospect, so you need to ensure your traffic is tightly focused/targeted.

**Now here's the key:** You don't just offer your prospects any ol' freebie.

That is, you don't just grab the first resell rights ebook you come across and offer that as an incentive.

Instead, what you need to do is find out what your prospects really WANT – something that's related to the primary affiliate product you're offering – and give that item away as your freebie.

One of the easiest ways to find out what your prospects really want is by finding out what they're already buying. Go to [Clickbank.com](http://Clickbank.com) and browse relevant categories in the marketplace to determine your niche's top sellers. Those products at the top of each category are the best sellers. You can create a product on a similar topic (and indeed, you can then promote the top-selling product from within your freebie).

Example: If the top-selling product in your niche is about helping women who just had a baby lose weight, then you can create a short report on the same topic. You may include extras such as meal plans and recipes. Then you include your affiliate link to the product within your report and offer this report as an incentive to get people to join your list.

Tip: Don't want to create the freebie yourself? Then you can outsource it and have a professional create it. Check out popular outsourcing venues such as [www.elance.com](http://www.elance.com), [www.getafreelancer.com](http://www.getafreelancer.com), [www.guru.com](http://www.guru.com), and [www.rentacoder.com](http://www.rentacoder.com). You may also check out the "Warriors for Hire" section of the [www.warriorforum.com](http://www.warriorforum.com).

Just be sure to do your due diligence by researching a potential freelancer's background. And whenever possible, use an escrow service to accept payment.

Now let me give you a couple other examples of freebies you can offer:

- You're selling a dog trick training ebook as an affiliate. You can create a free video that shows your prospective subscribers how to teach their dogs a few easy tricks.
- You're selling a weight loss ebook as an affiliate. You can create a short report called "The Seven Keys to Losing Weight" and offer it as an incentive to get new subscribers.

- You're promoting an affiliate product that shows people how to make more money with their blogs. You can offer a short report with blogging tips and/or free WordPress plugins and themes.

If you've followed the copywriting and incentive tips I've offered you so far, you should have people eagerly joining your newsletter list.

Which brings us to the next point...

## S – Solos

If you're delivering a multi-part ecourse as an incentive, then you'll already have your solo emails in place. All you have to do is take your course, break it up into 7-12 parts (lessons) and deliver one lesson every one to three or four days.

Each of your emails will be part content (the lesson) and part pitch (where you promote the related product).

For example, let's say you're selling a book about making money blogging. If this affiliate product is aimed at beginners, then you might create a seven-lesson series that teaches people how to set up and start their own blog. In each message, you promote the advanced "how to make money" blogging product.

Here's a sample set of lessons:

Lesson 1, sent immediately after prospect joins: How to choose a hungry niche.

Lesson 2, sent two days later: Deciding on the purpose of your blog (affiliate marketing, AdSense, selling ad space, CPA offers, etc).

Lesson 3, sent two days later: Choosing a domain name and hosting. (Here you include affiliate links for a domain registrar and web host.)

Lesson 4, sent two days later: Installing a WordPress blog.

Lesson 5, sent two days later: Customizing your blog. (Here you may include affiliate links for WordPress plugins.)

Lesson 6, sent two days later: Populating your blog with an initial set of posts.

Lesson 7, sent two days later: Monetizing your blog. (Note: While you've promoted your affiliate link for the blogging product in virtually every message, you might have this lesson be mainly pitch if monetizing the blog is the focus of the product you're trying to sell.)

Tip: Even if the course ends with the seventh message, you can still send out more messages automatically (although you may want to start spacing them out so that you're eventually on a weekly schedule).

If you publish several month's worth of content via your autoresponder, your newsletter will run virtually on autopilot. Naturally, you should start promoting other affiliate products in these messages.

One note, however: Your initial autoresponder series of emails (no matter how long the series is) should consist of evergreen content. That's content that doesn't get dated or "stale." The content is as relevant today as it was last year. And it will still be "fresh" and relevant next year.

For example, telling your subscribers how to write a sales letter is an evergreen topic. But telling them to buy a "new" product is NOT evergreen, since the label "new" won't apply after a few weeks.

## What If You're Not Offering an Ecourse?

The great thing about using an ecourse as an incentive to join your list is that you're training your subscribers to read your newsletter. However, if you don't offer an ecourse, you should still load your autoresponder with at least 7-12 messages that are part content, part pitch for the main affiliate product you're promoting (along with other promotions, where applicable).

The difference here is that you won't be offering a sequential set of lessons. Instead, you may just be sending a series of articles on a tightly focused niche topic.

Let's say you're promoting the blogging product referred to in the previous section. And let's suppose you're offering a blogging report as an incentive.

Even though you're not delivering the content via autoresponder, you'll still want to send out a series of solo emails to help you build a relationship with your readers and to close the sale on the affiliate product you're promoting.

So you might send out seven articles, like this:

Article 1: How to set up your own WordPress blog.

Article 2: Tools every blogger should own.

Article 3: How to write blog posts that go viral, part 1.

Article 4: How to write blog posts that go viral, part 2.

Article 5: How to monetize your blog.

Article 6: How to get more traffic to your blog, part 1.

Article 7: How to get more traffic to your blog, part 2.

Do you see the difference?

Instead of a "step by step" guide, here we have seven articles that could go out to your subscribers in almost any order and still be valuable.

Now, here are some ideas about what each of your individual emails might look like. Here's a template you can swipe:

```
-----  
Your newsletter name // Your name  
Your newsletter slogan
```

```
In this issue: [teaser for the article to build anticipation and  
increase readership]
```

```
[Optional: Short one or two line product pitch.]
```

```
[Feature article. Here you may weave affiliate links into your  
content. More about that later on.]
```

```
[Optional: One or two line product pitch. If you didn't put a short  
ad at the top of your newsletter, than you may consider putting it  
here. If not, put it in the P.S. as described below.]
```

[Build anticipation for next newsletter issue. Here you tell readers the benefits of the next issue / what they'll learn, plus you let them know when to expect it. For example, "Watch your inbox because in two days you'll find out which blogging tool you can use to send your blog entries to the top of Google! You won't want to miss it!"]

[Sign off]

[Your name]

[Your contact information]

[P.S. Here's a good place to remind people about a product or other promotion.]

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You'll notice in the "featured article" section that I referred to weaving your affiliate links into the content. Basically, this means that you don't put a direct pitch for a product. Rather, you suggest a solution as part of your article.

Example #1: let's suppose your article on blogging talks about how to choose a domain name and hosting. You can include your affiliate links for a domain registrar and web host.

Example #2: Perhaps you've written a dieting article that refers to protein shakes. You can suggest that your reader buys a particular brand of whey protein (and then you provide your affiliate link).

Naturally, you can also weave your promotions for your main affiliate product right into your content. For example, you might offer an article about setting up a blog, but you leave out information that tells people how to monetize their blog. You then recommend a product that shows them how to do it.

In other words, you provide useful but incomplete information. In order to get the full details, your readers need to order the product.

Here are two tips to boost your affiliate income:

- 1. Choose one product to focus on.** Your initial autoresponder series may promote multiple products. However, you should primarily focus on promoting ONE product – and each of your messages should be created with the intention of promoting that one product.



In other words, each of your initial emails should be aimed at pre-selling the main affiliate product you're promoting. Once you've complete the initial seven or so solo emails, then you can focus on promoting other products.

- 2. Rotate your products.** While your initial series should primarily focus on one product, you should rotate affiliate products to determine which one gives you the best conversion rate.

Example: Let's say you're promoting a weight loss ebook. You might test two or three of the top weight loss ebooks to see which ones your readers respond to best. Your email messages more or less remain the same, but the product you promote changes.

You have your autoresponder series. You have a compelling landing page. You've created an attractive incentive.

Now there's just one thing left for you to do – start driving traffic to your landing page so that you can build your mailing list.

## T – Traffic

You've already learned earlier that you shouldn't send your traffic to the vendor's page, as doing so builds the vendor's list but leaves you with nothing (save for a few commissions here and there). Instead, you want to drive targeted traffic to your landing page so that you can build your own list.

How do you do it?

There are plenty of ways to drive traffic to your site. Some require time (such as search engine optimization), some require money (buying ad space) and some require a little bit of both (running a pay per click campaign).

In just a moment I'll give you a resource where you can learn some of the most effective ways to drive plenty of targeted traffic to your site. But first, let me explain one of the easiest methods that almost anyone can do: Article marketing.

Tip: As the name implies, you use articles (content) to drive targeted traffic to your site. Now if the thought of writing makes you break out in hives, no worries – you don't have to write the content yourself. You can outsource it to a competent ghostwriter

that you find on [www.elance.com](http://www.elance.com), [www.guru.com](http://www.guru.com), or the other freelancing sites mentioned earlier in this report.

Here's how it works...

You create an article around a topic that your market is currently searching for. Indeed, you even include the keywords in your article that your market is using in the search engines, which means your article will get ranked in the search engines for those words. Then you distribute your articles on article directories, Web 2.0 sites and similar.

Here are the specific steps...

## **Step #1: Choose your keywords.**

Your first step is to find out what words your market is already using to find information in your niche. To do this, use [www.wordtracker.com](http://www.wordtracker.com) or your favorite keyword tool, enter in your broad keywords (like "online marketing" or "golf") and look at the results.

Tip: Depending on your niche, you may get anywhere from several hundred keywords to thousands of related keywords. You can uncover even more by using the "thesaurus" and by letting WordTracker suggest related keywords. For example, you entered "dog training" into the tool, WordTracker might suggest "housetraining."

Now, you'll note that some of the words get thousands of searches each day. If you go to Google and plug in these highly searched keywords, you'll also see that hundreds of thousands of sites are competing for those keywords. And that means you'll have very little chance of ranking well for that keyword.

Instead, what you want to do are look for the longtail keywords. These are phrases that tend to be four or five words (or more) long. While they're not searched as often, they also don't have a lot of other competition in the search engines – and that means you can rank well for them. In addition, they tend to be more targeted (as you know exactly what the searcher is looking for).

Example: Your article won't be able to land on the front page of a search engine for a keyword like "online marketing." However, you might be able to rank well for a longtail keyword like "online marketing for a law firm."

Tip: You can take these keywords to Google, Yahoo! and MSN to see how much competition there is. Or you can let WordTracker do it for you by displaying the KEI (keyword effectiveness index) value. The higher the value, the better. Look for words with a KEI value of at least 100 - but the higher, the better.

## **Step #2: Write your article.**

Your next step is to write your article. You're writing for two "audiences" - the actual reader, and the search engine robot that will rank your article. Here's how to please both:

### **Optimize Your Article for the Search Engines**

This one is easy - simply include your keywords at a 2% to 3% keyword density rate in your article. That means that for every 100 words of content, your keyword phrase should appear two or three times.

Generally, you should include your phrase in the article title as well as about once per paragraph (depending on the length of your paragraphs, of course).

### **Write an Engaging Article**

You want to optimize your article so the search engines find it. But you also need to write an article that keeps your readers hooked and reading all the way down to the bottom, where you hope to have them click on your byline link.

As such, your article should include:

- A benefit driven, curiosity-arousing title. See the copywriting section of this report for more tips on writing good headlines.
- An introduction that whets the readers appetite for the content in the article. For example, you might build anticipation by letting the reader know what they'll find if they keep reading: "You're about to discover how to [insert benefit]..."
- The body of your article. This is where you provide step-by-step instructions on how to do something, you provide a list of tips, you review a product or you otherwise provide the "meat" of your article.

- A conclusion that summarizes the main points of the article and encourages the reader to take action on what they just learned. If you're distributing this article on a blog or Web 2.0 site like Squidoo, then create a call to action here that encourages people to click through to your landing page.

### **Step #3: Create your byline.**

When you distribute your article to article directories, you get an author's byline at the bottom of your article. Instead of making this byline about you, you should create a short ad that persuades people to click through to your landing page.

Tip: You can make your byline compelling by publishing "Part 1" of an article in an article directory while promising your readers that they'll get the rest of the multi-part series if they click through to your landing page.

Example: Now you too can start making money with affiliate marketing! Click here to find out how - for free!

### **Step #4: Distribute your article.**

Once you've created your article, it's time to distribute it. You can do so at one or more of the following places and sites:

- On your social networking blogs and pages, such as at [www.facebook.com](http://www.facebook.com) and [www.myspace.com](http://www.myspace.com).
- On your blog. (You can get a free blog script at [www.wordpress.org](http://www.wordpress.org).)
- On your third-party blogs (such as blogger.com).
- On Web 2.0 content-sharing sites like [www.hubpages.com](http://www.hubpages.com) and [www.squidoo.com](http://www.squidoo.com).
- On article directories such as [www.ezinearticles.com](http://www.ezinearticles.com), [www.goarticles.com](http://www.goarticles.com), [www.articlealley.com](http://www.articlealley.com), [www.buzzle.com](http://www.buzzle.com), and [www.ideamarketers.com](http://www.ideamarketers.com).

**In summary:** Article marketing is an incredibly easy yet effective way to start pulling in plenty of targeted traffic to your site. Indeed, you can write an article right now, distribute it to the article directories and start receiving traffic in as little as few hours from now.

## Conclusion

Congratulations – you just discovered the simple four-step process you can start using immediately to build a big, profitable list of buyers who are hungry for your affiliate offers.

Let's recap the ***Affiliate L.I.S.T. Strategy***:

**Landing Page:** You discovered how to create a persuasive landing page that turns lukewarm browsers into eager subscribers!

**Incentive:** You found out what types of incentives you can offer to boost your conversion rate!

**Solo:** Here you discovered how to create a series of solo emails that put more money in your pocket.

**Traffic:** You learned a simple way to start driving traffic to your site using articles.

Of course the ***Affiliate L.I.S.T. Strategy*** won't make money magically jump into your pocket.

You gotta put it into practice!