

"10 Deadly Mistakes Every Affiliate Makes & How To Avoid Them"



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About the author

Hello! My name is shlomo. I started my career as an electrical engineer, thinking this is a great profession. As a high tech employee you get a VERY good salary and lots of extra bonuses like a car, health insurance, salary bonuses, a gym, etc' With all these great working conditions you also get long working hours, massive stress, and a boss that hassles you to do your work faster and better.

After being 4 years in engineering school and working in the field for more than 5 years I felt I need to make a change. It didn't happen in one day, my working place paid my salary on time and I had bills to pay. I started to search for passive income resources which would allow me to keep working in my normal job and still earn extra income.

After searching for a while I discovered the internet marketing world. I started reading books about it and looking for more and more info on the internet. At the end of the learning process I felt it was the right time to jump into the water.

My starting point was building campaigns using Google AdWords. I took things slowly, at the beginning running small campaigns which grew and improved every day. At some point after a few months I made an income that allowed me to quit my job, say goodbye to my boss, have the freedom

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managing my schedule and the most important have more time with my family and friends.

When thinking about it, Electrical engineering is still a great profession but not for me. I feel I need a job which is more flexible in time. I just can't go everyday to work and sitting in front of the same computer with the same boss. I also wanted something I can make more income out of it. Not that you don't make a good living by being on the engineering field as I stated before, but if you are a salaried employee you have a limited income. Internet marketing income has no limits, flexible hours and I get to do something I like.

Why I wrote this report?

My first few steps on internet marketing were being an affiliate marketer. I joined the army of marketers advertising Clickbank's products mainly through Google AdWords. I had a few successes and this is certainly the best way to get to know this field. While working on building campaigns, I knew that the best way to leverage my time and effort is by selling my own products and have other people being MY affiliates.

It's still hard everyday work, but I manage my time (and not my boss) and I earn more then being an employee. The best thing is, it's working 24/7!

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It works when I eat, sleep or go out with friends, it's great!

I wrote this report in order to help internet marketers doing their first few steps. When I Started I was very enthusiastic and read every bit of info I could. I discovered it was just too distracting. I was tired of all those guru advices. I decided I need to focus because after all, internet marketing is truly using your common sense. You have to use only a few basic principals and tools; it's just playing stupid not following them.

This report lists those crucial mistakes affiliate do when building an internet business. Some of the mistakes are critical the others are just a BIG waste of time that can be avoided.

Ready? Here we go...

Mistake #1 - Trying to do everything at once.

As I mentioned before, I had to learn a LOT when I entered the world of internet marketing. There are so many methods and ways to do it and you discover them all at once. Then you start working. You build a campaign on Google AdWords, you start selling products on eBay, you build a website, you write a blog, you begin writing & uploading your articles, etc'....

Relax...doing all those things at once will bring you nowhere. When doing 10 things together all of them are half done. You don't follow your campaign properly, you have no idea about your website or blog statistics and you don't succeed selling any products on eBay.

Do things in small steps. No...tiny steps....choose your marketing method, the one that excites you the most and begin working on it. When you see that this method is working, move to the next one and so on...

for instance, begin by building [Google AdWords](#) campaigns, when this works and you feel that most of your campaigns are profitable try the next method. Build a website (Have a look at mistakes #2 & #10 – it's not as hard as you think...) and try market your own product or sell it directly through [eBay](#).

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If you work this way, you ensure that you don't waste time and money for nothing. You make a small step forward, ensure that it's working and only then making the next step.

Mistake #2 - Not having a website

A website certainly makes the difference between a good affiliate marketer to a SUPER affiliate marketer. Your own website can be used to develop so many great marketing initiatives. You can write product reviews and bring testimonials of different people, Use [Google AdSense](#) or even think of a good service people can use and bring tons of them to your website. Don't forget to optimize it! Having a website involves hosting services and design services, both are mentioned further on this report. [GoDaddy.com](#) and [BlueHost.com](#) are leading website services providers. They both give packages including everything you need for setting up your website: Hosting, domain name purchase, email services and much more. Prices vary depends on the service or package you choose.

Mistake #3 - Not using an autoresponder service.

One of the major income generators in internet marketing is your mailing list. The problem is many of the e-mails sent to the subscribers on your list

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may be seemed as spam to the ISP (Internet Service Providers) servers on their way to your subscribers. A good auto responding service makes sure that your emails are going all the way to your subscribers. Therefore, the autoresponders service providers are in touch with the ISP companies to make it sure. Autoresponders also have a lot of features to control your ever growing subscribers' mailing list. You can manage a few subscribers' lists, moving subscribers between them, schedule in advance when your emails are sent and much more. These features and the deliverability you get worth every single cent. Aweber.com offers a few recurring programs. The basic one costs \$19.95/mo, if you subscribe for longer periods of time a discount is offered. GetResponse.com also offers a few programs starting from \$17.95/mo.

Mistake #4 - Not choosing a reliable hosting service provider

Having a reliable hosting service is a crucial matter since if your servers are down your business is down! A reliable service accounted as having a 99.9% of up time and no less. Another major importance is a 24/7 customer support availability. When something goes wrong you want an immediate response and an immediate solution for your problem. There are many websites offering hosting services. A few of the biggest and most reliable

providers I mentioned before are [GoDaddy – hosting plans](#) and [BlueHost.com](#). [1&1](#) is also a VERY good choice. All websites mentioned above are on payment and very reliable. If you are low on budget and want to start small and make some tests before try [Doteasy.com](#), they give 100MB, which is more than enough for beginning your first few steps on internet marketing. The best thing is it's free!

Mistake #5 - Not using a variety of marketing methods.

There are various methods to market yourself and bring traffic to your site. Eventually you should use them all.

- **PPC campaigns** - Use PPC campaigns and buy targeted traffic. Since [Google](#) and [Yahoo](#) are the most common used search engines their advertising programs are the most effective ones. Begin with using [Google AdWords](#) and then move to [Yahoo Search Marketing](#)
- **Write a Blog** – Tell your costumers about the products you sell on your Blog. It's also a wonderful way to be in touch with your costumers and understanding them, allowing you to do better marketing and use better marketing methods. My Blog is [web creations](#) where I tell about my internet marketing experience. You

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can sign in to BlogSpot.com with an existing Google account if you have one. It's very easy to use and has a lot of features.

- **Write an article** – Writing an article is a very effective method of marketing. Think about dozens or hundreds of your articles flying around the internet, in different websites. Each of them has a description of yourself and a link to your website or other product you are trying to promote. People reading your articles will learn that you are a reliable person, giving them true professional information about the product. They'll see that you are an authority in the field you are handling and recommending them on a certain service or product. The next thing they will do is go and buy it. The Biggest article website I know is EzineArticles.com. Another good website is GoArticles.com. There are many many more, and each has its own posting rules. Some has editorial guidelines, some don't. On some you submit your article and wait for the editors' approval. On some you just send it and the article is right away in their directory. In order to cope with so many article websites and making the whole submission process automatic, there are some programs that do exactly this for you. Article Post Robot is one of the popular ones.
- **eBay** – Needless to introduce I assume... Try put your product on eBay and sell it there. Here is the link: www.eBay.com.
- **Build a mailing list** – As I wrote before a mailing list is very effective as a marketing tool. If you give good content to your subscribers, they

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will stay on the list. That's how you build long relationship with your costumers. To get people to sign up your list you can offer them something for free: a report, an eBook, a discount for purchasing software...anything...but it should be an attractive offer. If you don't feel like writing a whole report or an eBook, you can give away this report as a gift for free to your new subscribers.

Mistake #6 - Not Defining objectives

This is a common one...and should be avoided at all cost. It's just a matter of bad habit which can be avoided.

It's all about setting goals in your business. The goal of your business is to make money. So, the only way to control it is by knowing every minute where you're standing and measure your income and profit rates.

Do you make any profit? Does it follow your income expectations?

Measure, measure, measure....

Set a goal to your website. What's its purpose? What action you wish the user should take when entering it? Measure that conversion rate and keep improving. Your Progress is seen and measured by achieving the goals you set up along the way. Google has great tools for measuring and analyzing traffic. Install their conversion tracking code through [Google](#)

[AdWords](#) on your webpage or your merchants" website. To test which text and images gives you the best result and conversion rate, try Google website optimizer which also integrated in [Google AdWords](#). [Google Analytics](#) can give you a VERY detailed view on your own website. You can find out and discover any bit of info about your users...where your visitors came from? how much time they spent on your website? what operating system and browser they use? Etc'...

Mistake #7 - Using a single payment method provider

As you probably know there are various ways of paying on the internet. One can use a credit card payment to [PayPal](#) (essential for EBay users) or a direct bank deposit. Some products you are about to promote won't give you more than one method of payment, so practically you have no choice. If you can, using a few methods gives flexibility to your costumers, therefore increase sales. The rule says: "Don't disturb your costumer paying you".

Also if you have a problem with one payment method you can always move to a different one as a backup option (and believe me, I saw it happening. Suddenly your whole business crashes in a sec!).[PayPal](#), [2checkout.com](#) and [Google checkout](#) are obvious reliable options that should be considered.

Mistake #8 - Not doing a market research.

It's pretty much what the name implies. You're researching the market, which is comprised of online shoppers and retailers. So Research just means gathering information about the Market, that's directly related to the product you're thinking about selling.

The information you gather will show how bad or good the competition is on a certain product on the internet. This research will help you understand what kind of demand there is for that product, as well as its advertising and marketing potential.

Market research means checking a few things about the market. Choosing the right Keywords, finding how much competition you have on that product and if there is a demand for that product.

Keywords - which keywords are relevant for your product? Meaning what would people type in a search field when looking for a product. After selecting those keywords you need to check about the other two parameters.

The bid on those keywords gives you a sense of how much **Competition** there is on that product or group of products. If a certain keyword is very expensive it means there is a lot of competition for that product and the

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keywords related to it. It works the other way around too. Cheap keywords mean low competition. But remember, you can always find a cheap keyword by chance on a very competitive product, so you need to look at the average bid.

The **Demand** for products is measured by the number of times a keyword was searched. For example there is a high demand for Christmas presents before Christmas. Therefore you'll see that the keyword "Christmas presents" was searched much more times during that period of the year.

[Google Keyword Tool](#) (You have to sign up with Google AdWords first) can help you make a research on your keywords' competition. [Overture - Keyword Selector Tool](#) - shows the search volume in yahoo search engine, of keywords you type in. There are many other tools some on payment, some are free. I suggest you take a look at [Good Keywords](#) (they currently have version 2, downloadable on their website). Another excellent tool is [Word Tracker](#). You need to purchase a subscription starting from \$27.59 per week, but you can try the product before as a trial. As their website states: **"We compile a database of terms that people search for. You enter some keywords, and we tell you how often people search for them, and also tell you how many competing sites use those keywords."**

If you subscribe for longer periods subscription is much cheaper.

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An effective way of marketing is finding a niche market and focus on it. You have to research the market first and see how big it is. Find out if it's saturated by competitors and what's the cost of advertising this market. There are many eBooks talking about how to find a good niche market. Check [Niche Advertising Secrets](#) by: Jim Edwards, John Rooney & David Nevogt and [The Average Joe Marketer FAST START Guide](#) for more info. Also, you can find endless resources of info on the web such as articles and blogs talking about the subject.

Mistake #9 - Working alone

Working alone is usually the nature of internet marketing. Many people can manage working by themselves and that is fine. One of the most powerful ways to boost your income is by joining together with other marketers for a joint venture. Let's say you have a mailing list with 5000 subscribers you worked on for a few months. If you make a joint venture with another internet marketer which has a few thousands people on his list, you can add a few thousands subscribers to your list in a few days. Joint ventures has a conversion rate of 25%, meaning that if a trusted internet marketer recommends on somebody else's product, 1 out of 4 people will buy that product. We are talking about a few thousand people at once! That's a lot of money! Same apply for mailing lists, more people on your list means more money in your pocket on the long run. There are

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several books talking about the subject and how to make a successful Joint venture. Here is a few: The first one is [Joint venture magic](#) which costs \$47, The 2nd is [Joint Venture Success Secrets](#) this one costs \$57 and gives a detailed explanation on how to create successful joint venture agreements. Check them both, you can find some useful information there....

Mistake #10 - Trying to learn complicated web development techniques

One of the most useful ways to sell more as an affiliate is by building a website. Affiliates think that they have to learn a whole new programming language, and this is rarely the case. Being Realistic about it would be a better decision. Building a website that sells is not a complicated task, all you need to know is just basic HTML – instead of using a complicated computer language concentrate on marketing! Plus, there are so many websites, templates and tools allowing you to build your own website VERY easily & flexibly. Two websites I can recommend are [Template Monster](#) which gives free and paid templates, and [BraveNet.com](#) which offers you a free registration and a long list of services for building your own website.

The action point

I'm happy you read all the way through to here. Thinking that if I had such a report when I began my way on the internet marketing world, it would have solved me a lot of the problems I had. I know that if you are serious about your internet business, and you act like it's a business and not a hobby, you'll succeed. I urge you to go and fix problems you have discovered or came to notion while reading this report. If you have never started, you already have a good head start, just by reading my report. 😊

Here's to your success!

Shlomo Freund

