

CONTENT COMMUNITY CONTINUUM AFFILIATE CHALLENGE *CHEAT SHEET*

This is the exact approach I used to demonstrate a small, simple and brand new content marketing campaign that earned \$1047 and counting in only 33 days (really almost ALL of that in 18 days – the first 2 weeks it earned almost nothing)with no list, no gurus, no partners, no tricks, no PPC, and no real “effort”, other than the time and energy it took to set everything up in the first week or so. (with about 60 minutes a day of maintenance thereafter.....although I did outsource the article marketing, which saved me some time)

I'm not going to give you the specific niche, and the URL'S and the affiliate program and that sort of hyper specific stuff we are covering in the group, as obviously that wouldn't be fair to the people who have paid and are participating now.

I'm going to break the cheat sheet into 2 simple categories – you can use this in really ANY niche under the sun.

Honestly, this whole approach **works BEST for meaningful markets** – coaches, consultants, selling your own products, services and that sort of thing, but it does very well for building online assets in the affiliate space as well, as I hoped to demonstrate with the challenge. I honestly never planned on using this for teaching “Affiliate Marketing”, but so many of you seem so much MORE interested in selling affiliate products, that I thought it was an appropriate place to start.

Hence.....the Content Community Continuum Affiliate Challenge was Born...:-)

Note: If we were applying this system for building “meaningful” markets as above, there would be a 3rd category which would be **SEQUENCE**. (both the sequence of messages you send, AND the sequence of steps you would follow to do each thing)

In our affiliate challenge, at least in the first month, we didn't build a list – and I kept the whole thing uber simple....so the SEQUENCE, is sort of superfluous and UN-necessary. (although in the second month, because I've hit the income target already, I'm demonstrating a whole new approach, where list and relationship building are a bit more important)

The “cheat sheet” follows on page 2 – remember, this is ALL you need to do to build a successful affiliate marketing business.

Stick with it – be patient – if I would have given up after 2 weeks of trying this way back when.....I would have had ZERO to show for it, too.

Use the tools, techniques and technologies that are available to you (like Q and A blogs, plugins and templates that help facilitate user created content sites, etc)

Be smart.

Set up a simple structure.

Have a strategy.

Think FIRST in small steps and sequence.

And then in SCALE.

If you do this, you WILL succeed.

:-)

STRUCTURE

(The ingredients)

- **1 Landing Page** (This is IN, make this a “Skinny Page” that creates a very clear path from YOUR page to the affiliate offer)

- **2 or 3 Blogs** (At least ONE of these should be Q and A community oriented theme (Like [Askit](#) or similar) – you can use premium plugins (like Gravity Forms) to accomplish the same thing, but it's imperative to have a “**Question and Answer**” format for creating short, concise product friendly posts that aren't too short to look spammy AND creating the framework for user created content as well)
- Invest 30 Days. Time is actually a structural element. Focus and patience are paramount in terms of importance, and getting the confidence that you CAN follow through and finish what you've started.
- (remember, in the affiliate challenge I made just about nothing (\$22 bucks) the first 2 weeks. The sales started pouring in just about the 3rd week, and that's not unusual.
- **Articles. Traditional articles that you would (and will) submit to the article directories.** You can outsource these (as I did) or you can create your own. For better or for worse, you MUST learn to leverage content syndication for building an affiliate marketing “empire” and article marketing remains one of the best ways to do this for all

(MIXING THE INGREDIENTS TOGETHER)

Your Landing Page Lives Alone (preferably on a separate host or IP from the rest)

- Your landing page can be a skinny sales page.
- It can be a review page. (This is primarily what I used in the challenge)
- It can be a complete review BLOG. (and if you bought the Askit theme already.....you get a killer review blog template too, along with something like 50 other free, premium themes – a ridiculously good deal for \$40)

Your Articles Point to (link, via the resource box) to your landing page

Your BLOGS clip and snip your ARTICLES. (using free tools like Flock and Clipmarks....which if you've been following along for the last 90 days, you SHOULD be using already..:-)

Your blogs ALSO clip and snip other content in your niche. (Following the our SEO edict of:)

Google likes sites that like other sites

And -

Google likes sites that like OTHER sites Google Likes

The Q and A blogs quickly and easily add content by asking questions that folks want to know if your niche. (you can use Wordtracker Questions to get a “real” list of these questions for free)

Your blogs SUPPORT your articles. (by clipping their content and linking to them)

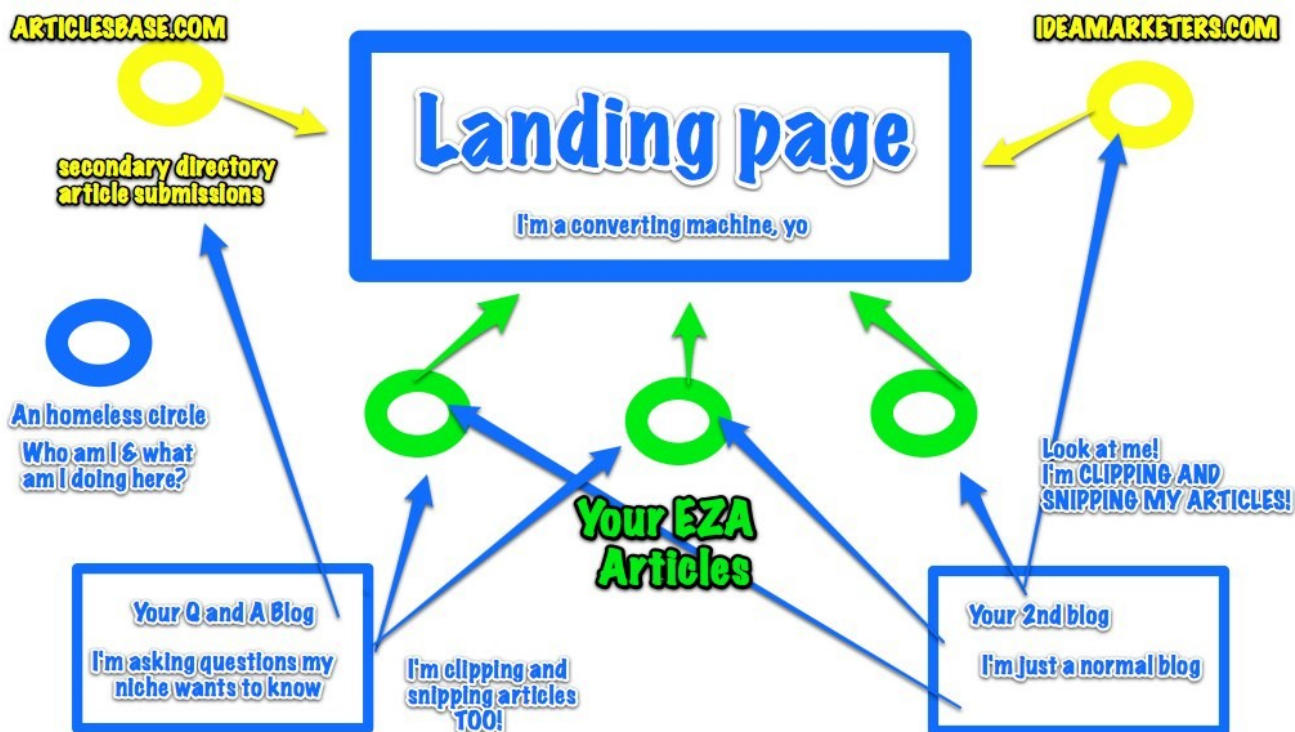
Your blogs SUPPORT your landing page (by clipping it's content and linking to it)

Your articles SUPPORT your landing page (by linking and driving TRAFFIC to it)

Your articles support your blog (by giving them content to clip and helping to extend your “authority” off of your blog)

Here is a simple screenshot that shows all of this in action:

(please note – this is what an already ADD addled brain looks like at 3am after one cup of coffee too many)



Of course your Blogs ALSO link to as much other hyper relevant content that “lives” online in your niche, industry or marketplace.

FIRST - You want to link to the TOP results for important keyword phrases that google is already ranking highly – define what they are, and go after them. (*Google LIKES sites That LIKE Other Sites Google Likes*)

Then -

You want to link to other blogs.

To news portals.

To social media mentions.

To other websites.

To press releases.

To competitors.

The more you LINK, the more LOVE you'll get in return.

You can EXTEND this by adding more blogs – more articles -and even more landing pages.

Every time you write an article – and then clip, snip and borrow from it using this approach – it serves a MINIMUM of 4 masters, and has a minimum for 4 ways to help your campaign.

1. It “lives” on the actual directory itself, which will drive traffic to the affiliate offer. (landing page)
2. It will be live in the search results quickly.....giving it an ample opportunity to drive traffic from natural search (driving traffic to the landing page)
3. It provides CONTENT for your blogs (very important as your BLOGS get content – your ARTICLES get a good link –
4. and your LANDING page absorbs or inherits the “Accumulated” authority)

As above – your landing page benefits in a myriad of ways – traffic and trust being the most important

All of this should follow the simple structure above. (leave the homeless circle out – he just wandered in at the end, and it was too late to remove him from the picture without causing a scene)

STRATEGY

(for picking the right programs to promote)

The OFFER:

- Look for affiliate offers that have **HIGH payouts**. (\$50 and Up for action – the programs I'm using in the challenge are \$75 and \$100 per sale)
- Look for affiliate offers that have **HIGH name recognition** (Blockbuster, Netflix versus “B.S. Digital downloads)
- Look for affiliate offers that have **HIGH offline advertising budgets** and that folks would go **ONLINE to purchase**. (e.g. - Match.com, Weight Watchers, etc)

- Look for affiliate offers that have **HIGH EPC metrics** (average affiliate earnings for every 100 visitors sent – very important – let the MARKETPLACE tell you what's selling, rather than you trying to figure it out on your own)
- **VERY IMPORTANT:** Look for vendors that have impeccable guarantees, great creatives and irresistible offers. *(legitimate free trials, very low investment for high customer perceived value, products or services people will TRY on a trial basis -and the “pain of separation” is too high to quit when trial or gratis period ends)*

Plugging it IN and Putting it Together:

Use the BRUTE Force Bully Technique (Write or outsource lots of articles and simply BULLY your way to lots of traffic)

Clip, snip and collect content from around the web that will HELP you sell your program:

Earn TRUST, authority and the appearance of expertise

Use free re-purposing tools to quickly, easily and consistently add content to your BLOGS. Flock (which is no longer being developed but still free) and Clipmarks both work amazingly well for this.

Leverage the POWER and potential of Q and A and sites. (use ASKIT or other similar templates which allow you to quickly and easily convert a “regular” wordpress blog into a robust, user oriented, COMMUNITY within your niche, where people can ASK, answer and find common questions others are asking about making a buying decision)

SPECIFICITY Sells: The more hyper specific you are, the more hyper specific traffic you'll get.

Want to sell more Medifast Diet? Create more **SPECIFIC Medifast Content** and less general diet content.

(You cant's always do this on the article directories themselves due to trademark or copyright issues.....but you can go to TOWN on your own blogs and the Q and A model is PERFECT for dedicated blogs on dedicated products. Be careful to avoid brand names in your URL's)

Creatively CATEGORIZE Your Content:

The secret to getting TONS of AFFILIATE article marketing traffic in niches that have historically small numbers? Create content that can “fit” into other categories with huge amount of traffic....and figure out how to make YOUR offer relevant to their audience.

(one of the content categories I'm using in the Affiliate Challenge Demonstration has about 10X the traffic of the obvious category, leveraging this has gotten my offer in front of hundreds more people than had I used conventional content categorization)

Lastly.....

Keep it SIMPLE:

One high paying, high converting affiliate offer. (and a few backups for your review site, or in the even the primary disappoints)

1 Landing page

1 normal blog.

1 Q and A blog.

As many articles as you can afford – or write.

My Clip and Snip “Secret” SEO Strategy

90 hyper focused minutes per day to create CONTINUITY and content – and community – and ultimately, conversions that you can count on for many months to come.

That's what I promised at the outset of the challenge.....and that's exactly what I've done – and the truth is, so too can you.

I hope this little blueprint – and the cheat sheet above helps you accomplish your goals, and should you ever come across a little out of place homeless circle in a maze of marketing madness, my hope is, you'll remember this PDF, and pay it forward.



