

## Affiliate Blogging Secrets Video Series

Hi and welcome to the Affiliate Blogging Secret Video Series. Now before I actually dive in and talk about the video series itself, I want to talk about what this video series is NOT about. This is not about just creating a blog, putting a bunch of affiliate links on it and promoting it. That doesn't really add value to the market. What I am trying to do here in this video series is teach you how to create a quality blog with good content on it so that you can help people. Because if you help people, in turn, they will help you get what you want. So if you help them in this case, they will help you make money.

So that's what this video series is all about: How do you add value to a specific niche market. And as I'm going through all this, you can begin to think to yourself what kind of blogs you'd want to create or maybe you already have a blog and you want to add some affiliate links and you want to work on building your list and things like that.

That's what we're going to talk about; not just selling stuffs on your site but how to create a quality blog and put affiliate links up. We are going to work with:

1. Clickbank
2. CPA offers
3. Building your list (which is very important at the same time)

So it's a very well-rounded type of blog that will in turn help you build your overall business. So without further ado, let's go ahead and move on.

The first thing I want to talk about are the videos – individually -- so that you can know what to expect. I'm a big believer in showing you all the pieces of the puzzle so that you know how it works or you kind of know how it works before you actually get into it like what kind of tools you're going to need and what you can expect so that when you actually dived into the meat of video series, then you know what you can expect and it will make a lot easier for you to put this system together.

The first video (of course it's this video) is the introduction so I'm not going to focus a lot on that. Video 2 is however is about Blog Building. Before you actually build your blog, you're going to need to research . You're going to need to choose a topic of your blog. You are going to need to know what to blog about.

Now in that specific video, it's going to be split up into 2 parts. For the first part of the video, I'll give you a brief overview and what to expect, what things to brainstorm about, what to do to find that topic. And then in the second part of that video, I will talk about specific tools that you can use. Free tools, by the way, that you can use to figure out those topics.

Then in Video 3, I'm going to talk about Setting up Your First Affiliate Wordpress Site. Now you noticed that I say 'Wordpress'. I'm not using any other blogging platform but Wordpress in this video series. So with Wordpress, it is self-hosted web hosting so you do need a domain name and things like that. I will talk about that in that particular video.

I will talk about how to install Wordpress ,how to make it more professional which is Video 4, Turning Your Wordpress Blog Into a More Professional Blog because a lot of blogs tend to look not as professional. Believe it or not or as you know, many people do judge a book by its cover unfortunately. But because that's the case, I'm going to show you how to find free Wordpress themes that look fabulous -- you don't have to dish out any money.

You can if you want to, if you want to customize even further but for the most part, I'm going to stick with the free avenue because I'm sure you've already paid for this video product so I'm going to try and do my best to use free tools so that you don't have to invest in anymore money but you do need to keep in mind that you got to get a domain name. Domain names don't cost but, \$9 or \$10 at the most. Web hosting can run a little bit about maybe \$20 - \$30 per year, per site.

Then in Video 5, I'm going to talk about Finding Profitable Clickbank Affiliate Products. As you know, Clickbank sells digital products. Digital products like E-books, software, videos – things that you can download immediately and watch and use or read.

The reason why I'm going to focus on Clickbank is because at least for me, I've done a lot of success with Clickbank so I know how to use it and I know how to maneuver my way around it so I can show you what to look for with Clickbank.

Then in Video 6, I'm going to talk about CPA Offers. Besides Clickbank and other types of affiliate offers, you can focus on CPA offers. If you don't know what CPA is, it's "Cost Per Acquisition" sometimes people call it "Cost Per Action." You are basically getting paid for getting somebody to do something or for an example, a dating site.

Let's say you have a blog dating site and you asked somebody, I got CPA offer (or another CPR) something like that. You take that, you put up a page. Let's say in the CPA offer, you have an e-mail follow-up series. Somebody signed up on your list and you send an e-mail saying, "Hey! Check this site out! The first thing that you need to do is sign up at this site. They fill up the information and guess what? You get paid per action. They fill up a zip code, they fill up their e-mail address and things like that, you get paid.

Now keep in mind that I want you to be honest and I want you to be unbiased. So pick and choose CPA offers that really help people. Really, really help people and add value to the market because that's the goal about running a business. I know running a business is good because you make money. But in a long term if you want your business to succeed, you've got to help on focusing on helping people find solutions to their problems. In turn, they will help you make money. So if you get into that mindset, then you can really do well in this business.

Video 7 will talk about Creating Follow-up Series to Capture Leads. Like what I've talked about earlier, with your blog, what you'd want to do is create valuable posts to your blog. But you'd also want to recommend some sort of free item that you're giving away such as a free report, a free video and then in addition to that, you basically add them to your autoresponder.

You add them to your autoresponder, you send them follow-ups e-mails, basically they are going to receive follow-up e-mails on an ongoing basis. So I'm going to show you how to do just that.

Video 8, we are going to talk about Invaluable Blog Post Creation Secrets. How to create your blog post, things to watch out for, things not to do and things like that to make sure that your blog posts are interesting and do add value to your blog.

And of course, Video 9 is about The Free Bait Method. If you don't know what that is, it's a very, very interesting tactic to basically get paid customers onto your list. It's very, very interesting and I'm sure you will enjoy that very much.

In Video 10, it's about Creating a Viral 'Infection' With Resale Rights Reports. I know 'viral' and 'infection' tend to give away bad vibes. I could have name that something else but it is what it is. What that is, you create resale rights reports (create a report or video -- something viral with good content) and then you allow people to resell that report and then in turn, you get a lot of traffic back to your blog.

So the last 2 methods, they require you to sit there, possibly make a new product (which isn't hard and can show you how to do it), make a 10 page report as long as the content is good, it doesn't matter if it's 6 pages or 7 pages or even a 5 minute video. As long as the content is good, you can really use viral marketing to spread it around and get a lot of good traffic back to your site.

Because remember, I'm trying to get you into that mindset. Good traffic tends to come from good content. You got a blog with good quality content and you will attract the right type of person.

So with that said, you now know what to expect as far as the videos go. Now what I want to do next is talk about what you are going to need in terms of tools.

## What You Need

Keep in mind that if you don't understand everything that I talk about now, I will dive in further later in the videos themselves on how to use these specific tools.

The first thing that you are going to need is the Internet, of course. That's a no brainer because we are going to use a lot of free tools out there on the Internet to do research and things like that.

Then you are going to need your brain because you will need to think. Not a lot of thinking just because if you watch over my shoulder, you can follow everything step-by-step but you still need it to memorize and follow what I do.

Then we are going to talk about Wordpress. You need Wordpress which is free, by the way. You don't have to dish out any money. You do need to install it but I will show you how to install that so you won't get left in the dark.

You are going to need a domain name. You're going to need a web hosting and if you don't know what that is, let me give you an analogy. A domain name is basically you go to [www.yahoo.com](http://www.yahoo.com). That's a domain name. Web hosting is something that you don't see. It's basically a server that holds all the files. You see, if you upload any files to your web host (let's say Yahoo.com), it's going to be blank. You don't see anything.

But another analogy that I try to give people is this: A domain name and web hosting is similar to an address and a house. A domain name is like a street address. The street address points to a house. The house holds a bunch of furniture. If it is empty and somebody goes to the street address, there's no house there then you don't see the house, right?

Similar with the domain name. You go to the domain name and there's nothing in the web hosting server for that domain name, you're not going to see anything much like you're not going to see a house. So that's what those 2 things are. If you know what that is, good for you. We can move on.

You are also going to need an autoresponder to build your list. You can use Aweber, GetResponse or you can use any other autoresponders. But if you do have another autoresponder (like GetResponse) and you're used to that, that's fine and you can stick with that.

But if you have not dived in to the autoresponder arena or you have not dealt with an autoresponder before, then I would highly recommend that you use Aweber. You can go to [Aweber.com](http://Aweber.com). It's not expensive, it allows you to build your list which is important and if you haven't done that already, you need to do that now.

Then of course, you are going to need some cash, depending on what you are going to do whether it's more customization of Wordpress theme or you are going to outsource some of the traffic methods that I'm going to show you later – those things you might need cash. Wordpress, the domain name, the web hosting and the autoresponder, you are going to need to invest little money but it's not going to be a lot of money.

With that said, let's go move on to Video 2 which is all about basically research, what you can do to research the topic of your blog and remember what talked about the 2 parts. There's going to be 2 parts.

The first part is going to be about brainstorming and finding that topic. Once you have understand the basics, the part 2 of that video, I'm going to talk about how to use specific tools and how to use the Internet to do research so that you can find a topic for your blog and know whether or not that blog topic is profitable or not. Because you'd want to pick something that you enjoy and you'd also want to pick something that you can make money from as well.

With that said, let's move on to Video 2.