

How to make **killer sales** as an **Earth4Energy** affiliate



The Earth4Energy affiliate handbook

www.earth4energy.com
Sword Publishing Pty. Ltd.

This eBook is to help affiliates promote Earth4Energy.com only. This is a free eBook produced by Drew at Sword Publishing P/L and may not be sold, edited or reproduced in any way.

[January 22nd, 2009]

Please subscribe at www.ezbcash.com for product updates.

Dear affiliate,

My name is Drew and I am the affiliate manager for Earth4Energy. Over the last few months I have been compiling creative ideas to promote the Earth4Energy product as an affiliate. In this handbook I am going to show you how to boost your sales by using some of these tactics.

The idea behind this eBook is to help you connect with the niche and learn how to market to the type of people that are interested in Earth4Energy.

If you are just starting out as an affiliate for this product or if you are already an affiliate and just want some new ideas then please keep reading as I am sure you will benefit.

This book is dedicated to all of my current affiliates and to all those affiliates whom are struggling to make their first Earth4Energy sale.

Before I go any further I will give you my biggest tip that is going to help you with all types of marketing. This is something that I ALWAYS do and you're going to see success if you do it too.

“Become your customer” – By this I mean, actually sit down and do exactly what the customer would do if they searched for a certain keyword. Would they purchase Earth4Energy if they came to your landing page after searching for that keyword? You need to ask yourself this question for every keyword you are targeting.

In this handbook I am going to cover the following topics:

Starting out

- For the complete beginner

What am I selling?

- The item numbers
- Backend sales process

About the customers

- Who are you trying to sell too?

Pay-per-click marketing

- What PPC networks to use
- Proper campaign setup
- Keywords
- Ads
- Tracking conversions

Money from a mail-out

- Using an auto-responder
- Increasing your opt-in rate
- Selling to your list

Getting traffic

- SEO
- Forums
- Question/answer sites
- How sites
- Online videos
- Where to buy links
- Exchanging links
- Online radio
- Online Classifieds
- Offline
- Other (hub pages, articles, Squidoo)

Pre-selling tips

Don't sell, pre-sell!

Hiding your affiliate link

- Why hide your affiliate link
- PHP redirect
- Cloaking

Products and services that I use**Keeping up to date**

Starting out

- For the complete beginner

I am just adding this section for those of you who have no idea how to setup up an affiliate account to promote Earth4Energy.

The 1st thing you need to do is join www.clickbank.com

Clickbank track all of our orders and send payments to our affiliates. It is free to join.

After you have joined Clickbank you can setup your affiliate link.

Your affiliate link will be in this format: <http://xxxxx.earth4.hop.clickbank.net>

Replace the x's with your Clickbank affiliate name. When a customer purchases after clicking your affiliate link you will be credited for your sale. You can check sales by logging into your Clickbank account. Clickbank sales are recorded in real-time (about a 2 minute delay).

Now that you have your affiliate link setup its time to start sending traffic to it and making sales. In the following chapters you will learn about generating targeted traffic to your affiliate link so please keep reading.

What am I selling?

- The item numbers

If you have already made a few sales of Earth4Energy you may have noticed different item numbers in your Clickbank account. Below is a list of products that are sold from your Earth4 affiliate link:

Item 1: Earth4energy – Cost = \$49.97

Item 2: Go Green Pack. This consists of 4 ebooks including “DIY Hot Water”, “My Organic Food Garden”, “Car Go H2o”, “Precious Water”. Cost = \$67

Item 3: Earth4Energy discount. – Cost = \$39.97

Item 4: www.diyhotwater.com – Cost = \$37.00

Item 5: www.myorganicfoodgarden.com – Cost = \$39.97

Item 6: www.cargoh2o.com – Cost = \$49.97

- Backend sales process

After a customer purchases Earth4Energy either for \$49.97 or for the discounted price of \$39.97 they are offered 4 other products from the members page. These 4 products are listed above (Items 2, 4, 5, 6).

If the customer proceeds to purchase any of these items, you as the referring affiliate will receive 75% commission on any purchase. These products are offered to the customer via email and affiliates also get the commission on these sales.

About the customers

- Who are you trying to sell too?

Knowing who you are trying to sell too is a very important part of internet marketing and this is where a lot of new affiliates fail. As an affiliate you need to put yourself in the shoes of your visitors and constantly check to see if your campaign sells you. Only when this is correct will the sales start pouring in. But how do you put yourself in the shoes of your visitors if you don't know who they are?

All of this information and more can be found on the Quantcast website.
Please visit the link below:

<http://www.quantcast.com/earth4energy.com>

This page will show you some really great stuff about your visitors like:

- What type of websites they like.
- What country they are from.
- Their average yearly income is.
- What they search for online.
- + Much more.

It is important to put yourself in the shoes of your visitors no matter what you sell and this data will help you do just that.

Pay-per-click marketing

- What PPC networks to use

Are you one of those affiliate who think Google AdWords is the only way to profit from PPC marketing? If so, you need to read this...

Google AdWords is big and profitable but it can also be a money eating monster. There are many other PPC networks out there which can boost your earnings. It has been proven that MSN AdCenter also gives affiliates a great return on investment (ROI). Below are a list of networks that you should experiment with:

Google AdWords – www.google.com/adwords

Yahoo Search Marketing – <http://signup.marketingsolutions.yahoo.com>

MSN Adcenter - <https://adcenter.microsoft.com>

7 Search - <http://7search.com/>

Adbrite - <http://www.adbrite.com>

Miva - <http://www.miva.com>

Searchfeed - <http://www.searchfeed.com>

Kanoodle - <http://www.kanoodle.com/about/advertise.html>

Looksmart – (\$100 coupon) <http://offers.looksmart.com/thought/>

You should be able to find coupons for most of these PPC networks. This will give you a few dollars to play around with until you get a hang of the network. To get coupons search Google for “network name + coupon”.

- Proper campaign setup

Over the years I have see some affiliates just get too excited and rush into PPC campaigns without having them properly setup. Most affiliates who do this fail. If you just want to test a product to see how it converts then its fine to setup a simple campaign or even just send visitors directly to your hoplink. However, if you want to setup a long term PPC campaign that is profitable than you need to put a bit of thought into its setup.

Basically your campaign needs to be laser targeted from the time the customer searches Google to the time they have made the purchase.

This means you are going to need a different landing page for every set of keywords you have.

For example:

If somebody searches Google for “make solar panel” you don’t want to send them to a page that talks about wind generators as you may lose the readers interest. This means you will need to make a landing page that primarily talks about making solar panels.

Below is how a PPC campaign should be setup.

Solar keywords > Solar landing page > Solar sales page > Customer purchases.

On your landing page you can still talk about wind generators but you should keep it brief.

Setup a similar landing page for your “wind power” keywords.

Keywords such as “save electricity” or “renewable energy” are not targeted to solar or wind. So on these pages you can talk about both solar and wind and how they can be used to reduce electric bills etc.

- Keywords

Keywords are a very important part of your PPC campaign, actually keywords are probably the most important part. They can make or break you. To succeed in PPC marketing you need a set of converting keywords that are cheap to bid on. Sounds simple doesn’t it? Truth is, it’s not simple at all!

In this section I am going to help out as much as I can with keyword selection so that you can profit from your PPC campaign.

I am going to start with a “top level” keyword and show you how to break it down into cheaper keywords that are higher converting.

Top level keywords:

solar

wind

These 2 keywords can be broken up into thousands of different keywords. Below is a quick

example of how the word “solar” can build a profitable keyword list.

solar

+ power, energy, electricity

= **solar power, solar energy etc. (converting score 3/10)**

+ make, create, produce, build, diy, etc.

= **make solar power, create solar power etc. (converting score 7/10)**

+ how, how to, instructions, diagrams, blueprints, guide, can i,

= **how to make solar power, instructions make solar power etc. (converting score 8/10)**

Then we can start putting keywords at the end...

how to make solar power

+ home, at home, from home, reduce bill, save power, save planet,

= **how to make solar power at home etc. (converting score 9/10)**

From looking above I have turned the keyword “solar” into many converting keywords.

You should do the same for your “wind” keywords and other keywords like “off grid”, “make electricity”, etc.

Generating keyword lists in this manner can take quite a number of hours. To speed up the process and find keywords you had not thought of you may want to try Keyword Elite.

Look at Keyword Elite here: <http://www.ezcbcash.com/recommends/bryxen4.php>

Below are a few keywords you can type into Keyword Elite to generate large, profitable keyword lists:

solar power

solar panel

PV panel

solar cells

solar tabbing wire

solar flux

solar ribbon

wind power

windmill

wind generator

ametek windmill

ametek generator

ametek 30vdc
ametek 38vdc
windmill blade

inverter
power inverter
dc to ac
make power
make electricity

reduce bill
electricity bill
power bill
utility bill
save money

renewable energy
home energy
home electricity

off grid
off-grid
remote electricity

rv electricity
camping electricity
rv power
camping power

You can expand the list above into more specific keywords. Use these keywords with Keyword Elite to build your list of profitable, low cost keywords. Remember, you should always track your campaigns to check which keywords are making you sales and which keywords are costing you money.

You may also want to add a few negative keywords into your campaign to reduce freebie hunters and other people that are not going to be interested in purchasing the product. Below is a list of negative keywords:

free
gratis

clickbank
paper (eliminates searches for paper windmills)
hack

Keyword Elite: <http://www.ezbcash.com/recommends/bryxen4.php>

- Ads

The main purpose of your ad is to attract the customers attention. To do this your ad must relate to what they have searched for. If your keyword is “solar panel” you must have this word in your ad.

All searched keywords will show up in bold in the listings, so to stand out you must have the keywords in your ad.

Some affiliates don't know if they should have the price of the product in the ad or not. It is a good way to stop freebie hunters from clicking your ads however the sales page can convert a lot of these people into buyers. I personally do not use the product price in the ad as this reduces the overall click-through rate, which in turn reduces your ads quality score. A low quality score means you will need to bid more to keep your position in the ads.

You should always be split testing your ads to increase the CTR. To do this you should always have 2 ads running at the same time. After 1 week, delete the lower performing ad and write a new one. Keep doing this until you have a high CTR. This is a great way to improve your CTR therefore reducing your max CPC.

So in recap, don't use prices in your ads and always split test. Of course, this is general guidance. I do not know what keywords you're using nor the way you are pre-selling the product so you should always test what works best for you.

- Tracking conversions

There are a couple of ways you can track your Earth4Energy conversions. The 1st method is to setup PPC conversion tracking. I have made this as simple as possible for you. In the below example I will use Google.

The first thing you need to do is get your conversion ID. To do this you can log into your AdWords account. From the campaign management tab click on the “conversion tracking”

link. Then click on the “Purchase/Sale” link. You will find this link in the first column of the table. After you click on “Purchase/Sale” click on “View action code”. On the 6th line of the action code you will find your Google conversion ID. Copy this and save it in a .txt file for your records. You will be able to get your conversion ID’s for the other PPC networks in a similar way. Just view your conversion tracking code and copy the conversion ID.

Now you need to setup your Clickbank affiliate link to include this conversion ID. Below is the standard Earth4Energy affiliate hoplink:

<http://xxxxx.earth4.hop.clickbank.net>

To include your Google conversion ID in the hoplink please use the below format:

<http://xxxxx.earth4.hop.clickbank.net?gid=zzzzzzzzzzz>

Replace the X’s with your Clickbank ID and replace the Z’s with your Google conversion ID.

If you were to use one of the specific Earth4Energy pages your hoplink would look like this:

<http://xxxxx.earth4.hop.clickbank.net?lp=solarpanels&tid=00000&gid=zzzzzzzz>

(This hoplink also includes the optional TID variable)

You can also create one hoplink that includes automatic keyword tracking for Google, Yahoo, MSN and 7 Search. This means you can easily setup a campaign for the top 4 PPC networks without needing to use edit your hoplink for each network. The hoplink for all 4 PPC networks in one will be in the below format:

<http://xxxxx.earth4.hop.clickbank.net?gid=zzzzz&yid=vvvvv&mid=kkkkk&sid=ppppp>

In the above link you would replace the X’s with your Clickbank ID, the Z’s with your Google conversion ID, the v’s with your Yahoo conversion ID, the k’s with your MSN conversion ID and the p’s with your 7 Search ID.

Moreover, you can combine all 4 networks with a specific Earth4Energy page and a TID. This link will look like the below:

<http://xxxxx.earth4.hop.clickbank.net?lp=solarpanels&tid=00000&gid=zzzzz&yid=vvvvv&mid=kkkkk&sid=ppppp>

This is quite a long and messy looking affiliate link. But don't worry, when the visitor reaches the Earth4Energy sales page all of this information will be hidden!

Although this type of keyword level conversion tracking is fast and easy to setup, it does have issues. For example:

When using Google conversion tracking you may notice that Google shows more conversion than Clickbank does. Many affiliates think this is a Clickbank problem but in fact - It's poor Google tracking!

So if you plan to use the Google conversion code, or if you already are and you notice more Google conversions than Clickbank conversions, this is what's happening:

A Visitor clicks on your Google ad, then decides to click the back button to research the product a little more. They then decided to purchase but this time it is from another affiliates link.

Google will still record this as a sale for you because your ad was clicked. Google does not know that the visitor clicked on another affiliate link. This will inflate your Google conversions and make Clickbank seem like they are not recording your sales.

It's best to think of PPC conversions as either sale assists or sales.

So is there a way to get accurate conversion tracking on a keyword level?
Yes there is, and this brings me to my 2nd method of tracking conversions.

Clickbank has a TID (tracking ID) feature. With this you can make the TID anything you want. Let's say I am using the affiliate hoplink below:

<http://xxxxx.earth4.hop.clickbank.net?tid=180>

Now I go and setup a PPC campaign and for my keyword "solar power" I use the above link as my hoplink. Whenever I make a sale from the above hoplink Clickbank will record the TID as 180. I then match that TID to the keyword I was using.

I now know that somebody just purchased the product after searching for the keyword "solar power".

What you can do is either assign a unique TID for each keyword manually (this can be very time consuming). Or you can do what I do and use software to assign the TIDS

automatically. Software such as Xtreme Conversions can do this and it's quite easy to get a hang of.

Look at Xtreme Conversions here: <http://www.ezbcash.com/recommends/xtreme3.php>

NOTE: I have been asked – Can this auto tracking *only* be used for direct linking from PPC ads? The answer is no. This tracking can be used even if you are using a landing page. You just need to change the hoplinks on your lander/website to include your PPC conversion tracking ID.

So it will go, PPC ad > your lander > your hoplink with PPC tracking > Earth4Energy website.

Money from a mail-out

If you are not building a list of subscribers than you are leaving money on the table. It's not hard to build a list of subscribers but for some reason many affiliates seem to not worry about it. This section is going to show you how to build a list and how to sell to your subscribers.

- Using an auto-responder

In this section I am going to refer to the auto-responder service that I personally use, Aweber.

Look at Aweber here: <http://www.ezbcash.com/recommends/aweber.php>

First of all you want to click on "Create and manage lists". Click on "Create a new list" and fill out all of the information. When it comes time to create an opt-in box there are a couple of options. You can create an inline box, or a hover box. An inline box is one that you embed into your webpage and a hover box is one of those annoying boxes you see on a lot of sales pages.

Inline boxes are more subtle and generate less leads where as hover boxes will capture

many more opt-ins. However, the quality of leads from inline opt-ins is better and more responsive. Basically you can choose either option, it's up to you.

Create an offer and give your visitors a reason to subscribe, otherwise nobody will be willing to enter their information. I am going to talk about some great ways to get opt-ins below.

- Increasing your opt-in rate

If you are stuck for ideas to get visitors entering their name and email then here are a couple of methods.

1. Near your opt-in box you can say something like "Please enter your details below to see some of my very own solar panels and how you can make the same thing". You would use an opt-in message like this on your "solar" landing page.

You should set something similar up for your "wind generator" landing page.

This type of setup is highly targeted and will yield a great opt-in rate.

When you send out your first email you should use pictures of homemade solar panels and windmills. Explain how they can help reduce electric bills and how they can make something similar by using Earth4Energy.

2. Give away a free eBook that your visitors would want. You can write your own eBook, pay somebody to write an eBook or you can search eBay for eBooks with resell rights. You can use a message near your opt-in box like: "Enter your details below and I will quickly send you my free eBook, How to save power at home." You should also use a 3D picture of the eBook you are giving away.

On your first email to this list you should tell them where to download their free eBook from. If you have permission to edit the eBook you should advertise Earth4Energy using subtle links throughout the eBook (1 link for every 5 pages).

- Selling to your list

Ok, you have your opt-in message setup + your first email. Now it's time to start selling Earth4Energy to your list. Below are 4 pre-written emails that you can simply "plug-in" to your Aweber auto-responder. The below email series targets solar & wind. You are

welcome to edit these emails if you wish to focus only on solar, or only on wind. You should send each of these emails about 3 days apart from each other.

Email 1 Copy this email from a .txt file:

<http://www.earth4energy.com/affiliates/emails/autoresponder1.txt>

Subject: Did you see my solar panels and wind generator?

Body: Hi {!name},

How did you like my solar panel and wind generator? They only cost me a few hundred dollars to make and I have connected them to my home. I saved \$70 off my last power bill! So they are going to pay for themselves in no time at all.

Would you be interested in making your own solar panels or wind generator? I received my build plans from Earth4Energy and it made the process really simple.

AFF LINK HERE

I am not a builder or anything and I thought it was going to be hard to make. The book and videos helped me out a lot and I actually found the whole process quite simple. If you want to use the same plans I used then check out the link below:

AFF LINK HERE

Good luck with your project!

YOUR NAME.

Email 2 Copy this email from a .txt file:

<http://www.earth4energy.com/affiliates/emails/autoresponder2.txt>

Subject: Why you absolutely need renewable energy at home

Body: Dear {!name},

In this email I am going to outline a few reasons why you absolutely need to get involved with renewable energy at home.

The number one reason: You will be doing your part for our environment. I think this is the most important reason why you should get involved, everything else is just a bonus.

The second reason: Not only can you save money, you can actually MAKE money. That's right! After making you have setup your system if you create more energy than you use, you can actually sell the energy back to your power company.

The third reason: its fun and you're going to learn a lot along the way. I bet you think that making a solar panel or wind generator is way too complex for you to build? The truth is, it's very simple. I have no special degree's, I'm not a builder, yet I found the Earth4Energy instructions very easy to follow.

There are many more reasons for you to get involved in the renewable energy revolution but these three is why I personally got started.

You can get started in just a few minutes too? Simply get the plans from Earth4Energy and start your project. Below is a link to the website that I got my plans from.

AFF LINK

Have fun and let me know how your project goes.

All the best,

YOUR NAME.

Email 3 Copy this email from a .txt file:

<http://www.earth4energy.com/affiliates/emails/autoresponder3.txt>

Subject: NEWS: Renewable energy is underused

Body: Dear {!name}

Did you know that our planets renewable energy production is only 6.1%? This means that 93.90% of our planets energy production is NOT from renewable sources.

Do you really want to sit back and be a part of the problem?

There is something you can do and you can get started in just a few minutes from now. The answer is solar and wind power. These 2 renewable energy sources only count for .2% of energy production. Why is solar and wind energy so underused? Because people think it's too expensive to setup. This is simply not true at all.

My solar and wind generator cost only a few hundred dollars to setup and I am now saving money every day.

The best setup plans can be found here: AFF LINK

This is the guide that I personally used and I found the added video instructions very helpful. If you need any help building your solar panels or windmill please let me know and I will help out where I can.

So your first step is to visit the website and get the plans here: AFF LINK

All the best,

YOUR NAME.

Email 4 Copy this email from a .txt file:

<http://www.earth4energy.com/affiliates/emails/autoresponder4.txt>

Subject: {!name}, how did you go ?

Body: Hey {!name},

How did you go with the solar and wind generator? Have you started building yet? It took me about 3 weeks to finish both my solar panel and wind generator's so you are probably still in the middle of building.

I do hope you have decided to use these renewable energy solutions because they really are the way of the future. The cost of electricity is going to continue to increase and in the future your electric bill is going to get harder and harder to pay.

Get the plans that I used here: AFF LINK

If you are just slightly interested in making a solar panel or wind generator then I urge you to get the Earth4Energy guide A.S.A.P. Why? I just took another look at the website and it looks like they are having a sale. I actually paid \$89.95 when I bought it and it was still great value but now it's only \$49.97!

The website: AFF LINK

I'm not sure when the sale is over yet but if you visit the website and the sale price is still on then I think you should take advantage of the offer. Also, check out the free book that you get from the members area, it's a great read.

To a healthy planet,

YOUR NAME.

You are more than welcome to edit this email series to suit the type of opt-ins you have or add extra emails in the series. A couple of things to remember with the type of visitors that are interested in Earth4Energy, they don't like a hard sell and they do like to see pictures.

Getting traffic

- SEO

SEO (search engine optimisation) is probably the best way to get targeted traffic to your website. You can target specific keywords and it is free traffic. However, SEO takes time and getting on the front page of search engines can take years to achieve for some keywords. Below are a few tips to rank well in search engines:

Build your links slowly: Yes, you do need many incoming links to your website however if your site suddenly gets 500 links then Google will penalise you.

Quality over quantity: 50 links from quality relative website is better than 500 links from unrelated websites.

Unique content: Writing your own unique website content is a very important part of SEO. You will get heavily penalised if you duplicate content from another website.

Fresh content: Try to keep your website updated with fresh content. An update every week will help you in the rankings.

- Forums

Forums are a great place to get traffic to your website however it does require work. What you need to do is join popular forums and make informative posts. In your signature have a link to Earth4Energy.com.

Below are a couple of example signatures:

Want to reduce your electric bill? Click here to see how I do it << AFF LINK
Get involved with renewable energy at home – Easy DIY setup << AFF LINK

The type of forums you should post at are energy forums, news forums, business forums, home forums, money forums and more.

To find these forums type into Google “energy forums”, “home forums” etc. Doing this will bring up a list of popular forums that you can post at.

Please DO NOT spam on these forums. You will get banned from the forums. Moreover, spamming is against Clickbanks terms and your Clickbank account may be terminated.

- Question/Answer sites

This is a great method to get some quick cash. The idea with this method is to search question/websites for people that are asking questions about renewable energy. For example: Search the site for “solar”. You will see a list of questions about solar power. You can answer these questions and use your affiliate link in the answer.

Below are a few question/answer sites:

<http://answers.yahoo.com/>

<http://www.answers.com/>

<http://www.answerbag.com/>

<http://www.blurtit.com/>

<http://www.allexperts.com/>

NOTE: You may not be able to directly post your affiliate link on these sites. You should cloak your affiliate link or post a link to your own website that promotes Earth4Energy. You will learn about re-directing and cloaking later.

- How sites

This is much like the question/answer method instead you help people from how websites. Some of the how questions are “How do you reduce your electric bill”, “how do you make a windmill”, etc.

Below are some “how” websites:

<http://www.ehow.com/>

<http://www.wikihow.com/>

<http://www.howtothings.com/>

NOTE: You may not be able to directly post your affiliate link on these sites. You should cloak your affiliate link or post a link to your own website that promotes Earth4Energy. You will learn about re-directing and cloaking later.

- Online videos

Video has become a very popular way to generate traffic and for good reason too. Every day thousands of people are watching online videos and for you as an affiliate to spend just a few minutes uploading a video, it's worth it. Basically the idea with video marketing is to submit videos to websites like you tube and use target keywords in your video title and description. You can then watermark your videos with your website address and put your URL in the video description. There is probably some free video editing software out there but the software that I personally use is called Vegas Movie Studio 9.0, by Sony.

- Where to buy links

Link buying can be very profitable if you choose the correct websites to advertise on. As the affiliate manager I am able to see all of the traffic stats I can see what type of traffic converts well for Earth4Energy. What I have noticed is that news (USA) websites and online radio/broadcasting/talkback show website traffic converts well. What you can do is setup a simple review website and purchase a link on a high traffic news/radio website. Monitor the sales and work out if the traffic source is profitable.

The best part about this type of traffic source... It's completely auto-pilot! Purchase 1 link,

tweak your page to capture opt-ins etc. then purchase a link from another news/radio website.

These types of links usually cost quite a bit of money however the payoffs can be huge. You can also purchase cheaper links however the main difference will be the volume of traffic the website receives. To purchase cheaper (but still targeted) links head over to Google and type in some of your keywords. EG. “windmill”, “solar power”. Go through the listings and look for websites that you would like your link on. Simply send an email to the website owner and ask them if they have any advertising packages.

- Exchanging links

Who said link exchanging was dead? Build links from the right sites and you can make daily sales from completely free traffic. You can find websites to exchange link by using the above method. Get your list of keywords, search Google for each keyword and try to get a link back to your website from at least 1 website from each of your keywords searches.

You will need to make an attractive offer to the website owners that you email otherwise they won't want to link to your site. You may want to get your website traffic up to 100 visitors per day then email your traffic stats with your link exchange proposal. To get up to 100 visitors per day trying using some of the other methods in this book first.

- Radio advertising

Online radio is probably something that has never crossed your mind as an affiliate, however, if done correctly it can be very profitable. Online radio is MUCH cheaper than the usual offline radio advertising but there are still thousands and thousands of listeners. Moreover, since the listeners are already at their computer your affiliate link is only a click away. Below are a few radio networks you can advertise with, simply send them an email asking about their advertising packages. Work out how many sales you would need to become profitable. If you think you can profit then why not give it a shot?

<http://www.modavox.com/green/>

<http://www.gcnlive.com/Contact.html>

<http://www.cbsradio.com/advertise/index.html>

<http://www.cbc.ca/advertise/>

<http://www.billsparks.org/> << Huge directory of online radio stations (Go Nuts!)

- Online classifieds

Classifieds = people ready to buy. So if you haven't posted at any classifieds yet then you're missing out on some easy money. All you do with this method is post the Earth4Energy package for sale on the classifieds with your affiliate link. Below are some online classifieds:

<http://www.craigslist.org/about/sites>

<http://www.adpost.com/>

<http://www.webclassifieds.us/>

<http://www.classifiedsforfree.com/>

<http://www.oodle.com/>

<http://www.stumblehere.com/>

<http://www.inetgiant.com/>

For more please search Google for "post free online classifieds". Please do not spam your affiliate link.

- Offline advertising

Online advertising is good because your customers are already on the computer, however you can also find some offline advertising that will bring in a profit for you. The best part about advertising Earth4Energy offline is that you will have no competition from other affiliates. Below are a few places you can test out your affiliate skills offline:

Local newspapers

Message boards

Flyers

Letterbox droppings

Shop windows

+ many others.

To use offline advertising you are going to need your own domain to promote the website. You don't want to tell people to go directly through your affiliate link, hardly anybody will do this. You can cloak your affiliate link, redirect to your affiliate link or have your own complete website about renewable energy and advertise Earth4Energy on it.

- Other (Hub pages, articles, Squidoo)

In this section I am just going to quickly talk about some other ways to promote Earth4Energy. To learn more about each method just search Google. Below are a few extra methods to make money as an Earth4Energy affiliate:

Squidoo

Hub Pages

Article marketing

US Free Ads

Blogging

There are probably hundreds more ways to promote the product but hopefully the above methods will get you on your way.

Pre-selling tips

- Don't sell, pre-sell!

These are my personal tips to pre-sell Earth4Energy. Notice how I say "pre-sell" and not "sell"? This is because your job as an affiliate is NOT to sell the product. That's what the Earth4Energy sales page does. Your job as an affiliate is to warm up visitors and get them interested in the product, THEN pass them onto the sales page with your affiliate link.

My personal pre-selling tips for Earth4Energy:

- Get personal on your web site introduce yourself, use a picture of yourself and be friendly with your visitors.
- Collect emails (in a subtle manner). Something that you can offer your visitors are pictures of your solar panels or windmills and some little tips you learnt along the way. This will give you a nice opt-in rate because visitors want to see what they can make. Then in your follow up email show them pictures of some homemade solar panels/windmills and tell them they can make something similar with Earth4Energy.

Split each list into solar/wind/both. This will give higher conversions as you will give your visitors exactly what they want.

- Use testimonials where people thank YOU for the recommendation. EG. "Hey Bob, thanks for letting me know about Earth4Energy.. etc"
- Make your web site 3rd party! This is important. Your web site should not look affiliated with the product, especially if your web site is reviewing the product.
- Use a clean design with soft graphics. Fancy graphics will over power your page. The sales page is where the visitors will go "wow" and the graphics there is what will help SELL the product. Your graphics shouldn't sell the product. Your graphics should subtly pre-sell the product and make the visitors want to know more.
- Use multiple pages. Make a complete web site not just a single page lander. Send your visitors to different pages depending on what they search for. If they search for "make solar panel", your page should talk about solar panels only. Then send them to the solar panel sales page. If they search for "make windmill", your page should talk about making windmills. If they search for "reduce electric bill", your page should talk about both and how they can reduce their electric bill.

Hiding your affiliate link

- Why hide your affiliate link

The main reason why you should hide your affiliate link when promoting Earth4Energy is simply to make it look neater. Many people can hesitate to click on a Clickbank affiliate link and not only that, many forums and other website won't let you post affiliate links. When promoting "make money" products there is a concern for affiliate theft. This is where other affiliates will replace your ID with their own ID. This means you would not get commission on the sale. However, with the type of customer interested in Earth4Energy they will not know anything about affiliate link theft so this is not a huge concern. So how do you hide your link? Below are 2 very simple methods:

- **PHP redirect** Copy this code from a .txt file:

<http://www.earth4energy.com/affiliates/scripts/php-redirect.txt>

This will simply redirect your domain to your affiliate link. Below is the code to use:

```
<?php  
header("Location: http://yourID.earth4.hop.clickbank.net/");  
?>
```

- **Cloaking** Copy this code from a .txt file:

<http://www.earth4energy.com/affiliates/scripts/cloak.txt>

Cloaking your affiliate link will basically show a copy of the Earth4Energy website except your domain will remain in the address bar. To cloak your affiliate link use the below code:

```
<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01//EN"  
"http://www.w3.org/TR/html4/strict.dtd">  
<html>  
<head>  
<title>Earth4Energy.com – Our renewable energy solution</title>  
<meta name="description" content="Write your description here." />  
<meta name="keywords" content="keyword1, keyword2, keyword3, etc." />  
</head>  
<frameset rows="100%,*" border="0">  
<frame src=" http://yourID.earth4.hop.clickbank.net/" frameborder="0" />  
<frame frameborder="0" noresize />  
</frameset>  
</html>
```

Products and services that I use

In this section I am simple going to list some of the products and services that I personally use and have helped me as an affiliate over the years.

Keyword Elite: This product is an absolute killer! You can build absolutely massive keyword lists in just a few minutes. I have personally used this product on many of my PPC campaigns and also to find keywords to target with articles marketing. When using this you just type in your top level keyword, EG: “solar”, then choose to only display keywords with the words solar + panel, then solar + power, then solar + home. This would make 3 separate ad groups for your PPC campaign. Do the same for all of your top level keywords.

Look at Keyword Elite here: <http://www.ezcbcash.com/recommends/bryxen4.php>

Xtreme Conversions: As mentioned at the end of the conversion tracking section. This is a great way to take advantage of Clickbank TID feature. Quickly setup keyword level conversion tracking and watch your campaigns get more and more profitable.

Look at Xtreme Conversions here: <http://www.ezbcash.com/recommends/xtreme3.php>

Aweber: This is a great auto-responder service with a simple to use interface and a high email open rate (less emails go to junk folders)

Look at Aweber here: <http://www.ezbcash.com/recommends/aweber.php>

Hostgator: These guys are very reliable. If you are looking to setup your first website and looking for a host than I highly recommend Hostgator. They have 24/7 online support and are very helpful if any problems arise.

Look at Hostgator here: <http://www.ezbcash.com/recommends/hostgator.php>

Keeping up to date

If you are interested in promoting Earth4Energy then please join my site at www.ezbcash.com. Please enter your name and email up the top. I don't send out many emails so don't worry about spam. I think I send about 1 email per month or something like that and I try to make my emails as good as possible.

Thank you the interest in promoting Earth4Energy. This is a great product to promote because we are here for the long haul and you're going to have a lot of fun learning about renewable energy.

Have fun!

Drew.

This eBook is to help affiliates promote Earth4Energy.com only. This is a free eBook produced by Drew at Swerd Publishing P/L and may not be sold, edited or reproduced in any way.

[Updated March 18th, 2009]

Please subscribe at www.ezbcash.com for product updates and other marketing tactics.