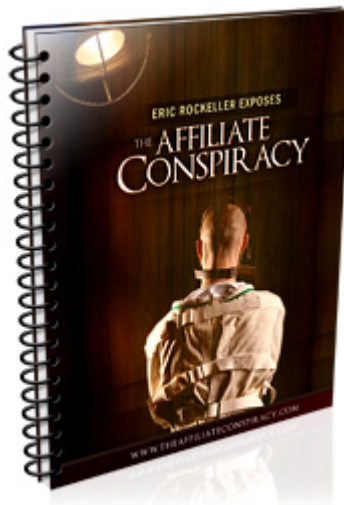


The AFFILIATE CONSPIRACY

Report



**By
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**“The Affiliate Conspiracy”
Exclusive Video Series Launches
Thursday May 22nd, at 12 pm eastern
<http://www.TheAffiliateConspiracy.com>**

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Chapter 1: *Introduction*

I promise you that if you read and follow the steps from this report it's very possible for you to be making money within the next 24 hours.

Is that a big risk on my part?

Nope. Not at all because I know that this system is a proven one. I've used it over and over to create new affiliate income streams that pump money into my clickbank accounts on autopilot.

My own personal AMM's (Autopilot Money Machines)

I swear not to bore you with fluff. Lean and mean. That's how I like it. In this world of attention deficit, we just don't have time for that. However I'm sure you'll still find me amusing at times.

So let me make this intro really quick so we can get to the fun stuff. First, let me just warn you about my sometimes overly honest way of telling you **what's really going on**. I can't make any apology for this as it's who I am, and I stay true to who I am.

Next, I'll let you know that this report is truly going to be worth more than some ebooks you'll buy. Why? Well stay with me and you'll soon find out.

I've taken to a new philosophy recently and I'm sure you'll get a kick out of it. I can promise you this report is well worth your time. It might piss off a couple of people as well.

But so be it. Let's stir up a little controversy shall we. And maybe you can help me get the word out about the ongoing super affiliate conspiracy.

Here's my mantra to you. Please keep it close to your heart always.

“LEARN BY DOING.”

Don't take that lightly. If you practice this mentality always you will never lose. You might come to realize that these can be the most profound words

of wisdom you ever hear. Seriously, as soon as I implemented this mantra everything started to happen.

I want you to succeed and make money. So if that's what you're after don't question me. Just believe in me that what I am going to show you works and if you don't know what you're doing or don't feel like you know enough, just do it and learn by doing.

Action is the most important step.

“You see, in life, lots of people know what to do, but few people actually do what they know. Knowing is not enough! You must take action.”

-Anthony Robbins

Here are some stats from two of my better ClickBank accounts, just to keep you interested. Keep in mind that I don't solely promote ClickBank products. (I'm not very big on showing what I make, or what I own, but I know a lot of people are into proof.)

Sum of 2008 Paychecks:	\$127,806.24
Sum of 2007 Paychecks:	\$163,512.51

Sum of 2008 Paychecks:	\$111,579.24
Sum of 2007 Paychecks:	\$180,038.43

I know how to GO BIG FAST. (And to set the record straight I don't consider my self a GURU, just a RockStar☺)

So if your new or haven't quite figured it out yet. STOP. Erase what you know so far and listen. What I'm going to show you in this report is exactly how to find and attack a niche product as an affiliate using pay-per-click for targeted traffic. (PPC isn't dead!)

Stay with me and I will show you a real campaign that I choose and create from scratch with this report and a few videos to help as well. If you enjoy the information that I give you here you'll want to make sure to grab the actual Affiliate Conspiracy product when I release it May 22nd.

It's going to be shocking how much I give away. Thanks again for taking the time to download and read this report. I'm sure you'll be pleased 😊

**“As I grow older, I pay less attention to what men say.
I just watch what they do.”**

-Andrew Carnegie

Are you ready to find out about the affiliate conspiracy?

Then read on...

Chapter 1: *The Affiliate Conspiracy*

“When the conspiracy of lies surrounding me demands of me to silence the one word of truth given to me, that word becomes the one word I wish to utter above all others.”

-Andre P. Brink

Is it me? Have I lost my freaking mind? The world of affiliate marketing is evolving very fast and it's almost hard to keep up if you don't know the correct way to be an effective affiliate.

These underground super affiliates are cleaning up, while you're left in confusion. I want to level the playing field a bit.

They really don't want you to know these devastating techniques that they are using. I think I may be breaking some sort of affiliate code by exposing this.

I want to let you know the truth, open your eyes and make you have to deal with it by making a decision to SINK OR SWIM. Your choice.

Affiliate marketing is still being sold and hyped up to be this lazy mans lifestyle. Make a million dollars with the push of a button. (It's possible but not overnight.)

It's completely and utterly wrong to believe that you will ever find a magic bullet that will land in your inbox one day. No big red easy button. But there are techniques and tools that will make you a very effective affiliate.

Another fallacy is that you can just pick some products out at the ClickBank marketplace and throw up some ads in Google with a huge list of keywords and make money. **NOT** any more brother/sister. If you don't do things the right way these days, you'll get totally worked over by the BIG G. (But I'll show you the correct way.)

They say PPC marketing is DEAD or it costs too much.

FALSE, those are just the forum whiners or the big time super affiliates that want you to stay off their turf. Yes, it's more competitive but that's good if you know how to exploit this. (I'll show you the way to make adwords work.)

PPC costs have risen, but search has become much more (relevant), and more and more affiliates are too lazy to test and track.

They end up losing big money and giving up.

So what is the TRUTH?

Easy, affiliate marketing is one of the best, most promising, and fastest way to get your feet wet, make some money and learn marketing before moving towards creating your own products. And PPC is the fastest and probably easiest way to get traffic that will convert into sales.

Side note: I act in my PPC efforts anyways, as an affiliate marketer to get paid by my competitors to research, spy, and learn how to invade and conquer their niche with products of my own. It's so evil. (But so fun.)

However you don't have to go that far. You can always keep your position as an affiliate too and make loads of money and never have to deal with some of the headaches that can come with publishing. Overall, what I am saying is that at first it won't come easy and it will take work. Yes, work.

You should leave right now if you don't want to do any work, because if you're not ready to invest in yourself and your business then you're wasting your time as well as mine. I know it may be a BIG slap in the face.

I just want to be totally honest with you and not try to sell you the hype; maybe you'll respect me for that.

But be honest with yourself.

Again, this isn't some winning lottery ticket, or an overnight dream maker, but a system that if followed can make you lots of extra cash, pay your bills, give you more free time to spend with family and friends.

It can change your life. Not overnight, but does anything really happen like that? Come on, I know your not that gullible.

Practice makes perfect in anything you do. Correct?

With the right information and action, you will see results. You can easily then scale your results very fast. Faster then any brick and mortar business you can ever start and for far little investment of time or money.

I am not going to fill up this report selling you on affiliate marketing but here's a few things that you should take notice of.

Affiliate marketing can give you the ability to work from anywhere, anytime, and gives you the ability to fire your idiot BOSS. No more crappy J-O-B. Imagine that for a moment. It's completely **RECESSION PROOF** too. And if done correct...the sky is truly the limit for earning potential.

The potential for affiliates has never been better than it is right now.

Here's why...

FACTS:

- 1. Affiliate marketers are responsible for over 6 billion dollars of online sales in 2007.**
- 2. In this computer generation, it's common to make purchases online and it's happening more than ever before.**
- 3. The web is growing rapidly at alarming rates. And will never stop.**
- 4. Broadband is more accessible than ever before, making it fast and easy to shop online.**

And those are just a few of the overwhelming facts why it's time for you to dive in head first. I promise you that with the right coaching and mindset you will have no problem getting to the goals you set for yourself.

Once you get a foothold, then all you have to do is scale the system and leverage the power of tools that can automate your processes. I'll show you a few of my favorite tools that I use on a daily basis to automate my affiliate marketing.

So please stop thinking that this is a "GET RICH QUICK" plan. This can get you rich quickly, but not overnight and not without lots of hard work and persistence.

Don't fall for the hype. If you are still stuck in that herd mentality jumping around from one hot opportunity to the next, I promise you that you will never get anywhere and you'll probably blow a crapload of money.

You can use that money to spend on advertising to sell products or on the tools and information to automate and accelerate your business. (Your business, not your hobby.)

Get what I'm putting down my friend?

Don't treat it like a hobby.

You can definitely use affiliate marketing as a way to add just a few hundred dollars a month to your bottom line or to make millions a year but either goal you set for yourself; do yourself a big favor and treat your efforts as a business or mini-business at the very least, and not like a hobby, then I promise you, the time and money you invest will not be wasted.

Ok, enough ranting.

I will conclude by saying this information is very powerful and should help you get a quick start into setting up minisites that are profitable.

I totally expose a campaign from start to finish. Yes, I am even giving a way a small niche that is profitable for me as of right now.

However, after this report goes totally viral which I know it will. (And you can help me with that.) It probably won't make the same kind of money for me anymore.

I'm sure they'll want to put me in a straitjacket for this one.

But so be it. That was the idea for this product, and more importantly a new way of thinking that I designed for myself, one that will help my subscribers and followers as much as possible, and even more my loyal buyers.

What the hell, you only live once right?

This powerful system is easy to replicate for any niche you choose, so you don't have to necessarily just copy and paste the exact niche and product I show in the case study and remember there's always more to learn.

I'm trying to give a **complete action plan you can run with.**

Enough is enough!

Super affiliates really don't want the competition, but it's coming whether they like it or not, and I'll take the heat. Hope you're excited because I'm really putting my a*# on the line this time.

Thank the trusted recommendation of the person who sent you to this valuable free report.

By showing you this system from start to finish I hope you will pick up some valuable tips you can use.

And this report is free. (But don't discount its value.)

The niche is very small, with some competition but competition is good because it means there's money being made.

But it's one small niche and there are many more like it. With my system it's become very easy to find more profitable ones. Plus I feel this is one of the best ways to show you everything I can, to make you money.

Of course there's a little catch, but that's inevitable isn't it? But it's one that is your choice. There's always more to learn and that's where even more case studies come in just like this one but even more in depth in the soon to be released "Affiliate Conspiracy" video series.

Affiliate marketing has evolved are you willing to do what it takes to carve out a great living for yourself?

Let's get to the brief system overview. Shall we?

Chapter 3: AMM (Autopilot Money Machine) System Overview

Let's get started with some affiliate 101. Affiliate marketing is the act of pushing web traffic to a product that you don't own for a commission if visitors purchase a product or produce an action being paid for such as an opt-in...CPA offers or Cost per Action. (These offers pay for leads.)

Your job as an affiliate is to act as a middle man and get targeted traffic to an offer that they would be most interested in. To make it even easier for them to make a purchase you want to pre-sell them on the product in question. Influence and persuade them to purchase before they see the sales page.

There are many ways to do this. I have discovered a variety of ways to influence the potential customer, but I won't go over all ways in this report.

Let's keep it simple for now and only do a walk through of one very powerful method. (For more live case studies, be ready for "The Affiliate Conspiracy" when it launches.)

But first things first: (You will need to do these things before getting started.)

1. We are going to sell products from the ClickBank Marketplace so if you are not yet signed up as an affiliate then do it here for free:



2. Next sign up for a FREE Google Adwords account by clicking the link below:



Here is the quick outline of the system I will show you in this report.

1. Surefire way to selecting a profitable and rabid market
2. Spying on competitors to see what's already working
3. Swipe profitable keywords and ads from your competitors
4. Purchasing a domain name that you can leverage
5. Setting up the correct style of landing page
6. Setup your Adwords campaign (Drive targeted traffic)
7. Track and test keywords, landing page, and conversions
8. Keep the winners, drop the losers
9. Tweak and Refine your ads and landing page
10. Profit and repeat process

So this is the brief outline. In each part there is work to be done, but if you follow along I am including videos and links to tools that I use to follow this process. (Using the correct tools is a big part of succeeding faster.)

While this is going to be as comprehensive as I can possibly make it, there is so much more that will make these strategies and techniques even more effective. You can use the tools I recommend to save time and to cut costs while increasing profits.

I will include much more in the actual product of the various tools and techniques, and methods and how I use them. I just can't fit them all into this report or the videos that come with it.

Ok you ready to find out how to get started, the rest of this report is going to show my step-by-step system for finding a profitable niche to attack.

It's also going to show you what I do and the software I use, I recommend you invest in the software I use, but by no means is it necessary to succeed. It just makes things a whole lot easier.

BUT as you progress, if you don't use some of these tools you'll be dead in the water. No joke. (Don't worry you'll have the money to reinvest in the future.)

Read on to find out exactly what I'm talking about.

Chapter 4: Profitable Product Selection (proper research methods)

Your research is probably the most important step in the system. It will save you tons of time and money if you do it right. **Finding a thirsty market first is one of the most significant components to you achieving success.**

You don't want to try to sell something to a niche where there is no one buying. So don't avoid competition look for it, because that means there's money being spent in that niche.

With the advanced spy and research tools out there available to you, there is no longer any excuse to not be properly researching the niches and products you plan to promote.

Here's where using the proper tools now at your disposal is almost a must, basically affiliate marketing has evolved and if you're not researching properly then testing and tracking your results you're stuck in the Stone Age.

So first before anything, let's get an idea for a few niches and then narrow it down by using some cutting edge software to predict the ones more likely to generate a profit for you.

First, let's think about some passions you have, or hobbies you pursue. Make a quick list. A lot of the time these are perfect niches to go after. Why? One reason is that you know more about these niches and the products you would buy.

You then are able to easily explain the benefits of the product you are promoting because you understand the customer better. For every niche and product you promote you're going to want to create a customer avatar.

This is a way to get into the mind of the consumer so you can help them find exactly what they are looking for. Have you bought something relevant to this niche, what are the common problems and how can you help the buyer find the solutions. More on this later...

Another easy way to find popular niches is the magazine rack at your local book store like [Barnes and Noble](#) lets say. If there's a magazine about it then there is usually money in the niche.

Now, in these magazines look at the relevant products being offered. What problems are these products addressing?

Also to find emerging markets you can do some research using [Google trends](#). You can see new trends that you may be able to capitalize on. This is a good way to stay ahead of the curve.

Since we are dealing only with digital products in ClickBank you can then see if there are info products in ClickBank that offer solutions to the common problems in the niche.

The next step, if you don't have many hobbies or passions is to take a look here at [ClickBank Categories](#) and you'll be sure to find plenty of interests that people have and more importantly are spending money on.

Then you can drill down into sub niches of these broad ones and go to Google type in the keywords to see if there are ads, if so there is money being made.

I'm going to focus strictly on digital products and the affiliate marketplace ClickBank.

After I have some ideas for some new niches, I like to use of combo of [Keyword Spy](#) and [Spyfu.com](#)

You want to use this tool right from the get go to help you find products to promote that are more likely to be profitable due to certain stats that [Keyword Spy](#) will show you.

Like I said, by using this tool to find out what and how other affiliates are already promoting products, swipe their ads and keywords and then reproduce their efforts your more likely to be in the 2% dominating clickbank. Sneaky, borderline ethical...but totally legal.

I use it along with another very powerful tool called Conversion Prophet to do all my pre-campaign research and landing page testing. Conversion Prophet is another very brilliant tool just recently released and created by Peter Yoon.

This tool is a must have for tracking and testing. You can use it to Taguchi test (multiple variable testing) your landing pages, split test your ads, track your keywords and also pre-track your affiliate campaigns very quickly to see if you can turn a profit.

It's a very powerful all-in-one testing tool that I believe is a must have.

I also contacted Peter to let my readers have a very special discount to try out Conversion Prophet. [Special Conversion Prophet Discount.](#)

By using these tools to throw together a mini-campaign I can easily gauge whether it is worth my time to do a review page, presell, or landing page for a product before spending tons of time and money.

Ok for this report I chose something I am familiar with, well like I said I've already been promoting this in this small sub niche and it does well.

The Niche

The niche I've chosen is Xbox Repair. The gaming industry has become a massive 20 billion dollar industry and is rabid niche with many sub niches you can get into, and since I am still a bit of an avid gamer myself so I understand it.

With the Xbox 360 system there is a glitch that happens and shuts you down to where you have to send your Xbox in to Microsoft and it takes a long time to get back. It's called RROD "red rings of death" and like most things customers want a quick fix.

There's a way to fix the Xbox 360 from home. And there are some successful guides showing you how to do this sold on ClickBank.

Xbox 360 Repair

1. <http://www.3redlightfix.com>
2. <http://www.threeredlightsfix.com>
3. <http://www.xbox360redlightfix.com>

In this niche I just set up a review page reviewing the three, but I also squeeze visitors with a different page. Why?

You can build a list to follow-up on the sell. But not only that you have to think of all the other types of products you can promote to this list.

This is a great list to sell Iphone game downloads, video game download memberships, game cheat guides and more.

Chapter 5: Spy then Swipe (profitable keywords and ads)

Now that we've done some research and found a few niches and products we might want to promote we want to research them even further before really putting money into them.

You can start by grabbing some relevant keywords by using Google's own [keyword tool](#) which works very well. If you choose the second option under generate keyword ideas: Website Content you can plug in the domain of the product you are promoting and it will generate some great relevant keywords for you.

Then you can take a few of those and plug them back in with the radio button for the first option checked descriptive words or phrases and it will expand your keyword lists some more. You can then download the list as a Txt file or CSV.

If you have Keyword Spy you can use it to monitor these keywords. If you don't own Keyword Spy, you can use some spy sites for free like

www.spyfu.com to find keywords and competition for the product in question. It's free and gets the job done. But using the two together is a killer combo.

To use Spyfu you can type in a few keywords that you believe will work for the niche and get further relevant keywords or type in the actual domain of the products you will promote and it will give you some more domains and keywords.

What we are going to do now is find out first if there are ads with affiliate links for the products you have chosen. If so we want to monitor for keywords being used and ads in the top 3 places that stay longer than a week, this shows they are most likely profitable ads with profitable keywords.

Also you can take the domains of the products and do a reverse google search in Affiliate Elite to get all the keywords the domain owner is actually promoting with. Think these might work?

The next step is to swipe these ads and keywords and use them to promote your own affiliate website. However, don't copy the ads exactly, change them some and test, test, and test some more. Additionally we can use these links to gather data about how the products are being promoted.

Are other affiliates using review pages, presell pages, squeeze pages, etc.

Then it's an easy game of "copy the best" for ads and landing pages to start with. From there we just make our pages and ads unique and better.

And then we'll also be testing and tracking our conversions. Split testing our ads and Taguchi testing our landing pages. Right?

You must do this in 2008 to gain competitive edge.

This is where we will get the most bang for our buck. By jumping right in with the most relevant kind of landing page and the best ads and keywords all we have to do is track and test to make the sales funnel more efficient and we will be cleaning up.

Keyword Research

Now that we've decided on a product then we need to develop a relevant keyword list and the ads that will go with each keyword. Later we'll develop a relevant landing page as well.

But first let's use some free tools to get some of the powerful keywords that are more likely to convert into sales. Because we are not just looking for tons of clicks but clicks that turn into sales. (Very important)

We don't need tons of traffic if it doesn't convert. So you might have a list of only 10 keywords after everything that convert and you want to push these converting keywords to the limit.

At first the only way to truly know which keywords will convert is to test and track. **You must track to the keyword level.** This is the only way to survive as a ppc marketer in 2008 and beyond.

To grab some keywords to start off with we can use a combination of free tools to do this.

[SEO Tools](#) – Uses Wordtracker to grab keywords and tells you daily searches as well. Really cool free tool. For this niche I typed in “xbox 360 repair” and got a great list to start with.

<http://www.spyfu.com> - Awesome research tool, free to use and has a more advanced paid version as well. Type in the 3 domains and see what it spits out.

[Google Keyword tool](#) – Just ask google what it wants. You can get more keywords off of your broad keyword or type in the domain of the product you are promoting and it will give a list of keywords that are relevant.

Go to this tool and the first way by default is Descriptive words or phrases. To the right just type in the keyword phrase and it will spit a bunch of keywords your way. But also beneath the default it says Website Content. Check the radio button and type in the domains of the products you chose.

Like magic Google gives you what kind of keywords are most relevant. It also gives search volume and competition. Awesome tool and Google has a few more really cool tools that they don't do the best job about letting you know about.

Here's a short list of some keywords I have to plug in and test.

xbox360redlightfix
 xboxredlightfix
 360 xbox repair
 360 xbox red light fix
 3 red light fix
 3 red lights fix
 red rings of death
 360 repair
 360 xbox repair
 360 xbox repair guide
 360 xbox red lights
 360 xbox red light fix guide
 three red lights fix
 360 xbox three red lights fix
 fix xbox 360
 how to fix xbox 360
 how to fix 360 xbox
 red light fix
 xbox 360 repair
 xbox 360 red rings

Relevant Domain

Once you decide to go into a niche you really should invest in a relevant domain name. For this niche I chose:

<http://www.xbox360redlightfixguide.com>

But for reviews you can save a lot of money by just grabbing .info domains if you choose.

By having the keywords in the domain it helps with the relevancy and this one looks like I am selling a guide, when they get to the page I just will presell the guide I choose after testing the 3 different products for best conversion.

Usually you want to buy the products so you can give a better review.

In this niche I'm sure all three are viable and I just want the one that sells best and has the lowest refund rate. But one of these products has a lower gravity but pays more.

If I can get it to convert for me with a powerful presell and it makes me more money per sale then maybe that's the one I stick with.

If you don't know how to set up a basic webpage yet and don't have an easy to use program to set up websites and do ftp I highly recommend xsitepro.com for ease of use and quality of SEO.

An alternative to purchasing your own domain is to set up a review page on a free blog and send your PPC traffic to it. You can use [Blogger](#) or [Wordpress](#) and use a minimal template.

Don't distract from the review page on a blog with extra links or advertising or adsense. You want the buyer to only be able to take one action and that's click your affiliate link and be directed already pre-sold to the sales page.

Cool TIP: Another cool trick if you just want to do some direct linking, I mean send the traffic directly to the sales page, while keeping your bids from getting slapped is to buy the domain with one of the more relevant keywords in the domain at somewhere like godaddy.com and in your account set your domain forwarding but don't just forward it mask it and you will not get slapped because your keyword will be in the domain and they will see your domain name at the actual product page.

Then you'll be able to use this in your display URL and Destination URL and your quality score will be great. This trick is better to do once you've found proven converting keywords from tracking at the keyword level then you can use these keywords to stick in the domain.

Also you can use this domain and do subfolders with long tail keywords.

You have so much more control if you own your domain, so don't be scared of purchasing and using domains, even if you don't want to upload review pages this is a powerful way you can stay relevant and also test different products by just changing your affiliate link in your account at godaddy.com And it's really not technical at all.

You can do it all from within your account.

The Landing Page

I chose to do a simple review page with a headline that grabs attention a small bit of presell copy and then 3 reviews with a favorite. You can test different pages. Or do a triple threat, where you have a presell, squeeze, and a review page for each product you promote if you like.

In my upcoming series I'll show you my super powerful 3 step SPF method which includes a unique 3 part landing page that absolutely kills.

Remember whatever you choose to do testing and tracking is everything. You're not always gonna get it right no matter how much research and spying you do prior.

So don't be afraid to grab the white coat and work in the lab a bit.

I set up a basic review page with a headline, a quick story to create some **empathy** or a common bond, then a review of my top 3 picks. Creating empathy with the prospect is huge, if you can show that you've already been and there shoes and found a worthy solution to the problem it's an easy sell.

You can see it here:

<http://www.xbox360redlightfixguide.com/xbox360redlightfix>

This particular landing page is for the keyword [xbox 360 red light fix]. **You should create a landing page for each major keyword you promote with to keep the relevancy chain going for you.**

You can do this by having a subfolder for each keyword like above or a page with the keyword like:

<http://www.xbox360redlightfixguide.com/xboxrepair.html>

Also make sure to cloak your affiliate links on your landing page it will improve your conversions.

Here's a simple redirect code to do this:

```
<html><head>
<meta http-equiv="refresh" content="1;url=
http://xxxx.gamerbots.hop.clickbank.net/?tid=RED1">
<script Language="Javascript">
window.location.replace("http://xxxx.gamerbots.hop.clickbank.net/?tid=RED1");
</script>
</head><body></body></html>
```

You can copy and paste this code into notepad which you can get to by right clicking on your desktop. Just change the two domain addresses' to the destination you want it to go to then save this as a .html file upload and the links you use to point to the website name it the same.

Make sure to change xxxx to your own ClickBank ID in any hoplink that you use for a product.

So let's say my top pick would be <http://www.360xboxredlightfixguide.com/pick1.html> this then redirects instantly to the sales page with my cookie dropped.

The better way to do this is to use a link cloaker that you can frame the page so they don't see your hop after the address.

Adwords Settings

Setting up your adword account isn't difficult once you get your keywords get in there and choose a keyword targeted campaign.

Stick to all English speaking countries and usually you can go with UK, United States, Canada, and Australia.

Choose a low daily budget to start off with, but for your max set it to the price that is higher then what google recommends so that you are sure to grab the highest spots. You want to be in the top spots and get a high CTR rate and then gradually decrease your bid over time while maintaining a high CTR.

Spots 1 through 3 are always going to get you the most clicks, and best return on your money. These are tested and proven hot spots.

Then gradually each day drop your bid by 5 cent increments or to the average CPC for the spots 1-3 that you were able to grab because of your high bid, don't worry about how many clicks your getting right now because they are expensive what's important is keeping a super high CTR and you will be able to achieve the same positions for far cheaper then your competition after a very short time.

Make sure to edit campaign settings and choose Accelerated: Show ads as quickly as possible for the delivery method. This will get you the most clicks possible for your daily budget.

For position preference I like to check the box in case I want to use this at any time. I could then choose only spots 1- 3.

For Ad Serving: Make sure to check **Rotate: Show ads more evenly** This way you can see which ads are performing better by continually split testing them against a control.

For Networks: Only choose Google Search for now. That's the top one; make sure all the other radio buttons are unchecked. This will give you the

best results. If you want to use the content network you have to set up different campaigns that you can track.

Languages should already be English.

Those are the necessary settings to get started.

Writing Relevant Ads

NOTE: Always keep this in mind and you'll do super well, everything for **GOOGLE is all about RELEVANCY**. Keep your keywords, ads, and landing pages as relevant and targeted to what the searcher is looking for and Google will reward you by making your click costs ridiculously low.

Ok, now that you have a list of keywords and a domain to send traffic to along with the landing page ready to go. It's time to put an Adwords campaign together.

However, and this again is very important...you must track these keywords so that you can keep the good converting ones and spit out the losers sucking up your budget.

This is one of the major reasons why most affiliates fail when they are first starting to attempt using PPC to get traffic to landing pages. If you don't know what's converting its like being blind when you don't even need to be.

ClickBank has tracking now, so you can add a tracking code for each keyword actually and it's free but an extremely tedious way to do this and I hardly recommend doing it manually as this is one of the important investments in your business arsenal.

So this is where some powerful keyword level tracking software comes in and one that works and I recommend is xconversions.

This is some seriously powerful keyword tracking software for extremely cheap. It will show you which of your keywords are winners and losers and you can actually use it for the content network as well.

Writing compelling ads gets easy as does everything with practice and split-testing but when you're starting out, just look at the listings that are there at the top for your keyword list.

Now copy these and slightly change them so they are not exactly the same.

Here is how an ad should be written:

Headline: Attention Grabbing (with Keyword)

Line 1: Benefit (+ keyword if possible)

Line 2: Feature (+ keyword if possible)

Display URL www.MyDomain.com/Keyword (if possible)

All words should be capitalized and the display URL should be in Camel Case which is each word capitalized.

Send them to the relevant page where they have to make a decision to take some kind of action. This is huge.

So here is the control ad I started with for this campaign.

Xbox Red Rings of Death?

Xbox 360 Red Light Fix

Play Again Today 60 Min Fix

Xbox360RedLightFixGuide.com/redlightfix

All the keywords that are in the ad associated with the ad group will be bold and therefore increase your CTR (clickthrough rate). This affects your overall quality score which is how you get your bid prices lower and don't get slapped.

Ideally you should have very few keywords per adgroup and I actually use exact match to test and then expand, testing the use of broad and phrase match. But I expand on this in the series. The best and most powerful tool in my arsenal for keeping ads super relevant and setting them up extremely fast is Speed PPC.

I really can't say enough about this tool for anyone doing ppc. Use this tool from the start and you'll have no problems with Google Slap. It's an extremely powerful time saving tool.

Because of my connections I was able to get you a discounted copy if you like. \$100 off. Again this is an investment you don't have to make yet.

<http://www.speedppc.com/rockefellerspecial>

Important: If you decide to invest in this tool make and you want more information look around the site but you'll have to click the link above again to get back to the order page with the \$100 discount.

Speed ppc works with keyword level tracking, and it automates setting up adgroups and keywords for various search engines. It also can set up landing pages for every single keyword you use.

Chapter 6: *Tracking and Testing*

Here's the part that really can set you apart from other affiliates. Test and track and you'll chances of making job killing income are very good, don't well you get the picture.

To track and test properly you really need a few tools but there are ways to manually do some testing and tracking. It's just very tedious and labor intensive not too mention time consuming.

Clickbank links can end with a tracking code TID.

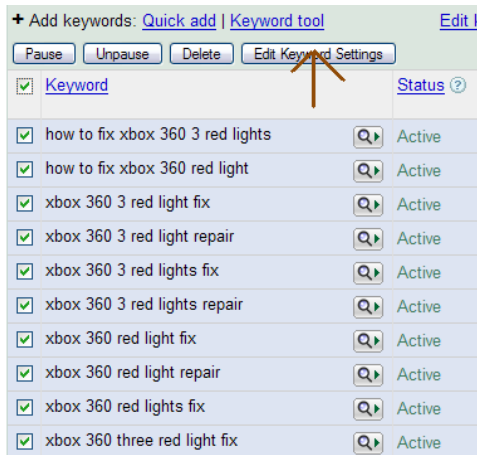
Ok let's take the word panic attack for example.

<http://yourCBIId.x360fix.hop.clickbank.net/?tid=RED1>

The TID or tracking ID is RED1 that's red with the #1 after it. Because I just want to change the number for each different keyword or phrase for this example. You can just as easy change the tracking word as well. After you

have these you'll want to keep an excel spreadsheet of your keywords being tracked.

To start go into your keywords in your campaign within google adwords, you should have created your list gave them a bid and added them to your campaign. Now check all and hit the "edit keyword settings" button.



Since we are using a landing page the only way to correctly do this manually is to have a specific landing page for each keyword with the affiliate link to the product having a different TID for each one.

Also for each keyword you should have a devoted ad to that keyword to put your CTR's through the roof but we'll worry about that one later. Here's how it should look:

Keyword	Status	Search Bid Max CPC	Destination URL
how to fix xbox 360 3 red lights	Active	\$.55	http://xbox360redlightfixguide.com/howtofixxbox3603redlights

So if someone searches for the exact term [how to fix xbox 360 3 red lights] and then clicks my adwords ad, it will go directly to the landing page for that keyword and the link will have the TID coordinating with this keyword. If they go on to purchase, in my clickbank sales stats I'll be able to see that the sale was made on the keyword associated with the tracking ID which when I look back is the exact match [how to fix xbox 360 3 red lights].

I know what you're thinking...this seems like a lot of work. I'm not going to lie this is a tedious process. However, like I mentioned previously there are

ways to make your life a lot easier while still knowing that you are tracking and not just throwing tons of money away on wasted clicks that are worthless.

Remember, not all keywords are making you money.

[Get your discounted copy of xconversions here.](#)

FACT: A keyword can be the single determine factor in a winning or losing campaign. Find the converting keywords, win...game over.

You also want to test your presell page as well. It's usually a combination of the two that produce the sale. I mean the keyword/landing page combination or the three the keyword/ad/landing page.

The fastest way to test your landing page is with very low clicks, is by using Conversion Prophet.

Chapter 7: *Tweak and Refine*

Now you just have to keep tweaking and refining your whole campaign to make it convert higher, lower your ad spend and get the maximum amount of traffic possible for those converting keywords.

Here's a list of things you should be testing and tracking:

1. Track keywords
2. Split Test landing page – headlines, subheadlines, format, font colors
3. Split Test Google Ads
4. Test which product converts best
5. Try different combinations – keyword/ad/landing page/product

By continually tweaking and refining your campaigns for a while you will get the very most out of each campaign then you can set it on autopilot and move on to the next one.

This is just as important as your initial testing and tracking because you want to max out your profitability before moving on. One solid campaign can be

enough.

Remember, not all keywords are created equal. You will make 80% of your profits from only 20% of your keywords and it's your job to drill down and find out which keywords these are by taking advantage of the various easy to use tracking programs available.

Increase your ad spend on the winners, and drop the losers that suck up your budget for nothing. You'll do better with very few keywords that you are pushing to the absolute max if they are converting and you have optimized your landing pages specific for those keywords dropping your bids because of better quality scores.

Conclusion: *Profit and Repeat*

It's just a matter of tracking and testing then refining and tweaking until you have the most efficient ads with only converting keywords and a landing page or landing pages that rock.

Once you've drilled down a few times like this, it will become faster and easier to implement. But believe me if you start testing and tracking from the start I can guarantee you'll be in that 10% of people actually making a good living doing this.

By taking this system and reproducing it in a profitable niche, you can make a great affiliate income. The big secret? Test, Test, Test, and Track at the keyword level.

While there are skills that will help you explode your conversions, even if you're a green thumb newbie, if you're tracking correctly you should be able to pull out some profits and scale that success larger.

In the video series I plan on going through 3 live case studies with a lot more intensity, through video I can talk you through what I am thinking and why I am taking certain actions as well as how to be the most effective in your pay-per-click campaigns.

I have to warn you now that this will be a limited release and as you may already know I have a lot of partners pushing traffic this way so the limit will probably be hit the very first few days.

I will then atleast double the price for a short time or pull it off the market.

This is not some kind of scarcity play. I just can only let so many people see some of the niches I am giving away, and the tools that automate spying and tracking in a way that it's hard not to crush the competition.

Whatever decision you make I wish you the best of luck in your endeavors.

To Your Success,

Eric Rockefeller

**“The Affiliate Conspiracy”
Exclusive Video Series Launches
Thursday May 22nd, at 12 pm eastern
<http://www.TheAffiliateConspiracy.com>**