





Business Online with Affsaltra

Free, Quick Start, Online Business Blueprint by Affsaltra!

Start or increase your online income up to \$20,000/week (\$1million/year) or more.

This Blueprint explains how to research popular selling products and using the promotion resources supplied in Clickbank, Clicksure, Paydotcom or CPA networks to advertise and sell them through relevant high readership ezines, newsletters and mailing lists.

Well targeted advertising increases conversion rates and income.

- Start with \$0 and succeed with our business model.
- You do not need your own web hosting or a website. This is optional.
- Costs are minimal. You should not need to spend more than \$90 to advertise in a high readership ezine. High readership is 100,000 to 800,000 readers. You may be able to advertise free in some ezines or mailing lists.
- There is no fluff or BS in this Blueprint, just the instructions.

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Equipment needed:

1. A Computer, Laptop, Netbook, Tablet or possibly your smart phone with Internet access. (Wired or wireless Internet access)
2. A desk or kitchen table to work on.
3. If you're near a warm beach just sunbathe on the beach as you use your Laptop with wireless internet access.
4. If you do not have Computer equipment with Internet access, use the free Internet access at your local library or free wi-fi hotspots. If that's not possible, you will need to pay for Internet time at an Internet Cafe or from an ISP.

Now you're connected to the Internet.. We'll move on to the Formula.

The Formula:

1. You need to sell **856 x \$25 units/week** to receive **\$21,400 per week**. Accumulating to **\$85,600/month** and **\$1million+/year**.
2. Finding a product which provides a **\$20 - \$25 profit** shouldn't be a problem. There are many **Clickbank** products in that range. Many Affiliate Marketers pre-sell products with **\$25 profit at 75% commission**.
3. You may or may not be this ambitious. **Adjust your target income for any figure you like** by targeting a smaller or larger target market or increasing the different types of products to sell. Or advertising and selling more frequently.

Write a Brief Plan:

Detailed enough to use as a guide.

1. Check Google Trends, Ebay Pulse, Clickbank, Paydotcom and Amazon to **find the hottest selling products on the Internet**. We need to know the **hottest selling products not the most popular searches**. We are marketers not product reviewers.
2. **Narrow down your search** to a few hot items that sell for a **\$25 commission**.
3. **Take note of the categories** of the **products** you have selected.
4. Assuming a **10% conversion rate** (because your advertising will be targeted), you need to search for:
 - (a) **Weekly ezines or newsletters** in the appropriate category with a readership of **10,000 or more**.
 - (b) **Monthly ezines or newsletters** in the appropriate category with a readership of **35,000 or more**.
 - (c) **Buy ads in ezines or newsletters** of up to **800,000 monthly readership** if you want to ramp up your income further.
5. **Use the solo ads already written for the products** (they usually supply about 3 or 4 in their promotion section) **and rewrite them in your own style for the products you are pre-selling. Then advertise them in the ezines and newsletters** of your choice.
6. **Run the ads in the selected ezines , newsletters or blogs** and **if they don't pull in sales of 10% of the readership, rewrite the ads until they do**. You can advertise ads in some ezines or newsletters for free, other ezines cost up to \$120/month - depending on readership size.
7. **Create a free Google Analytics** account on <http://www.google.com> and use it to check **your traffic**. (You don't need to buy anything). Then you can see where the sales are coming from and test which ads are the most effective. Adjust your ads from there.

How and where to find a product or service:

1. Google "Good Keywords" and use **Good Keywords** to find the most searched for items.
2. Use this free tool: <http://ctrlq.org/sandbox/> to spy on the Google content network and **see if your offers would work in the content network.**
3. Do a **search for your keywords on Google** and **see how many paid ads are displayed in the results.** The paid ads are at the top and down the right hand side of the Google search results and have a **shaded background.** If there are **too many paid ads,** there is **too much competition for that keyword.**

Either change your product or **use a more targeted keyword** for your selected product.

4. Check **Ebay Pulse** for the **most bought products.**
5. Go to <http://google.com/trends> (**Google Trends**) and enter your keywords to view a graph indicating an up or a down trend. **A good time to advertise is when these trends spike.** Often with a 10% to 50% increase in conversions.

You should now have **a good idea of which products or services you wish to sell.**

6. Check out websites like , <http://clickbank.com>, <http://maxbounty.com> and find popular products that match your product research and pay at least a \$20 - \$25 commission.

– In Clickbank, a product is more popular when it has a **gravity above 100.** Gravity is the **number of affiliates promoting the product and includes a multiple that reflects how recent the affiliate sales.** The higher the gravity, the higher or more recent the sales.

7. Check out the **advertising resources that come with the product.** Make sure the sales page looks professional and **resources like example solo ads and classads are provided.** You will need to **rewrite the ads** so they aren't duplicated elsewhere.

8. Get your **Clickbank ID and affiliate URL (web address) for the product, cloak the URL** and advertise it as described below. **Use the free URL cloaker in clickbank.com** if that's where you're sourcing the product. Or at Bit.ly if you are using another affiliate site.

Advertise the Product and collect your commissions:

1. Search for an ezine or monthly newsletter targeted to your product **with 35,000 or more readers**, and assuming a **10% conversion rate**, you should collect more than your projected monthly income.

- Charlie Page's "**Directory of Ezines**" provides many suitable ezines.
- Otherwise **do a search in Google** for: ezines: "35,000+" (or whatever number of readers you want to target)
- That Google search will result in you finding a **free list of ezines** which lists a number of ezines with readership and solo price details.

2. Advertising a solo ad in 35,000 to 800,000 readership ezines usually costs \$30 to \$120 per ad. *(Some ezines will allow you a free ad on subscription.)* Contact the ezine owner and check out the price first.

3. Use keywords in the ad title and focus on benefits.

Tracking:

- 1.** Create a **Google Adwords** account and use their **free multi-variant testing and tracking tool**.
- 2.** Tracking your ads **shows which ads and titles are more effective**.
- 3.** You can **see where your visitors come** from so you can **target them more accurately**.

Money Received:

- 1.** Assuming an ad cost of \$120. $\$120 * 12 = \1440 per year.
- 2.** Yearly Profit = Yearly commission - Yearly expenses ($\$1,027,200 - \$1440 = \$1,025,760$)
- 3.** A yearly gross profit of \$1,025,760 (less bank fees). (based on monthly advertising)
Or \$1,111,360 Gross (based on weekly advertising)
- 4.** You receive your money via check (or by direct payment to your bank account) every month.

Mind Map:

Research products > Select a product from affiliate or CPA networks > advertise & sell in high readership ezines > Collect your money.

Future Projects:

1. Create a **Mailing List Sales Funnel** and a website and expand your online business. The periodic Affsaltrabiz newsletter you subscribed to when you received this free Blueprint will guide you step by step on how to create and setup a website and sales funnel.
2. Invest in **Binary options**. Your profit is already known when you invest. Use a free or inexpensive artificial expert program to invest in Binary options for a 90% to 98% success rate. Start with \$500 and the automatic program set to invest 5% of your capital per investment. The program assesses the investment and automatically invests 5% of your capital for you. You just watch your capital increase until it reaches \$1000 then you withdraw \$500 and continue your automatic investments using \$500 as your base capital.

Don't withdraw the \$500 profit if you want to increase your capital base to \$1000. Your profit will come in quicker and then you withdraw \$1000 profit when your capital reaches \$2000.

It's a very flexible investment, you can build your base capital up to whatever you want.

Most of the automatic binary options software is free or is paid for when you have sufficient profit.

Ensure you research the software properly so you get a reliable program. Beware of some programs that waste your money. You know it's a dud if you lose 5 investments in a row.

3. Download a **Forex** Currency trader software program with an artificial expert (AE) program and install it. Start with a bank of \$10,000 and use 5% of your capital to invest. The best AEs are 99% accurate and allowing for minor losses will steadily increase your funds. All on autopilot.

Remember: You only need to win 43% of your investments to profit. So don't panic if you have the odd loss here and there. It's possible to increase your capital to \$100,000 in less than a year.

Administration Advice:

1. Use this Blueprint as the basis of your business plan. Add more detail for operational reasons.
2. Be focused and organized. Do not put off until tomorrow what you can do today.
 - Use an organizer or diary and a to do list.
 - Use the organizer or diary to schedule and log appointments.
 - Write up a weekly to do list on a Sunday or Monday morning and allocate tasks to do for each day of the coming week.
 - Use the Organizer or a Diary or a logbook as a log of everything you do. Including phone calls.
 - Do not aimlessly surf the Internet or you will waste time. List what you want to search for, search for it then note down the Website address and go on to the next search. Then you can check each item by going direct to the appropriate website address.

If you operate in this way you will find you reach your goals much quicker than using a disorganized approach.
3. Decide on who your accountant and solicitor will be. You will need an accounting system for analysis and to manage your tax liabilities. Legal advice from your solicitor about trademarks, copyright and so on.
4. When starting out, keep costs down. There is enough free info on the Internet to get you going. You can out-source to a manager later, after you've created some wealth.

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5. Build and maintain multiple streams of income but concentrate on one business at a time. Complete a business setup and get it into profit before moving onto to building another business.
6. Foster Joint Venture (JV) partners and build your business network. The more the merrier.
7. Be honest and maintain a good reputation. Do not advertise something for free then try and charge for it later. It wastes your time, your prospect's time and you lose your good reputation..
8. Be creative and continuously think of different ways to promote and advertise products and services.

Business Online with affsaltra is a comprehensive reference guide for setting up an affiliate marketing business using mostly free resources from <http://affsaltra.com> .and <http://affsaltra.biz>

We encourage you to setup as a marketing affiliate and invite you to Ad-swap when you have built up a mailing list. Participating in Joint Ventures (JV) will ramp up your income considerably.

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Disclaimer:

The author cannot guarantee you will achieve the income projected in this Blueprint. There are unknown risks in Internet business that we cannot foresee. People have different abilities with perseverance, ad writing, organising strategy and the ability to follow directions. Further more, the author assumes no responsibility for the use or misuse of this product, where there is injury, damage, or financial loss to anyone as a result of using this Blueprint. The use of the information in this blueprint should be based on your due diligence and you agree the author is not liable for any business failure that is directly or indirectly related to the purchase and use of this information. Your use of this report constitutes acceptance of this disclaimer.
