

Note: As you read these preview pages, keep in mind that you are only seeing one page from each chapter or book. You will receive much more information than what you are reading in this preview.

Newbie Profit Rocket Chapter 1:
What Is Newbie Profit Rocket All About?

Good question! It's all about internet affiliate marketing.

If that is still kind of a new term to you, don't worry. I'm going to explain it so that it makes perfect sense to you, and it won't cost you any money to start making money with it!

If you already know about the idea of internet affiliate marketing, but you still need to learn how make big money with it, this is also the right book for you. Just use this book to fill in any gaps in what you already know, and move on from there.

Internet affiliate marketing is just referral-based selling and then collecting commissions from your sales. Don't freak out – you don't have to knock on doors, make phone calls, have parties, buy start-up kits, pay for advertising, or any of the things that may have just popped into your head. The way we're going to approach the idea here is simple. **You just need to read this book all the way through.** All of the "missing pieces" are right here in this book.

In a nutshell, here it is.

- 1) A lot of people would like information about a lot of different things.
- 2) There is a lot of very good information for sale on the internet.
- 3) You locate information that would be valuable to other people (easy).
- 4) You tell them where to find the information (also easy to do).
- 5) If they buy that information, you earn a nice commission.
- 6) The company that pays the commissions pays out every two weeks, just like clockwork.

That's it. It's that simple. Obviously, there are more details, but that's the overall idea.

Newbie Profit Rocket Chapter 2:
Choose Products To Promote

Are you ready? This is the moment when you start your affiliate marketing business!
Drum roll, please....

What Is ClickBank?

The major marketplace for internet ebooks is called ClickBank. ClickBank is where publishers, affiliates, and customers all come together. When you send a customer to a publisher's website and the customer buys that product, ClickBank takes care of all the money and record-keeping details. ClickBank checks the customer's credit card, accepts the customer's payment, pays the publisher, and pays you your commission for that sale.

You don't have to do any accounting, accepting charge cards, hoping people's checks are good – none of that for you, because ClickBank does it all. Of course, they don't do it all for free! They take a small percent of the sale (7.5% of selling price, plus \$1.00) “off the top” of the sale of each product. The remainder of the sales price is shared between the book's publisher and the affiliate (you). The publisher decides what per cent commission to give to affiliates. To make the math easy, let's say that a customer buys an ebook that costs \$100.00.

As we talked about earlier, most publishers offer between 50% and 75% commission to their affiliates. So, in the \$100.00 sale example, ClickBank would keep \$8.50 (7.5% of \$100.00 = \$7.50, plus \$1.00.) The remaining \$91.50 would be shared by the publisher and you. A 50% commission would earn \$45.75 for you. A 75% commission would earn \$68.63 for you.

Newbie Profit Rocket Chapter 3:
Become A ClickBank Affiliate

Sign Up To Be A ClickBank Affiliate

Go back to www.ClickBank.com and click on “Promote Products.” At the bottom of that page, you will find blue links that will lead you through the process of signing up to be a ClickBank affiliate. (At this point, you are just registering with ClickBank to be an affiliate; you are not yet signing up for specific products to promote.) It is a very quick, simple form to fill out, and it is free. You will love the first section – it’s “Where shall we send your checks?”

Near the bottom of the sign-up form, you will be asked to choose a “ClickBank Nickname.” That will be the identification that you will always use when you are dealing with ClickBank. Your nickname needs to be 5-10 characters long, and can include both letters and numbers – sort of like choosing an email screen name. You could use your name (janesmith), part of your address (123MainSt), or even a goal (salesking). You choose! If the name you choose is already being used by someone else, ClickBank will let know. If that happens, just try another one.

Click submit, and ClickBank will confirm your sign-up and give you a password to use in accessing your account. Immediately make copies of this information and file it in your “ClickBank Affiliate Information” folder. This password is case-sensitive, meaning that you will need to enter capital and lower-case letters exactly as given to you by ClickBank. When you want to check your ClickBank sales, you will go to the ClickBank home page, click on “my account” near the top right, and enter your nickname and password.

Why Is A Mailing List Important?
(From your Email Bonus Book)

Simply put, having a good mailing list can dramatically expand your marketing power and your income. Let's say that you have chosen to promote Joe's Bright Yellow Widgets. You have written a dynamite pre-sell, and you are doing a tremendous job of sending pre-sold prospects from your affiliate website (or Squidoo lens, or Google ads, etc.) to Joe's sales page, which converts prospects to buyers like crazy. Wonderful, right?

Well, yes, but once those buyers have bought their Bright Yellow Widgets, will they likely visit your Bright Yellow Widget website or lens again? Probably not. Think they will click on your Google ad ever again? Very unlikely. Will you ever earn another commission from those buyers? Probably not. And that's really awful, because you know some extremely valuable information about those widget buyers.

You know that they like widgets. You also know that they will spend their money to buy widgets. What if, next week, you find out about a water-proof, earthquake-proof widget holder? Do you think your widget buyers would be interested in that? I'll bet they would! But how will you get them back to your website or lens? Or will you create a whole new widget holder website or lens and hope your widget buyers find it? Spend more money on Google ads? None of those possibilities sound too great, do they?

You don't have to do any of those things if, back in the beginning, you collected double-opt-in email addresses from all the people who visited your Bright Yellow Widget affiliate website or lens. Now you can just send them all an email letting them know about the cool new widget holder and send them off to that sales website. Think you might make some pretty easy sales that way? You bet! What about when you find an updated, more powerful widget? Back to your mailing list!

Review Your Profit and Loss Situation
(From your Analyze Progress Bonus Book)

Next you should analyze your sales results in a more specific way, using the criteria described below.

Conversion Rate

Your conversion rate is simply the number of people who bought your product divided by the number of unique visitors to your website or lens. (“Unique visitors” just means that visitors who returned to your website more than once are only counted for their first visit.) For example, if 75 people bought your product last month, and there were 5000 unique visitors to your website or lens during the same period, your conversion rate for last month is 75 divided by 5000, which is 0.015, which is 1.5%. At least as a beginner, you should not be unduly surprised by a conversion rate around 1%.

“I have not failed. I’ve just found 10,000 ways that won’t work.”
-- Albert Einstein

As you evaluate sales results, and adjust your marketing techniques, you can eventually see conversion rates closer to 5% or more. The point here is: Don’t get bummed out and give up!

You don’t have to get it perfect -- you just have to get it going!

Now you need to analyze your expenses vs. income situation. There are six figures you will need to calculate to do that. Don’t worry – it’s all easy math.

Features vs. Benefits

(From your Website Bonus Book)

As you write, keep this point constantly in mind: products have features, but people buy benefits. Sound like the same thing? Not really. A new washer may have 12 different cycles (feature), which will mean you can now save money by washing at home the clothes you used to pay to send to the dry cleaners (benefit). Here's another one: a new computer has an ultra-fast video card (feature), which will enable you to play the newest and coolest games (benefit). See what I mean?

Everybody would like to save money or time, find easier ways to do things, be seen as smarter, stronger, more attractive, have more fun, be a better parent, make more money, etc. Think about your product with those things in mind – make a list of the benefits of buying what you are promoting.

Capturing (And Holding) People's Attention

I have read many times that the average web surfer spends less than 30 seconds looking at a site before leaving it. That means you don't have much time to convince someone to spend enough time at your site to read what you have to say!

How can you grab and keep your readers' attention? Here are a couple of good techniques. Most people surfing the web are looking for information – so write a headline for your article that will make them feel immediately that your website is the place that will answer their questions. But how? Keep reading.

Another thing I've learned – people love numbers! Think about your product again. Let's put all three of these ideas together:

**Benefits *plus* Information *plus* Numbers *equals*
Headlines and reviews that catch and hold people's attention.**