

***BURN THE FAT...***

***CUT THE CRAP***

Free Affiliates Guide to Making A Massive Income Online



# Introduction

This affiliates guide has been written for affiliates of the Burn The Fat... Cut The Crap program, who are wanting to take a serious step forwards towards financial freedom. In the following sections, I am going to outline the best ways to go about marketing the product with zero to very minimal costs put forward on your behalf.

To start off with, let me just define some basic internet marketing jargon for those of you who are not familiar with these terms:

**Affiliate** – An affiliate is a person who acts in the interests of another individual or company in order to sell a product and will earn a commission for every sale he/she has sent.

**Affiliate link** – An affiliate link is a special link which is unique to the affiliate who is promoting the product or website. This is vital to the affiliate as it is the key to generating sales. If you (an affiliate) send traffic through your unique link, the system will track that traffic so that when sales are made through your link, you get paid.

**Keywords** – Keywords are one of the most important things to understand in the world of internet marketing. Essentially, a keyword is a word or a phrase which is strongly relevant to the content in which it appears. For example, if there is a website about grooming cats, an important keyword on that site would be “cat grooming”. This is so that when someone searches Google or another search engine for “cat grooming”, they can actually find the most relevant websites which have that keyword stated in them.

**Blog** – A blog is like a “web-log”. It is a type of journal which is (ideally) regularly updated with new, relevant content. For example, a blog on “new mobile phones” would be updated with entries on the newest mobile phones that come out each day, week or month. Blogs can be about anything from tomato gardening to racing cars.

**Traffic** – Traffic is basically just people. People who find and visit your website are known to you as “web site traffic”. Traffic generation is the basic key to succeeding on the internet.

**URL** – A URL is the exact website address located up in the address bar of your browser. For example the URL for Google is <http://www.google.com>

## Method 1 – Article Marketing

When you are starting out as an affiliate marketer trying to make big money online can be challenging and also costly. The truth about this, however, is that it doesn't have to cost a cent! With the right knowledge and tools, you can get masses of targeted, hot-to-buy visitors clicking through your affiliate link without a single dollar spent by you, which can generate substantial passive income streams while you sleep.

### **What Is Article Marketing?**

Article marketing is a simple form of marketing which entails you writing brief articles relevant to your target market on a variety of different (free) article writing sites. This is best done by targeting web-surfers who are looking for something specific. For example, instead of trying to compete with the massive internet marketing giants using keywords like “lose weight”, you would be far better off writing an article which uses keywords such as “weight loss program reviews”. Not only does this give you a better chance of getting more traffic but it gives you a more targeted audience who is looking for something specific already. If you give your audience what they want and offer them the chance to try out the Burn The Fat... Cut The Crap system, a number of them will click through your affiliate link and buy the product which will generate income for you!

### ***Hot Tip: Free Targeted Traffic Generation***

This is a list of the best, highest quality sites with which you should register to write free articles and drive traffic through your affiliate link.

- [www.eweiver.com](http://www.eweiver.com)
- [www.squidoo.com](http://www.squidoo.com)
- [www.hubpages.com](http://www.hubpages.com)
- [www.ezinearticles.com](http://www.ezinearticles.com)

There are many more of these sites and you can find them just by searching Google for “write free articles” or something like that. I would suggest that you stick with the ones above for now until you have plenty of articles up and are more familiar with the process.

To learn how to use these sites, simply click one of the links above and try to find an article (within the site) about how to use it. E.g. “how to use eweiver” or “how to use squidoo”

Alternatively, there is a website community which has a comprehensive Squidoo guide called [Wealthy Affiliates](#). I advise ALL internet marketers to join this community as it is great value.

## Method 2 – Google Adwords advertising

The best resource you will ever find online for Google Adwords is [Perry Marshalls Definitive Guide To Adwords](#). Once you know this material, you will spend less than half as much on Adwords and get twice the results! It's just a matter of practicing.

For the more committed, advanced affiliate marketers, Perry also has a [monthly subscription service](#) and an [exclusive round-table](#).

Succeeding with Adwords is all about relevance, testing and improving. Once you know how to cover these three bases, you will have a successful business.

### ***Hot Tip: The Best Online Affiliate Marketing Community & Must-Have Resources***

[Wealthy Affiliates](#) – Get access to thousands of other internet marketers and learn the lessons of their success. An incredibly valuable resource which is a must for everyone doing affiliate marketing online

[Google Cash](#) – Learn the basics of internet and affiliate marketing. A great starting point for beginners. Also contains some valuable nuggets of information for the more seasoned online marketers.

[Perry Marshalls Definitive Guide To Adwords](#) – If you are serious about getting a LOT out of Adwords, you need to know how it works! Don't fall into the trap of Google and lose thousands of dollars advertising. Perry's guide is the best available anywhere. You learn all the secret keys to succeeding with Google Adwords online marketing.

## Method 3 – Signature Linking Through Web Communities

This method is basically what it sounds like.

1. You join up to forums, groups and other online communities of people with an interest in weight loss.
2. You get to know them a bit and comment on the topics already posted.
3. You place your unique affiliate link in your signature at the forum.
4. Enjoy the masses of highly targeted traffic through YOUR link and watch the money pile up!

## Method 4 – Websites/Blogs

You can promote your affiliate link via your own website and/or blog. Simple choose from any available banners on the site >> <http://www.sexyabslab.com/affiliates.html>. Or just create a text link with a brief summary of the key program qualities. The best way to do this with a blog is to write relevant, fresh content every week (or every day if you're committed) on the topic of weight-loss etc and just add a link in somewhere with your content.

A list of great, free blogs:

[Blogger: Create your Blog Now -- FREE](#)

[WordPress.com » Get a Free Blog Here](#)

[Yahoo! Search Blog](#)

### ***Hot Tip: The Cheapest Web Hosts & The Best Ranking Blogs***

You can buy cheap web hosting and domain names at these sites:

[www.godaddy.com](http://www.godaddy.com)

[www.1and1.com](http://www.1and1.com)

[www.tb-hosting.com](http://www.tb-hosting.com)

[www.inmotion.com](http://www.inmotion.com)

[www.hostmonster.com](http://www.hostmonster.com)

[www.webhostingpad.com](http://www.webhostingpad.com)

[www.hostgator.com](http://www.hostgator.com)

[www.globat.com](http://www.globat.com)

The best ranking blogs are pretty much any blog at all which is relevant to the subject and updated regularly with fresh content.

## Method 5 – Mailing Lists

One of the golden rules of online marketing is to “build a list”. This means gathering names and email addresses (minimum) of interested prospects whom you would hope to turn into customers at some stage in the future selling highly relevant products. The key in this area is to really focus on what the client would be likely to benefit the most from and to always offer them useful information and product offers which they would genuinely benefit from. If you can create a WIN-WIN scenario here, you have conquered the world of mailing lists.

All you need to do with this method is simply build a small web page (with Microsoft front page or dreamweaver – it’s as easy as writing a word document), then just write up a free offer for your prospects in exchange for their first name and an email address. Usually you might offer a mini-course on the topic you are addressing. For this program, you might offer; “7 easy ways to get motivated for exercise” OR “12 amazing recipes for weight loss success” OR “How to burn belly fat fast and get the 6 pack of your dreams”.

Create a simple “opt-in” form using some easy-to-learn software programs and away you go!

When you have a list of interested people, you have an amazing potential to earn dollars by command. For example, if you have a list of 1,000 weight-loss prospects, you can virtually market any relevant program to your list instantly (while also providing some value to them) and even if only 5% of your list buys a product for which you receive \$20, that’s a quick \$1,000.

So if your running short on cash, just look around for relevant affiliate programs (like this one) and send out an email. It’s that easy!

### ***Hot Tip: The Best Mailing List/Autoresponder Software Available***

A great all-rounder package for email marketing and shopping cart software is [1ShoppingCart.com](http://1ShoppingCart.com). They also have an intro price of just under \$3 for the first month. Try it out and see what you think!

Another great tool for email marketing is [GetResponse](http://GetResponse.com). They provide great email marketing/ mailing list/ autoresponder tools at the best prices available anywhere to my knowledge.

Thanks for taking the time to learn a little bit more about affiliate marketing. If you want to let people you know about this incredibly powerful way to generate income on the internet, feel free to share this free eBook.

Also, remember to keep an eye on the website: <http://www.sexyabslab.com/affiliates.html> for more resources and information as it comes.

I wish you a prosperous, abundant future with your online marketing efforts!

Chris