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What The "Guru's" Never Tell You

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Part 1

How To Turn Your Customers Into A Long-Term Goldmine.
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Would you like to find out what those-in-the-know have to say about marketing? The information below comes straight from well-informed experts with special knowledge about marketing.

It is all in the list. This is the simple answer on how to turn your customers into a long-term goldmine.

To most recognized Internet marketers, this is no secret at all. But to those who have not been practicing this powerful marketing campaign, you will be amazed by the capabilities a targeted opt-in list will provide you.

You will discover a whole new realm of profit once you maximize your loyal opt-ins and present your offer properly.

You may be skeptical about asking your potential customers for their email addresses. It is understandable. You do not want my visitors to think you were snooping into their privacy.

Besides, people are becoming increasingly wary about handing over their email addresses to just anyone.

But there is a gold mine of opportunity in those e-mail addresses, and many marketers do not take the time to look for it.

It is a fact. Hardly anyone ever buys anything the first time they visit a web site. In fact, studies have determined that it takes a typical Internet customer about seven visits to a single website before they buy anything. If you are just depending on hits alone then you are in trouble.

The number one reason for collecting and using e-mail addresses is for establishing an electronic, permission-based, relationship with loyal visitors and customers. E-mail is so commonplace and pervasive that its existence and use are many times taken for granted.

According to studies, 69 percent of U.S. e-mail users have made purchases online after receiving permission-based e-mail marketing, 59 percent have purchased in retail stores, 39 percent have purchased through catalogs, 34 percent through call centers and 20 percent through postal mail.

78 percent of those surveyed say they want to receive e-mail from their favorite online merchants.

The information about marketing presented here will do one of two things: either it will reinforce what you know about marketing or it will teach you something new. Both are good outcomes.

If you are not actively collecting opt-in e-mail addresses and using them for marketing purposes, you are missing out on important relationship building, credibility enhancing, and advertisement improving possibilities that could translate into a long-term sales.

This is your chance to turn one-time visitors into your loyal customers. If you are not providing a way for customers and visitors to express interest in hearing from you in the future, you have just lost a valuable sale.

Your opt-ins are loyal visitors to your site. They have willingly asked you to send them newsletters, ezines, eCourses, promotions, special offers, and other free information. They want what you have to offer.

The more people you have on your list, the more potential customers you have. It has been reported that up to 10% of subscribers to a newsletter are converted into sales and long time customers.

There are no hard and fast rules about how you should hold or store your email list but it should contain the ability for people to unsubscribe also. Providing this ability shows you operate a respectable list and you are far less likely to be accused of spamming.

Without a doubt, the hands-down best and most compelling opt-in offer is a Free Newsletter. You will not only get a truck-load of opt-ins, but you will also be able to expose them to your company and your offer many times over the course of a few months.

These are the people who are most likely to be open to future offers from you, once you have established a credible relationship with them. It has been reported through rigorous research that up to 50% in sales can be generated from newsletter [auto responder](#) follow-ups. It is also been shown that offering free newsletters is the single, best way to increase your opt-in e-mail list.

When done correctly, email marketing can become your most powerful way to generate a long-term goldmine of customers and sales. Your opt-in incentive needs to entice potential subscribers with a benefit that is strong enough to

overcome the common objections of not wanting to share their personal contact information.

Once you have their email address, you must design the proper strategy of promoting your product if you want to boost your sales from your opt-in list.

Keep in mind that these devoted subscribers are sitting there waiting for your offer. Do not just keep waiting for them to come to you. Instead, you go find them yourself. And make sure you know how to present it in a way that will entice your 'new best friend' for life.

If you've picked some pointers about marketing that you can put into action, then by all means, do so. You won't really be able to gain any benefits from your new knowledge if you don't use it.

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Part 2
How to Build an Opt-in List as an Affiliate Marketer.
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How do you build a highly profitable opt-in list as an affiliate marketer?

An opt-in list is the absolute most effective marketing tool available on the Internet.

Not only do they give you with a direct line of communication with your target market, but they also enable you to develop a trusting relationship with your subscribers.

For an affiliate marketer, the key to using an opt-in list effectively is to develop a large subscriber base. Not just a large subscriber base but also a list of targeted potential customers.

Although a large opt-in list is an important part of your success, the quality of your publication is even more important.

If you really want to build a considerable opt-in list, you must provide your potential subscribers with an incentive.

You will also need a way to manage your opt-in list. The best way to do this is with the use of an [auto responder](#). This is a very powerful marketing tool after all, The money really is in the list.

The competition on the Internet is fierce. You no longer can simply tell your visitors what your publication will provide and expect a large percentage to subscribe. It simply would not work. You must give your visitors a reason to subscribe.

Incentives.

Using incentives is a highly effective method of obtaining new subscribers. However, your incentive must be of value and be of interest to your target audience.

Some popular incentives are:

1. Exclusive ebooks that provide valuable information.
2. Exclusive and special reports.
3. Special software programs.
4. Provide access to a "members only" area of your website.
5. Provide a service that will be valuable to them.
6. List their website within your Directory or Search Engine.

In order for your visitors to receive your incentive, they must agree to receive your publication.

Pop-ups.

Although [pop-ups](#) can be irritating if not used correctly, they provide a highly effective means of obtaining new subscribers. The key to using pop windows effectively is to combine them with your incentives.

Now that you know how to build a large subscriber base, how do you keep them?

Developing a large subscriber base is the easy part, keeping them will be a little more difficult.

The key to keeping your subscribers is to provide quality content that teaches or informs in regard to the subject matter. You must provide your readers with unique content that cannot be found in any other publication.

Providing original content can be a lot of work but it is well worth the effort. Not only will it provide your readers with unique content, but it will also enable you to build your credibility and gain your readers' trust by sharing your expertise.

Although providing some original content is an important part of a great publication, it is perfectly acceptable to run articles written by other authors.

Editor's Note.

Another very important part of a successful publication is an Editor's Note section. This section will enable you to talk to your readers and develop a trusting relationship.

You can also use this section to provide recommendations. There is no better way to develop a relationship with your readers than by including an Editor's Note section.

Advertising.

A great way to increase sales with your publication is to run sponsor ads. Not a list of classified ads like you see in many publications, run five or six sponsor ads depending on the size of your publication, instead.

These sponsor ads can be ads promoting your products, your affiliate or even ad space you sell. Place one ad at the top of your publication, a couple within the article you run and work your way down the publication.

Sponsor ads should be clearly marked and only promote legitimate products and services.

No matter how many new subscribers you may acquire, the key to a successful opt-in list is keeping them. The relationship you build with your subscribers will determine your success.

Above all, you must provide your readers with quality content. They subscribed to your publication for a reason. If it does not meet their expectations, they will simply unsubscribe and find another one that meets their requirements.

Once you have developed a trusting relationship with your subscribers, your personal recommendations will be a highly effective means of closing sales.

It is very important that you only recommend a product or service that you truly believe in. Your professional reputation and the success of your opt-in lists will depend on it.

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Part 3

How to Earn the Trust of Your Subscribers, The Easy Way.
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How easy is it to gain the trust of your customers?

It is a fact that having the trust of your customer is not only having constant people who always believe in what you are offering, but also an assurance of a steady flow of profit being generated that will last for quite some time.

Earning the trust of your customers is as easy as....

Writing your own articles.

There is some kind of special magic when a subscriber reads an article that you publish. And that has been written by you.

If your subscriber reads your articles, they will consider you an expert of whatever it is you are writing about, especially if you provide free up to date information that is quite useful.

They are also more likely to trust someone who puts forth the effort in creating their own materials, rather than use just an older article that has probably been used before by someone that they are completely unaware of.

Providing useful information.

This one is probably one of the more common sense parts, but a very necessary tool for building your subscribers trust. It is just common sense that people want quality information.

For example, if the ezine being subscribed to starts lacking in useful information, people have the tendency to unsubscribe. It may sound cruel but many people do just that.

More often than not, the majority of subscribers are to those that provide useful information and quality resources.

If you provide useful information that people needed, they will build a never ending trust that will earn you much more money from the products you recommend.

Being who you are - yourself.

This is one of the absolute most important parts of gaining your subscribers trust by far.

When you are writing to them, just be yourself. Do not try to be something you are not. Do not pretend to know stuff you do not know.

A very important thing to remember is to give both good and bad review of products. People hate buying bad products and services.

What better way to build your subscribers trust than by telling them to stay away from some products or services that you feel would not be beneficial for them to try or use.

Making personal recommendations and not advertisements.

Many writers overlook this completely. They stuff their ezine with mostly ads that any reader can obviously see right through.

The 100% fool-proof way to send your list something that you want them to read, is by a personal recommendation.

Never use the exact same copy the affiliate program says for you to use. If affiliate programs are showing you their ads to advertise with, they are showing their entire affiliate database.

Besides, most affiliate programs sugar coat their ads, or even worse, completely hype them up to make people "buy now" as they say.

Get to know the product you want to sell, get to know the affiliate program, and write up a personal recommendation about it. Tell them why they would benefit from it, how you personally have benefited from it, etc.

A great way to go about a personal recommendation letter to your list is very, very simple. Simply do this.

Give them what they want.

Sometimes it can be hard to give the readers the "exact" type of information that they want. Not everyone is a mind-reader in the first place.

Try this. Send a separate broadcast out and ask them what they want. Provide them with about 5 or more options, and an extra space for them to choose from.

Simply ask them to take one minute from their busy schedule and email you their number one answer.

Getting your subscribers to trust you should not be any harder than talking with your mother, your best friend or your pets.

The main thing to do is give them useful up-to-date information and treat them with respect.

Being open, honest, and respectful to them will only have good effects. Ask the experts. They will tell you the exact same thing.

In the long run, you will see not only success but customers who will stick with you for a long time. All this with little effort played on your part.

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Part 4
How To Stop Petty Commission Thieves And Increase Your Conversion.
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Did you know there are people out there that hate knowing that a third party is going to be making money off them when they purchase things through affiliate links. Often when they buy through an affiliate link they will remove your affiliate id from the links and most times they will even replace it with their own.

How many commissions are you unknowingly missing out on? And what if I told you that there is a way you can stop these petty hijackers in their tracks and increase your click-through and conversion rates?

This technique is currently being used by the top internet marketers and most of them paid 97 dollars to learn it. What am I talking about? Well, I am talking about cloaking your links with personalized "Recommends" links.

When you use cloaked links, your link is hidden and no one can change or remove your affiliate id. What does this mean for you? You will almost instantly notice an increase in your sales and click-through rates. When you use personalized "Recommends" links you are giving your prospects the feeling that whatever you are promoting is being recommended by a friend. This helps to build trust between you and your customers.

Here is an example of how a "Recommends" link looks.

<http://www.jasonoickle.com/recommends/affiliatesalesbooster>

Now you tell me, isn't that much more appealing than a normal affiliate link with a bunch of random numbers and letters?

It is a known fact that people will more likely purchase a product or join an opportunity if it is recommended by a friend. Start using this technique in your marketing strategy and I guarantee it will have a huge impact on your bottom line.

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Part 5

10 Surefire Ways to Drive Target Traffic to Any Website.

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What is every marketer's dream? Getting quality traffic to their website.

With good targeted traffic, you can pretty much do what you want with them. Test and track your conversion, your click-throughs, list building, to name a few.

There are numerous traffic sources, such as search engine traffic. But it is unwise to rely solely on search engines for your traffic, or from any one source. By diversifying your tactics you are creating a well-rounded game plan to drive traffic to your site.

But you need content in order to satisfy both your website visitors and the search engines. How does content actually bring you website traffic?

Here is the list of 10 surefire ways to drive target traffic to your site using contents.

1. Keyword-rich articles.

By researching the popular keywords for your topic or product, you can create information that places these words into the context of an article for your website. Websites need pages. The more, the better.

Websites with pages of real content will become a feeding ground for the search engines.

2. Newsletters.

80% of sales take place after the first contact. That is why it is imperative that every website have a newsletter when possible. The percentage of sales goes up with each contact. The highest percentage made after 5 to 7 contacts.

To have a newsletter, you must have content. Start putting some ideas together and write those newsletters. Wait for the follow up of traffic as they open their email and come back to your site.

3. Free reports.

Free reports are a great way to attract subscribers to your newsletter. It is best to create viral reports.

These reports can also be given away by other people on related websites, with a link to your website inside. You provide them something to give to their customers for free and you get the traffic that is sure to follow.

4. Submission to relevant websites.

Another beneficial use for articles is to offer them directly to sites you would like to share an audience with. This is not only a great way to gain credibility for your topic, but will provide useful hyperlinks all over the Internet.

5. Forums.

Search for forums that discuss something related to your website.

In most cases you can either post a link to your website in your signature or share information that arouses questions about your website from other posters. Some forums permit you to post your articles.

6. Link pages.

Rather than having a bland list of 'linking partners', you could use your links to gain more credibility and provide more content for the search engines.

Create a separate page for each link category and write 200-400 words of content on that subject. Offering your recommended links at the end will make you a source for information rather than just a catalogue of links.

7. Press release.

Press releases should become an important part of your marketing.

By creating a press release to announce a new product, results of a poll or related news event, you can get free advertising in the media.

8. Article announcement lists.

Article announcement lists are similar to article directories. Your article will be placed before an audience of webmasters and publishers who may choose to use your article on their website or in their newsletter.

9. Affiliate programs.

Help your affiliates drive traffic to your site by giving them letters or reports to post on their sites or in their newsletters. Your affiliates are also in need of content to provide their customers and if you are providing that content for free they will have more success in sending their subscribers or visitors in your direction.

10. Blogs.

Creating a blog that is related to your business or niche will allow you to attract an audience that may not respond to a sales page.

Providing content and news about your topic with hyperlinks to your various articles or sales pages is an indirect way to send traffic to your site.

Your content can be just as valuable to other bloggers who may have a difficult time finding content to share with their readers. Allow others to syndicate your contents through RSS feeds, with a backlink to your site.

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Part 6

7 Exceptional Ways to Get FREE Advertising.
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Free advertising? How many ways can you get free web site advertising? No one knows for sure.

Nowadays, getting something for free is too much to ask for. When it comes to advertising, this is not the case. There are still many ways web site owners can use to obtain that free advertising they wanted.

Below are some exceptional ways in obtaining free advertising to get you started.

1. Online classified advertisements.

Search "free advertising" or "free ads" and you will find there are many places that you can advertise for free.

Place a few ads, then check your reports to see if they are bringing in traffic. Start regularly using the ones that deliver.

2. Link exchanges.

Link exchanges with other web sites help you get free traffic in two ways: traffic directly from the other site, and traffic from the search engines.

The link helps your ranking with them. Find sites that have a theme similar or related to yours, and send out nice e-mails suggesting an exchange.

3. Post in discussion forums.

This can be a great source of traffic for some sites. You just talk about things of interest to you and get free advertising to your web site.

Put your website's URL in your signature. You will be surprised at how many visitors you attract by this method. The good thing is that they already "know" you from your posts so you can consider them to be "targeted" visitors.

If you link to subscription pages for newsletters or e-courses you offer, you will also get repeat visits from the traffic. Do not spam or you will be kicked out but true participation makes a relevant link okay in many forums.

4. Your Newsletter or Ezine.

You should have your own opt-in list and be in communication with your subscribers on a regular basis. Some webmasters send out a full e-mail newsletter, with the contents in the newsletter. Others just send a notification that the newsletter is available to read online.

5. Submit to directories.

First do a search for niche directories for the topic of your website. Many general directories also accept submissions for free.

The value of directories is not direct traffic, however. But the real value is in the links, which help your ranking and advertising with the search engines.

6. Write and submit testimonials.

Sometimes it really is better to give than receive.

Internet marketers are always on the lookout for testimonials. It lends them credibility.

The next time you use a product or service that you genuinely like, send the supplier a testimonial. Include a link to your website. If they use your testimonial, they will almost certainly include the link. This way, your customers can verify that you are a real person.

Depending on the product and the type of website that you have, you could even host a review on your site. You would be highly likely to get a link using this method.

Only endorse products that you are genuinely happy with. Remember, your name will be associated with it, so make sure it is a good one.

7. Submit articles.

This is one of the best ways to generate free web site traffic. An article is valuable because of the "resource box," or "about the author box" at the bottom, where there is always a link. If the article leaves you intrigued and wanting more, you might click through. This is a great way to generate free advertising.

The visitors that you get in this manner have already read your work and know about your site. So they are highly targeted.

All you have to do is [submit articles](#) on your chosen topic to one or more of the free article banks available and content hungry webmasters will use your work on their sites and in their newsletters. It is amazing how quickly these can be distributed around the Internet.

These are just some of the steps to get free advertising in order to get more traffic to your site. Some of the steps are easy while some are not. It may take time to implement them but it is well worth investing a little time and effort.

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Part 7
Writing Articles Can Explode Your Business.
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In today's highly competitive internet universe, the importance of attracting highly targeted traffic to your website cannot be overemphasized. Routing web traffic to your site can be your only means of survival, especially in the cutthroat world of ecommerce. Getting a high search engine ranking can be very difficult. Fortunately, there is plethora of website promotion strategies you can use to drive traffic to your website.

There is a wide variety traffic building techniques you can use. However, most of these techniques require payment. Nevertheless, there are ways to promote your website and increase your web traffic without spending anything. Writing articles is one of the best strategies you can use, and they are very effective if used properly. How, you may ask, can writing articles help improve your web traffic? Here are the top ways in which it can help explode your business.

1. Reach more people

When you write good articles, it would be a shame not to share them with other people. You can post your articles in your website or you can submit them to other sites such as ezines and online publishers. By submitting your articles to these sites, you give exposure not only to your ideas but also to your website. Simply include a link back to your site or include your information in the resource

box area. With this, you get massive exposure and free advertising as well. Submit your articles to popular [ezines](#) and take advantage of their popularity. Other sites who find your article relevant may also link back to you. Thus, you will increase your link popularity, which is one of the most important strategies in the internet world. Remember that most people are looking for information online and by filling this need with your quality article, you may reap the benefit of more exposure, higher web traffic and more sales.

2. Free Advertising

Submitting your articles to other websites presents an opportunity to advertise your website without paying huge fees. Although you should not make a sales pitch in your articles, make them informative and useful to your readers, you can always include your site's link in the resource box. In addition, by making your article relevant and helpful to your readers, you are making a good impression for your website, which could ultimately lead to a visit and hopefully a purchase. Good quality content in an article is far better and more effective than a few lines of ad space. You have a very special opportunity to pre-sell your product or service to your prospective customer.

3. Gain High Search Engine Ranking

Create a new web page for your article in your website. Optimize your article to make it search-engine friendly. Use top-ranked keywords and Meta tags that can give your website a high search engine ranking. As soon as you upload your new webpage to your server, search engines will spider through it and you can gain an increase in search engine ranking. Remember that search engine optimized content is a very effective strategy to gain a high ranking in search results.

4. Increases Link Popularity

Instead of looking for other sites who would want to establish reciprocal links with your site, you can simply [submit your articles](#) to other sites. Just do not forget to include a link to your site in your resource box. When these websites pick up and publishes your article, you automatically get a link partner. Try to get as many link partners as you can. Link popularity is one of the factors used by search engines in determining search engine rankings. Make your article especially useful and appealing, so that more websites will be encouraged to publish it.

5. Optimizes your site for improved search engine ranking

By making your site keyword rich, you can greatly improve the search engine ranking of your site. Remember that keyword density is one of the most

important factors that search engines use when determining the search engine ranking of site. However, you should always provide relevant, useful and pertinent information. Avoid the temptation of overusing keywords just to gain a high ranking as this may turn off most web surfers. Relevance and quality is still the most important things to consider when writing articles and it will be doubly useful to your site if you make these articles search-engine optimized.

6. Establishes a Good Impression and Reputation

By writing excellent, original and relevant articles, you not only give your site exposure, you are also creating a good impression on your prospects. Encourage more people to visit your site and do business with you by establishing an impressive reputation through your articles. Be seen as an expert in the field and your will ultimately gain more customers eager to do business with you.

7. Enhances your credibility through references and testimonies

Certainly, your articles are going to receive feedbacks and testimonies when you publish them in ezines and free article sites. Record these positive feedbacks and comments and use them as promotional material in your website or in any of your advertising efforts. Your credibility will be greatly enhanced by these feedbacks, as it will create a good impression on your prospects as well as your existing customers. In this highly competitive world, excellent credibility and trust may be the only things you need to attract new customers or make loyal patrons out of your existing customers. Original, relevant, useful and pertinent articles are important tools you should utilize to improve and explode your business.

Well, I guess that's it, I hope you found this special report useful to your affiliate marketing ventures.

You are free to give this report away. Click below to find out how you can rebrand this report with your own affiliate links and earn tons of commissions.

To Your Success,

Jason Oickle



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