

Making Money From Internet Marketing Product Launches



Making Money From Product Launches - An Overview...

We've talked about making money from internet marketing product launches before but this short document will go into a little more depth about how you can make large affiliate commissions in a very short space of time without the need for a mailing list.

What this entails is becoming an affiliate for a new product which is about to be released to the market - and preferably one which pays large commissions - grabbing the top positions on Google's organic search listings before the product goes live and then taking advantage of the surge of traffic during launch week and beyond.

For the previous two products that we have launched, a large number of affiliates (and ones without 'names' or email lists) have been very successful with this promotional method and have literally made thousands of dollars in a very short period of time.

One person (who I won't name) actually made over \$30,000 in the space of 9 days by doing exactly this, so hopefully you can see that this is well worth doing – Plus, it's a technique that can be replicated time after time because as you'll see in a moment, there are product launches in this particular market literally every single day.

Personally, we have *also* used this method on a couple of occasions to make as much as \$27,000 in commissions in the space of a week *without* mailing our email list.

Ok, so I'm just going to run through what to do in step by step format. If you don't understand any of the terminology (not that there is much actually) do a quick search on Google.

What You Need To Do...

Join JV Notify Pro

Even though this is a relatively simple method, the problem is that when most people try doing this, they don't find out about these launches soon enough to take action which means by the time they try to register relevant domains, they have already been taken by other people. Also, there won't be enough time to successfully rank in the search engines.

To find out about these launches in advance, what you need to do is get signed up at <http://www.jvnotifypro.com> which is run by Mike Merz who all the top internet marketers rely on to recruit Joint Venture partners/affiliates for these huge launches you hear about.

He has a large list of affiliates in his database (and if you sign up you'll be on there too) and announces each new product launch to everyone on this list well in advance of the actual launch date. Sometimes as much as 2 months.

Look Out For the Emails

So as soon as a product is announced, you'll get an email and if it looks to be good, has high commissions of \$50 or above (the higher the better) click on the link in the email, visit the 'JV page' and sign up to the notification list.

Register Domains

Then register a domain name that is similar to the domain name of the product you're going to promote. For instance, take a look at some of the websites that were ranking in the top positions of Google when we launched 'Niche Blueprint':

Niche Blueprint Review | Xtreme Bonus!

13 Jan 2009 ... **Niche Blueprint** will teach you a step by step method to create your own **Niche E-Commerce** website with Free Website Traffic! ...

nicheblueprintxp.com/ - 29k - [Cached](#) - [Similar pages](#) - 

Niche Blueprint - Niche Blueprint Review | The Niche Blueprint System

Niche Blueprint - Independent **Niche Blueprint** Review.

nicheblueprint-review.org/niche-blueprint-niche-blueprint-review - 26k -

[Cached](#) - [Similar pages](#) - 

Niche Blueprint Bonus Review

Claim Your **Niche Blueprint** Bonus and Review here by Tim Godfrey and Steve Clayton here. Limited to the first 30 only.

www.sboacademy.com/product-review/niche-blueprint-bonus-review - 75k -

[Cached](#) - [Similar pages](#) - 

Niche Blueprint - Niche Blueprint Review and Free Bonus - [Topic #243](#)

Niche Blueprint Review and How to Get Your FREE BONUS. ... **Niche Blueprint** is the amazing internet wealth building course created by Tim Godfrey and Steve ...

nicheblueprint.org/ - 19k - [Cached](#) - [Similar pages](#) - 

NicheBlueprint.com - Your \$1 Million Ecommerce Business Step-By-Step

Niche Blueprint Has Sold Out! Please Enter Your Details Below And We'll Let You Know When We Open The Doors Again... There's Also A Free DVD & A Great ...

www.nicheblueprint.com/ - 8k - [Cached](#) - [Similar pages](#) - 

Niche Blueprint Bonus Review - [Topic #61](#)

14 Mar 2009 ... **Niche blueprint** launches tomorrow at 12 pm EST / 9 am PST after much anticipation and build up. Their will only be 700 copies available so ...

www.nicheblueprintbonusreview.com/ - 34k - [Cached](#) - [Similar pages](#) - 

So as you can see, other than the 'sboacademy' site, all the domains that are ranking contain the product name 'Niche Blueprint' such as NicheBlueprintXP.com and NicheBlueprintBonusReview.com

Here's another example...

You probably heard about Frank Kern's 'Mass Control' launch a little earlier in the year. Now even though we didn't promote this product through the search engines, if we *were* going to, as soon as I knew that the launch was happening I would have tried to register something along the lines of:

MassControlProfits.com

MassControlX.com

MassControlBonus.com

...or even the exact domain name but with a different extension; such as:

MassControl.org

MassControl.net

Set Up Your Website

The next thing would be to set the website up and there are a couple of options for doing this.

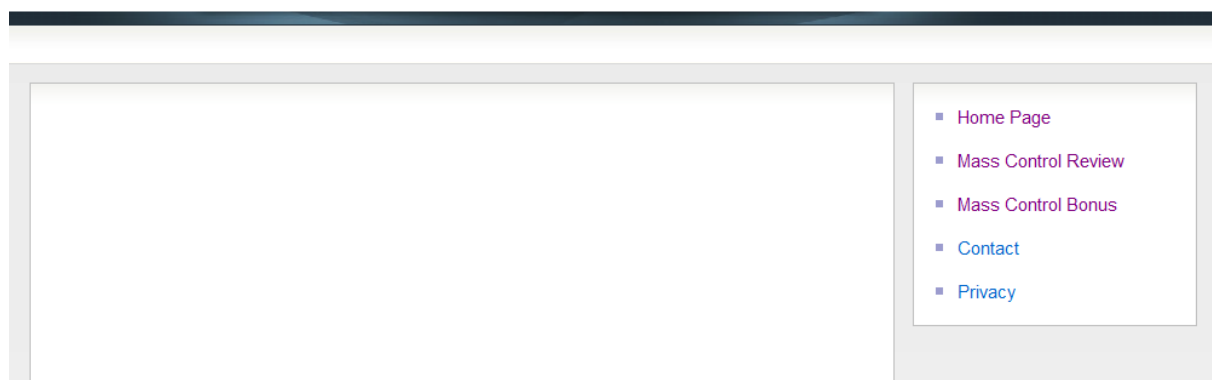
The first way of doing it would be to install the Wordpress Blog script and add content and additional pages. You can find out how to do that here: www.WordPress.org

The alternative would be to set up and upload your own web pages and we have provided you with a website template in the member's area to make this easier for you to do.

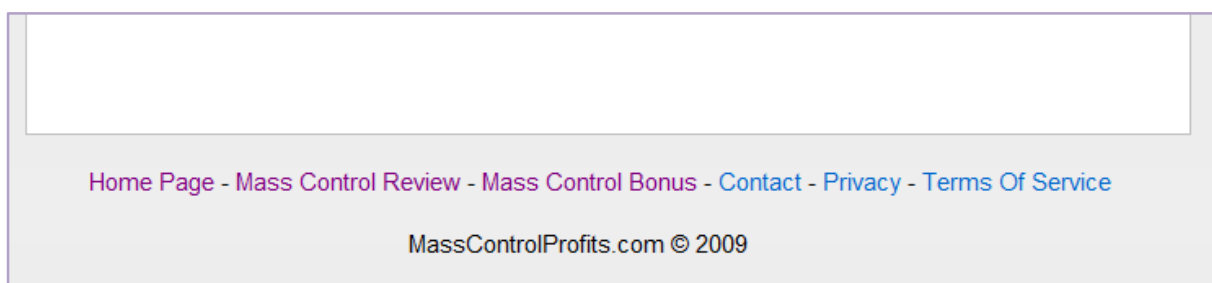
Personally I prefer the website option as in my opinion it makes it easier to rank in the search engines. Not everyone will agree with this though!

Organizing Your Pages

The next stage is to organize the separate pages on your site and link to them from both the top of your home page as well all internal pages like this:



And also from the bottom of each page like this:



I recommend that you have 6 pages in total on your site and using the example of Mass Control again (and imagining that I was using the domain name MassControlProfits.com), I would make up the anchor text and pages up like this:

A Home Page

Anchor text: Home

URL: <http://www.MassControlProfits.com>

A Review page

Anchor text: Mass Control Review

URL: http://www.MassControlProfits.com/mass_control_review.html

A Bonus page

Anchor text: Mass Control Bonus

URL: http://www.MassControlProfits.com/mass_control_bonus.html

A Privacy page

Anchor text: Privacy Policy

URL: http://www.MassControlProfits.com/privacy_policy.html

A Contact page

Anchor text: Contact Us

URL: <http://www.MassControlProfits.com/contact.html>

A Terms of service page

Anchor text: Terms Of Service

URL: http://www.MassControlProfits.com/terms_of_service.html

Side note: Only put a link to the terms of service page at the bottom of the page and not at the top.

Adding Content

The next thing you will obviously need to do is to add content to each of these pages and here's what I suggest:

Contact Page...

Just add your email (or a separate email address that you are using just for this promotion) in case people need or want to contact you. In fact, choosing a 'Google Mail' address such as masscontrolbonus@gmail.com will also help relevance.

Privacy Page...

You will need to add some sort of privacy policy as this also helps with SE rankings and you can find a sample one that you can work with right here:

www.bbbonline.org/Privacy/sample_privacy.asp

Terms of Service Page...

Even though it isn't strictly necessary to have 'Terms of Service' for this type of website, it does help with SEO and you can find a sample here:

<http://www.businesslink.gov.uk/bdotg/action/detail?type=RESOURCES&itemId=1076142035>

Review Page...

Obviously this is where you need to write a review of the product you are promoting. Now truth be told, the whole idea of this technique is not necessarily to provide an in depth review because if they don't know you personally, most product creators *won't* give you a free review copy, especially if the price point is above \$100. However, most *will* provide a product overview on their 'affiliate tools' page (or the equivalent) so what I suggest is that you take this and re-write it so the content is unique.

Bonus Page...

So the main aim of this strategy is to offer a really good bonus as an incentive for people to buy through *your* affiliate link and not directly at the product website or through someone else's link. The general rule is that you should try and offer something that is relevant to the product you are promoting. I'm going to go into more details on this in a moment but evidently on this page, you will need to put an explanation of what the bonus is.

Home Page...

Ideally, the home page should be a combination of an explanation of your bonus and a brief overview of the product. You should also hype the overview up a bit as well. Take a quick look at these two examples:

<http://nicheblueprintxp.com/niche-blueprint-review-and-1597-in-bonuses>

<http://www.the-goldenthread.com>

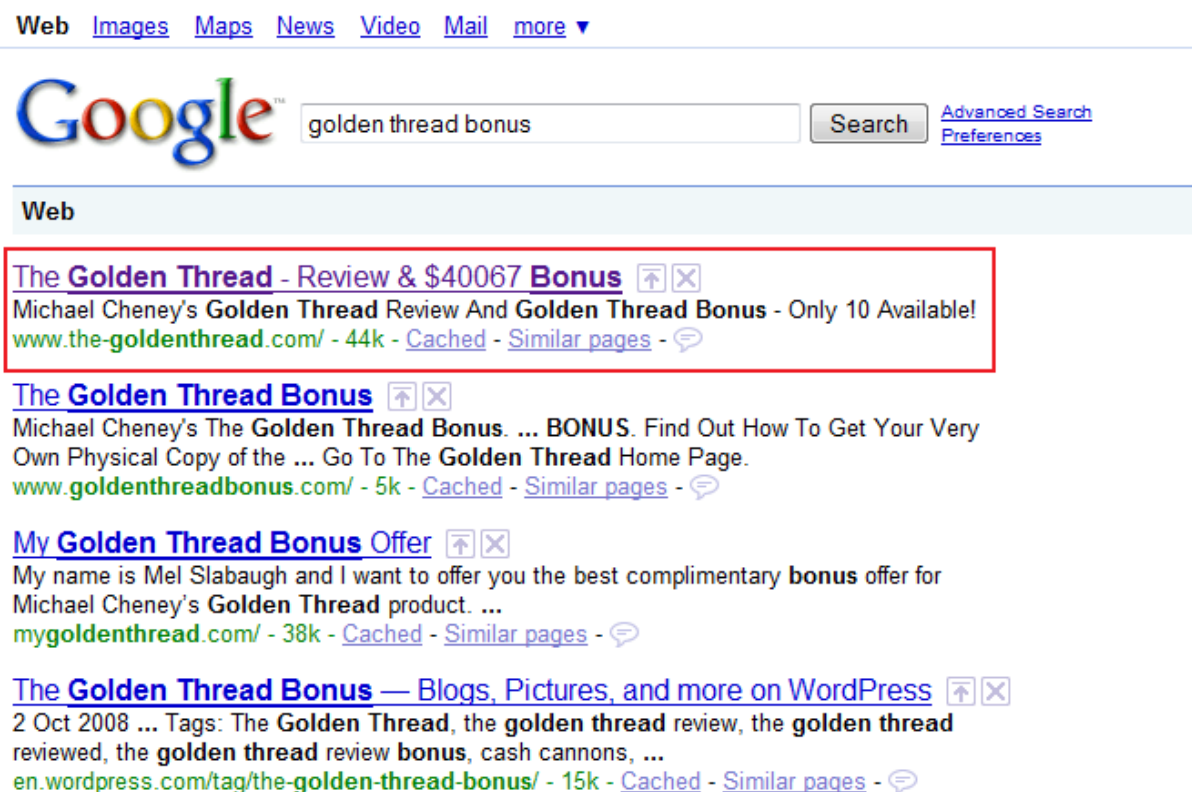
Getting Traffic - On Page SEO

When you are setting up your website, there are a number of things you will need to do to rank higher and increase visibility in both Google and the other search engines.

Page Title, Description & Keyword Meta Tags

It's very important to add both an effective page title and description to your web pages because even though you're not necessarily going to be using Adwords to generate traffic, you *still* want a high CTR and creating effective promotional text that will entice people to click through to your website from the organic search listings will help you achieve this.

Take a look at the following screenshot of the title and description for our 'Golden Thread' website when Michael Cheney was launching this product last year and notice how it stands out.



You must also add keyword meta-tags which should include your 3 main keyword phrases. Don't add any more than three as it'll do more harm than good. So for my Mass Control Home Page I would add the following:

Mass Control, Mass Control Bonus, Mass Control Review

Add H1 Tags

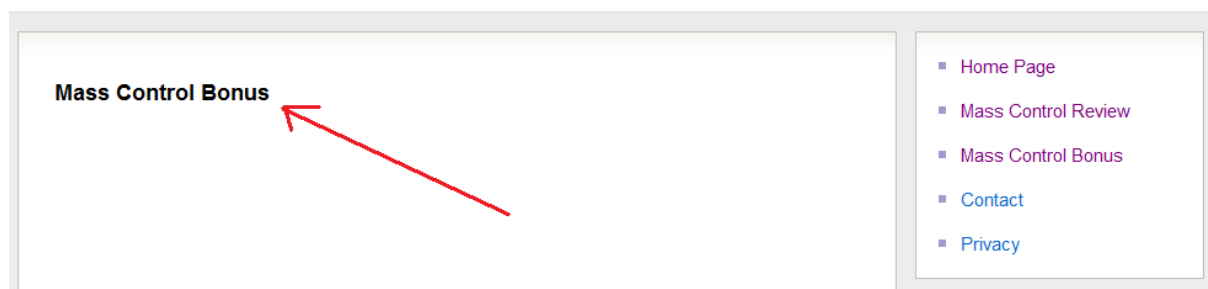
H1 tags are designed to tell search engines what an individual webpage is about and certainly help when trying to rank for your chosen keywords.

For instance, going back to the Mass Control website, if I wanted to tell Google that a particular page on the site was about my 'Mass Control Bonus' and wanted to rank highly for that phrase in the SE's, I would insert an H1 tag with that phrase on the page.

The way I would do this would be to insert the following piece of code into the source of the page:

```
<h1><font face="Arial" size="4">Mass Control Bonus</font></h1>
```

...and when live on the web, that piece of code would appear as this:



Add Picture Tags (Alt Tags)

This is something that many people overlook but is an important on-page SEO factor. What you are doing here is adding tags (or naming) images that you have on your website which again in Google's eyes will increase the relevance of your page and should help you rank for your chosen keywords.

So again, if I wanted a page to rank for the term 'Mass Control Bonus' and had an image of the Mass Control logo on the page I would use alt tags to name the picture 'Mass Control Bonus' by using `alt="Mass Control Bonus"` code within the source of the page like this:

```
</td>
```

Do the same for all images although make sure you don't over-stuff your page with your keywords. (See the next point).

Keyword Phrases

Obviously you will need to include the phrases you want to rank for within the text/content of the page and sometimes making a couple of occurrences bold will help.

However, always remember that the density of your keyword phrase shouldn't be more than 6% or Google could think that you are trying to Spam and may sandbox you (meaning you will be dropped you out of the listings). You can check the keyword density of your pages here: <http://www.keyworddensity.com/>

Internal Linking

When you are linking from your home page to an internal page (and visa versa), always link to the full URL of the destination page. As a default setting some web editors shorten the link. For instance this is a full URL: <http://www.MassControlProfits.com/bonus.html>. A web editor might shorten it to look like this [/bonus.html](#) (which is not what you want)

Also, within the content of your home page you should link to other pages on your site on two occasions using the phrase you want to rank for as the anchor text (the visible, clickable text in a hyperlink).

External Linking

As well linking to the other pages on your website, at the bottom of your home page link out to the following:

1. One relevant authority site that Google holds in high regard. For instance I might link out to Adobe.com
2. The search results in Google News when you type in the keyword you are trying to rank for. In this case, it would be something like:
<http://news.google.com/archivesearch?pz=1&ned=us&hl=en&q=mass+control>
3. Possibly a Wikipedia listing for the general theme of the website such as this:
http://en.wikipedia.org/wiki/Online_marketing

Getting Traffic - Off Page SEO

Even though on-page factors are very important for SEO, the off page factors are even more so.

Because you are going to be ranking for a product that most likely has a unique name, your keyword phrases usually won't have any competition so in this case, the most important aspect of off-page SEO is going to be link building. If you were trying to rank for competitive keywords for more established products you would have to look at other factors such as domain age, but in this case you won't have to worry about that.

Generally speaking, the more links that a website has pointing to it, the more popular or 'important' Google deems that website to be and in most instances the higher they will place that website in the rankings.

However, it goes a little deeper than that. Google measures a websites importance with a system called 'page rank' with 'Page rank 1' websites being the least important and 'Page Rank 10' sites being the most important.

The higher the page rank (or PR) of a website that is linking to you, the more effective and beneficial that link will be.

So for instance, if there were only 2 websites ranking for a particular keyword and one had a single backlink from a PR2 site and the other had a backlink from a PR8, then the website with the link from a PR8 is almost guaranteed to out rank the other and be in position #1.

How Do You Start Building Links?

Well, it basically depends on whether you want to spend any money or not. If you want to build links using free methods then that's fine and I'll give you some resources in a moment. However, if it's a very competitive launch with many affiliates jostling to rank for the same keywords as you, it could be worth buying high PR links especially if the commissions are large.

For instance, if there was huge buzz about a launch and I knew that there would be thousands of people searching for the product during launch week, I would consider buying links to help me up the rankings to try and get the #1 spot.

Of course, if I *already owned* a number of websites with PR, then it would be easy to do and I would gradually just add links from those sites to the new website for free and would achieve the same effect.

Side Note: Blogs or Websites with PR are without doubt the most valuable online real estate you can own, so if you can afford it, start buying them up!

So... Unless someone 'blackhat's' it and does something unscrupulous to beat you in the rankings just as the product is about to launch, if you gradually build up backlinks from between 8 & 10 sites with PR3 or higher, you're pretty much *guaranteed* to be number #1; certainly in the top 3. And if the commissions are \$1000 and you have a really good bonus, you're going to make money... Plain and simple.

Here are a few websites where you can buy backlinks. (if you do this, only buy temporary links and not permanent ones)

- <http://www.isellpagerank.com>
- <http://www.textlinkbrokers.com>
- <http://marketplace.sitepoint.com/categories/buy-advertising-space>

Resources & Tips For Building Back Links For Free

1. Get and install SEO for Firefox (<http://tools.seobook.com>)

2. Find forums & submit posts using Big Boards (<http://www.big-boards.com>)

- Google likes relevancy, so as you will be promoting an internet marketing product it will be better to post on forums / sites about internet marketing rather than ones about credit cards.
- Use your SEO for Firefox plugin to avoid forums with Do Not Follow enabled (links show up red if DNF is enabled)
- Post *helpful* information ... add value.
- Return to the forum to ensure your posts are approved.

3. Blogs

- More blogs than forums have DNF enables, so you must be even more aware here of DNF!
- Search for "Do Follow" lists like the one on Tucson SEO Solutions. (<http://tucsonseosolutions.com/dofollowlistoflists>)
- Just Google "do follow blog list" for more lists like Tucson SEO Solutions' above.
- Again, use your SEO for Firefox plugin to avoid blogs with Do Not Follow enabled.
- As with forums, return to the blog over the next few days to ensure approval.

4. Comment Kahuna (<http://www.commentkahuna.com>)

- Use this free tool to find high page rank blogs without DFN enabled and automatically post to those blogs.
- Again, add value.

5. Web Directories

- See a list of web directories at SEOBook (<http://www.seobook.com/archives/001583.shtml>)
- Avoid DMoz.org altogether, as well as Dir.Yahoo.com and other paid directories as they won't be worth the money to rank for the short term.
- Find free directories and take the 5 mins required to add yourself

6. Social Bookmarking

- Go to Traffikd for a list of social bookmarking sites (<http://traffikd.com/social-media-websites>)
- You want your site on each of these bookmarking services.
- Why? Because of the trickle-down effect – people who like you will bookmark you; the more people that bookmark you the more Google takes notice; the more Google takes notice the higher Google ranks you.

7. OnlyWire (<http://www.onlywire.com>)

- This will speed up the social bookmarking process above. All the benefits; less time to complete.

8. EzineArticles (<http://www.ezinearticles.com>)

- Similar to items above, Google *loves* EzineArticles – very high page rank which is exactly what we want.
- Use the bio box in your articles to create keyword phrase anchor text (which again is what we want).

9. Need-An-Article.com (<http://www.need-an-article.com>)

- Great resource to get a number of articles written quickly; paid resource but when you're ready to save time, it's well worth it.

10. Yahoo Answers (<http://answers.yahoo.com>)

- Set up an account for yourself and answer 2-3 posts in the IM niche *before* starting adding your link (otherwise Yahoo might see it as spam and ban you)
- If there are no questions to answer, consider asking friends / family to post questions for you.

11. Squidoo, Blogger & Wordpress

- Set up profiles, create targeted content rich pages about the product you are promoting and then link to your main promotional website.

12. EDU Links

- Google really loves .EDU / .GOV links.
- Many college students receive webspace which can provide pages & links to your site.
- Find a college student via friends and family, etc. to place a page for you on a .edu site
- Click here for an example page - <http://webpages.csus.edu/~pek34>

13. LinkedIn (<http://www.linkedin.com>)

- Another high page rank site (that employs Do Follow links) where you can add your links.
- Set up a profile and list your sites *with anchor text*.

14. Flickr (<http://www.flickr.com>)

- Another high page rank site again with 'Do Follow' links

Additional Tips On Link Building

Build your links slowly...

One of the reasons why you need to try and find out about these product launches well in advance is so you can build backlinks to your site over a longer period of time so they seem more natural to Google and the other search engines. If you build links too quickly, Google will think you are trying to game the system and will sandbox you.

Use Anchor Text...

I mentioned this a little earlier but need to reiterate this point as it's so important. When you are creating a link from another website to your own, always use 'Anchor Text'.

'Anchor text' is the visible, clickable text in a hyperlink so if you were trying to rank for the keyword 'Mass Control Bonus', you would make the Anchor text 'Mass Control Bonus' and the link would be formatted like this:

[Mass Control Bonus](http://www.MassControlProfits.com/mass_control_bonus.html)

And this link would direct to:

http://www.MassControlProfits.com/mass_control_bonus.html

Setting Up Your Bonus...

Creating a decent bonus is one of the most important factors on this entire process because even if you successfully achieve and maintain a high ranking in Google for your keywords during launch week, if you can't convince potential buyers to purchase the product through your affiliate link then you will have wasted all that effort.

The general rule is that you should try and offer something that is relevant to the product you are promoting. For instance, if you were promoting a product on website Traffic generation you could offer a mini-course on Google Adwords tactics etc.

Basically the more you offer and the higher the quality and the more unique your bonus is, the better your results are going to be.

The question is, however, where do you find bonuses to give to people?

Well, we have provided some content you can use as bonuses on the members page. It isn't specifically targeted to one particular area of internet marketing either so you can use them for numerous launches, preferably adding some of your own content as well.

Other than that you can find a TON of content you adjust and can give away as bonuses at www.PLRWholesaler.com and www.NicheEmpires.com . Don't forget that even though many of the products listed at these two sites will state that you cannot 'give them away', essentially you're not actually doing that as the person who you will be passing them onto has had to *pay* in order to receive them.

Many people also offer rebates especially if the product is a high-ticket item (Anything above \$500 in other words). Personally I'm not a huge fan of rebates even though I generally allow them as it allows affiliates without email lists an opportunity to compete with those that have and gives them a chance to capture some sales.

The way rebates work is that you offer a discount to people who buy through your affiliate link and then pay it out once the refund period is over and you had received the commissions for the sales you made. Obviously only pay those who have not refunded.

For instance, for a product that pays \$500 in commissions, you could offer a rebate of say \$200 and still make \$300 profit on each sale.

What I suggest is searching for some popular products currently on the market (such as our Niche Blueprint), see what people are offering and try and do the same type of thing.

Other Ideas...

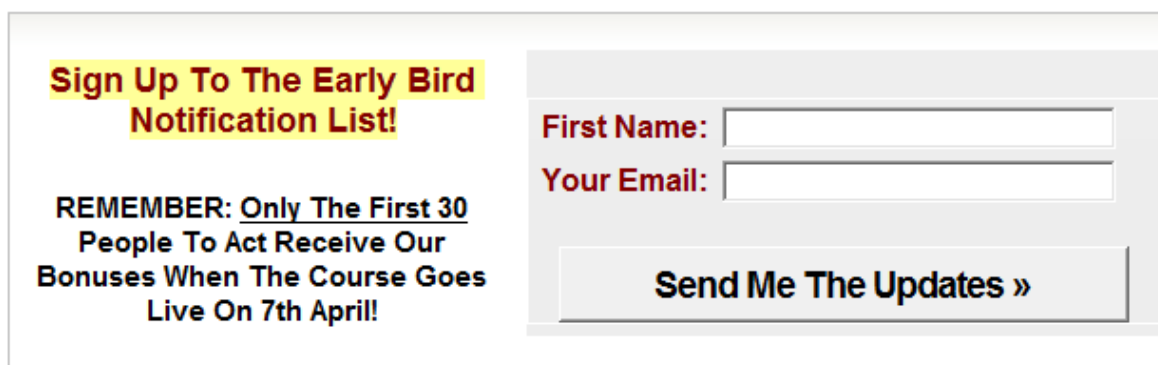
These are just a couple of additional ideas that you could use in your promotional pages...

Using An Opt-In

One of the problems you may encounter is that if you are quick to set your site up and successfully get it listed in the search engines 3 or 4 weeks before the launch actually starts, the chances are that the product creator may not have got round to supplying you with an affiliate link. Even if he has, he may not have uploaded a pre-launch page yet.

So obviously what you *don't* want to do is send your visitors through a dead link *or* to a page that doesn't exist yet.... that would be a waste. So the way to get around this is would be to put an opt-in form on your page, capture the visitors and then blast out an email to them when the pre-launch page is live.

You can see an example of the sort of opt-in I would put on the page below:



The image shows a screenshot of a web form designed for an 'Early Bird Notification List'. On the left side, there is a yellow rectangular box containing the text 'Sign Up To The Early Bird Notification List!' in bold red font. Below this box, the text 'REMEMBER: Only The First 30 People To Act Receive Our Bonuses When The Course Goes Live On 7th April!' is displayed in a smaller, black font. To the right of the yellow box, there are two input fields: 'First Name:' followed by a text box, and 'Your Email:' followed by another text box. Below these fields is a large, light gray button with the text 'Send Me The Updates »' in bold black font.

Additional Relevant Content

To help improve rankings and make Google 'like' your site more, try writing some relevant articles and place them on separate pages on your site. I would only link to these articles from the bottom of your page (using relevant anchor text) so the visitor focuses on your main offer.

You could either write these yourself or get them written for \$5 each at www.Need-An-Article.net

Google Adwords

This is entirely optional but once the launch has started you could also drive some additional paid traffic to your site using Google Adwords.

If I were to do this for 'Mass Control' I would only bid on phrase, exact and broad combinations of the following keywords:

Mass Control

Mass Control Bonus

Mass Control Review