



# **Affiliate Marketer Sales Help Package**

The following three in-depth reports are included to help you sell more.

Report #1: How to Put Together an Affiliate Marketing to Chart Your Way to Success

Report #2: How to Write Effective Ebook Reviews

Report #3: How to Set Up an Online Freelance Writing Bookstore

## ABOUT THE AUTHOR



I'm Yuwanda Black, a freelance writer, internet marketer and all around web entrepreneur. Learn more at <http://InkwellEditorial.com/about>.

### **Why I Wrote These Affiliate Marketing Reports**

Many affiliate marketers simply list their product on a site and forget about it, leaving the marketers (you) to best figure out how to promote it.

I happen to know that many affiliate marketers are new to the game. So, I wanted to give you some information that would heighten your chances of success.

Many affiliates give up before they ever make any money because they just don't know how to market. While I definitely don't know everything about affiliate marketing, I do know some free and low-cost ways to make money selling products and services on the internet.

I've been writing, marketing and selling ebooks on the web since 2004, but I didn't start to make real money in affiliate marketing until 2008, when I started to take it a bit more seriously. Until then, I relied completely on my freelance writing income to earn money.

Now, in 2011, I earn the bulk of my income from selling my own ebooks and affiliate marketing.

### **Why I'm Qualified to Do What I Do (My Professional Credentials)**

I have been in the publishing industry since 1987. I started out as a part-time copy editor at a legal publishing firm in New York City. I started freelancing in 1993, while still working fulltime at various jobs in and out of publishing.

In 1996, my sister and I opened Inkwell Editorial, an editorial staffing and outsource agency in New York City. I ran that for eight years, until 2004 when I closed the staffing division and repositioned the business as an online information portal for editorial and creative professionals. This was in December 2004.

In 2000, I wrote and developed a popular Chicago-style copyediting course, attended by Fortune 500 executives and junior execs alike. I also designed and taught a web development and marketing course at Borough of Manhattan Community College in New York City in 2001.

Since then, I have gone on to publish numerous ebooks, a freelance writing ecourse, various e-reports/pamphlets and hundreds of articles. For a complete list of my e-books, reports and pamphlets, visit <http://inkwelleditorial.com/start-a-freelance-writing-career>.

Among other accomplishments, I also wrote a self-syndicated small business column (it was carried by eight publications at one time) and have been a freelance/entrepreneurial advisor to many aspiring freelance writers.

I've been fortunate enough to be featured in magazines, newspapers and online outlets nationwide, among them: Entrepreneur.com's small business magazine, *Be Your Own Boss* (<http://ow.ly/7ca4O>).

## **Popular Freelance Writing Sites I've Been Featured On**

In addition to mainstream media coverage, I've also been fortunate enough to be featured on some popular blogs in my niche, ie:

CopyBlogger.com: My post, entitled, *SEO Copywriters: How to Make an Extra \$61,880 This Year*, can be found here: <http://www.copyblogger.com/seo-copywriters>.

FreelanceSwitch.com: My article, entitled *Attn Freelance Writers: How to Get More Work from Existing Clients*, can be found here: <http://freelanceswitch.com/finding/attn-freelance-writers-how-to-get-more-work-from-existingclients>.

FreelanceWritingGigs.com: My article, *Why Freelance Writers Should Apply to Full-Time Jobs*, is at <http://www.freelancewritinggigs.com/2008/05/why-freelance-writers-should-apply-tofull-time-jobs>).

## **Find Me All Over the Web!**

I can be found all over the web, as I'm a firm believer in article marketing, and have contributed hundreds of articles to directories. Just Google my name; you never know where I might pop up.

## **Education**

I hold an AA in English; a BA in Sociology; and completed a year's worth of graduate study towards an MA in Criminal Justice at John Jay College of Criminal Justice in New York City.

## **How to Contact Me**

I can be reached via email at [info\[at\]InkwellEditorial.com](mailto:info@InkwellEditorial.com). I've had this email address since 1999 so if you contact me here, I will get it.

Sincerely,  
Yuwanda Black, Publisher  
<http://inkwelleditorial.com>

## **HOW TO SIGN UP TO INKWELL EDITORIAL'S AFFILIATE PROGRAM**

*It's So Easy – One Click Is All It Takes!*

**Log onto InkwellEditorial.com**

Go to <http://inkwelleditorial.com/affiliate-program> and follow the instructions. It's free, quick and easy to do so.

### **Get Paid Monthly**

You will be sent an email for each sale originating from your website. Each month's earnings will be paid via PayPal within 15 days of month end.

*Note:* You must have a PayPal account to receive affiliate income. It's the only way we pay out.

**P.S.:** You will be paid a percentage of EVERY product that we sell on e-Junkie, even if you promote only one ebook on your website.



**Affiliate Marketing Report #1:  
How to Put Together an Affiliate Marketing Plan to  
Chart Your Way to Success**

# CHART YOUR WAY TO AFFILIATE MARKETING SUCCESS

Like any undertaking, having a plan makes you 90% more likely to achieve your goal than if you don't have one. Following is a simple, four-step plan to achieve affiliate marketing success.

## 1. Set a Financial Goal

How much do you want to make per week, month, quarter, etc.? "As much as I can," you may be thinking. Sorry, not good enough.

One of the reasons so many get frustrated with affiliate marketing is because they don't start with goals. Then when nothing happens, they get frustrated. I know. I speak from personal experience.

Then I had to ask myself, well, "Just how much did you expect to make?" When I realized that I hadn't given sufficient thought to this one simple question, I thought to myself – like an idiot, "How do you expect to achieve a goal when you have no end goal in mind?"

Ahhh, illumination!

## The Importance of Setting Financial Goals

Only when you have a destination in mind can you chart a plan to get there.

Things will happen along the way that may cause you to exceed, or fall short, of your goal. The point is however that if you know where you're trying to get, you can tweak procedures along the way.

So start with an end goal (a monetary amount you want to make) in mind.

## 2. Select Product(s) to Market

You can promote all of Inkwell Editorial's ebooks (<http://inkwelleditorial.com/start-a-freelance-writing-career>) or some of them. It's up to you.

The beautiful thing about our affiliate marketing program though is that no matter how many products you decide to promote, you get paid a percentage of every product that we sell on e-Junkie. That's the way it's set up.

This way, you get fully rewarded for your marketing efforts. Why/how? Many times, opportunity seekers will click through to purchase one product. But upon browsing the entire selection, they'll decide to purchase more than one.

The way I look at it is, you deserve a portion of those sales if the way they found us is via your site.

### **3. Choose Marketing Methods**

Choose two or three marketing methods you can afford to put time, energy and/or money into *consistently*.

Consistently is italicized because marketing success is all about repetition. A prospect has to see your message 7 to 28 times, depending on which source you read, before they will buy.

When you couple this with the fact that *how you market is directly related to how much money you have*, it means the less you have, the longer it's going to take to reach your financial goal. But the sooner you start, the sooner you can begin to make money.

### **Marketing with No Money**

Most affiliate marketers – especially when they're just starting out – have very little or no money.

For the sake of this report, I'm going to assume that you have no money. This leaves free marketing methods, ie, article marketing, blogging, placing free classified ads, etc.

*Note:* To learn more, get ***How I Earned \$84,358.24 in 21 Months in Affiliate Marketing: 11 FREE Methods I Used*** for some free ways to marketing online. These are methods I still use to earn money online today. It's at <http://bit.ly/oL8xx1>.

*Affiliate Marketing Tip:* Your financial goal should be proportionate to the amount of time and effort you're willing to put into marketing. It's a slower build with free marketing methods than paid ones. So you're going to have to be more patient for your marketing efforts to pay off.

But, pay off they will – if you stick with it. I've been writing and promoting ebooks since 2004. Every year, I have consistently seen my income grow. And the more effort I put into it, the more of a return I see – especially since the latter part of 2008/early part of 2009.

FYI, I use mostly free methods to promote, as I'm not out to make a quick buck, but to build long-term, passive income streams.

### **My Favorite Free Marketing Method**

I've been an avid article marketer for years. I rarely spend money to promote my products. Maybe a \$25 ad on a writing website here or there, but that's about it. But, I write and distribute free articles all the time.

One of the beautiful things about article marketing is that it drives traffic for years to come. And, all it costs is time. On average, I write and submit 3-4 articles a week to 5-6 article directories.

It takes me anywhere from 20 minutes to an hour and a half to write – and submit – these articles. Because of this, I can count on a certain number of ebook sales per month.

Imagine where they will be in one year, two years or three years. This is the beauty of free article marketing. It drives traffic for years and years and years.

If you know you don't have money to run a PPC (pay-per-click campaign), don't do it. Use free methods you can afford to repeat. Over the long haul, you will have much more success as an affiliate marketer.

#### **4. Implement**

Now that you know what you're going to promote, how you're going to promote it and how much you want to make, it's time to implement.

Remember, success in affiliate marketing is about consistency. So do something to achieve your goal every day (eg, M-F).

Many affiliate marketers give up because success doesn't come quickly or easily enough. No matter what you promote, you're going to have to put in some work.

Contrary to what many say, affiliate marketing is not easy money. But the processes you implement to make money are easy and most are free. And, this is what makes it a great way to earn passive income on the internet with a little, *consistent* effort. This is why it appeals to so many.

#### **FREE BONUS!**

##### **3 Successful Affiliate Marketers Tell How the Make from \$550 to over 5 Figures a Month:**

It's in the September 2008 issue of the Inkwell Editorial Newsletter, which can be accessed here: <http://inkwelleditorial.com/Newsletter/Sept-freelance-writing-newsletter.pdf> (it's an oldie, but a real goodie jam packed with insightful info from successful affiliate marketers!)

#### **Conclusion**

The steps in this affiliate marketing plan work no matter what kind of product/service you're promoting. When you start with a plan, you exponentially increase your chance of achieving success.

So keep this affiliate marketing plan handy.

When you feel unmotivated, stuck, or just like you want to give up, remember your end goal – and get back to work promoting.

I still shake my head in gratuitous amazement that as long as I have an internet connection, I can make a living online – and it doesn't cost me anything but time. You can too!



## **Affiliate Marketing Report #2: How to Write Effective Ebook Reviews**

## SELLING THE DREAM

Reviews sell products – everything from ebooks to software. That’s a fact. Proof? According to Coremetrics, a web analytics and marketing firm:

Compared to a base group that didn't read or contribute product reviews at all, people who read a review were 30% more likely to purchase a product and *visitors who wrote a review were 80% more likely to convert*, based on analysis across several Coremetrics clients. [*Source*: Coremetrics, reported in BtoB, March 2007].

But, how do you write an effective review – one that moves prospects to “Click here to buy?” Following are three keys to writing effective ebooks reviews and make more sales.

### 3 Keys to Writing Effective Ebook Reviews

#### 1. Don’t Sell, Explain / Inform

When writing ebook reviews, remember this cardinal rule – customers don’t want to be sold to. They want advice on how your ebook is going to help them. So don’t sell the ebook, explain how it can help them solve a problem.

In advertising terms, this means talking about the benefits of the product instead of its features.

One glowing testimonial I received for the SEO writing ebook illustrates this point beautifully. The buyer explains how the ebook helped him to achieve his dreams of breaking out of the low-paying article writing market, into a higher paying bracket. He wrote in part:

*I bought your ebook last week and read it thoroughly. It inspired me, so I decided to follow your plan and see what would happen. I've been writing articles for years and I have always felt that I am worth a lot more than I have been getting. . . . [eg] \$5 an article – if you can get that much these days – is simply an insult!*

*I spent a bit of time concentrating on getting all the parts of your strategy right. After about 20 minutes, I had a Skype call from one of the SEO companies asking for articles.*

*I now have 32 articles to do at \$22 each as they are 350-word articles and I was quoting for 500-word articles.*

*The price was in British pounds as the SEO company is in London. It came to 384 GB pounds, so he rounded it up to 400 GB pounds - somewhere around \$735 - which I thought was a nice gesture. I should be able to complete them in a few days (I could get used to this!).*

On my landing page (sales page) for the product (<http://inkwelleditorial.com/e11-excerpt>), I spell out exactly how the ebook will help freelance writers like this buyer achieve their dreams via phrases like the following:

### **Start Bringing in Clients in Less than 1 Week -- Really!**

If you want to start making \$100, \$200 or more per day as a freelance writer -- pretty easily -- this ebook is for you.

Remember, prospects don't want to buy a product; they want to *pursue a dream*. In pursuing their dream, they are looking for information that will help them, guide them, assist them, mentor them, etc.

## **2. Write from the Heart**

When writing ebook reviews, it takes a vastly different mindset to write copy that helps, guides, assists and mentors than it does to write copy that "sells." This is where writing from the heart comes in.

This is why it's important to only promote products and services you believe in. "Heart writing" is simple. Usually, when complicated phrases are used in sales copy, it's meant to hide and/or obscure something.

When you write from the heart, no matter how complicated the product/service is, simple, direct language will always get the point across.

## **3. Guide the Reader**

Lastly, effective ebook reviews should guide the reader into making a decision. This is perhaps the hardest part of writing reviews that sell. How do you accomplish this; how do you move prospects to click the "buy now" button?

One of the most effective ways of doing this is to tell a story – ideally a story that makes the product more relevant and relatable to the reader's situation. When readers relate to what a product can do for them, they experience an "aha" moment. Aha moments are "problem solving" epiphanies.

When a prospect feels that your product/service can solve their problem, you're 90% of the way to making the sale. Take this testimonial I received from a buyer of the SEO writing ebook:

*... most ebooks I've purchased give a generic outline of what to do, and I didn't want to pay for that kind of advice again. But I needed help getting more good paying clients.*

*I lucked upon the clients I have now - they pay well, provide steady work and refer me from time to time. But I want a nice variety of well-paying clients. This is where I have been stuck.*

*I just wanted to quickly let you know that I bought your SEO writing ebook and was completely blown away with how well it was presented! The book is so detailed! It is extremely clear. I thought I knew more about SEO writing than I actually did!*

By telling her my story of how I went from “0 clients to 4 paid projects in less than one week writing SEO articles – at \$25 per 500-word article,” she was able to relate to a specific problem that the ebook gave provided a specific solution to.

In conclusion, at a minimum, an ebook review will inform the reader. A good one may entertain. But a great one – one that moves prospects to buy – will inspire the reader to “click here to pursue your dreams.”

**If you remember nothing else as you write your ebook review, remember this:** you’re promoting dreams, not products, not services, not features – but hopes and dreams.

“Heart writing” makes dreams come true.



## **Affiliate Marketing Report #3: How to Set Up an Online Freelance Writing Bookstore**

# SELL MORE IN ONE FELL SWOOP WITH A VIRTUAL BOOK STORE

Setting up a virtual freelance writing bookstore is as easy as publishing a single web page – for that’s really all it is. Following is exactly how to do it.

## 1. Register a Domain Name

This is simply the name of your website. Following is a tip to keep in mind when choosing a domain name for your freelance writing bookstore.

*Choose a niche-relevant domain name:* For example, to promote my packaged ebook deal, I chose the name <http://www.FreelanceWritingWebsite.com>. It tells exactly what the ebooks are about (ie, freelance writing).

***Domain Name Registration Tip:*** You’ll get a lot of organic web traffic when you choose domain names that relate to the topic of the ebook.

If you were going to promote the freelance writing e-course, for example, you might choose the domain name [freelance-writing-ecourse.com](http://freelance-writing-ecourse.com). FYI, it’s no longer taboo to have long domain names or domain names with hyphens in them.

In fact, some online marketing experts even believe that these types of domain names are better because they are more likely to contain keywords that drive even more traffic.

## 2. Select a Website Host

You can literally have a site up and running in literally a few minutes – and for less than \$10/month.

Check out HostGator for inexpensive, easy-to-set up web design and hosting packages. Here’s another reason you might want to sign up with HostGator, as I found out the hard way: <http://ow.ly/7c92h>.

Even if you use another option, read this first before you decide.

## 3. Select Which Ebooks to Promote

Once you build your site, simply choose which ebooks you want to promote. You can copy text from the existing promotional pages of Inkwell Editorial’s website. *Remember, no matter which ebook you decide to promote, you get a commission on every product we sell on e-Junkie.*

Every ebook\* has its own landing page (sales page), which you can access from this page: <http://inkwelleditorial.com/start-a-freelance-writing-career>. Simply click on the “read more;” “get full details;” or “read an excerpt” link beside the description of each one.

Feel free to copy and/or all of this text if you decide to create a website to promote any Inkwell Editorial ebook.

Once you register as an affiliate at e-Junkie, you will automatically be assigned an affiliate number. As e-Junkie is a hosted solution, all you have to do is copy and paste your affiliate code (which e-Junkie provides) onto your website – and voila, every time someone clicks and completes a purchase from your site, you get paid!

### **The Easy, FREE Way to Set Up a Virtual Freelance Writing Bookstore**

Start a blog. As mentioned in the title, it’s cheap, easy and free to set up. And, it only takes a few minutes. You don’t need any technical skill and can probably have it up and going within an hour.

I would still recommend registering your own domain name. The following is why.

### **Why You Should Register Your Own Domain Name**

Once you're online, you're building a business. Your website becomes the very foundation of your writing business.

You may one day write and sell your own ebooks, or sell t-shirts, or start a line of greeting cards -- you never know where this "affiliate marketing thing" can lead.

So register your own domain name. That way, no matter how you use your site, all the time you've spent driving traffic to it won't be wasted.

Sincerely,  
Yuwanda  
Contact: info \*at\* InkwellEditorial.com

**P.S.:** You can choose to promote one ebook as an affiliate, or all of them. The choice is yours. However, keep in mind Tip #2, ie, a mix of high-priced and low-priced items is a great way to grab a sale.

**P.P.S.:** Remember, no matter which ebook you decide to promote, you get a commission on *every* product we sell on e-Junkie. I’m adding more all the time, which means you have a chance to increase your income with every one addition – even if it’s not listed on your site.

Happy Selling!

## ENDMATTER

All titles by Inkwell Editorial are available online at <http://inkwelleditorial.com/start-a-freelance-writing-career>.

**PayPal is our online processor of choice.** Via PayPal, we accept all major credit cards, and echecks. The email address we accept payments at is [payment@InkwellEditorial.com](mailto:payment@InkwellEditorial.com).

All books are electronically delivered as .pdf files. Download the free reader at Adobe.com.

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