

Income Investing Secrets

Affiliate Manual

by Richard Stooker

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This book may be distributed freely to anybody wishing to promote Income Investing Secrets as an affiliate.

However, you may not charge for it.

You may not change anything in it.

DISCLAIMER

This is the best advice I know to give anybody wishing to make money by selling Income Investing Secrets as an affiliate.

However, I am not a super-affiliate myself.

I do not guarantee that you will make any particular level of income. I've done the best I know how to do to provide affiliate tools and resources, but in the end your success or lack of it will depend on many factors such as how well you implement these techniques, how much time you spend on them, and so on.

I make no income representations whatsoever.

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Section I

Thank you for your interest in making money by selling my ebook Income Investing Secrets as an affiliate.

You've made a terrific decision, for two reasons:

1. Income Investing Secrets is a great book on investing -- the only ebook about investing for income.
2. I'm making this affiliate program as good for you as I know how to do.

I'll start with #2 first, because I understand that as an affiliate your primary goal is to make as much money as possible.

Make More Money as an Income Investing Secrets Affiliate

I'm an affiliate myself, and although I'm certainly no guru, I have some idea of what affiliates look for.

I'm using Clickbank to manage the affiliate program

Some Internet merchants use their own software to handle the affiliate program and send out their own checks. I just plain don't have the resources to deal with that.

Besides, Clickbank now has a long history of sending out checks accurately and on time. It's much easier for all of us to let them handle the credit card processing, customer service and so on, so we can focus on doing what'll make us more money.

I'm paying you 75% of the net sale. For \$47 that means we split a net of \$42.47 (after Clickbank deducts their fees, which are \$1 per sale plus 7.5% of the gross price). That's \$31.86 net per sale for you.

You can't find anyone paying a higher percentage than 75%.

I've put up a special sales page and order page for affiliates

My regular sales page at <http://www.incomeinvesthome.com/retire/>, and the order page it links to, are fine for traffic I generate myself, but it'd would be unfair to you for me to use those same pages for the prospects you drive to my site.

Therefore, your affiliate links drive prospects to a sales page (and order page) that --

1. Do NOT contain an "Affiliates" or "Make Money" link that encourages visitors to cut you out of your commission by buying with their own ClickBank affiliate link.

2. Do NOT contain an option to pay through a Pay Pal button.

3. Do NOT contain an option to pay through the mail.

4. Do NOT contain an option to pay by calling an 800 number.

5. Do NOT have a slide-in window that offers the prospect 1/2 off the regular price before they've even had time to read 2 paragraphs of the sales letter.

6. Do NOT contain any kind of pop-up or pop-over or pop-under.

Therefore, you can drive Google AdWords traffic directly to this sales page if you wish.

7. Do NOT contain any links except to the order page.

The sales page DOES contain a form for them to opt in to my email list, by offering them a

free ecourse. These autoresponders don't have your affiliate link in them, because I don't have the technical ability to do that. However, because ClickBank puts a 60 day cookie on site visitors, you will get the commission for visitors you send to my site through your affiliate link, as long as they buy within 60 days. (The ecourse runs out in about 3 weeks, so 99.99% will either buy or not buy within that period.) Therefore, you benefit from sales the autoresponder series can generate. Most sites' visitors don't buy the first time they visit. They need followups. Therefore, this autoresponder course is a benefit to you.

(Plus, the autoresponder ecourse is modeled after Jay White's methods. If don't already know, Jay is the "go-to" guy for autoresponders among the A-list of Internet marketers, including Rich Shefren, Jeff Walker and Stephen Pierce. Alex Mandossian called him the best autoresponder copywriter in the world. See <http://www.autorespondercopy.com/> for more about Jay).

I plan to test the sales page, so if you ever go to the main sales page and see something different than what your prospects see, it's because I'm testing something. I plan to make continuous improvements this way.

However, the sales page that your prospects see will always be the control. That is, if I make a permanent change on the main sales page, I'll also change the sales page that your prospects see. I want you to have as high a conversion rate as possible!

Right now, conversions have been running fairly healthy. That's a mixture of natural search engine results and Google AdWords. Also, that's using just a Pay Pal link, because I didn't go to Clickbank until I had all the affiliate tools (such as this book) ready to go.

I don't have any hard data on this, and I've never seen it discussed so I don't know what anybody else thinks, but I believe that Clickbank should get a better conversion rate than Pay Pal by itself, at least for non-Internet marketing products.

That's because many people don't have a Pay Pal account. Sure, if they're marketers or if they already buy on eBay, they do. But average every day people including the older prospects for Income Investing Secrets, probably don't.

But they all have credit or debit cards, and know how to put that info into the form.

(Yes, I know Pay Pal accepts credit and debit cards, but some prospects may not understand that.)

Of course, I can't make any representations as to what your own conversion rate will be. That depends on how you send prospects to the sales page, your relationship with them, how well you've presold (see below) them, and so on.

Personally, I don't trust claimed "one size fits all" conversion rates, because traffic is different depending on all of the above and other factors.

If you have a list of investors who know, like and trust you and you promote Income Investing Secrets to them, you could have a double digit conversion rate.

If you send a lot of trashy untargeted traffic, you could make zero sales.

My sales pages DOES call to targeted traffic, however. It's been making me money, and so

I'm sure it'll make you money.

I fess up to tweaking the headline. I've been swiping concepts from best copywriters. Using my mother has a hook was inspired by John Carlton. I just put in a top section I plan to keep up to date with investing news -- per Clayton Makepeace's advice to talk about what's uppermost on prospects' minds.

And just the other day I was reading a Gary Bencivenga bullet and found the "If . . . then . . ." construction, and swiped it!

I Plan to Work Hard to Promote Income Investing Secrets

How does that benefit you my affiliate?

Because most people don't buy the first time they hear about something or visit a website.

So if you send a hot prospect to my my sales page, they're a lot more likely to buy if they've at least heard of the book before than if they haven't.

I once heard Larry Thompson, Vice-President of Herbalife during its early years, comment on the tremendous growth that company experienced when it started running the first network marketing infomercials in the early 1980s. (It grew to the billion dollar sales mark in just a few years, far faster than Amway or Mary Kay did).

"A lot of people think we grew so fast because of the sales leads those infomercials generated. That wasn't it at all. We didn't realize how many people were going to respond. We weren't prepared to get all those leads out to distributors. By the time we did, they were very old.

"We grew because of all the people who saw the infomercials, and didn't even call -- but who joined Herbalife when later asked by a friend or neighbor. The infomercials made it much easier to sign up new distributors, because so many people had seen the infomercial, or even just heard about it."

I Give You as Many Affiliate Tools as I Can

You have my permission to use everything of mine that you can, so long as it's for selling Income Investing Secrets.

The rule is -- use what you want, but you can't change anything EXCEPT (of course) the links.

Of course you can make the link on any marketing materials your own ClickBank affiliate link. Or a tiny url redirecting to your affiliate link. Or a domain masking domain that directs to your affiliate url. Or a page that uses PHP to redirect to your affiliate url. Or a page that uses HTML to redirect to your affiliate url.

Warning -- it's against Clickbank's Terms of Service to use frame redirects. If you don't know what that is (and I have only a vague idea), don't worry -- it's not something you can do by

accident :) But if you're using them, you know it. My advice is to stop before you're caught.

Or you can change the link to a page on your own site that somehow presells the prospect and then links to the sales page with your affiliate link.

You CANNOT put words in my mouth. You cannot change anything I wrote or said. You cannot misquote me. You cannot make claims for the book not supported by the contents of the book.

You also may not make any claims or promises or guarantees about how much money somebody can make if they buy the book and invest as I recommend. You must make it clear that "past performance does not guarantee future results."

That's governmental language, and in investing, it's absolutely true.

Income Investing Secrets is not a bogus stock-picking guide, and should not be marketed as one. If any government agency comes after me, I will show them this affiliate guide and pass all responsibility on to you.

Keep to the facts. Keep to the promises and claims I make in the sales page. Do NOT promise any instant wealth or that they'll be able to predict the future of any financial security or financial market. That is NOT what my book is about.

In fact, my book is about how to invest because those things DON'T work. So you'll have fewer refunds if you do not appeal to people's stupid greed in the typical get rich quick through trading fashion.

Appeal to their reasonable greed. You can make money by investing for income. If you buy stocks that pay dividends, you will receive dividend checks. Duh. But you can't promise how much, because you don't know.

If they hold on to those stocks for years, the companies are likely to keep increasing their dividends (many companies have), and so their income will increase over time. But you can't promise by how much, because you don't know the future. So, stick to the facts.

I want you to make lots of money by selling Income Investing Secrets, but I can't promise you how much you can or will make.

That's up to you -- how much time and effort you put into it.

However, I do help all I can, and in the next section I'll outline the tools I give you to use.

I Intend to be Around for the Long Haul

I've noticed that many Internet marketing authors produce tons of ebooks to sell. They produce one quickly -- "launch" it -- then move on to the next project.

I can write quickly and well, but I become much more wedded to one book. Although I no longer take any time to promote it, I'm still selling SECRETS OF CHANGING TO A COMPUTER

CAREER, which I "launched" back in 1999. (Back then, nobody spoke of product launches. You just put up your website!)

I no longer promote it, but you can still buy GAMBLING FOR WINNERS.

The only book that I've taken down is the one I wrote on bird flu. Any questions about that?

However, none of those books were as good as Income Investing Secrets. None of them have the potential market. None of them had the potential to make as much money now and in the future.

The others are decent journalism. I wrote up what I learned about those subjects. They're fair value for the money. But with Income Investing Secrets I had a Big Idea. Simple, but overlooked by everybody else.

So I plan to keep selling Income Investing Secrets for many years to come. The market and demand for it should just increase as baby boomers grow older.

Therefore, I'm hoping that you'll keep promoting it for the long term.

From what I've observed, lots of affiliates jump on a hot product, push it to their list, then move on the Next Big Thing.

If that works for you, that's up to you -- but doesn't it make sense to also set up sustained streams of ongoing income?

I hope you'll stay onboard for a long and profitable ride.

Affiliate Marketing Tools for Income Investing Secrets

1. Graphics -- use the ecover, header and all graphics at:

<http://www.incomeinvesthome.com/affiliates/graphics.html>

2. Autoresponder ecourse series and emails

<http://www.incomeinvesthome.com/affiliates/emails.html>

3. Pay Per Click ads, classified ads and ezines, simple text links and forum signatures

<http://www.incomeinvesthome.com/affiliates/ads.html>

4. Articles and Review

<http://www.incomeinvesthome.com/affiliates/articles.html>

5. Videos (you can use Windows Movie Maker or other video editing software to change the ending url to your affiliate link)

<http://www.incomeinvesthome.com/affiliates/videos.html>

Potential markets for Income Investing Secrets

Maybe you think the market for Income Investing Secrets is just investors.

That's logical, but not complete. Not all senior citizens read investing books, but many are vitally concerned with their own financial portfolios. Many baby boomers are not yet retired but are thinking hard about it -- and wondering how they'll be able to afford it. Many people of all ages owe too much money, and are searching for ways to organize their financial lives -- they may go for investments that pay them money to help them pay off their credit cards. Some people of all ages want to get rich, and see investing as one way to do that.

Here are the potential markets I see for my book:

- 1. Investors**
- 2. Baby boomers**
- 3. Seniors**
- 4. People interested in personal finance/retirement planning subjects**
- 5. People who want to get rich**

Next: what you have to do to make money with Income Investing Secrets or any affiliate product.

Making Money as an Affiliate -- Techniques, Methods and Resources

As I mentioned before, I'm not an affiliate marketing guru. There're a lot of them out there. I have learned a thing or three in my years online, and I'll share them with you.

Also, I'll point you to other resources -- books and courses by people who really are gurus.

First, in my opinion, one of the hardest things about making money online is simply choosing one good technique and sticking with it.

The problem is NOT in finding the one, true chosen path to affiliate success. It's choosing the technique or techniques that are best for you -- and then sticking to them.

There are now MANY ways to make money online. Nobody is an expert in all of them. Nobody has enough time in the day to do all of them.

I'll take them one at a time.

NOTE: Many of the links are affiliate links. If you object to me making a little money by referring you to good resources, why are you an affiliate? What would you say to a prospect for Income Investing Secrets who asks you why should you make money if they buy?

I have selected only the best resources I know of, for particular Internet marketing subjects. If I wanted to try to gouge you, I'd tell you to buy some of the \$1000-\$2000 affiliate courses. Some of them are probably quite good. I can't recommend them, however, because I haven't bought them myself.

If you buy all the resources I recommend below, you'll pay a lot less than \$1000 and still will have a very broad -- and excellent -- education in Internet and affiliate marketing.

However, I'm NOT telling you to buy them all. You should buy the first one, SUPER AFFILIATE HANDBOOK by Rosalind Gardner, and also buy one or two of the others -- choose whichever ones sound most suited to you.

Then, APPLY WHAT YOU'VE LEARNED!

You'll make a lot more money by applying one book 100% than by applying 100 books 1%. If you want massive results, take massive action.

Pre-Selling

The first thing you should do as an affiliate marketer is in your mind, master the concept of PRE-selling.

NOT selling - PRE-selling.

You won't master the PRACTICE of pre-selling for years. But you should understand the concept.

It was Dr. Ken Evoy who first explicitly pointed out that affiliate marketers should NOT try to sell a product. They should only PRE-sell, or warm up targeted prospects, so they click through to the merchant's page . . . which is then supposed to SELL them.

Lots of affiliates were basically selling prospects, then sending them to a merchant page, which then sells them again.

It's overkill. And by the time they finish reading the merchant's sales letters, prospects are burnt out on the product and too tired to order.

So your job as an affiliate marketer of Income Investing Secrets is NOT to convince prospects that it's the greatest investing book ever written (even though it is), but to get them interested in it. Warm them up.

You can do this through:

Convincing them, through expert content, that you know more about investing than they do.

Giving your testimonial about using the methods.

Simply reviewing it, especially if you compare it to others.

Just arousing their curiosity through small ads, such as Google AdWords.

If you have a list, make them excited about Income Investing Secrets and send them over to the sales page.

More on this --

Make Your Content PreSell by Ken Evoy

<http://www.incomeinvesthome.com/recommends/presell/>

Affiliate Methods and Resources

Super Affiliate Handbook by Rosalind Gardner

<http://www.incomeinvesthome.com/recommends/super/>

This is the only "generalist" affiliate marketing book I currently can recommend. Many of the others are probably good. I know there're some very expensive programs from some big name affiliate gurus, and if you want to invest in them, great. I'm sure that most or all of them are of high quality. I'm just not in a position to recommend them. Maybe later, after I've bought and checked them out for myself.

Affiliate Marketing Methods

1. Put up a large, authority site website on the subject

Income Investing Secrets should be promoted by anyone with a large site on investing, personal finance, retirement, baby boomers, trading and similar topics. Such sites are often full-time jobs to take care of, and can have hundreds or thousands of pages -- all on related topics.

Such sites get traffic through providing lots of targeted content that attracts people through the search engines, including the long tail keyword traffic.

For example, I'm working to make my own site at <http://www.IncomeInvestHome.com/> such an "authority site." It doesn't have thousands of pages -- yet -- but that's my goal.

If you'd like to set up such a site, I strongly recommend *The Master Plan* by Charles Heflin. This covers search engine optimization in a way that nobody else except a (very) high-priced SEO consultant does. You can take the consultant's \$6000 seminar (if he still offers them), or you can read

The Master Plan by Charles Heflin.

<http://www.incomeinvesthome.com/recommends/silos/>

You should also check out a service called Site Build It.

Dr. Ken Evoy became an instant Internet marketing guru roughly ten years ago when he came out with the first version of *MAKE YOUR SITE SELL*. It was followed by *MAKE YOUR INFOPRODUCT SELL*, *MAKE YOUR WORDS SELL* and *MAKE YOUR AUCTIONS SELL*. None of those books are for sale now, though you can get several for free. (I recommend *MAKE YOUR WORDS SELL* to anybody who's trying to become a copywriter.)

However, he began offering site hosting/web site building, along with a number of associated services.

I've never used this service, because it's somewhat expensive and I've already learned the basics of XHTML, CSS, web design and search engine optimization. Plus, I don't want all the extra services.

However, if you want to set up an authority web site without learning the technical aspects, it could well be a good choice for you.

Site Build It

<http://www.incomeinvesthome.com/recommends/sitesell/>

recommendation, because I'm not in it, and because I'm not sure it's necessary for an authority site to be a Wordpress blog, but he is worth checking out at:

<http://www.authoritysitecenter.com/>

If you do have a site, you'll want lots of backlinks. So I suggest you check out another service by Jack Humphrey called Social Power Linking. You can check it out at --

<http://www.socialpowerlinking.com>

I'm not in it myself yet, because I've been busy launching Income Investing Secrets. But once I have this book in the Clickbank Marketplace, I plan to sign up and focus more on getting backlinks. So I'll probably be in it by the time you read this.

2. Small minisite on the subject

Many affiliates don't want to devote the time necessary to setting up one huge authority site, so they build many small, niche-focused minisites. The best current reference on this is **CONFESSIONS OF A LAZY AFFILIATE MARKETER** by Chris Rempel.

Personally, I don't think that in the long run minisites will make as much money as authority sites, since Google prefers large authority sites, but it's also true that you can put up a lot of minisites, and Chris is making a lot of money with his, so I'm in no position to argue with his success.

Confessions of a Lazy Affiliate Marketer by Chris Rempel

<http://www.incomeinvesthome.com/recommends/minisites/>

3. Squidoo and Hubpages

Squidoo is a project of Seth Godin, who's become something of a marketing guru. This site allows you to put up pages (called lenses) on specific subjects. The good news is that this service is free, and that Google loves Squidoo lenses if you optimize them for the search engines.

Best resource on Squidoo --

Social Networking on Squidoo by Tiffany Dow

<http://www.incomeinvesthome.com/recommends/squidoo/>

Hubpages, from what I've read, is similar to Squidoo in that you put up pages of content. However, Hubpages is less friendly to overt marketing.

Hub Blueprint: Use Hubpages to Dominate the Search Engines & Get Traffic Right Now!

<http://www.incomeinvesthome.com/affiliates/hubpages.pdf>

It's free for my affiliates. Just right click on the above link and Save Target As to download it to your computer.

However, both Hubpages pages and Squidoo lenses are loved by Google when you do them right, so they are both good sources of traffic and links.

Many people do nothing but put up Squidoo lenses to sell affiliate products. After all, they're free. Put up good content, with keywords, and you can rank well. And Squidoo wants you to promote affiliate products.

4. Articles

Since almost the beginning of Internet marketing, people have been proving their expertise and credentials, getting links -- and attracting the attention of targeted prospects -- by providing content outside their own web site.

Article marketing is now bigger than ever, thanks especially to the success of such article directories as Ezine Articles.

The best resource for "respectable" article marketing, where you're promoting your expertise, products and web site, is --

The Article Marketing Handbook by Allen Graves

<http://www.incomeinvesthome.com/recommends/articles/>

Allen runs one of the best article directories <http://www.web-articles.net>, and is constantly analyzing what makes articles get more traffic and a higher click through rate.

Lately a lot of people in Internet marketing have started writing articles simply to get people to buy affiliate products through their affiliate link. The best known of them is Travis Sago. His wife termed this technique "Bum" marketing because you don't need to spend any money to do it. Even a homeless bum can go into a library, write an article, submit it to article directories and thereby make affiliate sales.

The Original Bum Marketing technique by Travis Sago

<http://www.bummarketingmethod.com/>

Article directories

The best ones:

Ezinearticles.com

Ideamarketers.com

Goarticles.com

Buzzle.com

<http://www.web-articles.net>

The others:

Articlebiz.com

Articlecity.com

Articledashboard.com

Selfgrowth.com

Articlealley.com

Articlecube.com

Easyarticles.com

Articles.webraydian.com

Site-reference.com

Submitondashboard.com

The-article-directory.com/index.php

tisoftware.biz/articles/index.php

A1-articledirectory.com

Afroarticles.com

Articlecat.com

Articlepros.com

Articlerich.com

Articlebase.com

Articlesbeyondbetter.com

Articleleson.com

Contentdesk.com

Earticleonline.com

Top7business.com/submit

Webmasterslibrary.com

Workoninternet.com

Ams-skins.morethanarticles.com

ArticlecruX.com

Articlesyndicator.com

Local-list.us

Commonconnections.com

Article99.com

Articlebankonline.com

Articlecafe.net

Articleclick.com

Articlecrash.com

Article-directory-central.com

Articlegeek.com

Article-junction.com

Articlenorth.com

Articleretreat.com

Articlesbin.com

Article-submission.us

Article-voip.com

Articlezap.com

Bigarticlepro.com

Bigarticlepro.com

Christiannotepad.com

Crix.com
Electrictext.com
Ezine-directory-express.com
Freearticlepost.com
Gratisartikler.com
Impactarticles.com
Isysi.com
Marketmyarticle.com
Media13.com

5. Videos

Videos are the latest and hottest marketing tool on the Internet today. Lots of affiliates are making sales by posting videos on YouTube which promote their affiliate links.

You can upload the Income Investing Secrets video to YouTube. First, you'll want to use Windows Movie Maker or other software to place your affiliate url at the end. And you'll use your own account -- change the title, description and keywords.

I'd let you use the two videos I used Animoto to make (the video on the list sign up page --<http://www.incomeinvesthome.com/ecourse/incomecourse.html> -- and the video I put on all the content pages. However, for reasons I don't understand, I wasn't able to download them to my computer. Therefore, they're not even edited to show my url on them. I decided that, since I just wanted to use them on my website, and I could embed them there while they're hosted on Animoto, that was OK.

You can make similar videos just by uploading appropriate pictures to Animoto. (You can get them for \$1 each from istockphoto. You only need the small size.) You can then download them to your computer, and use Windows Movie Maker or other software to edit the end of them to show your affiliate link. Then you can upload them to YouTube and other video sharing sites.

The book that explains this procedure is --

Recipe For Quick And Easy Production Of Hot Promo Videos by Kevin Riley

<http://www.incomeinvesthome.com/recommends/promovideos/>

Also, you can make your own videos to promote Income Investing Secrets and upload them to YouTube.

A good book about this is:

Recipe For Shooting And Distributing Sales-Pulling Video Commercials by Kevin Riley

<http://www.incomeinvesthome.com/recommends/videos/>

Video sharing sites:

Most important --

YouTube <http://www.youtube.com>
Google Video <http://video.google.com/>
Yahoo Video <http://video.yahoo.com/>
Meta Cafe <http://metacafe.com/>

Others --

AOL <http://video.aol.com> (must belong to AOL)
Daily Motion <http://dailymotion.com>
Blip.tv <http://blip.tv>
Cracker
Stupid videos
Scippo
Viddler
Veoh <http://veoh.com/>
Myspace <http://myspace.com>
iFilm
Facebook
Photobucket <http://www.photobucket.com/>
Sumo TV <http://sumo.tv/>
Spike <http://spike.com/>
Put File <http://putfile.com/>
Clip Shack <http://clipshack.com/>
Twango <http://twango.com/>
Revver <http://revver.com/>
Guba <http://guba.com/>
Dave TV <http://dave.tv>
Flurl <http://flurl.com/>
Sharkle <http://sharkle.com/>
Xanga <http://xanga.com/>
Zippy Videos <http://zippyvideos.com/>
Mega Video <http://megavideo.com/>
Motion Box <http://motionbox.com/>
Live Video <http://livevideo.com/>
Vidi Life <http://vidolife.com/>
Vimeo <http://vimeo.com/>

6. Podcasting

One way of promoting products that affiliates often overlook is podcasting. Of course, it does involve setting yourself up as an expert in the subject. If you can do that, the best resources I know of are --

Niche Podcasting by Alan Petersen

<http://www.incomeinvesthome.com/recommends/nichepod/>

Podcasting Bible by Mitch Ratcliffe and Steve Mack

<http://www.incomeinvesthome.com/recommends/podcasting/>

7. Email Marketing

Some people make fortunes because they have a great relationship with lists of people who like and trust them. They send out emails that convince their list to check out their recommendations.

The best resource for this is

Jimmy D. Brown's List P.R.O.F.I.T. System

<http://www.listprofitsystem.com/>

Also good, and much cheaper is --

Email Promos Exposed by Michael Rasmussen

<http://www.emailpromosexposed.com/thankyou.php>

For writing autoresponder series, I recommend

Jay White's Autoresponder Copy Made Easy:

<http://www.autorespondercopymadeeasy.com/>

For actual autoresponder services, I use

Email Aces

<http://www.incomeinvesthome.com/recommends/autobot/>

8. MySpace and Face Book

I don't have much experience with these myself, but I know that many marketers are finding legitimate ways to contact prospects and make affiliate money on these social web sites:

Space Bankers

9. Google AdWords

This is one of the major weapons of super affiliates. The problem is, if you don't know what you're doing -- and even if you do -- you can lose lots of money before you start making a profit. Sometimes you figure out the right combination of keywords, bids, landing page and ad copy to make a profit. Sometimes you don't.

The most commonly recommended book for learning Adwords is:

Definitive Guide to Google AdWords by Perry Marshall

<http://www.incomeinvesthome.com/recommends/defadwords/>

However, I don't think that's complete, especially for affiliates.

Affiliates should also read --

Beating AdWords

<http://www.incomeinvesthome.com/recommends/affadwords/>

\$10K a Month on Clickbank by Amy Cheung

<http://amysimhaven.com/10k-clickbank-ebook-update.php>

The following book explains how to make use of the site placement part of Google Adwords. It's quite different from the techniques you need to place ads on search engine results pages.

AdWords 180

<http://www.incomeinvesthome.com/recommends/contentadwords/>

10. Other Pay Per Click sites

Although it's easy to forget, there are many other pay per click sites besides Google Adwords. You can especially get a lot of traffic from Yahoo! and MSN. These are much less complicated than Adwords, so you can learn what you need simply from --

Pay Per Click Search Engine Marketing for Dummies by Peter Kent

<http://www.incomeinvesthome.com/recommends/ppc/>

11. US Free Ads, Craigslist + other classified sites

With this technique, you're leveraging your time to place free ads on various classified sites.

Craigslist is the most well-known. They do NOT want affiliate links. Therefore, you should link only to your own site or blog, and promote Income Investing Secrets there. According to what I've read, you should place ads only in the Services section, under the Small Business Ads ("sm biz ads") classification.

Please -- abide by the terms of service, on Craigslist and all these sites. Do not try to cheat their systems with "blackhat" techniques. I don't want to be associated with anything spammy or unethical.

<http://www.craigslist.com>

With US Free Ads, you can post elaborate ads with images, HTML, display ad type layouts and so on. Plus, these pages do get indexed by Google, so do optimize for relevant keywords. For just \$9.95 a month, you can take advantage of all their features and post as many ads as you like.

If you did nothing else but post ads for affiliate products on US Free Ads, you could probably make a decent full-time living within 3-6 months.

If I hadn't already written Income Investing Secrets and I had no money but lots of time, I'd probably do nothing all day and half the night but put up US Free Ads, create Squidoo lenses and write articles.

Free video on US Free Ads by Travis Sago

<http://www.bummarketingmethod.com/usfreeads/usfreeads.html>

To join US Free Ads --

<http://www.incomeinvesthome.com/recommends/usfreeads/>

Other classified ads you can check out --

Backpage.com
Adlandpro.com
E-Page Classifieds
Business Classifieds
Yahoo Classifieds
Best Mall Classified Ads
1AmericaMall
The Ad Net
Access Business Online
Five Star Classified Ads
Classifieds 2000

Kingdom Classifieds

Homework Ads

Business Classifieds

Classifieds for Free

Best Mall Classified Ads

<https://www.google.com/base/>

<http://classifieds.myspace.com> Alexa Rank: 5

<http://expo.live.com/> Alexa Rank: 8

<http://adlandpro.com/> Alexa Rank: 1,298

<http://www.backpage.com> Alexa Rank: 1,876

<http://www.oodle.com/> Alexa Rank: 5,501

<http://www.adpost.com/> Alexa Rank: 6,906

<http://www.FreeAdvertisingForum.com> 12,025

<http://www.sell.com/> Alexa Rank: 13,471

<http://www.InetGiant.com> Alexa Rank: 21,082

<http://www.adquest3d.com/> Alexa Rank: 22,252

<http://www.recycler.com/> Alexa Rank: 23,996

<http://www.chooseyouritem.com/> Alexa Rank: 19,569

<http://www.domesticsale.com/> Alexa Rank: 24,207

<http://epage.com/> Alexa Rank: 24,834

<http://free-advertising-blog.com/index.php> Alexa Rank: 26,048

<http://www.ClassifiedsForFree.com> Alexa Rank: 40,792

<http://postaroo.com/> Alexa Rank: 43,471

<http://www.TheFlyer.com> Alexa Rank: 134,577

<http://www.ClassifiedAds.com> Alexa Rank: 143,204

VFlyer <http://www.vflyer.com>

www.kijiji.ca

www.gumtree.com

12. Blogging

I can't say much about blogs and blogging. If you've been around the Internet more than five minutes, you know they're widely popular tools.

If you just want to set up quick and easy -- not to mention FREE -- blog entries to drive traffic to, just register an account with Google and set up a free Blogger blog:

<http://www.blogger.com>

You won't have your own domain name or a lot of options, but you can have a blog named something like <http://blogname.blogspot.com>. You can make a post reviewing Income Investing Secrets, include your affiliate link so they can get more information, then send traffic there. You could also include a sign up form for the 7 Reasons to Invest for Income autoresponder series, so you capture their email address and the autoresponders continue to promote Secrets to them.

Wordpress will also host a free blog for you, but promoting affiliate links is against their terms of service, so if they notice your blog is just to sell Secrets, they'll close it down, so I recommend you stay away from that option.

Income Investing Secrets Affiliate Manual <http://www.incomeinvesthome.com/affiliates/>

blog on your own web hosting account. The best general resource to help you with that is --

Wordpress for Dummies by by Lisa Sabin-Wilson and Matt Mullenweg

<http://www.incomeinvesthome.com/recommends/wordpress/>

For more specific information on how to adjust your Wordpress blog for maximum search engine optimization and other marketing purposes, check out:

Wordpress Wizardry by David Kronk

<http://www.incomeinvesthome.com/recommends/seowordpress/>

13. Forums, Google Groups, commenting on blogs and Yahoo Answers

One of getting your affiliate link in front of targetted prospects is to participate in relevant discussion forums and answer questions in Yahoo Answers.

<http://www.leveragingyahooanswers.com/>

You can also participate in investing/baby boomer/senior citizen/money management types of discussion forums. This can include Google Groups. There're a number of them on the topic of investing. I'm thinking of starting a Google group on income investing. If and when I do so, I'll announce it to affiliates on the affiliate list.

You have to be reasonable and sensible. Follow all terms and conditions and rules. Don't be blatantly promotional. Answer questions and ask questions. Give useful information.

Let your sig file do all the talking for you. That's the part of your answers that most discussion forums let you post with your name.

Another good way to get your link out there is to comment on blog posts regarding investments. I can't give you a list of blogs -- there're a zillion of them, with many new ones started every day. So search Google and you're bound to find blog posts on investing topics which you can make a valuable comment on (don't just say something stupid and spammy such as "great post!"), and include your affiliate link or a link to your own blog or website.

Investing forums --

1. Motley Fool

<http://boards.fool.com/>

2. Silicon Investor

<http://siliconinvestor.advfn.com/msgboardmain.aspx>

3. Raging Bull

<http://ragingbull.quote.com/mboard/viewclub.cgi>

4. Yahoo

http://messages.yahoo.com/yahoo/Business_%26_Finance/Investments/index.html

5. Stock House

<http://www.stockhouse.com/Bullboards/>

6. Market Forum

<http://www.marketforum.com/>

7. Bull and Bear

8. Talk Stock

<http://talkstock.com/>

9. Superior Investor

<http://www.superiorinvestor.net/>

10. Google

http://directory.google.com/Top/Business/Investing/Stocks_and_Bonds/Equities/Chats_and_Forums/

11. Bogleheads

<http://www.diehards.org/forum/index.php>

12. AI Stock Market

<http://www.ai-stockmarketforum.com/>

13. Forbes

<http://forums.forbes.com/forbes/>

14. AI Forum

<http://www.ai.com/forums/investing/>

15. Dream Team

www.dreamteammoney.com/

14. Social Bookmarking and general Web 2.0 sites

I'm not so sure I really understand the appeal of posting my private website bookmarks where everybody in the world can see them, but lots of other people get off on this. Plus there are a lot of other types of Web 2.0 sites that you can use to promote Income Investing Secrets.

Here's the best resource I know of for Web 2.0 and social bookmarking in general --

Bookmark Traffic Secrets Revealed by Craig Desorcy

<http://www.socialbookmarktraffic.com/>

Also, Jack Humphrey has come out with a free book which is a gigantic reference on authority sites and Web 2.0, The Authority Black Book. It's free, so get it from --

<http://www.authorityblackbook.com/>

15. Niche Web 2.0 Sites

However, Web 2.0 sites are not limited to the broad subjects. There are many niche Web 2.0 sites. Here's a list I copied from <http://www.fatpitchfinancials.com/514/top-stock-investing-20-sites/>

--

Top Stock Investing 2.0 Sites

Site	Name	Alexa Ranking	PageRank
The Motley Fool	Caps	1,330	4
Stockpickr		30,368	5
Marketocracy		44,833	6
Zecco		46,889	4
SocialPicks		60,170	5
StockFriend		64,648	3
Predict Wall Street		95,774	4
StockTickr		118,473	5
ValueWiki		136,198	3
Value Investing News		197,150	4
Feed The Bull		222,323	4
DigStock		254,791	5
BullPoo.com		277,898	4
StokBlogs		602,505	4
TradeKing		751,149	5
Worthio		1,040,557	0
InvestorFace		2,571,903	0

This site lists many Web 2.0 sites. You may be able to find more on investing. And also some for baby boomers (TeeBeeDee and BoomerCafe) and senior citizens.

<http://www.allthingsweb2.com/>

16. Place ads on websites (other than Google AdWords content network) or ads in ezines

Website Ad Companies

Kontera
FeedBurner
TTZ Media
Intellitxt
Text-Link-Ads
Tribal Fusion
Chitika
BlogAds
Adbrite
Pogads
Absolute Agency
AcceleratorMedia
ad pepper media
adagency1
Adconian
AdDynamix
ADEngage
Adgenta QAds
adgridwork
Adicate
Adify
AdJungle
Adknowledge
AdlandPro
Adlink Media
AdMentum
AdMob
AdOrigin
Ads-Click
ADSDAQ Ad Exchange
adsmarket
AdSmart
adtechnica
Adtegrity.com
AdToll
Advertising.com
Advertlets
AdVolcano
AffiliateFuel
AffiliateFuture
Agendize
AmaSensAds

Ampira Media
Anastasia International
Auction Ads
AVN Ads
Axill
AzooglesAds
Bannerconnect
BannerSpace
BardzoMedia
BClick
Bidvertiser
Bla.st
Black Label Ads
BlinkAccess
BlogKits
BlueFN
BlueLithium
BurstMedia
buyat
Casale Media
CBprosense
Claxon
Click2Sell
Clickbooth
Clickhype
Clicksor
clickXchange
clixGalore
CNet Shopper
Commission Junction
Commission Monster
Copernic Media
CoverClicks
CPX Interactive
CrispAds
CyberBounty
DarkBlue
Dragon Media Online
eBay AdContext
eClickZ
Enhance Interactive
eType Europe
eType USA
ExpoActive
Fair Ads Network
Federated Media
FineClicks
FluxAds
Gorilla Nation
Her Agency
HiogoClick

Hyperbidder
IncentaClick
IndustryBrains
InterClick
Interevco
JoeTec
Komli
LinkBliss
LinkLike
LinkWorth
MetaReward
Microsoft adCenter
Mirago
Money4Banners
MoreNiche
NeverblueAds
Nixxie
Nuffnang
OneMonkey
Opt-Media
Oridian
Oxado
PayPopUp
Pheedo
Phorm
PointRoll
PopUpTraffic
Premium Network
PrimaryAds
ProfitCenter
Project Wonderful
PubMatic
Pulse 360
Quigo AdSonar
Real Media
RealCast Media
RealTechNetwork
Revenue Science
Revenue.net
RevenuePILOT
ReviewMe
RevoClix
Right Media Exchange
Robert Sherman Company
ROI Rocket
Rydium
Shopping.com
Sponsored Reviews
Strategic Affiliates
Targetpoint
Tasteds Dot Biz

TextWise
TNX.Net
Trade Doubler
Traffic Marketplace
Tremor Media
ValidClick
ValueAd
ValueClick Media
Veoda
Vibrant Media SmartAds
Vizu Polls
WayPointCash
Web Advertising
WebSponsors
WhenU
WidgetBucks
Yahoo Publisher Network
YesAdvertising

I can't personally vouch for any of these. Start with only a small amount money. Test, and track your results.

I tried to find some good investing ezines that may accept advertising. I couldn't find much, and I can't say they'll accept outside ads. I got the impression that investing ezines are not like the many individual efforts they used to be. They're now dominated by people and companies who use them only to promote their only products, and not to spread general information.

Here're two worth checking out.

InvestYourself

<http://www.investyourself.com/free-ezine.html>

Ms. Financial Savvy

<http://www.msfinancialsavvy.com/>

And you may find some good ones at these two links:

http://www.e-zine-list.com/titles_by_keyword/investing/page1.shtml

<http://www.worldwidelists.com/l/newsletters.money-investing.general-resources>

You can keep up to date with Internet and affiliate marketing at the following forums:

1. The Warrior Forum

This is the premier Internet marketing forum.

2. Anthony Blake

<http://ablakeforum.com/>

3. Clickbank Success Forum

Focuses on Clickbank.

<http://www.clickbanksuccessforum.com/forum/>

4. Associate Programs Affiliate Forum

This is Allan Gardyne's forum for affiliate marketers.

<http://www.associateprograms.com/discus/index.php>

I don't recommend you spend a lot of time at these forums -- they can easily become a substitute for real, money-making work. However, it is a good idea to use them to keep up with new Internet and affiliate marketing developments. You can learn a lot from reading them.

Also, in the Warrior Special Offers section of the Warrior forum, you can find a lot of good Internet marketing how-to material, at bargain prices.

For a look at how one marketer puts this together to get massive traffic from just one article, read this post on the Warrior Forum --

http://www.warriorforum.com/forum/topic.asp?TOPIC_ID=234844&SearchTerms=a9

So the next section is to help you make your prospects understand how they can benefit from buying Income Investing Secrets.

Section 2

Why People Should Buy Income Investing Secrets

First of all, I need to remind you that as an affiliate, your job is to presell Income Investing Secrets and then drive traffic to my sales letter.

Selling them is the job of the sales letter.

However, you need to know the basic facts and benefits.

1. Income Investing Secrets is the ONLY investing book (to my knowledge) that completely THROWS OUT the idea of profiting from capital gains.

There are a couple of income investing "real" books available through Amazon, but none are as "hardcore" as Income Investing Secrets.

One is good but getting a little dated (copyrighted 2003). Another deals mostly with fixed income investing, which won't keep you protected from inflation.

Last time I looked, there were no other ebooks in income investing.

And Income Investing Secrets is new, so it's up to date. And I plan to keep it up to date.

2. Income Investing Secrets is a full-sized book.

With the two bonuses, it's 280 pages. So it's not your typical Clickbank 40-100 page report labeled as a "book."

It's full of a lot of useful information.

Dan Kennedy once berated me for emphasizing the number of pages in a book, saying that I made reading it sound like a lot of work -- and nobody wants to work hard.

So don't make it sound like a lot of work -- make it sound like they're getting a lot of useful information for the money. Most Clickbank books are a lot smaller than Income Investing Secrets, even ones that cost more.

3. Income Investing Secrets is a complete step by step system.

I just listened to a part of a course on email list marketing by Jimmy D. Brown, a very successful Internet marketing guru.

In it, he says that he's found over the years that what works best for selling information products is using the word "system."

People want to buy a step by step system they can follow to get the results they want.

Now, I'd been using the word "program" in my sales letter, thinking I was clever for doing that. (I already knew that nobody wants to buy an ebook, and I figured "program" sounded more desirable.)

But I had to agree that "system" sounded even better than "program," so I immediately pulled up my sales letter and turned every "program" to "system."

And it's accurate. In the final chapters of Income Investing Secrets I do outline exactly what financial instruments people need to buy.

And since that section gets a little long and complicated (though clearly laid out), I also include a K.I.S.S. (Keep It Simple, Stoker) chapter that explains how they can get the benefits of the system through buying just TWO investments.

So I do encourage you to use the word "system" for Income Investing Secrets -- certainly NEVER "ebook." Nobody wants to buy an ebook.

But a system for building wealth and a prosperous retirement -- THAT sounds pretty good!

4. Income Investing Secrets is at the cutting edge of the investing for income trend.

a. A lot of people got burned when the late 1990s dot com boom turned to bust in 2001.

They have given up on investing to get rich quick. They're (quite rightly!) suspicious of the investing gurus and stock pickers and talking heads on TV making specific recommendations.

b. The stock market has gone up and down, but as of recently (I'm writing this in May 2008. By the time you read it, the market could be up some, or down more), is below its 1999 high of 11,700.

This makes the highly recommended "buy and hold" strategy suspect to many people. They're not seeing the 10% average annual price increases they've been promised.

Buy and hold advocates can point out that the historical data shows that the market has never lost over 20 years -- and the time since 1999 is 9 years, not 20.

However, as the government forces everybody selling investment advice to point out, past results are no guarantee of future results.

The next 10 years do not look good. A lot of major financial institutions have lost a lot of money in the subprime mortgage mess. The US dollar is plummeting. Oil and gold are soaring. And baby boomers have already started to retire.

Not to mention that, as I write, Barack Obama is the all but official presidential candidate of the Democratic Party, which means that someone advocating a trillion dollars worth of additional government spending may soon be president.

All of these are bad signs for the U.S. economy, Social Security and Medicare trust funds, and therefore for the financial markets of the entire world.

Bottom line: many people expect the U.S. stock market to remain low or to grow slowly -- at best -- during the next decade.

Which means that a simple buy and hold strategy will be a loser.

If You Can't Depend on Investing for Fast Capital Gains and You May Not Live Long Enough to Benefit From Buy and Hold Investing -- What's Left?

Investing for income.

And a lot of investors are catching on this. They understand they want to buy and hold -- but they want to be paid for holding. They want quarterly dividends.

The first book devoted to income investing came out in 2003, following close behind the Dot Com crash. It's good, but as I mentioned earlier, getting a little out of date.

In 2007, Richard Lehman published *Income Investing Today: Safety & High Income Through Diversification* -- it's good too, but emphasizes fixed income investments.

Financial newsletter publishers are pushing such income-oriented titles as:

HIGH-YIELD INVESTING edited by Carla Pasternak and Paul Tracy

TRUE WEALTH by Steve Sjurgerud of Agora (not sure if it's totally income based, but the sales letter I'm looking at is aimed at income investors), plus Agora has marketed other of its financial newsletters through income-oriented appeals (master limited partnerships and Canadian royalty trusts -- though the direct mail packages use curiosity creating headlines to disguise what they're talking about, forcing you to read the letters)

THE 12% LETTER by Tom Dyson of Agora

LEEB'S INCOME PERFORMANCE LETTER by Stephen Leeb

DRIP INVESTOR

25% CASH MACHINE by Bryan Perry of Changewave

UTILITY FORECASTER and **CANADIAN EDGE** by Roger Conrad from KCI. Plus, KCI now has a free ezine called **PAY ME WEEKLY** which focuses on income stocks

Most recently -- **HIGH-YIELD INCOME INVESTING** edited by Max Whitmore, from Newsmax Media.

Book and newsletter publishers do plenty of market research. They've got their ear to the

ground. They know that income investing is a growing trend.

I believe that it's just started. The more that people see the stock market is stagnant . . . The more they come to understand that stockpicking gurus aren't going to make them rich . . . The closer they get to retirement . . .

The more they want income from their investments.

The Markets for Income Investing Secrets are Big -- and Growing Bigger

As mentioned before -- in my estimation, the main markets for Income Investing Secrets are:

1. Investors
2. Baby boomers
3. Seniors
4. People interested in personal finance/retirement planning subjects
5. People who want to get rich

Now, this is just my estimation, not wisdom handed down from on high. If you have access to other markets who also want Income Investing Secrets, then by all means, sell it to them.

My point right now is that the potential market for Income Investing Secrets is tens of millions of people around the world.

And the market is growing as baby boomers (and Gen Xers) age, and become more concerned about their retirements.

The U.S. has about 82 million baby boomers. I don't know the numbers, but Europe also has a lot of baby boomers.

Plus, lots of young adults are much more concerned about their financial future than we (us baby boomers) were at their age. They grew up hearing about the dot com boom during the 1990s. To them, the daily news is incomplete without the Dow Jones Industrial Average. They think day trading is just another career choice.

The net result is that millions of people around the world are being forced by their advancing age to think about investing. Many more millions are thinking about investing because to them it's simply a normal part of life. They think it's entirely natural that Warren Buffett should be just as well-known a media figure as any sports, movie or music star.

They all need to learn about income investing, so they can all benefit from Income Investing Secrets.

Here are My Suggestions for Specific Benefits of Income Investing Secrets for Each Group

I don't pretend to be an expert on all of these. If you have deeper knowledge of one or more of these markets than I do, go ahead and do what you know is best.

1. Investors

This is admittedly broad and generic. Anybody who pays any attention to the markets and has any interest in making money from them.

2. Baby boomers

This is my demographic, and I think I'm fairly typical. In our youth we were too busy saving the world to care about ourselves. Plus, we learned that big corporations were the enemy. So many of us didn't care about investing in those same big corporations.

Plus, we were the first atomic generation. Plus, we've heard many predictions of other worldwide disasters -- overpopulation, pollution, mass starvation, a takeover by Communism, a new Ice Age, global warning . . . we didn't know if we would grow up or, once we grew up, whether we'd live to see retirement.

That fosters a eat, drink and be merry (for tomorrow we die) attitude -- not one that encourages saving and investing.

Therefore, many boomers have inadequate savings to retire -- yet they hate their jobs (with big corporations), so they're looking for a way to get the most benefit from the money they do have.

Many boomers have been contributing to 401(k) plans, IRAs, and so on -- yet they've focused on buying growth stocks and mutual funds. They lost a lot of money when the dot com boom crashed. They've recovered somewhat, but on average the market is now where it was in 1999.

Therefore, if they're at all smart, they want a change -- a way to invest that will allow them to retire.

Media pundits like to say that baby boomers are the generation that never really grew up, and that we're not going to "grow old" the way our parents and grandparents did.

I don't like much of what the media has said about us over the years (especially back when we were "hippies"), but I happen to agree 100% with this one.

Previous generations seemed to accept the transition from childhood to adulthood as a time to go from enjoying life to accepting responsibilities.

We have accepted the responsibilities -- jobs, careers, kids, causes . . . but never accepted the loss of freedom and fun.

I can remember that when I was a kid, I looked forward to being 21 years old because I could do whatever I wanted without adult supervision. I never realized that my life would be taken up with jobs and family, and that I wouldn't have half the free time I had as a child.

I suspect that most baby boomers feel as I do -- we're looking forward to retirement as a time when we can play again . . . without answering to parents, teachers or bosses.

Of course, having all this fun will require some money, so that's why baby boomers should

be interested in Income Investing Secrets. So they can retire to a life of perpetual fun, without worrying about money anymore.

3. Seniors

The traditional market for retirement/investment advice and newsletters is people who are already retired. They want to get the most from whatever money they do have invested. They are afraid of running out of whatever savings or investments they have. They're afraid that prices will increase so that when they're most feeble, they can only afford dog food.

And of course they want to go and do a lot of things, all the things they didn't have time for while they were working: the traditional golf, cruises and so on.

They want to give presents to family members, especially grandchildren or great-grandchildren.

And many of them want to leave a financial and moral legacy to their descendants.

4. People interested in personal finance/retirement planning subjects

Lots of people are interested in money, making money, getting out of debt, getting more while paying less, protecting their assets, planning their retirements and so on.

This is a fairly broad range of concerns, so I don't know that I have any deep remarks to make. But anybody who's shown an interest in these subjects is a good prospect for Income Investing Secrets.

6. People who want to get rich

Lots of people are just plain interested in amassing wealth and living the good life.

Most of them are interested in business opportunities, from franchises to network marketing to Internet marketing.

Many of them are probably not good prospects for Income Investing Secrets, because they want to get rich quick, and that's not what my book is about. Or they just plain don't have the patience for income investing. Maybe they're looking for penny stocks or options or foreign exchange or some other way of trading, which is a sort of financial market biz opp.

Still, many of them have some carry-over interest in investing, and so long as they are reasonable enough to have patience, they should also read Income Investing Secrets.

So, Income Investing Secrets offers lots of information for the price, plus it's at the cutting edge of a growing trend.

Suggested 30 Day Plan to Start Making Money With Income Investing Secrets

1. If you have a list, send an email to them promoting Income Investing Secrets.
2. If you have a website or blog, put a banner on it.
3. Send an article to article directories.
4. Upload a video to (at least) YouTube, Google Video, Bebo and Yahoo Video. As you can, upload it to the other video sharing sites.
5. Put up a free investing blog on Blogger.com.
6. Place 2 ads in targetted ezines.
7. Start posting on investing forums with a sig that promotes Income Investing Secrets.
8. Put an ad on US Free Ads.
9. Place free classified ads on the other free classified ad sites.
10. Place the 7 Reasons to Invest for Income -- NOW More Than Ever autoresponder series on an autoresponder service such as Email Aces, Aweber or GetResponse. (Make sure you put in your affiliate link.)
11. Search out investing blogs and leave comments, with a link to the autoresponder series.
12. Set up MySpace page.
13. Set up Facebook page.
14. Start an investing Squidoo lens.
15. Start an investing Hubpages page.
16. Start your own investing blog.
17. Set up accounts at the social bookmarking sites such as Technorati, and show your own lenses/blogs/websites/hubpages and so on. Also show other good investing sites.
18. If you don't plan to set up an investing authority site, put up an investing minisite that's just for promoting Income Investing Secrets.
19. Submit your blog or website to website directories.
20. Submit your blog to blog and RSS feed directories.

21. Become active on the social networking Web 2.0 sites that are dedicated to investing.
22. Join some Google groups on investing and start posting.
23. Start answering investment questions on Yahoo Answers. You can link to your website or blog or squeeze page in the "source" block.
24. Set up ad campaigns on Adbrite and Facebook. With Adbrite, you write an ad like Google Adwords, but target it by website demographics and subjects. With Facebook, I think you can target people who put down specific interests (such as "investing"), and also target them by demographics. Middle class and over 55+ years olds sounds like a good place to start.
25. Go to microblog site Twitter, and begin writing short microblog entries about investing.
26. Start putting ads on Google AdWords' content network.
27. Take out other kinds of ads that appear on websites (besides Google AdWords!).
28. Promote on StumbleUpon.
29. Set up pay per click account on Yahoo, where you have control of how much you will spend. Send people to your autoresponder series page or directly to the sales page.
30. Set up Google AdWords account, but use the prepay option so you will not run up a high bill you can't afford to pay.

Final Words

I'm biased, but I do believe that if you put everything in this book to work for you, you can't help but make a lot of money.

For updates on Income Investing Secrets and this affiliate program, please send a blank email to: affiliates@emailaces.com .

I don't promise to email you on a regular schedule -- my time is very tight and why send out an email when I have nothing to say? -- but I will send you news when something significant happens.

I do promise not to send you an email promoting the latest and greatest must-have IM product every day. I reserve the right to keep learning myself, and to sometimes promote really useful resources that can help your affiliate business -- as I discover them. But unlike some gurus, I won't try to make selling my own affiliates Internet marketing products my primary source of income :)

I understand that you can also use much of the information here to make a small fortune with other affiliate programs. All I can say is, go for it. However, don't ever stop promoting Income Investing Secrets also!

I've given you a map, and resources for more detailed information.

It's up to you to get to work and make it happen for you.

Please let me know what you think of this manual. Email me at goldegg2008@gmail.com and tell me what's good and bad about it.

I hope you make a million dollars selling Income Investing Secrets.