

# Affiliate Fast Track

How To Get A New Niche Website Up In Running in 7 Easy Steps



By Susanne Myers

[www.AffiliateTreasureChest.com](http://www.AffiliateTreasureChest.com) & [www.NicheResearchPacks.com](http://www.NicheResearchPacks.com)

You Also MAY NOT Share the Credit Herein

You are however welcome to share this report with others.

©2011 Susanne Myers

**ALL RIGHTS RESERVED.**

**DISCLAIMER AND/OR LEGAL NOTICES:**

The information presented herein represents the view of the author as of the date of this publication. Because of the rate with which conditions change, the author reserves the right to alter and update his opinion based on the new conditions. The report is for informational purposes only.

While every attempt has been made to verify the information provided in this report, neither the author nor his affiliates/partners assume any responsibility for errors, inaccuracies or omissions.

Any slights of people or organizations are unintentional. If advice concerning legal or related matters is needed, the services of a fully qualified professional should be sought. This report is not intended for use as a source of legal or accounting advice. You should be aware of any laws which govern business transactions or other business practices in your country and state. Any reference to any person or business whether living or dead is purely coincidental.

Every effort has been made to accurately represent this product and its potential. Even though this industry is one of the few where one can write their own check in terms of earnings, there is no guarantee that you will earn any money using the techniques and ideas in these materials. Examples in these materials are not to be interpreted as a promise or guarantee of earnings. Earning potential is entirely dependent on the person using our product, ideas and techniques. I do not purport this as a "get rich scheme."

Any claims made of actual earnings or examples of actual results can be verified upon request. Your level of success in attaining the results claimed in my materials depends on the time you devote to the program, ideas and techniques mentioned your finances, knowledge and various skills. Since these factors differ according to individuals, I cannot guarantee your success or income level. Nor am I responsible for any of your actions.

Materials in my product and our website may contain information that includes or is based upon forward-looking statements within the meaning of the securities litigation reform act of 1995. Forward-looking statements give my expectations or forecasts of future events. You can identify these statements by the fact that they do not relate strictly to historical or current facts. They use words such as "anticipate," "estimate," "expect," "project," "intend," "plan," "believe," and other words and terms of similar meaning in connection with a description of potential earnings or financial performance.

Any and all forward looking statements here or on any of my sales material are intended to express my opinion of earnings potential. Many factors will be important in determining your actual results and no guarantees are made that you will achieve results similar to mine or anybody else's, in fact no guarantees are made that you will achieve any results from our ideas and techniques in my material.

## Table of Contents

About The Author .....	4
Introduction .....	5
Step 1 – Finding A Hot Niche .....	6
Step 2 - Profitable Keyword and Product Research .....	8
Step 3 - Registering a Domain and Setting Up Hosting.....	10
Step 4 - Getting Your Site Up and Running.....	12
Step 6 - Marketing Your Blog .....	16
Step 7 - Monetizing Your Blog.....	18
Recommended Resources .....	20

## About The Author



Susanne Myers has been an affiliate and information marketer since 2004 and runs quite a few different niche websites.

In this short report she shares her simple 7 step strategy for setting up and marketing a new affiliate niche website.

### **Other Short Reports By Susanne:**

[How To Create Small Info Products For Affiliate Sales](#)

[Affiliate Shortcut - Traffic](#)

[How To Find A Hot And Profitable Niche](#)

Susanne is also the author and creator of [www.NicheResearchPacks.com](http://www.NicheResearchPacks.com) and [www.EasyLinkLove.com](http://www.EasyLinkLove.com)

Susanne also blogs about all things affiliate marketing at [www.AffiliateTreasureChest.com](http://www.AffiliateTreasureChest.com)

# Introduction

Welcome to the Affiliate Fasttrack. In the next 7 chapters I'm going to share my strategy for setting up new affiliate niche sites with you. You can easily accomplish the tasks in each chapter in an hour or so. This means that if you set aside one hour per day, you could have a new stream of passive income set up in a week.

If you find this information helpful, you're welcome to share this report with others.

## Share The Report

You MAY sell it, AND give it away.

However, this report may NOT be altered in any way!

What CAN You Do With This Awesome Report?

- Tweet about it.
- Blog about it.
- Post on Facebook about it.
- Add it to a Membership Site.
- Include it as a surprise bonus with your own products.
- Send it to your list.

Most of all though, I hope you will take a few hours this week to implement what I've shared. You could have a new website and a new stream of income up and running in less than a week.

Warmly,

Susanne Myers

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

# Step 1 – Finding A Hot Niche

Welcome to the Affiliate Marketing Fast Track. In this short report I'll walk you through the seven steps I take to enter a new niche and set up a simple little website or blog in it.

Follow right along and if you implement just one step per day, you'll have your own niche site up and running in less than a week. By the end of the report you'll start to get traffic to it and may even make your first affiliate sale.

Let's dive right in and talk about finding a hot niche. When I first got started with affiliate marketing, and built my first 2 or 3 websites, that's the first big mistake I'd make every single time. I would just start building sites on something that was on my mind without considering the traffic, the income potential or even what type of products I'd promote.

We'll talk a bit more about traffic (profitable keywords to go after in particular) and product research in tomorrow's email. For now, let's talk about hot niches.

Hot niches that have high profit potential have a couple of things in common.

- 1) They get a lot of traffic.
- 2) They help people solve a problem or entertain them.

For today we want to focus on topics or niches that solve problems and/or entertain people.

And let me tell you from the start that websites that "just" entertain people are very easy to get traffic to, but it's incredibly hard to monetize. Think about this for a second... when was the last time you bought something from a gossip blog?

The better choice is to focus on niches that solve a problem or reduce pain. If you can be entertaining while you help people solve their problems, you're golden.

Let me give you a couple of hot niche ideas that focus on solving problems:

- Potty training your child (or puppy for that matter)
- Training your dog
- Reducing back pain
- Curing migraine headaches
- Saving money on groceries
- Reducing debt
- Losing weight

Do you see where I'm getting at here?

Take out a sheet of paper and a pen and start coming up with topics or niches where you could help people solve a problem or reduce pain.

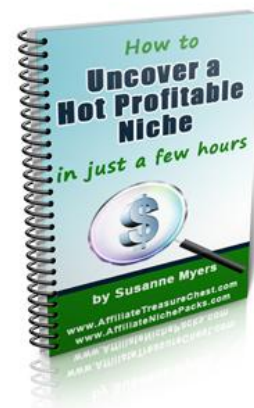
Take your time brainstorming your list and then pick the two or three ideas that sound like the most fun.

In the next chapter we'll look at keyword data and affiliate products and from there determine which one of those has the biggest profit potential.

### [How To Find A Hot and Profitable Niche](#)

If you'd like me to go into a lot more detail about finding hot affiliate niches, grab this \$7 report I've written for you:

<http://www.affiliatetreasurechest.com/findniche>



## Step 2 - Profitable Keyword and Product Research

During Step 1 you were brainstorming some niche ideas and picking your favorites. Now we're going to take a look to see if there's traffic and if there are products we can promote.

These are important steps and so easy to overlook. My husband built an entire niche site a few years ago on golf carts and golf cart accessories, only to find out weeks into the process that there wasn't a single decent affiliate product he could promote - Oops!

I don't want that to happen to you, so let's look at those three niches you're considering and do a little research. Are there decent affiliate programs you can promote?

You may want to look for them in these places:

- Clickbank.com - a big market place for ebooks and other info products
- CJ.com (Commission Junction)- an affiliate network for physical products
- ShareASale.com & LinkShare.com - two more affiliate networks
- And of course Amazon.com

Another option is to Google a product name and "affiliate program".

Once you know that there are some good products you can promote, it's time to look at traffic. We want to do a quick check to make sure people are looking for the information we want to share and that it'll be relatively easy to rank in the search engines for some of the keywords that are getting traffic.

There are a couple of different ways to do keyword research. You can use a tool like wordtracker which does all the hard work for you, or you can use the free Google Adwords Keyword tool. If you're just starting out, I recommend you start with the free tool.

Here's a blog post I wrote a while back that shows you exactly how you can use the Google keyword tool to find keywords in your niche and then how to get a pretty good idea of how hard it will be to rank for each of those keywords.

<http://www.affiliatetreasurechest.com/371/google-adwords-keyword-tool-review/>



Your assignment right now is to make a list of keywords for your niche sites and get a feel for how hard it will be to rank for them. I recommend recording your data in a spreadsheet.

From there compare the keyword data for the different niches and look at the affiliate products and how profitable they will be for you.

Last but not least decide on the niche you want to build a website in. Yes, that's quite a bit of work to do before you even built your site, but believe me, it's time well spent.

Or, if you prefer, I can do the research for you. I have put together affiliate niche packs for several hot niches. You can browse through them here:

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

You can get a niche pack for \$49. It will include all the research data you need to get up and running quickly in your new niche.

By the way, if you didn't come up with a good niche idea in step one, here's a shortcut for you. Look at the niche packs I have available at [www.nicheresearchpacks.com](http://www.nicheresearchpacks.com) .

Each one of those is hot and profitable. And if you pick up one of the niche packs, all the research is done for you already and you can take today off :)

## Step 3 - Registering a Domain and Setting Up Hosting

Now that you know exactly what niche you want to get started in, it's time to register a domain and set up some hosting. This may sound a little daunting if you've never done it before, but it's actually quite simple.

Let's start with the domain name. I like to come up with a keyword rich domain name that's pretty easy to spell and remember. This gives you two advantages. You're more likely to rank well for your main term in the search engines if you have it in your domain name. It'll also be easier for people to help spread the word about your site if it's easy to remember and easy to spell.

Let me give you some examples of good and bad domain names (some of these are made up).

### Bad domain names:

- B4birth.com (stay away from using numbers and such)
- Hillbillyhousewife.com (that's actually one of my bigger niche sites)
- Cappuccino-n-espresso-maker.com (hard to spell, n instead of "and", lots of hyphens)
- Prologger.net (would be much better to use the .com extension)

### Good domain names:

- NicheResearchPacks.com
- Babyandtoddlerrecipes.com
- Ourfamilybudget.com
- Plrtraining.com

Now it's your turn. Start with your main keyword and brainstorm domain names. I recommend you use Godaddy to register your domain at <http://www.affiliatetreasurechest.com/godaddy>

Stick to .com domains unless you are outside the United States.

Once you have your domain registered, the only other thing left to do today is to get some hosting. One of my favorite hosts is Hostgator.

<http://www.affiliatenichepacks.com/hostgator>

Their hatchling plan has everything you need to get started and will run you less than \$4 per month.

Go ahead and get your domain and hosting. Be sure to follow the direction your hosting company gives you for setting the name servers on your domain. It'll take a few hours for your domain to point to your hosting (after you change the name servers). We'll pick back up in the next chapter and work on installing a Wordpress blog on your site.

## Step 4 - Getting Your Site Up and Running

It's been about 24 hours since you registered your domain and set up your hosting. That should be enough time for everything to propagate and you're ready to get your new niche site up and running.

I recommend you use the free Wordpress software to run your site. It's powerful, flexible and most importantly easy to use.

Most hosting companies offer something called cpanel hosting and within it there's an easy way to install wordpress via "fantastico". Hostgator, the company I recommended uses this type of hosting. Assuming that's what you've got, go to your cpanel by entering your domain name followed by /cpanel.

For example, if your domain is [www.easyweightlosstips.com](http://www.easyweightlosstips.com), you would go to [www.easyweightlosstips.com/cpanel](http://www.easyweightlosstips.com/cpanel)

Go there now and log in with your username and password. Under Software and Services you'll see a blue smiley face. It will also say either Fantastico or Fantastico Deluxe.

Click on it. Select "Wordpress" from the option and then "New Installation". Leave the "install directory" option blank and enter the rest of the information. You'll be choosing a username and password, specify an email address etc.

Click "Install", review the information, then click on "Finish".

Congratulations, you've just installed Wordpress to manage the content of your website.

From here you can choose a different theme, set up categories for your site and start posting content (blog posts).

You can find quite a few good tutorials on Wordpress.org on how to do all this. They also have a huge library of free themes you can choose from.

If you'd like some more step-by-step, illustrated instructions on setting up and customizing your new site I recommend you grab this 40 page guide I put together. It's called "Wordpress Installation Made Easy".

<http://www.easyplr.com/r/getwordpress>

Once you're all done installing your new site, have fun with it. Post your first blog post, try a few themes and see how it looks.

## Step 5 - Creating A Content Schedule

Now that your site is up and running, it's time to start adding some content. I hope you took the time yesterday to become familiar with Wordpress and post your first blog post.

Today we're going to make a plan for the coming weeks and months.

### Step One - Set A Content Goal

Let's start by figuring out how often per week you're going to blog. I recommend you aim for at least 2 to 3 posts per week. Ideally you want to blog daily.

Take a minute to come up with a goal and write it down. Then post the reminder on your desk.

### Step Two - Create An Editorial Calendar

Now that you have your goal, let's come up with an editorial calendar. You can use a regular desk calendar, a spreadsheet or even a simple word document.

Let's assume you're going on all out and plan on blogging Monday through Friday. Grab a notebook and jot down the dates you'll be blogging on. Next to each day, write a topic for a blog post.

I find it helps me to focus on one particular topic or category per week. For example, if I have a parenting blog, I might write a week's worth of potty training blog posts.

I have two great resources for you to make content creation even easier.

The first is a weekly blogging calendar that you can download here:

<http://www.affiliatetreasurechest.com/1045/>

It's packed with various ideas that will help you come up with blog post ideas.

The second is a way to get better at writing content - any type of content, not just blog posts. It's a course called Better Content by Alice Seba. I'm going through the course right now and am loving it.

<http://www.affiliatenichepacks.com/bettercontent>

### **Step Three - Get Ahead Of The Game**

Last but not least, I suggest you get ahead of the game with your blogging. Let's face it, things happen and there will be days when you either don't get around to blogging, or just don't feel like it. For those days, I like to have some blog posts ready to go.

It's very simple to do with Wordpress. You can write your blog posts and then either save them as drafts, or go ahead and publish them at a future date (this is called scheduling).

I regularly schedule blog posts ahead of time when I am traveling, on vacation or know I'll be super busy that day.

I also keep 5 to 10 blog posts ready to go in draft mode to use on those days I didn't expect to be too busy to blog.

A great goal is to write just one additional blog post per week. Now go sit down and create your editorial calendar for this month. Then write today's blog post (and maybe even an extra one).

In the next chapter, we'll cover some tips for marketing your new niche blog. There are quite a few simple things you can do to get traffic and readers to your site.

## Step 6 - Marketing Your Blog

In Step 5 we talked about getting content on your blog and you know have a content plan for the coming weeks and at least one or two blog posts on your site. That means it's time to go out and market your site.

One of the biggest mistakes I made with my first few affiliate sites was to build them and then expect people to just magically find them. That's like building a store out in the middle of nowhere and not even bothering to build a road to it, let alone set up some signs.

Marketing your blog means going out there and telling the world about it - so they can find you. There are a million and one ways to market your online business. I'll get you started with 7 quick ideas here:

**Blog Commenting** - Find a few popular blogs in your niche and start to comment on them regularly. Provide good content in your comments. Your username should link back to your new website.

Caution - do not link back to your site directly within the comment. It's considered rude and spammy.

**Social Bookmarking** - Submit your home page and individual blog posts to popular social bookmarking sites like stumbeupon.com, reddit.com, dig.com, and delicious.com.

**Forum Participation** - Find two or three popular forums in your niche and start participating. Answer questions, be helpful. If possible link back to your blog or niche site in your forum signature.

**Social Media** - Tweet about your blog posts and other interesting things in your niche as you come across them. Use facebook the same way. I recommend you also spend a little time each week to find new friends and followers in your target market.

**Article Marketing** - Write a short 400 word article and submit it to some of the popular article directories like Ezinearticles.com, Goarticles.com and Articlebase.com. If you are a female writer, Ladypens.com is another great option.

Link back to your site in the author resource box of your article.



**Guest Blogging** - Go back to the blogs you're already commenting on and see if the owner would be interested in a blog post by you. These posts are similar to article marketing and again will include one or two links back to your site.

Speaking of Guest Blogging, my friend Nicole Dean has a great guide on the topic. Here's a review of her guide:

<http://www.affiliatetreasurechest.com/305/nicole-deans-blog-tour-guide-a-review/>

**Videos** - Create a short video where you share a tip or show your audience how to do something in your niche. Upload the video to youtube.com

Now that you have my list of 7 marketing strategies, I want you to pick at least one of them and get to work on it this week. Write and publish an article, spend 15 minutes a day commenting on some blogs or participating on a few good forums.

Pick a marketing strategy and get comfortable with it. Then come back to this list and add another one to the mix.

Ideally you want to spend about 20% of your time adding new content to your site and 80% of it on marketing tasks.

For more tips on getting traffic to your affiliate website, grab a copy of my report "Affiliate Shortcut - Traffic".

<http://www.easyplr.com/r/gettraffic>

In the report I share a few different strategies I've come across over the years that allow me to get free traffic to my affiliate websites from day one.

## Step 7 - Monetizing Your Blog

Can you believe it? We're on the last step in this seven step process. By now you know how to choose a niche, pick some good keywords, register a domain, set up hosting, install Wordpress to manage your new affiliate website, get content posted to it regularly and most importantly go out there and market the site.

There's only one thing left to discuss - monetizing your website.

### **Banners and Buttons**

One of the easiest things you can do is simply look for some graphics of the product you are promoting and then plugging them into the sidebar of your blog. This is easily done via the sidebar widgets in wordpress.

Unfortunately it's also one of the least effective ways to make affiliate sales. With that said, it only takes a few minutes to add a button or banner to your site so it'll be worth the effort even if you only make a handful of sales from it.

Go do that now, then get back to this email.

### **Product Reviews**

Another great way to promote affiliate products (both physical products and information products) is to review them. You can start out with the features and benefits of the product, and then move into sharing your personal experience. What did you like about the product? What did you love? What did you hate? Don't be afraid to include some drawbacks. Your readers will appreciate your honesty, feel that they can trust you and will thus be more likely to buy.

Here's a great example of a review blog post:

<http://www.affiliatetreasurechest.com/305/nicole-deans-blog-tour-guide-a-review/>

## Personal Recommendations

My favorite way to promote affiliate products is as a personal recommendation in some good content. I like to write an informative blog post or article and then include a recommendation at the end to learn more.

With that said, I would like to invite you to take another look at the Affiliate Niche Packs to find some awesome affiliate products to promote in your niche and get keyword rich content ideas. Each pack also includes 30 day marketing plans with simple action items you can do to grow your site and get more traffic to it.

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

I have enjoyed this short report on building a new affiliate niche site and have found it helpful.

To your success,  
Susanne Myers

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

## **Recommended Resources**

Last but not least, let's look at a few resources that may come in handy. I've mentioned most of these throughout the content of the report but there here again for easy reference.

### **[How To Find A Hot Niche](#)**

Don't waste your time on a niche that won't be profitable. Follow this step by step system to discovering a hot and profitable niche.

<http://www.affiliatetreasurechest.com/hotniche>

### **[Niche Research Packs](#)**

All the research and hard work done for you. Each niche pack includes affiliate products you can promote, domain name suggestions, article and blog post ideas and of course all the keywords you'll need to build a niche affiliate site.

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

### **[Wordpress Setup Made Easy](#)**

A short illustrated guide that will walk you through each step of setting up your own wordpress site, customize it and get started adding content.

<http://www.easyplr.com/r/getwordpress>

### **[Easy PLR](#)**

The best PLR out there... Quality articles, limited quantities – Get Yours Today

<http://www.affiliatenichepacks.com/easyplr>

### **Easy Link Love**

Link building made easy with this 13 week course.

<http://www.easyplr.com/r/getlinks>

### **Affiliate Shortcut – Traffic**

Find out how you can set up a new affiliate website that gets SEO traffic IMMEDIATELY.

<http://www.easyplr.com/r/gettraffic>