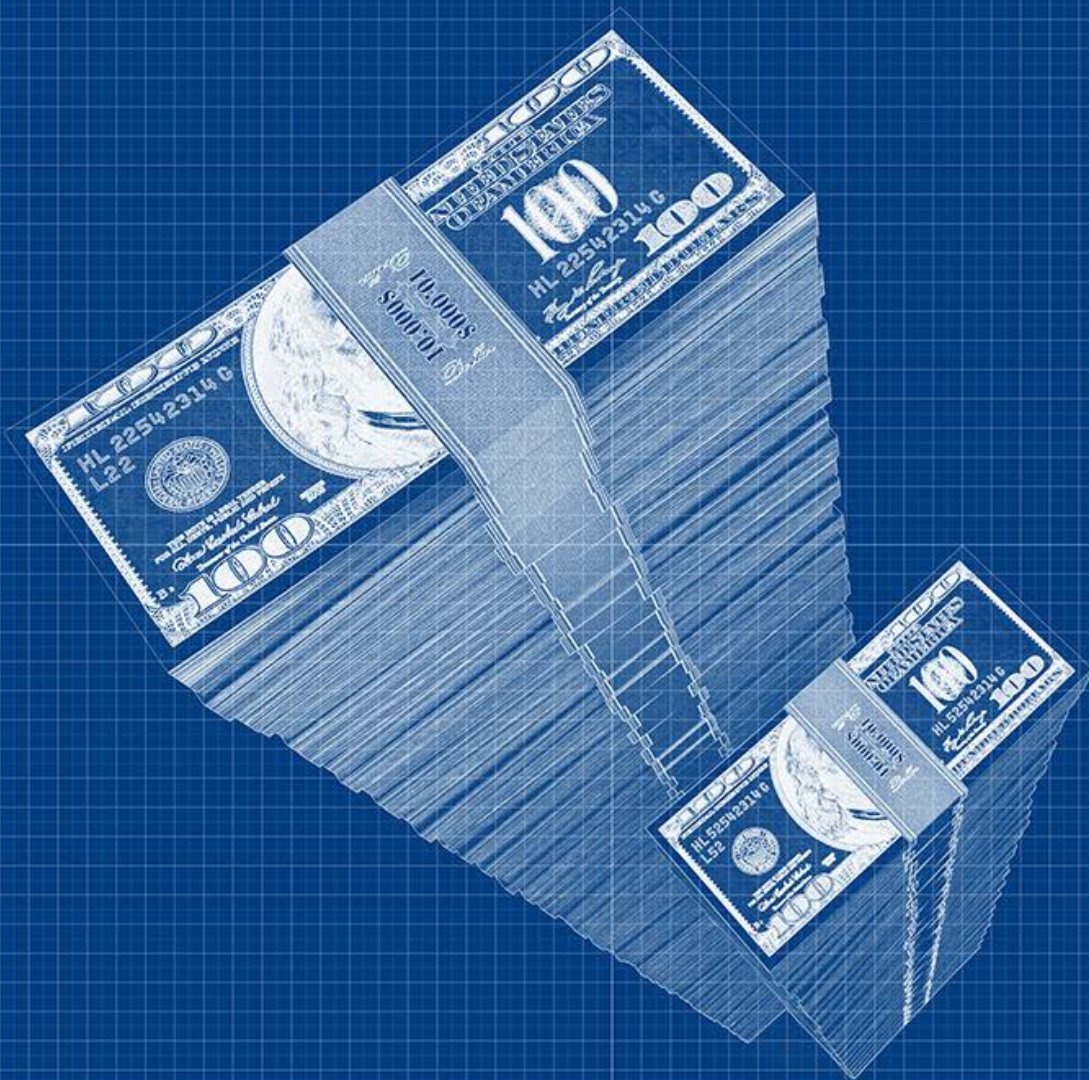


# How to Make Your *First Sale Online*

A Complete Blueprint Showing You How to  
Make Your First Sale Online No Matter Your  
Experience Level



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# **First Sale Blueprint**

## **How To Make Your First Sale Online**

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

Introduction: How to Make Your First Sale Online Step By Step

Step 1: How To Pick A Niche That Will Make You Money

Step 2: How To Pick Your Products To Sell

Step 3: Start Your Website

Step 4: Position Content on Your Site to Maximize Sales

Step 5: How to Get Motivated Buyers to Your Site

Step 6: Free Webinar – The Proven Formula For Automated Sales & Leads



## How to Make Your First Sale Online Step By Step

There are a lot of get rich quick guys selling you their courses online these days who attempt to guarantee you'll go from rags to riches so fast it will make your head spin.

But guess what really happens?

Those "gurus" get rich selling those people courses and 2, 3, 5 or more years later those people are still doing what? Yes, you guessed it, buying courses.

You know it's true. Otherwise, people would just go buy one course, one time, get rich and that would be the end of it.

But that's not how some of the "gurus" make their money!

A lot of them get rich by the same people buying multiple courses.

You know this is true too. Why do you think you see the same gurus with a new course each year or 6 months? Because they sold their email list and their JV's (joint venture partners) email lists their course that didn't work and now they need to sell them the next silver bullet. (I should note that not all people create course after course just to get people to keep buying more useless courses from them. There are some people who create many courses covering different areas that will really help you get to the next level, you just have to be able to tell the difference.)

Let's get one thing clear right here and now!

There is no big red button on the internet that you can push, money spits out and you're now driving a Lamborghini or Ferrari.

If there were, they dang sure wouldn't be selling the information on how to do it for \$97, \$997, \$1,497 or even \$10,000. Why would they when people would line up to pay half of what they make for the first 5 years.

If it really worked the gurus would have legions of people each making them millions per year, but they don't.

So, why don't they?

Because most of what they're selling is just the same old thing rehashed to look new.

## **Ok, So What's Different About What You're Doing?**

That's a very fair question.

Here's the answer.

1. We're not selling you anything, you already have this report in your hands.

All the information is included below at no charge.

Yes, you can leave your wallet in your pocket, it's all right below and it's all yours.

2. We don't get rich selling you courses. We make the vast majority of our money selling products and services just like we will show you how to do.

I.E. This works because we do it every day ourselves.

3. The majority of what we will show you how to do can be done for free or on a very, very limited budget. I mean, were talking less than \$100 all in.

Sure, you can speed things up quite a bit if you'd like by spending maybe \$200, but that's it.

No need to spend thousands or tens of thousands of dollars. \$100 or up to \$200 to speed it up and you're done.

Just compare that to a fast-food franchise.

It's reported in the 'McDonalds Franchising FAQ's' that the average McDonalds franchisee will spend between \$1 million to over \$2 million dollars to open up one location.

Then as reported in 'Mashed' the average McDonalds owner only makes \$150,000 per year.

You might say, well, that's not bad.

But look, they had to put up as much as \$2 million, then they have to work there every day, doing the books, scheduling, fixing problems etc.

Basically, they just spent \$2 million to buy a job!

## Here's What We Are Suggesting You Do...

What we will show you below is how to build a solid business online that you can start today, there are no excuses why you can't, and possibly be seeing your first sales come in in as little as two weeks to one month or maybe a little longer (depending on which traffic solution you choose to implement).

Those are choices you can make once you see the strategies below.

We are not promising you a dang thing. You will have to show up. You will have to follow the steps. If you do, there is no reason you can't succeed. If you don't then you most certainly won't.

**Disclaimer:** The following is for educational purposes. We make absolutely no promise of earnings or financial gains. Every person's results will be in direct relation to their efforts.

But that's how life goes isn't it?

If you didn't show up for your sports after school, you didn't play on Saturday, did you? Nope!

If you don't show up to a job, you get fired, right? Yep!

There is no difference here.

It's 100% up to you.

Yes, we will show you the way, but you must walk the path.

We only have one question.

*Are you ready?*

If yes, please continue.

## The Overview

Below we'll discuss the 30,000-foot view of what you'll be doing. This is a very brief and general overview; however, it will give you an idea of the sections to come.

Without question the fastest, easiest and lowest cost method to begin bringing in income online is affiliate marketing.

With affiliate marketing you simply find companies that want help marketing their products and are willing to give you a commission for every new sale you send them, and some pay on recurring sales as well.

You promote them to your audience via your website, videos, email list or even other companies' websites and get paid.

### **The Reasons Affiliate Marketing Is Easier, Faster And Costs Less Are**

1. You don't have to create your own product which can take quite a bit of time and depending upon the product, can cost a considerable sum as well.
2. Money loves speed! With many affiliate marketing agencies, you can apply to market all the various products of the companies they represent and be approved on the spot or within just a couple of days.
3. You don't have to be a creative type of person and put days, months or even years into creating your own product(s). You can literally select the products that fit with your audience and have them up for sale in minutes or a few hours depending on many variables.

But definitely not weeks, months or years which makes affiliate marketing the easiest way to start.

4. You don't have to deal with customer service, all the returns, employees, getting office or warehouse space or any of that. The companies who make the products do everything for you and all you need to concentrate on is marketing.

### **How Will You Get Traffic?**

This is what most people consider to be the hard part of marketing.

So, we will take the hard part and make it easy for you.

In the traffic section we will detail multiple ways that are called free traffic methods. The reason we say they are 'called' free traffic methods is that no traffic method is truly free.

You either pay for it with a currency such as bitcoin or money or you pay for it in return for the hours of time you spend generating it. I.E. If you don't pay money for it, the

free traffic will take your time to fulfil the steps required to generate it. Nothing is actually free, you spend your cash or your time, one or the other.

However, this being said, most people including ourselves would rather spend a little time to test out a free traffic source than to spend money and lose it if the traffic source didn't pan out the way we thought it might.

This can be especially true and painful with PPC (pay per click) ad campaigns. In order to test them you really need a minimum of a \$100 daily budget and several days to test each change.

They can add up pretty quickly and before you know it you're blowing through thousands of dollars.

The 'free' traffic solutions we will show you are easy to implement, and don't take a lot of time to test.

We say test because, one traffic source that worked really well for you on a different product may not work very well if at all on your new product venture. You have to test it and see how well it converts. Just to be clear: a conversion is when someone performs the desired action you want them to.

Such as, you have an opt in page to collect email addresses to build your list. The person gives you their email in return for your free gift of a special report you wrote and allow them to download.

They converted. Or, they are a conversion when counting them as a part of the total group of conversions.

The same is true when they buy your product, they are a conversion.

The traffic sources that we will give you all convert very well for different purposes, most of this will become self-evident later on.

So, without further ado let's dive right in.



## **Step #1: How To Pick A Niche That Will Make You Money**

This is truly the first step. Without this, none of the other steps below really matter.

In this first step there is an 800-pound gorilla in the room that we must address just as much as, what came first, the chicken or the egg?

The chicken and the egg analogy for marketing of almost any nature is: which do you go for, a niche (or market) that you love and maybe even have experience in? Or, the niche that's going to make you the most money?

Here's what we mean. You may love cloud gazing where you look up at the clouds and see how many things (shapes) you can see in them, such as you see clouds forming a face, a dog, a shark or what have you.

You love this niche; you could write about it for days on end. But how do you monetize it (make money with it)? There isn't anything to buy that you can sell on your site except maybe an info product where you write a book on how to do it and sell that.

Sure, info products can make you a lot of money. But, then you have to ask a question. How many people are actually in my niche and how many of them would be willing to spend \$47 on an eBook on the topic?

On the other end of the spectrum, let's say as an example, you pick a niche in one of the following areas; child rearing, make money online, home décor, how to fix XYZ (XYZ could be cars, boats, repair clothing and more).

These are not all the niches to choose from, in fact they are far less than 1% of the niches you can choose from.

However, what they all have in common is that they all have people who want to buy products in that niche. They are all super easy to monetize.

The thing is, maybe you don't love any of those niches or don't know anything about them at all. So, you may not be interested in them or lack the confidence to promote them because you don't know anything about them.

### **So, Which Do You Do?**

How about if you first see if you can do both and if not go for one that seems pleasant to you and that you'd like to learn about, but that you can monetize the heck out of.

Here's the logic.

If you can find a topic that you have a decent interest in, such as how to prepare for any test in school or college (we know, that may be the last thing you have interest in, but just bear with us, ok) that also has tons of monetization methods and products to sell, then you'll be a happy camper.

It's something that you like, and it makes money.

### **If Not, Go For The Money!**

Here's why.

Let's say that there is NOTHING that you like that is easy to find products to promote in that niche.

This would be hard to believe because there are so many niches out there that it's crazy, but for argument's sake, there isn't one you can find.

Fine, then what you need to do is pick a niche that you feel you'd like to learn about, or that at the least would not bore you to tears that can make you a lot of money and do that.

Why?

Because at the end of the day it's called affiliate marketing, not affiliate hobby.

You're here to make money, end of story. So, pick a profitable niche and run with it.

Now, what about competition?

Well, unless you pick something that is truly obscure, you're going to have competition no matter what you do.

However, those obscure niches are hard to monetize and don't have enough people in them to market too. So, why bother. Remember, you're a marketer, you're here to make money.

Spend a few hours or even a full day deciding on what niche you want to go after, because unless you sell your business, you're going to be in that niche for years. So, take a little time to figure it out. But, if it takes you more than one day, you're playing around and need to pick up the pace.

Money loves speed, so get going.

If you need help picking a good niche, you can do a simple search on Google to find lists of the most popular or profitable niches. You can of course just pick one of the top niches, but there is sure to be a lot of competition in that niche.

So if you find a list of, say, the top 50 niches... you might be better off taking a look at niches outside the top 10.

Or perhaps you can refine your search and use the search term “low competition niches” or “profitable niches with low competition.” That should give you plenty of niches to explore that might not have the biggest market, but will certainly be easier to get started in and making money quickest.

The next step is...

## Step #2: How To Pick Your Products To Sell

There are so many offers you can sell as an affiliate that your mind will be blown from the variety.

If you think about it, it makes sense. If you have a company that wants to sell a whatever widget and you can get people all over the world to sell it for you and all you have to do is give them a cut once they make a sale, it's a no brainer.

You don't pay them up front, only when they perform and make a sale or cause a conversion of an action you want to have happen like someone signing up on their email list.

Two of the easiest ways to find affiliate offers is just to type in your niche followed by affiliate into Google, such as "jet ski affiliate."

You'll find several places that would love to have you sell their jet skis.

However, by far one of the easiest types of products to sell and promote are digital products, such as info products, ebooks, courses, online training, and software. These are best to get started with because commissions are higher and you make more money. The creators don't have to keep the product in stock since it is all digital, so they can pay you more than physical products would pay out.

Don't worry, you don't have to write eBooks or create courses if you don't want to. Instead, just head on over to an affiliate platform called [Clickbank.com](https://clickbank.com).

It's got to be the easiest affiliate platform to start with, anyone can join, you don't even have to wait to be accepted. You join and you're in, simple as that.

Once there, go to the marketplace (link is at the top of the page), and in the search box type in your niche or keywords that surround your niche and you'll get back things that should be pretty close, if not spot on.

Once you find products in the niche you picked, you'll see a lot of information that might be confusing at first, but we'll break it down for you here.

First, you'll probably see some product info from the owner of the product, along with a link to a page with affiliate tools and a contact email address. You'll need both of these eventually, so make note of this.

Let's look at the rest of the product listing so you know what you are looking at.

The screenshot shows a product listing for 'Profit Maximiser'. It includes a description, affiliate page link, support contact, and key performance indicators. Red arrows point from text labels to specific data points: 'Average Per Sale' points to 'Avg \$/conversion \$85.92', 'Recurring Profits' points to 'Recurring \$/rebill: \$32.54', 'Initial Sale' points to 'Initial \$/conversion: \$16.07', and 'Gravity' points to 'Grav: 20.19'.

**Average Per Sale**

**Profit Maximiser (view mobile)**  
Affiliates - 1 In 7 Conversions - Sells Like Crazy! Proven Product With Multiple Upsells. Shows Users How To Cash Out \*risk Free\* Casino / Bookmaker Bonuses.  
Affiliate Page: <http://profitmaximiser.co.uk/page/affiliates....>  
Affiliate Support Contact: support@profitmaximiser.co.uk

**Recurring Profits**

**Initial Sale**

**Gravity**

Avg \$/conversion  
**\$85.92**

**PROMOTE**

Add To Favorites  
Vendor Spotlight

**Stats:** Initial \$/conversion: **\$16.07** | Recurring \$/rebill: **\$32.54** | Grav: **20.19**  
Cat: **Betting Systems : Football**

- Gravity – The higher the gravity rating the more sales by affiliates have been made on that product. This can tell you whether the product may be a stud or a dud. If the gravity is close to zero, this means there haven't been a lot of sales by affiliates recently. This doesn't necessarily mean the product won't sell well, since it only takes sales by affiliates in the last 12 weeks into account.
- Initial Sale – This is how much you earn in commissions for all offers in the product funnel (front end product and all upsells), but does not include potential recurring sales.
- Recurring – This is important because not only does it show how much you can make on recurring sales, but can help you pick only the products that have a

recurring aspect of their product. This means you do the work once, but keep getting paid. If all else is equal, go with the product with recurring profits.

- Average Per Sale – This is how much the average sale is worth. It takes everything into consideration – the front end sale, all upsells, and all recurring sales. Basically, each customer you send is worth this amount on average.

But these aren't the only things you need to look at when picking your product.

What you should do next is to look at the sales letter and see if you'd buy this product to solve your problem or not.

See if it's solving a major problem in your niche, or at least claims to be doing so.

When it comes to the actual sales page, there are a few things you should look for:

- Load Speed – The first thing you need to make sure of, and this isn't the only time we'll talk about this, is how fast does the page load. Does it load right away, or does it take a few seconds for it to load completely? Do the images take too long to load? A few seconds may not seem like very long, but you only get a few seconds to grab the visitors attention. If it takes too long to load, it doesn't matter how good the sales page is. Nobody will stick around long enough to see it.
- Appearance – Does it look professional? Or does it look like its from 1998 and was thrown together in about 5 minutes? No, appearance isn't everything, but it goes a long way towards the credibility of the seller. If it looks like a cheap website, they'll think it's a cheap product and not worth their time or money.
- Headline – Does the headline grab your attention? Does it hit on the major issue people in that niche are looking for help with? And does it hint at a solution to that problem? This is important and goes back to what I talked about above. You only have a few seconds to get their attention, and the headline is the best way to suck them into the sales letter.



- Call to Action – Scroll down towards the bottom where the order button and call to action is. Do they do a good job of closing the sale? Do they recap everything the customer will get and how it will help them? Do they give a money back guarantee? All of this matters – having a strong call to action is just as important as having an attention grabbing headline at the top.

Of course, you'll want to read through the entire sales page to familiarize yourself with their sales pitch. It will help when you put your sales material together, but we'll talk about that later.

Once you've determined that the sales page addresses everything above, and you're sure it will address the problems people are looking to solve, ask the seller for a review copy of the product. Use the email address in the product listing, or you can check the affiliate details page if they link to one. They might have product review info there.

They may want to see your site. Because you're new and don't have much of a site yet they may turn you down. So, it's best to tell them "I'm new to affiliate marketing, here's how I will promote your product" and then ask. They might say yes.

If not, it's not the end of the world. You can either purchase a copy yourself (this might be a good idea anyway, so you can see their whole sales process) or you can do a Google search for reviews of the product, and see if that helps get a good idea what the product is about. This will also help you check on the competition, since these reviews of the product are likely promoting it as an affiliate as well.

This should give you a good idea if this will be a good product to promote, and you'll have a good idea of how much money you'll make per sale.

Now it's time to move on to the next step and start getting your website and sales material together.

Pro Tip: If you are not already very familiar with the niche you picked, take some time to visit forums and Facebook groups where your target audience hangs out to see what they are talking about. Pay attention to problems that frequently get discussed, pain points, and how they are dealing with those. When picking which product to sell, make sure the sales letter addresses the problem and presents a solution in a way

that would appeal to people in those forums and groups. If it does, you know you have a winner on your hands.

## Step #3: Start Your Website

This step is super easy, but there are a few things you should know whether you're a beginner or a pro. If you already have a website, you should still read this section.

We are not going to teach you how to build a website in this guide. There are literally thousands of free videos online that will cover every step of the process for free.

Plus, websites and the preferred methods to build them are changing every single day. Whatever we wrote here today could be obsolete in a month or two. So, just Google how to do it or go to YouTube and you'll find tons of stuff.

And, if you don't want to build it yourself, you can hire someone for about \$100 and it's done.

So, what we are going to do instead is give you a checklist of all the things you need to consider and incorporate into it before you build it.

### Your Website Checklist

Here are the things that we would suggest you do and why.

1. Build a WordPress website that you own and host.

Yes, there are all these website builders out there. Forget about them. If you build it on their platform, they own you and can control your business. When you own your own site and simply lease hosting, you are in control, not someone else.

If you're on a platform, when the platform raises their rates you pay. If you want to leave them and move your site, you can either forget about it or it will cost an arm and a leg.

When they make a rule change that benefits them as a corporation, you have to follow it whether it makes good business sense for you or not.

Trust us, you need to own and be in control of your own destiny, don't put it in other people's hands.

Pro Tip: The best WordPress Theme you can use is [OptimizePress](#). It is incredibly easy to use, and features a drag and drop editor so you can completely customize the look and feel of each page of your website. You can get it here: <http://mikesteup.com/optimize-press-fsb>

2. When choosing your domain name be as short and sweet as possible. There is a reason that Twitter, Facebook, Nike, Apple and more are all one word or a combo of two made into one like Facebook.

If you plan on building a brand, you need a simple easy to remember name.

Don't be too specific. It may seem like a good idea to go with the name Jet Ski World, but trust us, Water Sports World is far better.

This way you can have a section on jet skis, but you're not limited to them. As your site becomes a success, you can expand into water skiing, speed boats, diving, parasailing and much more.

The thing to think about is, if your one category of jet ski's that you start out with becomes successful, why would you want to have to go build another site and start all over again just so you could add boats or diving.

Make the site broad like Water Sports World, start with one sub-niche like jet ski's and build out your jet ski section to a nice robust section before you go into the next sub-niche. Focus, don't be all over the place.

3. Make sure you get [fast hosting](#). That is one of Google's main ranking factors now and as you already know, no one wants to wait for your pages to load. A fast website is essential these days, especially on mobile.

4. Must be mobile responsive. So many of your visitors will come from mobile devices such as phones and tablets that is more important than ever to make sure your website will display properly on all devices. Luckily, most WordPress themes these days are responsive by default, so you shouldn't have any problems here. But you will want to test your website on your phone and tablet if you have one to make sure nothing looks off. The most common problem with non-responsive websites is text will get broken up and it will be difficult to read. Obviously, this is a huge problem so be sure to

check this. The [OptimizePress](#) theme I just mentioned is completely mobile response, so you don't have to worry about anything there.

This is the hosting that we suggest: <http://mikesteup.com/hosting>

## **Step #4: Position Content on Your Site to Maximize Sales**

Now that you have a website and a product to sell you just need a few more elements and you'll be ready to go.

We will cover how to get targeted traffic to your website in more depth in the next section, but by default you will get traffic from the content you will have on your site from Google once it starts to rank in the search engine.

You will need two kinds of content for your site – and below we will discuss how to write content to bring in free traffic and how to write review articles that in many cases can also rank and bring in free traffic if you know what you're doing.

### **What Is The Difference Between An SEO Article And A Review Article?**

A review article is where you review a product or service with your affiliate link there guiding them towards a purchase.

An SEO article is written with the reader in mind. You're doing whatever it takes to provide value to the reader, answering questions that they have Googled.

The review article is answering their questions about a product or service you'd like them to buy, and the SEO article is answering a question they Googled that relates to your industry.

They can both bring in traffic. The review articles traffic getting method is to get in between buyers and the purchase.

An example would be, you have a surfing site, and the biggest brand launches their new surfboard called The Wave Master.

You write a review called The Wave Master Surfboard – The Definitive Review!

You write a nice 2,000 word review article that really helps them make up their mind if this is for them or not.

You got in between the sale and the buyer.

They already knew they wanted that board, but wanted to see a real review about it to justify their position and to make sure they weren't going to make a bad purchase.

They actually searched for: The Wave Master Surfboard Review.



Why? Because they already know they want to buy it.

They land on your review and maybe you offer them a bonus if they buy through your link (we'll talk about that in a bit). They do so and you get the commission.

You got between the sale and the customer and facilitated them coming together.

That's how review pages work when they are at their best.

An SEO page is where someone Googles: How To Wax My New Surfboard?

You write a killer 2,000 word article about how to wax surfboards, they love it and you might have an affiliate link to Sex Wax or another top board wax or you might just have ads that they click on and you get paid (such as Google AdSense).

You can also then say, see my review of The Wave Master here and link to that as well.

This type of page brings lots of surfing traffic to your site and is rather necessary.

You see, Google has said that it does not want every article on your site to just be a review page. They want you really helping to answer the questions people query.

### **The Secret To Google**

Let me tell you the secret to Google that most never understand.

Google doesn't care about you or your website.

This may sound a little harsh, but it's the truth.

Google only cares about the searcher. The person typing in queries into their search engine.

Why?

Because that's who pays Google. In the years from 2017 to 2020 80.5% of Googles revenue came from advertising.

So, all those people searching for this and that who click on an ad on the SERPs (this is just short for Search Engine Results Page – where your website will be listed after a search) or on a website are the people Google cares about.

As such, Google wants all their searchers to be happy.

When your site does things that make the searcher happy, Google rewards your site with higher rankings in the SERPs, it's just that simple.

What are some of Google's key metrics that it uses to determine user satisfaction?

There are over 200 according to Google, but here are a few of the main ones.

### **The Positive Google Metrics**

1. Dwell time. The amount of time someone spends on your site vs other sites vying for that same keyword.

2. Pogo sticking. This is also part of dwell time but encompasses other pieces to form the full metric.

If you search for a topic and the first result doesn't answer your question, you go to site (result) #2. If that stinks you go to result #3 and #4 or #5 until you find a result that satisfies your needs.

So, let's say your site is #5 and everyone stops searching after landing on your site. They jump from site to site on results one through four which is called pogo sticking and then they land on your site and stay.

Google then knows that your site is giving them the information they were after. Google now moves your site to number one or two and further tests you against the top three.

3. Site speed. How fast your site loads is a big metric for Google. There are several site speed testers out there, one of the ones we like is: <https://gtmetrix.com>

You can deep dive and figure out exactly what you need to fix to speed up your site with the information they give you.

### **The Negative Google Metrics**

Here we are just going to cover the main negatives that really affects you.

1. Google does not like it when every page on your site is reviewing and selling a product. They also don't like it when your review pages are just the sales page of the product broken into chunks and pasted on the page.

Google wants you to give original content that does what? Genuinely helps the searcher. Less than half of your pages should be review reviews. The rest should be content designed to give your visitors valuable information (and link to your review articles) and make Google rank you higher in the search rankings.

Google wants to see that your site is providing value to the searcher. If it is, Google will reward you with better rankings, if not, it won't.

2. Sites that jump while loading. You know the ones, you open it, attempt to click to go to the next page or click a link and the page moves so you click an ad instead. Yeah, Google released an update saying that will now be penalized.

But the big sites like MSN etc., may not care because people just go there anyway without searching. The extra clicks on ads from the page load jumping makes them a lot more money. We're sure they're weighing that right now.

However, for small sites, make sure your site doesn't jump.

3. Duplicate content. Google doesn't want to see sites just copying content from other sites

This means you can't just copy whole sections of the sales page for the product you are writing a review for, or copying content from another site that reviewed that product, Google will definitely drop you down in the search rankings if you do that. At the very least, you'll want to rewrite that content in your own words.

### **The Basics Of Writing An Answer Page Or SEO Page**

1. Always start with a great headline that contains your main keyword posed in the form of a question if possible.

Why?

What do the majority of people do with Google? They make queries (ask questions).

2. Make sure that all of your sub-headlines ask questions and that they are all very tightly related to your main keyword or the topic of the page. Google and their searchers would much rather have a page that covers one topic well than one that jumps all over the place not really staying on point.

3. Under your main headline and all sub-headlines do one thing. Make sure that you answer the question that the title or sub-headline(s) posed.

4. In a few of your answers tell them that you have a solution to their problem and then link to your review page that's reviewing the product that solves that particular challenge.

The benefit of these types of pages is that they bring in a lot of traffic to your site. They will take 6 to 8 months to fully rank, with some ranking sooner and some later. But then you'll have floods of traffic coming to your site every single day for free. You're kind of playing the long game with this kind of content, but once the traffic starts coming in, you'll realize it was worth the wait.

Plus, because this traffic was searching for a solution to a problem, it is buyer traffic. And that's the best kind of traffic you can get.

### **The Basics Of Writing A Review Page**

1. Write a headline that makes a big promise to solve the problem that the person has. Make sure it has the main keyword in it. Then simply ask if that product solves it. And say, we didn't know either so we tore it apart at the seams to find out and here's what we found.

Write a sub-headline that empathizes with them in regard to how bad the problem is and then tell them again in a different way that you're going to get to the bottom of it and see if this product works or sucks.

2. Then, write a very honest, thoughtful review of the product where you go over both its pros and cons.

You can generally get this information from the company or have them send you a checking/review copy so that you can dissect it.

If they won't do that and don't have enough information online about their product you can buy their product or go find another product to promote.

If there's one product out there on the topic, then there are likely more.

Be sure to just be 100% honest.

It's perfectly ok and actually advised to have a few reviews on your site where you say that after reviewing this product you would not recommend that they buy it.

You can then tell them that because this product was not up to par and you need to provide them a solution that you reviewed a different product that doesn't suck and then link to that review.

In that 2<sup>nd</sup> review talk briefly about how you reviewed this other product that didn't cut it and link to that review.

The people landing on the second page just straight from Google will enjoy knowing that you did the first review, and it didn't work and love the honesty.

No one wants to read a review page and feel like they are being sold. So just do the opposite of what most people do and that is, tell the brutal honest truth.

People will respect it and buy through your link because of it.

3. If you have the rights to other products that help the product you're reviewing solve the problem better, faster or cheaper then offer them as bonuses when they buy through your link.

If your bonuses have little or nothing to do with the main product then don't offer those bonuses.

Instead create your own special bonus.

Create a little 3 page to 7 page report that gives them the secrets to using this product effectively so that they get the most bang for their buck and the best results possible.

Make sure your bonus is 100% related to helping the thing they bought, solve their problem.

This will strongly encourage them to buy through your link because you're giving them something specific to their needs, not just some random eBook.

Use this as your CTA (Call To Action) along with a bold guarantee such as; I believe in this product so much that if you're within their stated guarantee offering and they don't refund your money, I'll refund it out of my own pocket.

The chances of them not refunding if they follow the refund rules is incredibly rare, maybe one in millions. Plus, if they bought with PayPal or a credit card, they protect them anyway.

However, taking all the risk on you and taking it all off of them really helps people feel confident making the purchase.

Another great closing tactic is if the company will give you a percentage off coupon so that they get the product from you at a discount.

You'll have to ask them, some will do it and some won't. But, having a best price guarantee also helps get those link clicks.

You can say that it's only available for the first 100 buyers. Then in fine print say the first 100 buyers each day. And then of course honor that. If you make more than 100 sales in a day you can't give it to them. Then move it up to the first 250 buyers.

A CTA is all about asking for the order. When you can give them super solid reasons to order now through your link, they will.

### **Where To Find Keywords**

The best tool for keywords is aHrefs.com, however, this will run you about \$100 per month.

It's the best, there is nothing else like it, but it does cost a little to use it.

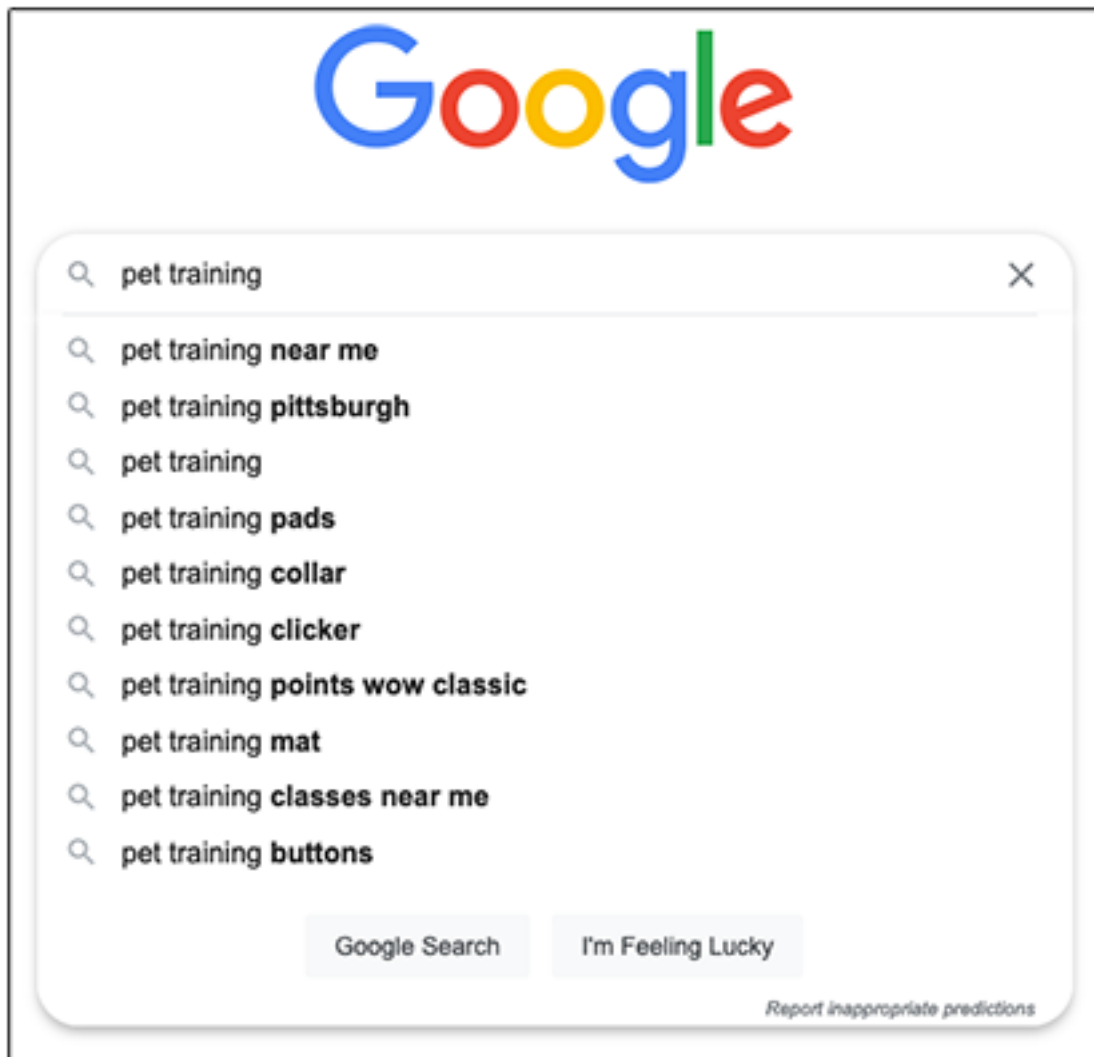
They do have a free 7-day trial. You could plan out all of your keyword needs and then crank out enough to last for a year in just those 7-days.

However, you're going to have to spend a little to make your business successful and this is one of the things you should get.

If you don't use that tool, then Googles auto suggest function works pretty well. The big drawback here is that you won't know how much search volume that keyword gets or its competitiveness.

To use the auto suggest just begin typing your keyword into Google and Google will start to automatically suggest other keywords that are related to yours.





That will get you a few to start with.

Then, you can enter your keyword plus a, b, c etc.

Like this:

Pet training a

Pet training b

Pet training c

Google will auto suggest keywords that people search for that start with pet training and the next letter.



You can do this for the entire alphabet one letter at a time and get plenty of keywords you know Google likes.

This is a pretty simple way to get keywords and Google only auto suggests things that people really type in, so they are all pretty good keywords, especially for your related sub-headlines.

Pro Tip: If you don't want to write the content yourself, there are plenty of places you can go to find high quality writers that can write all kinds of content you need, including review articles and SEO/information articles. You can try freelance sites like upwork.com, or you can search Facebook for groups where you can post what you are looking for and writers will contact you with their prices and samples. You can generally find quality, affordable writers for all your needs.

## Step #5: How to Get Motivated Buyers to Your Site

There are literally hundreds of ways to get traffic, both free and paid. Some work really well and most of them are just hype.

We already covered SEO, so now we'll go over two more methods that also work very well.

### Guest Posting

Guest posting does work well if you are able to post to sites that have a lot of traffic in your niche or a very closely related niche.

Such as, if your niche is bass fishing, you'd ideally want to post in bass fishing sites. However, large fishing sites that cover all sorts of fishing will do a pretty good job too.

You'll need to email the site owners and ask if you can guest post. Or you can Google your niche and the queries like this: "bass fishing blog write for us," "bass fishing blog guest post," "bass fishing guest post," and "fishing guest post".

You should come up with a number of sites that actively look for guest writers.

Then you have to see if they have enough traffic to make this worth your while to write a 1,000 to 2,000 word article for them.

The best way is to use aHrefs and just look to see how much traffic they get and the authority of their site.

Alternately you can use this free tool to see how many pages are indexed:

<https://smallseotools.com/indexed-pages-checker>

If it's a large site, you can generally figure about 100 visitors per month per indexed page at a minimum.

The reason for such a low figure per indexed page is, indexed doesn't mean ranking on page one. It means Google found the page. It could very easily be ranking on page 200 and you're literally the only person who's ever found it. Some pages will be getting traffic, and most won't, that's normal.

If they have at least 100,000 visitors per month it will likely be a site that will bring in decent traffic.

Each will have their own rules and requirements so there's no use going over them here as they are different for each site.

But, the gist of it is this.

1. Find sites that you can write a post for.
2. Do a really great job writing that post and they will ask you back for more.
3. You get to link to your page from that post you wrote for them.
4. People click on the link and visit your site.
5. Those people are the traffic we are speaking of.
6. Be sure to be thick skinned as we typically only get an 8% acceptance rate.

That is to say, if we email 100 sites 8 typically have us write an article for them. And generally, the bigger the sites you go after the lower the acceptance rate.

7. You can also set up accounts at sites that want writers all day long like medium.com. If your article is a hit, you can easily get 1,000 or more visitors to your site from it. If it's not a hit, then less all the way down to zero.

## **Video Method**

This traffic method works pretty reliably.

You'll need to get some video software and the one we recommend is called Vidnami. (You can get it for 25% off if you use this link: <http://mikesteup.com/vidnami-25-off>)

There are so many reasons to get this software it's crazy. No, really, we mean that, this software rocks.

Here are just a few.

1. It allows you to record your voice over line by line and frame by frame. No long recording that you have to do over if you mess up. If you make a mistake or don't like it you only have to do that one line again, not start over from scratch like a lot of them.
2. They have millions of images and videos ready to go for your use for free.
3. You don't have to ever be on camera if you don't want too. You can make amazing videos and never have to appear on the video yourself.

Once you use it, you'll be hooked.

### **How it works.**

1. You create a video script much like you would for either an information blog post or a review page.

Make sure it's incredibly useful, helpful and delivers real information that the person can put into action and use right away.

One easy way to write a great script is to tell a story. ***Stories tell and stories sell.***

2. Then select the images and/or video footage you'd like to use in your video and save.

3. Then you'll record your voice over with their quick and easy line by line voice capture software that's part of the same suite. Actually, you just read your own script line by line and that's it.

4. You tell people to click on your link in the description below to go to your review.

5. If it's a review video, you give a review just like you would on a blog post and then tell them to buy through your link to get the bonuses and other things that only YOU have for them.

Videos are just active blog posts. Give people great information or a great review that is truly valuable and they will reward you by getting the product.

6. Upload to YouTube with one click inside the software. Yes, you can upload to a few others, but what we've found is that the vast majority of your views and traffic will come from YouTube.

In fact, according to many conversations marketers have had on marketing forums, most think it's not worth it to upload to the other platforms until they grow in size. We'll leave that up to your judgement.

### **You Can Send Traffic Anywhere**

With video you can send the traffic anywhere.

Here is a little known video trick that will help your site to rank.

Let's say you posted an article reviewing generators. These things make you \$200 to \$300 every time someone buys one through your link.

You can create a video and don't tell them to click the link in the description (you still put a link there just in case).

What you do instead is put the link on the video for the last 2 minutes and tell them several times to type that into Google to go see it.

You'll get a bunch of 'type ins' which shows Google your site and that page is popular. With enough type ins Google will put your page or site on the first results page and pogo stick it from there to determine its ranking.

### **Undisclosed Bonus Traffic Method!**

Here is a very cool way to get laser targeted traffic from one of the biggest social media sites online.

We were going to save it for its own stand alone report, but decided to let you in on it here for free.

This traffic buys, it converts, and it spends.

The traffic source is Pinterest.

Very, very few people know how to do this, but when you hit one, you can get thousands upon thousands of visitors with this method.

The only disclaimer is that you have to be in a Pinterest friendly niche, or just go find an affiliate product in a Pinterest friendly niche, it's not that hard. Then you can use this traffic source.

This is so easy to do that you'll wonder why you never thought of it.

Ready?

You'll need aHrefs.com for this to work, I don't know of any other tool that can do this, and if you're serious you need it anyway.

You put the entire site of Pinterest into the site explorer feature in aHrefs I.E. pinterest.com. Set some parameters like traffic volume of 5,000 or whatever you feel comfortable with as a minimum.

Click generate and you're going to get a list of all the top pins for all time. Then just sort by traffic (highest traffic first) and then you can see the keyword that pin was for.

Then, in the filters just type in to include a list of your keywords. I.E. You type in or load a comma delineated file of all your best keywords and it will show you all the pins that contain them.

You'll find pins that went super viral. I mean mega viral. The type of stuff marketers only dream of happening to them.

You click the link which will take to each of those pins separately and look at the pin, study it, figure out why it went viral and then.... Make a pin just like it, but with a new image and text.

DO NOT plagiarize, do NOT copy it.

Create your own and upload it.

Do at least 10 of these so you don't just have one pin on your board, it looks lame that way.

Then go to as many boards that are in your niche as possible and follow them. Some will follow you back and by doing so expose their people to you.

Yes, you'll have to do 10 or more to get one or possibly two to hit. But, when you do, holy crap, the traffic can rock your world.

### **To Recap:**

1. You use aHrefs to find pins in your niche that went viral.
2. You recreate that pin with fresh content about your site, product or whatever you want to promote.

You then post it and follow other people's boards in that niche to hopefully get one of them to follow you or re-pin it which will help it to pop.

You may have to repeat this process a few times to get traction, but once you start getting people following and re-pining you, you're on your way, big time.

## Step #6: Free Webinar – The Proven Formula For Automated Sales & Leads

If you've never made a sale online before, following these steps will have you well on your way to making your first sale in no time. And if you're struggling to get consistent sales – and let's face it, that's a problem so many of us have, myself included when I first got started – this guide will help with that as well.

But remember, this guide is worthless if you don't actually follow through. If you just read it and do nothing, you'll get nothing. So start following these steps today and you'll already be ahead of all the other people who aren't taking action.

### More Free Training For You

They say you should never stop learning, and I've found that saying to be very true. As soon as we stop learning, we start moving backwards.

With that in mind, I want to make sure you don't miss this [free training webinar](#). You'll find out how to take what you've learned in this guide, combine it with what you'll discover in the webinar... and create a truly sustainable sales system that will just keep growing.

Here are just a few things you'll learn in this free webinar:

- The system used to generate over \$1 million on ClickBank.com (the same affiliate platform we recommended earlier in this guide), and how you can copy this model for yourself.
- How to sell high ticket items and really see your profits explode. We're talking high ticket items that pay you over \$3,000 per sale. That might sound intimidating if you're just starting out, but once you know where to find the best high-ticket items, the process is basically the same as you learned here. And this free webinar will show you how to find those high-ticket items that really sell.
- The one main reason most people fail, and how you can overcome that. Seriously, most people who fail have one thing in common, but they might not even know about it. You'll find out about that one thing during this webinar.

I know what you're thinking right now... Do I need to attend this webinar to make what I just learned in this guide work?



That's an easy answer. No, you can skip the webinar and just use everything you've learned in this guide you're reading now and be on your way to making consistent sales as long as you follow all the steps.

But the more important question you should be asking is... Why would I want to pass up on learning even more and really setting myself up for big, long term success without it feeling like just another job?

Because that's what this free webinar is all about. How to build a strong, long lasting business that allows you to bring in the large commissions that can make the difference between some extra spending cash and life-changing cash.

Sound good?

### **[Register for Your Free Webinar Here](http://mikesteup.com/register-webinar)**

(<http://mikesteup.com/register-webinar>)

One final thing about his webinar... I've attended webinars from the guy putting this webinar on – John Thornill – and I've always learned something new. Every single time. If you come away from this webinar with only one new thing that can help you, it was well worth your time. And knowing John, you'll learn way more than just one thing that can help you, so you really don't want to miss out. Hit that link above to make sure you reserve your spot.

If you attend the webinar or not, be sure to start following the steps in this guide today. The longer you wait to start, the longer you wait to see results.

Good luck – and I'd love to hear from you when you make your first sale from this system. Just shoot me an email to [mike@mikesteup.biz](mailto:mike@mikesteup.biz) and let me know. And if you have any questions, use that same email and I'll get back to you as soon as I can.

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