

Get Paid to Build Your Business

by Heide Holtz



The New Way to Start a Successful Online Business and Make Money in the Process

Included within this eBook:

- ✓ The **exact blueprint** to build a successful online business, even if you don't have a business idea yet!
- ✓ How to use free social media tools to build a **tribe of fans** eager to help you earn money!
- ✓ My favorite **shortcuts** to help you make money, faster!
- ✓ How to **leverage** other people's expertise and circle of influence, even if you are a nobody.
- ✓ How to get paid for simply **sharing** this report!

by Heide Holtz
Affiliate Marketer
Creator of Loyaltypays

GET PAID TO BUILD YOUR ONLINE BUSINESS

**The New Way to Start a Successful Online Business
and Make Money in the Process**

by Heide Holtz

3rd edition

September 10th, 2012

TABLE OF CONTENTS

CHAPTER 1	1
YOU DON'T NEED YOUR OWN PRODUCT TO MAKE MONEY ONLINE	1
WHAT IS AFFILIATE MARKETING?	1
RECURRING AFFILIATE COMMISSIONS	3
THE MOST COMMON MISTAKES	5
THE SMART WAY TO DO AFFILIATE MARKETING	7
ONLINE BUSINESS IDEAS, STRATEGY SELECTION & PLANNING	9
1. STRATEGY SELECTION	9
2. MAKE A LIST OF HOT PRODUCTS	10
3. THE BUSINESS FUNNEL	12
4. PLAN THE CONVERSATION	14
CHAPTER 2	18
THE EXACT BLUEPRINT TO BUILD A SUCCESSFUL ONLINE BUSINESS!	18
1. YOU NEED AN AUTO-RESPONDER	18
2. YOU NEED A WEB PAGE	19
3. YOU NEED AN OPT-IN PAGE	20
INTERNET MARKETING SECRETS REVEALED	22
4. YOU NEED A COMPELLING OFFER	23
5. YOU'LL NEED TO PROVIDE PROOF = PREEMINENCE	26
CHAPTER 3	28
SHORTCUTS TO MAKING MONEY ONLINE, FASTER!	28
6. I CAN GIVE YOU LEVERAGE	28
7. YOU NEED INFO PRODUCTS WITH REBRANDABLE RIGHTS!	31
8. YOU NEED TRAFFIC	32
CHAPTER 4	35
HOW DOES IT ALL COME TOGETHER?	35
>>> STEP 1: SET UP A LIST BUILDING MECHANISM	35
>>> STEP 2: PLAN AND SCHEDULE THE DELIVERY OF YOUR RESOURCES	35
>>> STEP 3: BUILD AN EYE-CATCHING opt-in (Welcome) PAGE	35
GET PAID TO SHARE THIS EBOOK!	38

Hello and Congratulations for finding your way here.



I am Heide Holtz, the author of this eBook and creator of Loyaltapays.com

Over the years that I've been in affiliate marketing and business development, I've seen too many people fail simply because they didn't have access to the right tools, resources or business models.

In this eBook I'm going to give you the exact blueprint and the tools that will help you achieve the success you've always dreamed of, with a limited budget and within a short amount of time.

Some of the techniques I am going to cover are already making millions of dollars for hundreds of very successful internet marketers who understand the value of information products and the power of affiliate marketing, social media and viral marketing.

50 billion pieces of information are shared every month on Facebook alone! Imagine if we include Google+, Twitter, Digg, Linked-in, Blogs, Forums... Now, just think for a moment if you could actually make money for simply sharing the information you like. Wouldn't that be great? That is exactly what we are going to cover in this eBook.

In fact, you will find out how you can make money for simply sharing this eBook!

The best part? It doesn't matter how you do it, if you just share it on Facebook, or you use it to start a new business or even to expand an existing one... The [Loyaltapays Business Model](#) can work for you!

Let's begin.

Heide Holtz

CHAPTER 1

YOU DON'T NEED YOUR OWN PRODUCT TO MAKE MONEY ONLINE

There is a lot of money to be made now as an affiliate marketer.

WHAT IS AFFILIATE MARKETING?

Affiliate marketing is when you receive a commission, for promoting other people's products or services.

Pretty much every product or service you know has an affiliate program these days.

Being an affiliate is 100% free and it is the best way to get started, since you don't need to invest thousands of dollars in research, product development or marketing tools.

YOU KEEP ALL THE MONEY YOU MAKE

As an affiliate you'll be earning money by simply recommending other people's products. You could turn this into a part-time or full-time business, or you could use your earnings to fund your own business ideas. The choice is yours.

Affiliate Marketing is based on a pay-for-performance business model, which is basically a modern version of a finders'-fee where individuals who introduce new clients to a business are compensated. The difference with Affiliate Marketing is that merchants only pay their Affiliates when the new client introduction results in a sale or a lead, making it a low-risk and highly-rewarding experience for both parties.

HOW AFFILIATE MARKETING WORKS

The merchant will provide you (the affiliate) with all the marketing tools you need: articles, videos and banners or just plain text-links. The merchant will provide you with everything you need to make promoting their products or services as easy as possible.

Each marketing tool will have an **affiliate link** embedded in it and each link has been assigned a commission, this could be a fixed amount per lead or a percentage of a resulting sale on the merchant's website.

When an internet user clicks on one of these links, a cookie is set on the visitor's browser to record the time of the event as well as the location and IP address. The link also identifies: the merchant, the affiliate, and the payment amount or commission rate you will receive.

When the visitor makes an actual purchase online or fills out a form, that transaction is tracked and recorded by the affiliate program system. Upon recording the transaction, the affiliate system handles all of the collection and processing required ensuring commission payments to affiliates

are processed on time. The affiliate system also takes care of all the necessary administration tasks, commission reporting and verification protocols to ensure the quality of sales and leads meet the merchant's standards.

HOW DO YOU BECOME AN AFFILIATE?

Affiliate programs are everywhere and most programs are free to join but your biggest challenge as an affiliate is to find quality products and services worth promoting. This can be a daunting process, especially if you don't know where to begin your search.

The first thing I tend to do is observe what other people are promoting, especially the top marketers in my niche. I will look at my favorite blogs and click on a few of the banner ads, usually these products will have an affiliate program.

For example: Go to <http://tripadvisor.com>

If you scroll down to the bottom of their web page you can see whether or not they have an affiliate sign up link. Look for links that say '**AFFILIATE**', '**PARTNERS**' or '**EARN MONEY**' click on the link and create your own affiliate account.

That is just one way of finding top notch affiliate programs. You can also go through affiliate and advertising networks which can have some advantages:

- You can promote as many affiliate programs as you want and receive all your commissions from multiple merchants in one consolidated payment
- You can also see how every affiliate program is performing within the network. If an offer is converting well for other affiliates, chances are it will convert well for you.

With affiliate marketing there is no point in trying to re-invent the wheel. Your best strategy is to promote top performing offers since this is clearly what internet users are willing to pay for.

3. THE BUSINESS FUNNEL

The business funnel begins by **capturing** the attention of prospects. For example when a person signs up for your newsletter, they have entered your business funnel.

Creating a sales funnel is the key to long term success, especially as markets become increasingly competitive. The companies without a defined business funnel suffer as they are unable to compete with companies that know what a customer is worth to them, it is the metrics calculated at each point of the business funnel that will give you this net worth value per customer.

However before we can consider the metrics of a business funnel we must understand the two critical components of it, the front-end and the back-end.

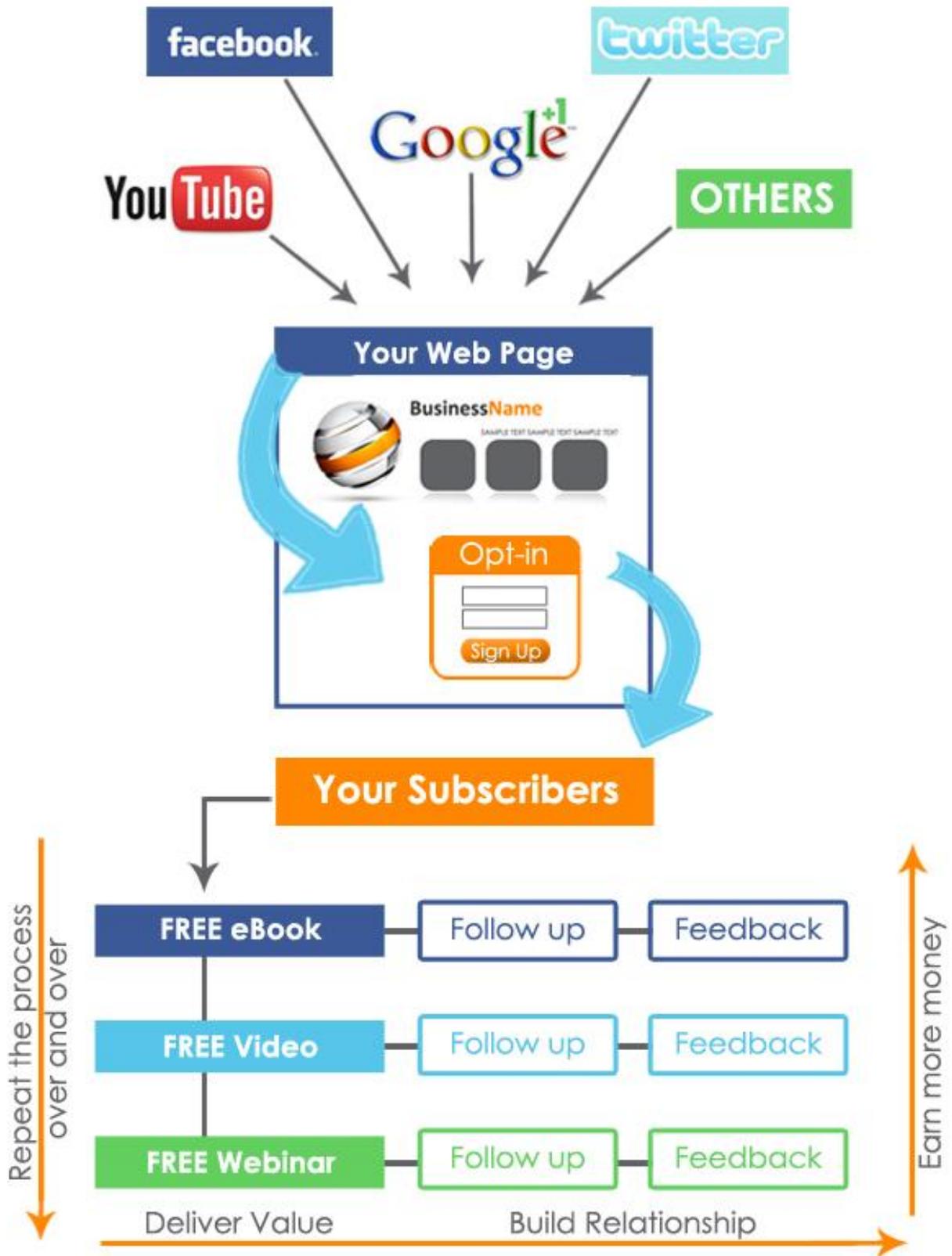
- x **The front-end:** this is when a person joins to your list.

Your goal at this point is to deliver as much valuable information as possible and for free. At this point your subscribers are evaluating if it is worth to stay on your newsletter or not.

As the relationship between you and your subscribers becomes stronger and they consume more of your information, they will then see you as an authority figure, meaning you have now gained a minimum level of trust and the chances that they'd buy a product recommended by you, are now much greater than when they first joined your list.

- x **The back end:** Your main focus should always remain to continue building a relationship with your list. The sales funnel will filter and refine your list into specific types of customers, allowing you to offer each group a more suitable product or service; and often even at higher prices.

By the time they completed the entire cycle through the funnel, the system will have identified the ultra-responsive customers who experience the most satisfaction from every purchase made. It is from these ultra-responsive subscribers that the majority of your profits are made.



You are now not only earning **repeat commissions** from each subscriber but **multiple streams** of income from different affiliate programs, over and over again!

4. PLAN THE CONVERSATION

To achieve this level of success it takes careful planning and delivery of your resources. You need to plan your conversation with your subscribers ahead of time. You will also need to be ready to make adjustments along the way. Staying current, flexible and in-tune with your subscribers is what will take your business from good to great. Your conversation should be planned in phases, for example:

1. **Provide perceived value.** When internet users arrive at your web page, you must give them a compelling reason to opt-in, to join your list right away; this could be an eBook or a Video.

An AutoResponder will provide you with the Opt-in form that you need to place on your Web page to collect the contact details of every visitor to your site.

2. Deliver the eBook or the video as promised.
3. **Build a relationship.** You should establish an interactive communication. It is important to keep the channels of communication open at all times. A good way of doing this is by casually providing additional useful tips.
4. **Encourage feedback.** You could send a courtesy email where you may enquire about their experience with the product or service recommended in the eBook. Be subtle and do not push a sale. Let them know they can reach you and that you have additional information; testimonials of other people's successes. Make sure you always leave the channels of communication open.
5. **Keep your integrity and earn their trust.** You could ask them to fill out a short survey, (most AutoResponder services will provide you with this feature). This will be the key to understanding why they chose to buy the product or why they decided against it. Until you develop your own product you must choose your affiliate products based on quality and content, not on the commission amount you receive.
6. You are ready to move them into the next level of your business funnel.

As you continue building your relationship with your subscribers you'll better understand what this next level should be, you'd be able to optimize it and you'd be able to repeat the process over and over again.

DELIVERY AND QUALITY

Make sure you always provide **authentic, honest information** and they'll become your most loyal followers. Choose an affiliate product because it is the best product, not because it pays the highest commission. It all comes down to knowing what people want and what they are prepared to pay money for. If the product or service you are recommending is the best at solving their

problem they will not only buy it via your affiliate link but they will refer others to you, and you will make more money as a result.

RELATIONSHIP BUILDING IS THE KEY TO YOUR ONLINE SUCCESS

Concentrate on over-delivering or exceeding your subscribers' expectations, by providing them with great content. Provide actual value, and cut out the hype.

Above all else, treat your subscribers like friends rather than numbers on a balance sheet. Over-delivering in every way feels great. Plus, it is way more profitable too.

1. SUPPLY GOOD CONTENT, whether it is in the form of a free eBook, report, e-Magazine, article, video... it has to be good.

2. MARKETING IS ALL ABOUT BUILDING RELATIONSHIPS, so make it a two-way dialogue. Show your subscribers what works, share your successes but also your failings. Show your subscribers that you're just like them; that you too make mistakes and still manage to succeed. By keeping it real, you'll find yourself with a more responsive list.

3. BE AUTHENTIC. Credibility is everything online. You need to balance the desire for short term sales against the need for a long term income.

What do you think will happen to your credibility if on a Tuesday you promote a product promising "this is the golden ticket to online success" and then on the following Friday you promote another product saying "Sorry! This is golden bullet after all." Do you think people will still follow your advice? Of course not! You need to convince potential customers in order to achieve a positive sales response, but don't promise that every product will solve all the reader's problems in a flash.

THINK LONG TERM FOR LONG TERM PROFITS

The biggest consideration should be the value you're offering to your subscribers, rather than the commission you are going to earn. If you look after your subscribers, then they will look after you.

Credibility is everything online.

If you are constantly over-hyping your promotions, and promising that "this is the one", then you're going to lack credibility, leaving you with nothing but memories and dreams of making money online.

Please note this is my point of view, from my own experience in running several online businesses. Making money online isn't about following rules and regulations; instead it's about being creative and trying out different ideas and concepts. There are no hard and fast rules in this business, that is why you should concentrate on having fun and being yourself, and success will follow.

WRITING YOUR FIRST NEWSLETTER

Contrary to what some 'gurus' will tell you, don't be afraid of giving away too much genuinely useful information. View your newsletter as a way of delivering quality content and you will have a loyal base of followers. You will find your subscribers in forums urging others to join your newsletter and leaving recommendations on blogs.

They will digg, bookmark and submit your site to every Social Media platform available and they will write articles about their experience with you and your newsletter. **This is the true essence of viral marketing.**

Nothing beats the viral power of thousands of people, delighted with the content that you've provided to them, marching around the internet and shouting to the world why they too should join your newsletter to get a copy of the eBook or Video that changed their lives.

HERE'S A LITTLE SECRET

It doesn't matter who the original owner of the eBook or the Video or the Webinar is. What they will remember and tell the world about is they got it from your newsletter.

Above all else, keep believing and never doubt that you can do this. Just be yourself, there is no one better qualified than you to do that job.

COMMUNICATING WITH YOUR SUBSCRIBERS

Avoid the temptation to talk at your subscribers, and instead aim to **engage** your readers in a conversation.

Ask your subscribers for advice, conduct polls to see what their opinions are. This will give you the first clue as to what information product to deliver because you'd be giving them the exact information they were looking for at the precise moment they were looking for it.

If your subscribers read your material in an **active** way you will earn more money as a consequence. This is a fact.

People respond to reality, and they're curious about the real you, and not the version of yourself you might think you need to represent. Whenever I share an info product with my subscribers I like to include anecdotes about what's happening in my life and how this relates to the material they just received from me. For example, when I deliver a piece of content that is about internet marketing I often give my subscribers a sneak peek behind the scenes of my own business so they can really see how I am applying what is revealed in the video they are about to view... It brings us together and it opens the door for my subscribers to share more about their experiences with me!

NURTURE YOUR LIST AND YOU WILL MAKE MONEY

From my personal experience, out of all the activities I perform online, it is building and nurturing my list that has the biggest impact on my income.

The 80:20 Rule is a concept that suggests that **80% of your revenue will come from 20% of your customers**. Trust me when I say that building and developing a loyal list is paramount. You need to retain visitors and turn them into repeat customers. Even if you retain a small number of visitors, they will be responsible for a large percentage of your profits. And this is one area that should always be right at the top of your priorities.

A well planned follow-up sequence will result in hands-free income for months ahead.

CHAPTER 2

THE EXACT BLUEPRINT TO BUILD A SUCCESSFUL ONLINE BUSINESS!

Every successful internet marketer will agree with me when I say ...

“Build a relationship with your list and the money will follow.”

“The work you put in today will help you earn money for years to come”

The best part of starting an online business is that you can use technology to automate a great number of tasks that would be done manually offline. This does not mean that technology will build your business for you, but it will certainly allow you to focus on the tasks that will have the highest impact on your profits, which is building the best relationship that you can with every single subscriber.

1. YOU NEED AN AUTO-RESPONDER

An Auto-Responder is a system that allows you to capture and manage your visitors' contact information. This is done via an **opt-in form** or subscription form.



Your Auto-Responder service provider will give you different opt-in form designs and color schemes you can choose from to match your webpage. All you need to do is copy a simple piece of code into your site and you'll be ready to collect contact details of every person coming to your site.

You can then pre-load messages into the Auto-Responder system, so that whenever someone subscribes (opts-in), they get an instant reply, even if you're on vacation. You can set up multiple messages, so your prospects can get weeks, even months worth of interesting information from you – automatically.

The entire process is easier than you think; you'll be able to create messages as easily typing an email or writing an article. Once you have your messages ready, you simply set the intervals in which you want them to be sent. And that's it. The system will take care of the rest.

An Auto-Responder can host several newsletters and surveys, handle 'un-subscribes', allow people to change their email address, present people with subscription offers and deliver eBooks, Videos and pretty much anything you want, all on complete autopilot. But where are you going to place your opt-in form?

2. YOU NEED A WEB PAGE

Fortunately for you, things have changed significantly over the years. Creating a web page used to be a long and painful process, and expensive too. But not anymore!

WORDPRESS BLOG VS. FACEBOOK PAGES

WordPress Blogs have been around for over a decade now and are here to stay. With WP you also get hundreds of plug-ins you can use to optimize and streamline a great number of areas in your online business.

If you are going to use WordPress you need to be aware of certain **costs**:

- You will need to pay a monthly fee to your web hosting provider
- You will need to pay to register a domain name
- You might need to hire someone to Install the WP (Word Press) application for you – unless you are a bit tech savvy yourself
- You should definitely buy a unique design if you want to stand out in front of the competition

While the above costs can range anywhere from \$300 to \$2,500 depending on the complexity of your business model, there is one other important factor you will need to consider:

- A WordPress site will be sitting in the **middle of nowhere**, on a server of your hosting provider, and unless you already have a list of prospects you'd be looking at spending a considerable amount of time and money to make sure people even know your website exists.

It would be like opening a brand new store in the middle of the desert, there are no customers around! And this is why I prefer Facebook pages.

FACEBOOK PAGES ARE POWERFUL AND FREE

Facebook pages are free and they place you right in the centre of the World Wide Web traffic. As the saying goes... location, location, location!

Finding and retaining a hungry audience is the real challenge for every business. Metcalfe's Law implies that the value of a product or service increases as more people use it. The telephone is a classic example, the more people own telephones the more valuable the telephone is to each user.

Similarly, Facebook has over 500 million users and is the most valuable social network because of its potential to reach people. Therefore, your objective should be to set up a Facebook page as soon as possible, even if you already have a WordPress blog.

Facebook pages are simple to use, easy to set up and also give you fantastic advantages.

With 50% of Facebook users logging in on a very regular basis, and spending over 700 billion minutes per month sharing information, opinions and recommendations with their friends; there is no better place to start your online business.

This data is supported by an independent organization called [comScore](#), which recently published a report showing that Web surfers spend more time on Facebook than on Google sites, which included the Google search page, YouTube, Google news, Gmail and others. This is huge!

Facebook users have on average 130 friends; and its viral nature allows you to instantly reach a wide audience at minimum cost! Whenever a visitor becomes a "fan" or interacts with your fan page, their friends will find out about it and start to notice your business. This concept is known as **Friendcasting** and it enables you to reach your best target market.

Facebook allows you to post an article through an application called **Notes** and 'tag' key influencers in your niche market. Each key influencer you tag will have on average 3,000 friends - all with similar interests, meaning you will be able to reach thousands of internet users potentially interested in joining your newsletter! With Facebook pages you get the latest technology and you can get it all for free!

There is one problem through, every Facebook page looks pretty much the same and you will need to be able to stand out from the crowd.

3. YOU NEED AN OPT-IN PAGE

Opt-in or Welcome pages give visitors a taste of what you have to offer, this is often a free eBook or a Video; so in order for them to obtain the freebie they must first "opt-in" and provide their name and email address.

When a person opts-in they are instantly added to your list and managed by your AutoResponder system.

Let's analyze a bit further the purpose of an Opt-in page, so you'll understand the best way to go about it when creating your own.

OPT-IN PAGES – GOLDEN RULES REVEALED

As we've already discussed, you need a web presence to **attract** visitors and **convert** them into subscribers. There are many ways to collect subscribers but the most effective way to achieve a high opt-in rate is with an Opt-in page. So follow these Golden Rules to create an Opt-in page that works:

OPT-IN PAGE GOLDEN RULE # 1

The main objective of your Opt-in page is to **compel people to opt-in** (subscribe) to your list. So you need to keep it simple. Remove all elements on the page that are likely to distract a person and make them click away before they opt-in to your newsletter.

Do Not...	Instead...
Include Google ads, banners or even affiliate links on your opt-in page.	Keep it focused... the purpose is to sign up!
Force a sale at first point of contact.	Build a relationship with your subscribers or they will be leaving you as quickly as they got in.

OPT-IN PAGE GOLDEN RULE # 2

Your opt-in form must be highly visible. There is no point getting people to your page only to have them click away because they didn't see what they needed to do to receive your newsletter.

Keep it simple, uncluttered and obvious.

OPT-IN PAGE GOLDEN RULE # 3

You must have a **headline** that is eye catching, and motivates the visitor to stay on your page. If we were to divide your page in 3 parts: top, medium and bottom, the most valuable space on your web page is the top, as this is where the eyes of your visitors are drawn to when they first arrive to your page.

Most people surf quickly, so unless you can grab their attention with a good headline they'll be gone, long before they even had a chance to see your opt-in form.

OPT-IN PAGE GOLDEN RULE # 4

Features don't bring people in. **Benefits** do.

If your Opt-in page fails to clearly explain the benefits for subscribing to your newsletter then your conversion rates will suffer.

- x Features respond to questions starting with "what..." (What does it do?)
- x Benefits respond to questions starting with "why..." (Why should I sign up for this? How will it make my life better?)

OPT-IN PAGE GOLDEN RULE # 5

People don't like simply giving out their email address. Spamming is always a big concern.

If you place a **reassuring** message underneath the "submit" button stating that you will never sell or rent their email address and that you don't spam, then your conversion rates will increase.

Make sure you never violate this code of conduct, it is the quickest way to turn people off, and it will negatively affect your chances of success. You need to be trust worthy and your business should be run with integrity.

OPT-IN PAGE GOLDEN RULE # 6

Do not over-hype your wording in an effort to grab a few more subscribers.

Make your offer enticing, with a clear statement of what you are going to provide after a person opts in, e.g. "Opt-in for instant access to the free report that explains how to..."

INTERNET MARKETING SECRETS REVEALED

The purpose of your Opt-in page is to announce what you are about and **why** a person should join your newsletter.

If you do a little research, you will find that every successful online marketer is offering something of value; for free. Examples of this could be a

- ✓ FREE eBook
- ✓ FREE report
- ✓ FREE video
- ✓ FREE product trial
- ✓ FREE demo
- ✓ FREE webinar

If you have something they want, people will opt-in to your list!

4. YOU NEED A COMPELLING OFFER

The offer must be something of significant value to them, something they can only get if they join your newsletter, and that you will give to them for free!

4.1. EBOOKS

Simply put, an eBook creates more opportunity!

Most of what we do on the internet involves opportunities in one way or another:

- ✓ The opportunity to have our voices heard
- ✓ The opportunity to express ourselves
- ✓ The opportunity to reach out to others and teach something we know
- ✓ The opportunity to connect with people from all different parts of the world
- ✓ The opportunity to make money

The internet has opened up opportunities that have never been available to us before. Everyone (and I mean everyone) is on the same playing field now, so in order to succeed we must take action and do our best to stand out from the crowd. A great way to stand out is writing an eBook, [Pat Flynn](#) look for “**eBooks the Smart Way**” this is an excellent guide that can help you to write and publish your first eBook.

STANDING OUT FROM THE CROWD

An eBook is a relatively quick and easy way to stand out from the crowd and establish yourself as a preeminent leader and authority in your niche.

4.2. VIDEOS

Speed is of the essence and videos can give you the velocity you need to market your business.

“It’s no longer the bigger companies that dominate the online world, it’s the fast” as [Gideon Shalwick](#) states in his eBook “Rapid Video Blogging”. People go online looking for answers, and videos can deliver those answers faster and better than any other form of communication.

Would you prefer to read through a twenty page long tutorial or watch a three minute video that explains the same? And contrary of what you might think, videos don’t need to be Hollywood productions to be able to have an amazing effect.

They only need to be “good enough” for their intended purpose. So if you can deliver a “good enough” video that shows how to solve a problem, your audience will love you for it!

YOUTUBE: THE 2 BILLION EYED MONSTER

Think about this... When in the history of the world have you ever been able to get instant access to a 2 billion viewership stretching over all four corners of the world? Every single day!

I know, it may sound a bit melodramatic, but the fact is that our world as we know it has changed; and those who are positioning themselves amidst these changes will secure for themselves the most favorable place to reap some awesome rewards.

On the flip side - those who fail to act now could be missing out on riding one of the biggest trends of our generation and the greatest opportunity to build a long term sustainable income in a very exciting way.

By using Video in conjunction with a list-building mechanism, and applying a few clever strategies, you can get massive **worldwide exposure** and make money really fast!

YOUR YOUTUBE CHANNEL

Setting up a YouTube channel is pretty straight forward. You just go to [YouTube.com](https://www.youtube.com), create a free account, and you're in the game! However, there are a few things you'll need to do to make sure your channel is optimized to give you the best possible chance of being found on YouTube, Google and other search engines. Here is a tip that will certainly help you achieve that:

Get a Channel Name that Makes Viewers Come to You

When selecting the name of your channel (it is the same name as your username that you use when creating your account), think about it carefully. Don't just choose something random. Your channel name needs to be memorable, and if you can, make sure that it contains the **main keyword phrase** that you potentially want to rank for.

VIRAL MARKETING

You can generate a flood of Traffic, Opt-Ins and Money with Free Viral content!

In my opinion viral marketing is one of the best tools in anyone's Internet marketing arsenal. I'm going to show you how, when you let a good information product loose on the internet, it generates highly targeted traffic to your websites for years to come.

All you need to do is give it away for free and with **rebranding rights**.

It will then be picked up by other internet marketers, passed on several times, and basically it will be distributed and read by people all over the internet. This is the viral effect of a good piece of information, hence the name viral marketing.

Let's say you've created a free report on "How to do something." Inside the report you will have links, some of them could be affiliate links and other links will direct people back to your web page. Everyone that reads your report will see these links and a percentage of them will go to your page and opt-in to your list. In the past I've generated enough traffic from a single viral report to build a mailing list of five thousand subscribers in the space of just one week.

Are you thinking... couldn't I sell my report instead?

Well you could, but the whole point of viral marketing is to get massive distribution. That's what we want. Sure, you could make some money by just selling the report, but this is not the best strategy.

We want the report to be seen by as many people as possible in order to gain maximum exposure, and that's why the report needs to be free.



There is also one more issue to consider...

WHY BEING FREE ISN'T ENOUGH

Many people believe that just because you're giving away a report for free it will become viral. That is a huge mistake, and here's why:

When we unleash a free report on the internet our goal is to reach as many people as possible, so they can share it again with as many people as possible, and so on; because this is how the viral effect is created. Unfortunately many info products out there offer very little value and almost no useful information at all. They are poorly-written, outdated or just stuffed with links up to a bursting point.

Consider this from another internet marketer's point of view. Someone comes along and offers you a new eBook for free, and tells you that **you're welcome to rebrand it** (insert your own affiliate ID's in it) and distribute it as you please.

That sounds great, right? You would be delighted that someone wants to give you a new info product and for free! But then you look a bit closer and realize that the eBook is only 5 pages long, contains 35 links, and is full of misleading information, would you be happy to pass it on to your subscribers? Me neither.

Which is why, as well as being free your report needs to contain **useful information** that you'd be happy to share with a member of your family. Your report doesn't need to be particularly long, but it does need to be good. This is essential if you want anything to go viral and it is not that difficult to do, and I'm going to show you exactly how.

First, you will need to make sure you have an eye-catching opt-in page to attract plenty of visitors. Then you will need to make sure that your conversion rates (visitor to subscriber) are at a healthy level: anywhere between 3 and 10% and over is good. Page headlines, as well as the quality of the offer, both will have a direct impact on your conversion rates. Remember, you only have about 15 seconds to convince a person to opt-in to your list.

A well planned Welcome page will vastly increase the number of opt-ins. The key is to make it as easy for them as possible. The more people like your information product, the more distribution you will have! And more distribution means more potential customers for your business.

There is one more problem though...

5. YOU'LL NEED TO PROVIDE PROOF = PREMINENCE

Pre-eminence is essentially **perception**.

As [Yaro Starak](#) explains, it simply means that people believe you are the best or one of the best, or at least better than most at what you do. Pre-eminence causes people to choose your business over the competition; it allows you to charge higher prices and makes people seek you out instead of you having to solicit clients through aggressive selling.

It doesn't actually matter if you really are the best at what you do – that's a subjective opinion. What counts is that you appear superior in the eyes of the people you are trying to influence. You need pre-eminence, because it will convince people to opt-in to your list and later on buy your product.

Pre-eminence can be established by association with other people who have pre-eminence (such as a well trusted product supplier), and by placing yourself in a position to create the perception of authority or by delivering so much value that people refer to your materials as definitive.

DEMONSTRATING PROOF

Proof is a key principle for online success. When you can show that you have done what you are claiming to be good at, or you can show how you have helped others achieve results; it is much easier to convince other people to join your list, buy a product or a service you are recommending. **Testimonials and reviews** are great tools to provide proof. You can ask your subscribers to provide this proof for you.

In my case, I used many proof elements when releasing my first site, some of which were planned and some were developed over time without me consciously realizing they would eventually contribute to the success of a new business.

The important point here is that, right now you know something and **if you can translate that knowledge into value for others**, then you have the key ingredients for pre-eminence. It is by helping other people and constantly being proof of your own story, that you will build the credibility you need and become an expert in your field.

WITHOUT PREMINENCE YOUR BUSINESS WILL STRUGGLE

There are thousands of people who will read this report, many of whom have the skills, the resources and the knowledge to fill a membership site with great content and genuinely help people with what they teach. Unfortunately most of these people lack pre-eminence in their industry, meaning it will be difficult for them to succeed simply because people won't trust them enough to make a purchase.

Pre-eminence is what helps you form relationships, with your subscribers and with other experts. It is through these relationships that you can instantly access thousands of other people you wouldn't have access to otherwise.

How can you achieve pre-eminence

...if you are just starting out?

...

CHAPTER 3

SHORTCUTS TO MAKING MONEY ONLINE, FASTER!

The most powerful shortcut you can apply to your business is **leverage**. When you can leverage other people's content, expertise and influence, you have everything you need to succeed.

In simple words: knowing the right people can give you access to thousands - even millions - of potential subscribers and having access to right tools can save you considerable amounts of time and money.

WHAT IS LEVERAGE?

Leverage is the key to achieve great results in a short amount of time.

In the online world, you can for example leverage traffic from other websites, by placing ads on their site. You can leverage the power of Google through SEO techniques. You can leverage technology by using an Auto-Responder to manage your list and schedule the delivery of your Newsletter.

Earlier in this eBook we discussed how Facebook pages are located at the epicentre of the World Wide Web traffic. Facebook gives you great leverage as a degree of trust has already been established between Facebook 'friends' who generally see each other as a reliable source.

You can leverage other peoples' content and information products: eBook, Videos, Webinars produced by highly regarded experts in your niche. You can leverage their expertise and their circles of influence, even if you don't know them personally! All you need is access to the right tools.

6. I CAN GIVE YOU LEVERAGE

When I was putting together this eBook, I knew exactly what I wanted to say, I had all this information from my own experience and I had it all mapped out chapter by chapter but it still took me a year to complete it. And I am a successful business developer and product designer... but that does not mean I can write, so I ended up hiring a copywriter and few thousand dollars later my eBook was ready.

And then we had to produce a series of videos. Where should I start? Just the idea of standing in front of a camera frightens me, it didn't matter how much I practiced and practiced in front of the mirror, and with friends, I simply froze every time I would step in front of the camera (and there were only three of us in the room!).

I know there are thousands of people out there with brilliant ideas but should they simply give up because of the fear of a camera or some silly writers block? Well not anymore! I personally designed the tools that solved these problems once and for all. And with Wes's help, our software

and program developer, we created a **digital Library**, a **Viral Loyalty** program, a **PDF re-brander**, a **Video re-brander**, an **Image re-brander** and very soon we'll even have an **Audio re-brander**.

If you are wondering why we created all these tools and resources, it will all become clear over the next few pages.

MAKING MONEY WITH RE-BRANDABLE E-BOOKS

We've already discussed how a good eBook can be used to attract people to your web page and into your newsletter; and how it can help you establish yourself as a pre-eminent authority in front of your audience, even if you are not the author of the eBook.

We also established that the whole point of viral marketing is distribution; and how this is the main reason why experts invest quite a considerable amount of time into compiling all their best content including some of their most guarded secrets, into one information product that they can then release to the public.

Experts understand the value of giving away an information product for free:

It gives them massive exposure!

We discussed Affiliate Marketing, how easy it is to make money as an affiliate, that you have thousands of programs to choose from, that recurring commissions are my favorite ... and that there are no costs to be an affiliate.

We talked about the links inside an information product and how some of these links could be affiliate links, and that some of those links can be re-brandable, meaning you can **"brand"** them with your own affiliate links so that you can earn a commission every time someone buys a product or service via those links.

Put simply, this is the smartest and most effective way that you can make money online.

You are using somebody else's information product to attract people to your own web page and invite them to join your newsletter. Once they are on your list, you then deliver your "branded copy" with your affiliate links in it. So not only are you building a list of subscribers, you are giving them value and you are making money at the same time.

Best of all,

- x You did not have to produce your own info product
- x You did not have to produce your own products or services
- x You did not have to provide proof or establish yourself as preeminent authority in your niche

In the eyes of your subscribers, you are perceived as an "expert" by association with the Author of the Book, Video or Webinar you are giving away...

That is what I call using leverage to build your business, so you can focus on building the best relationship you possibly can with every single subscriber, find out what they need and what you can do to provide it to them.

Here is an example of what a re-brander looks like.

As you can see it is a simple form, where you can enter your AFFILIATE ID's for different affiliate products.

Then you just hit the Rebrand it button and your branded copy is produced on the fly, in seconds.

There is nothing else to buy, or to install on your computer.

All re-brander forms for each publication in our library is provided to you in your own members area on Loyaltepays.com

Rebrander form for "Get Paid to Build Your Business"

Simply enter your AFFILIATE ID's in the fields provided below:

Loyaltepays Referral program	
Free members earn 50% monthly recurring commissions on all Premium referrals	
Premium members earn \$1 Loyalty rewards on every Free referral on top of the 50% monthly recurring commission	
Click here to join	<input type="text"/>

Amazon Affiliate Program	
Pays up to 15% on every referred sale	
Click here to join	<input type="text"/>

Get Response Affiliate program	
Pays 33% monthly recurring commission on every referred sale	
Click here to join	<input type="text"/>

Rebrand It!

6.1. THE VIDEO REBRANDER TOOL

We created a Video player that allows you to insert your own Affiliate ID into any video.

In Video marketing, the key is to keep viewers engaged and provide them with all the information they need, right there and then, so they don't have to leave the video and click off to a merchants' website if they want to buy the product recommended in the video!

The LoyaltePays Video Player also comes with built-in '**VIRAL BUTTONS**' to help spread the word.

- The '**SHARE**' button makes it simple for your viewers to share your video with their friends on Facebook, Twitter, Digg, Linked-in and several other Social Media and Bookmarking sites.
- The "**GET PAID TO SHARE THIS VIDEO**" will have your Loyaltepays referral (affiliate) link embedded in it...



And because all re-brander forms are located in the Loyaltepays Library, is that we can pay you a **\$1 Loyalty Reward** for every person that joins our site, for free.

How many people do you think could be interested in earning \$1 dollar for branding and sharing videos, books, images... online? I know you are probably thinking this is so easy! The truth is ... it is.

7. YOU NEED INFO PRODUCTS WITH REBRANDABLE RIGHTS!

While the internet is flooded with all kinds of information, discerning **quality information** from junk can sometimes become a bit of a time wasting process, but it is do-able.

The not so easy part is convincing an author –especially if it is an expert, to give you rebranding permissions. Despite of the many benefits for doing so, most experts are not familiar with the rebranding business model yet, so you'd first have to sell them on all the benefits, which if they don't know you –it is likely they won't even listen to you. This is sad, but true. To be fair, experts are usually busy running their own businesses and networking with other industry leaders.

And then there is still another problem, even if you get through to one, you'd still need access to the re-brander tools that make it all happen. Don't worry.

I CAN GIVE YOU ACCESS 😊

At the core of Loyaltepay's you'll find a **Digital Library** just for eProducts. In this library you will find eBooks, PDF reports, Infographics, Cartoons, Videos, Webinars, etc. on every possible subject you can imagine, from gardening, health, nutrition, trekking to technology, business, economics and art. Some are educational and informative and others are just interesting and fun.

As you know, when we come across something good, we SHARE it, or talk about it, right? That is what Facebook, Twitter and all other Social Media platforms are all about, sharing the things you like with your friends and why 50 billion pieces of information are shared on Facebook every month!

When you enter Loyaltepay's, you're opening a door to a completely new kind of future.

It is a future in which **you can make money for simply SHARING the information you like**, anywhere you like!



8. YOU NEED TRAFFIC

Although eProducts are viral by nature and if used correctly they are an excellent tool to build your list, you need a way to kick start this snow ball effect so inside of Loyaltepay's I've created a section just for traffic, which we will keep expanding and updating as things on the internet can change quite quickly.

But here are some people you might also want to contact to help you get started:

8.1. OTHER NEWSLETTER OWNERS

Newsletter and digital magazine owners are always looking for new content, and many will jump at the chance of getting hold of quality information for their subscribers. It's easy to find newsletters in your niche; all it takes is a quick search in Google, just type in 'your niche + newsletter' or 'your niche + e-magazine.' For example: search "Health vitamins + newsletter."

Then subscribe to the newsletter to see what they are doing, the type of information they are submitting to their subscriber base. If you like it, contact the owner or editor and compliment them on the newsletter, make sure to reference your favorite article and let them know you have an e-Product that would fit perfectly well as a follow up of that article or magazine issue you liked.

When they respond, and I am not saying that everyone will come back knocking on your door, but a few will, and remember **you only need a few key influencers** to help you kick start your business. You could do an ad swap, an email swap or they could send an endorsed letter to their subscribers for you announcing your e-Product, which they'd be able to access once they opt-in to your newsletter.

It is a win-win situation. The newsletter owners are happy to provide new valuable content, their subscribers enjoy the new e-Product and you end up with a few hundred new subscribers on your list. And it didn't cost you or them, a single dollar.

8.2. FORUMS

Forums are another great way to find key influencers that can help you kick start your business, where you will find newsletter owners, e-magazine owners, affiliate marketers, internet marketers and all kinds of people.

Many forums will have a section where you can give away free stuff! If you're in the Internet Marketing niche then the obvious place to go is the [Warrior Forum](#). Announce your favorite e-Product there with a link to your opt-in page. You should get quite a lot of subscribers, both from people who are interested in the content and people who are looking to rebrand it and then distribute it.

Then there is the WSO (Warrior Special Offer) section also in the Warrior Forum. You'll have to pay a fee to post your eProducts here, but it is well worth it with thousands of people visiting the just WSO section of the forum, every month. I once announced a free report there and I got over 2000 new subscribers in the space of 5 days. Think about that: 2000 people joined my newsletter to read my report, and quite a few of those re-branded it and passed it on to others. As you can see, one report brought in a lot of traffic and then it went viral bringing in even more traffic over the next few months!

Regardless of what forum you are in, you should **always link to your opt-in page in the signature file** so next time you are leaving a comment or posting an article it will always link to your opt-in page.

If you are wondering where to leave comments and post articles in forums, just look for people asking questions, and I'd try to answer them based on what you know from your own experience and research, try to be as comprehensive and detailed with the information as you can. Remember the key here is to over-deliver. People will then notice you, not just the person asking the initial question but everybody else hanging out in that forum will see your feedback and they will be looking for a link in your signature so they can get more information from you.

And if you are thinking "I don't know enough to be giving advice?" Don't worry an 'expert' in a forum is simply someone who knows a little bit more about something than the next person :-)

8.3. BLOG OWNERS

Blog owners are not too different from Newsletter and Magazine owners. To find blogs in your niche you'd just go to Google and type: "your niche + blogs". Skip all the big shots, go for the **medium level size blogs, they are more accessible**, more inclined to lend a hand and are also hungrier for new interesting content! Keep in mind these are usually businesses operated by just one person so they too can use a little help here and there.

Take some time to browse through the articles until you find the content that fits in with the e-Product you are promoting and then contact the owner. The "contacting and exchange process" is pretty much the same.

Quick tip!

Once you established a relationship with a Newsletter owner, e-Magazine owner or Blog owner, you can work with them again in the future, and schedule another swap for other e-Products.

8.4. JOINT VENTURES

You could also work together with other Affiliate marketers and **cross-promote** each other's offers, this is another great way to get massive traffic to your site.

You can go to places like [JV NotifyPro](#) where hundreds of affiliate marketers hang out, and post your joint venture offer. Although there is a bit of a qualification process, it can be very effective.

8.5. VIDEO MARKETING

It is no secret that YouTube has been one of the biggest movers and shakers of the Internet over the last 5 years. With over 2 Billion views a day it is dominating the online video world. None of the other video sites are getting even close: YouTube has around 81.9% of the market and the closest competitor is Vimeo which has only 8.8%.

How can you take advantage of one of the most phenomenal trends to ever hit the planet?

>>> STEP 1: SET UP A LIST BUILDING MECHANISM

In order to capture contact details of every person visiting your page, you need the help of an AutoResponder service.

I've used [GetResponse](#) in the past, so if you don't have an AutoResponder service yet, I highly recommend it. I am not using GR anymore because I now have my own custom build email server to handle all my email marketing, but 97% of all online businesses outsource this service.

There are also other great AutoResponder service providers such as [aWeber](#), [iContact](#), [Constant Contact](#), etc. and they all work perfectly well, so there is no need to switch providers if you already have an account with them. They are all good. I recommend GetResponse simply because I used them in the past.

>>> STEP 2: PLAN AND SCHEDULE THE DELIVERY OF YOUR RESOURCES

Strategic planning is at the heart of every business, so you'll need to take a little bit of time to plan your strategy and decide what resources (e-Products) you are going to use. You will also need to do research on the affiliate products mentioned in each e-Product. It is always best, if you have used them yourself, or at least get feedback from people you know, because in the end it all comes down to your recommendation and your relationship with your subscribers.

Once you have chosen the e-Products that you like, you need to think about the order in which you are going to deliver them and the amount of days between them. I always recommend allowing a few days for your subscribers to absorb the information first. Then I like to follow up with either a few extra tips, testimonials or a personal anecdote; and then a quick note asking them how they liked it.

It is all about encouraging a two-way conversation and keeping the doors of communication open. You need to plant the seeds to get as much feedback from your subscribers as you can get. It is that feedback that will allow you to make adjustments, optimize your follow up sequence, find more suitable eProducts, etc. and this will all have a direct impact on your income and subscriber retention rate.

>>> STEP 3: BUILD AN EYE-CATCHING OPT-IN (WELCOME) PAGE

There are millions of people hanging out every day on Facebook! So it is important that your page stands out, especially in front of your competition.

With the Facebook Timeline it is not that straight forward to build an Opt-in (welcome) page anymore. But there are a few options for example: [FanPage Toolkit](#). I know Aaron (the creator of FanPage Toolkit) personally so I am very comfortable recommending his product. What I also like about Fanpage Toolkit is that it gives you a complete Social Commerce and Marketing Platform for Facebook: Page Builder, Messaging (works just like an autoresponder), Digital downloads (perfect to give away ebooks, videos, etc.), Analytics and even your own shopping cart!

ALWAYS TEST YOUR ENGINE

Before you kick off your new business, it is always a good idea to make sure everything works as planned. The best way to find out is by asking a few friends to visit your page, join your newsletter and see if they receive the first scheduled e-Product right away.

While you have them there, get as much feedback as you can, what do they think about the experience, did they like your page, did they know what to do right away, did they have any difficulties at all, what do they think about the e-Product, did they notice the pay to share incentive, what did they think about that, would they feel comfortable recommending your page to others or would they be more inclined to build a page for themselves and copy your business model... Feedback is everything. A few simple questions will give you a full x-ray of your new business.

KEEP MAKING ADJUSTMENTS

Optimizing the experience of your visitors and subscribers has a direct impact on your income! This is an ongoing process, as you become more experienced you'd be able to streamline a lot of areas and possibly double your income without even adding a single new subscriber to your list.

I revise my entire business, front-end to back-end every three or six months, and every time I am amazed by how a few simple changes here and there can have such a huge impact on my profits.

HERE IS ONE LITTLE TRICK THAT COULD EASILY TRIPLE YOUR INCOME!

What if you could

- Immediately grab your visitors' attention and keep them interested?
- Increase your conversions rates visitor-to-subscriber by 50%... 100% and even 300%?

YOU CAN DO THIS WITH VIDEO!

Videos add a personal touch and to your opt-in page, people take action on how they feel - videos can help them feel closer to you and more comfortable to join your list.

CREATE A SHORT INTRODUCTION VIDEO

With GetResponse you can create a **short welcome video for free**, within minutes, and with just the use of the built-in camera and microphone that come with your computer. **Or you can outsource this on [Fiverr](#)** for only \$5. You won't believe how many people are willing to produce a short intro video for your business, and for only 5 bucks.

You could also ask for a few testimonial videos for the eProducts that you plan to release to your subscribers, or for the product recommended inside them. Although, if you are going to ask for a testimonial on a product make sure first, they are familiar with the product; otherwise the video will just not be credible, authentic enough.

Regardless of the type of video, this could just be the one piece that will add the credibility you need; and it will not only increase your opt-in rates but your affiliate commissions too. So there is no excuse for not having video on your opt-in page, there isn't a better way to greet your visitors and let them know what you have to offer.

A FEW LAST WORDS

Set-up and implementation of the above business model will only take a few hours, so you could be already making money as soon as tomorrow! What I like the most about this business model is that it is super easy. All you have to do is share the information you like, wherever you like!

And once you get started you will continue to make money over and over again!

THANK YOU!

I really hope you've enjoyed reading this eBook as much as I've enjoyed sharing it with you.

You're welcome to join me on [Loyaltepays](#) anytime, but whether you choose that option or not, I hope that this eBook will give you a better understanding of the online world. Whether you want to start an online business, or take your present business to the next level, I hope that you've found this information helpful.

We live in the age of social media and I believe information belongs to all of us. That is the philosophy behind my choice to share everything I have learned over the past nine years.

I've had my share of failures of course, but each one of them has been a step towards becoming a better business woman, mother, daughter and friend.

Loyalty has always played a huge role in my life and in everything I do. The happiest times in my life are the ones that I share with my son and my family but the time I spend interacting with people on Loyaltepays sure comes in at a very close second.

I would love to hear your story!

What has been your biggest challenge to get your business off the ground? If I can help, I would love to do so. Has this eBook made a difference in your business? I'd love to hear about that too. Or do you perhaps have an idea you'd like to share with me?

You can reach me on <http://loyaltepays.com>

GET PAID TO SHARE THIS EBOOK!

You are welcome to share this eBook with anyone you think might benefit from it!



You are most welcome to “**brand it**” with your own affiliate links and ...



Thank you again, for your time, and for sharing!

Heide Holz