

Quick Income Blueprint



By Paul Walker

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Chapter Four:

Forums Are Your Friend

In this chapter I will be talking about Forum Marketing with Niche Market.

For this technique, I want you to keep two things in mind right off the bat:

1. The niche you choose for this technique cannot, IN ANY WAY, be involved with Internet marketing or any kind of network, email or other type of marketing. People interested in other niches are not familiar with online marketing through forums. They do not know what a signature or an affiliate link is. Therefore, you will have no competition and hence a very receptive customer base.
2. Unlike most of the techniques we've gone over, you can do this one in either order - find heavy-traffic forums first, if you're really into a certain niche that you're knowledgeable and enthusiastic about; or find great products on Clickbank first, and come at it from the commission potential side of it. It's up to you.

The Internet has allowed people with similar interests to gather together, no matter where they live, their level of expertise on the subject matter, or their backgrounds in real life. A popular place for these people to gather is in a forum.

For almost any given topic, there are hundreds, if not thousands, of sites where it is discussed. Usually, forum members start threads that pose a question, and then everyone chimes in with advice and solutions.

Meanwhile, on the other side of the Internet is a place like [Clickbank](#), where hundreds of ebooks are written and sold through the site on a commission basis. (I use Clickbank as the leading example here, but there are other sites, like paydotcom as well.) These ebooks are on an astonishing array of topics, and they sell for a wide variety of prices, with equally varied commissions.

This technique is about bringing these two elements together - and putting money in your pocket.

So, find an ebook you like, and that has commissions you love. Then, apply the most basic of marketing principles: Find your target customer, identify their problem and give them a product that solves the problem.

Let's bring out our tried and true gardening example to see how this technique works. If you've done your research, you've found that there are one or more ebooks available on Clickbank that have to do with gardening. To determine how attractive the affiliate program is for you, check out the product's rankings based on the numbers that you see below each product - **\$/sale, future \$, Total \$/sale, %/sale, %referred and gravity.**

In Clickbank's own words, this is how they rank their products in the Marketplace:

"In the Marketplace products are ranked by their "productivity score". To preserve the integrity of the system we do not publish the formula for the score, or the score itself, but we can say that it is a function of these four factors:

\$Earned/Sale: Average net amount earned per affiliate per referred sale. Note that this is the net earned per actual sale, and so it is impacted by refunds, chargebacks, and sales taxes. Unfunded sales, such as returned checks, do not impact this number.

Future \$: Average total rebill revenue earned by the affiliate due to sales from a site. Generally this equates to the average sum of all rebills.

Total \$: The sum of all initial sales and rebills divided by the number of initial sales. It is the average total \$ per sale, including all rebills that may come from that sale.

%Earned/Sale: Average percentage commission earned per affiliate per referred sale. This number should only vary if the publisher has changed their payout percentage over time.

%Referred: Fraction of publisher's total sales that are referred

by affiliates.

Gravity: Number of distinct affiliates who earned a commission by referring a paying customer to the publisher's products. This is a weighted sum and not an actual total. For each affiliate paid in the last 8 weeks we add an amount between 0.1 and 1.0 to the total. The more recent the last referral, the higher the value added.

All factors are combined, and adjusted such that more recent sales activity is given greater weight.

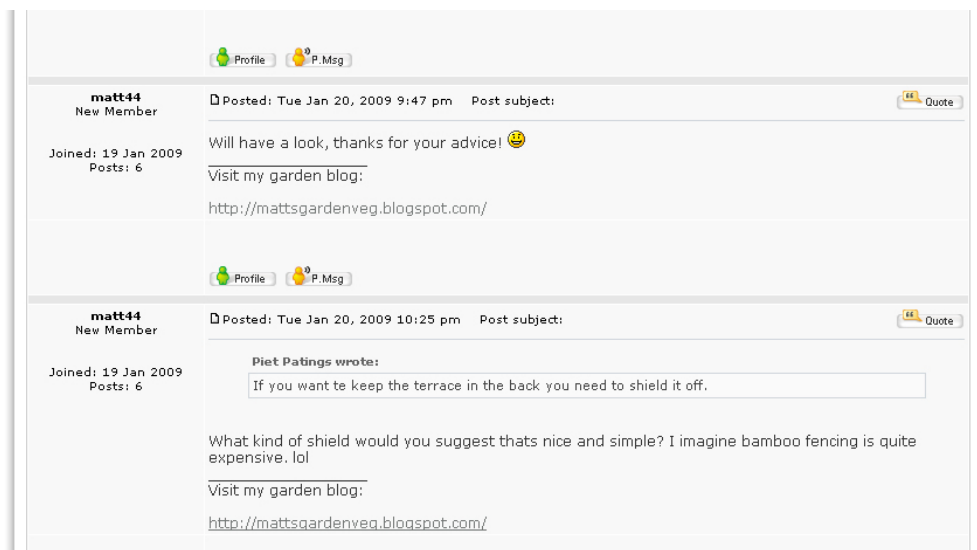
To improve their Marketplace ranking products must show a history of reliably converting referred traffic to paying customers over the past 8 weeks. Products that maintain a higher ranking naturally attract more affiliates, and make more sales overall.”

OK, now you've got your products. **Time to find your forums!**

You want popular forums that have a lot of lively conversations and heavy visitor traffic. This is where, again, ***Google is going to help you.*** “Gardening forum” is what you want here, and you're going to have to click through to see the most popular sites that appeal to you here. So go to Google search for the keyword “gardening forum”, the top 10 forums in the search ranking will do just fine.

There is one other thing that is CRUCIAL to this technique when searching for forums to join - **the ability for members to add a “signature”** at the end of any message they write on the forum. You won't have to join the forum to see if they have it available; simply look for quotes, names, links, emoticons or anything else under the messages people write on any given conversation thread. If they're there, the forum allows signatures.

This is an example I found in the forum <http://www.helpfulgardener.com> (the niche is 'gardening' anyway, you can change the niche to whatever you want).



In any case, if they allow them, once you sign up on a forum there is usually a profile control panel that lets you add the signature of your choice. **Within that signature box, you will be allowed to put in your affiliate link;** simply follow the instructions for the URL space or BBCode in your forum's control panel.

The promotional text you enter along with your URL is a vital component of your signature. This is what the forum users will see. You must highlight the main benefit that the ebook is offering – something that provides the solution the forum users are looking for.

In the gardening example, you can say, “Have the perfect garden, all year ‘round.” Or, “All your gardening questions, answered.” This will strike prospective customers as the solution to their problems. Stick to this formula for whatever niche you’ve chosen.

[You’re Off to the Races Now!](#)

OK. You’ve got your affiliate program, you’ve got your product, and you’ve found a forum. Now it’s time to get busy.

When you make a post, your signature will appear below it. Your signature will get maximum exposure when you start a thread that becomes popular, or by replying early to threads that have the potential of garnering interest. When a reader clicks on it, he is taken to your affiliate link for the ebook you are promoting. And if he buys the ebook, you get paid!

But, it’s not all about exposure. It’s also about your reputation among the forum members. By participating in the forum, you build your reputation. It’s important to be nice, knowledgeable and interesting, as people look up to those who have an established credibility. That’s why I

said earlier that it's important for you to enjoy your niche.

Above all, don't do anything that will offend the readers or pick a fight. Act sensible and you should be doing just fine. They might not be savvy to Internet marketing techniques, but they've probably seen a "troll" or two in their time, and you'll get bounced right off that forum if you're just trying to get exposure and not paying attention to what's going on.

This is a good technique if you have the discipline to return to the forums on a regular basis and stay active, so your signature with your link keeps appearing. This is not a set-up-and-leave-it revenue stream. But, if done correctly, you're going to be seeing affiliate commissions rolling in.

Once you get the hang of it, branch out and do different niches - one for every interest you have!

All the best,
Paul Walker