

Affiliate Profit Mentor™

Step By Step
Case Study

**“Forex”
Niche**

By Franck Silvestre

**Your Step By Step Roadmap To Earn Money
From Affiliate Programs...
Take Your "Affiliate Marketing" Business
To The Next Level**

*By Franck Silvestre
The Body Guard Marketer...*

www.mynetMarketingland.com
www.SeoseductionSecrets.com
www.MakeMoneyOnlinehow.com

Note: This special report is for your own use only.

You may not copy, change, modify or give away this report.

Note: Print this ebook to be sure to come back to it whenever you start a new project.

To avoid confusion between the forex case study and the 12 weeks training, I will separate the Forex case study from the main newsletter issue.

This was a member's suggestion.

If you have any suggestion about the newsletter, be sure to contact me. I will be glad to hear what you have to say.

Step-By-Step Case Study: The Forex Market Niche #2:

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Week 1:

- 1. Process Map**
- 2. Article Marketing**
- 3. Directory Submission**
- 4. Competition Analysis**
- 5. Search Engine Optimization**
- 6. Got A Copy Of The Forex Killer Software**
- 7. Added New Page To The Site**
- 8. Full Plan Of Action**
- 9. Newsletter**
- 10. Some Statistics**

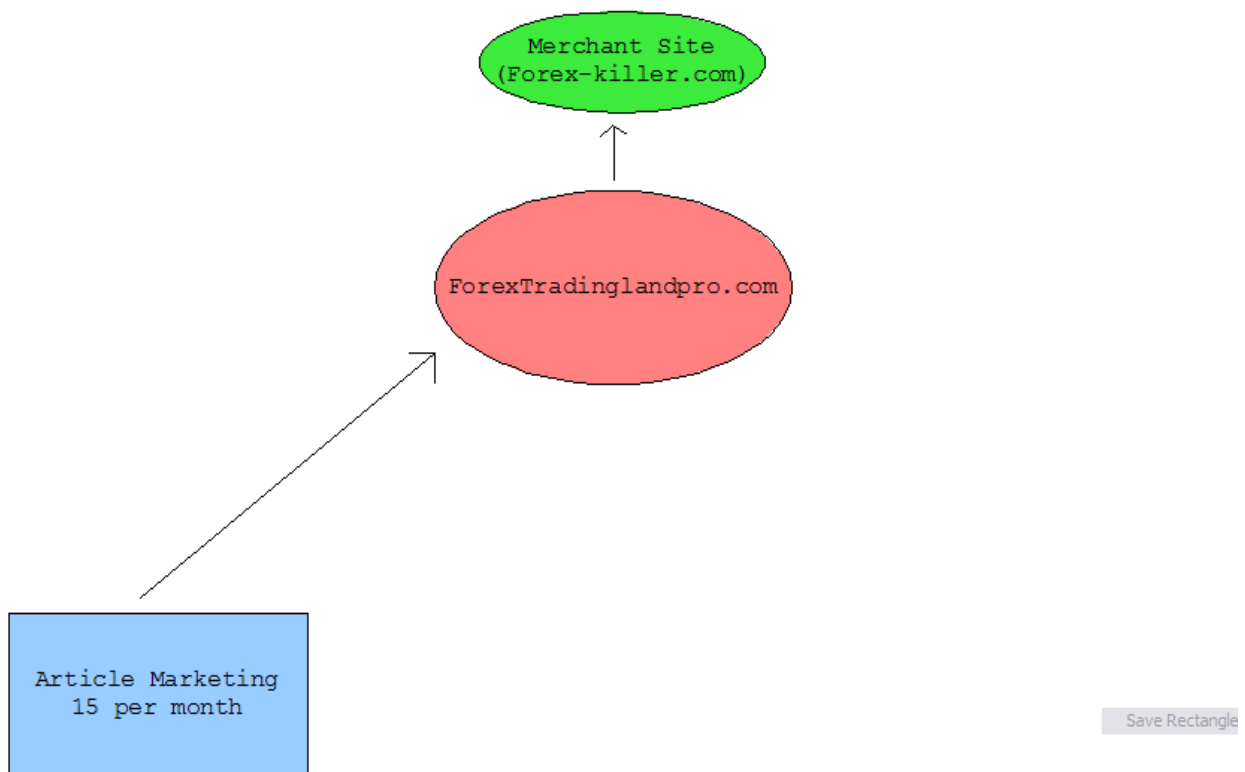
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1. Process Map
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I started a brand new marketing plan for the forextradinglandpro.com website.

I like process mapping because it allows you to see your business in a glance. You know what you are doing.

Since I started article marketing, I added it on my process map:



As you can see, I get traffic from articles to my affiliate website, and then, I funnel this traffic towards the merchant's website.

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2. Article Marketing

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Article marketing works. That's why it's the very first promotion technique I use whenever I start a new project.

I decided to hire 2 writers to write the articles for this website. (since it already made \$100, I am reinvesting the profits).

I wrote the first articles myself (in 2006), but I am not doing this anymore because I have several websites.

The other reason is that it's not cost effective for me to write these articles myself because my hourly rate is higher than \$12 an hour (the time it takes to write 2 articles).

Plus to grow your business fast, you need to delegate activities to other who are better than you...

Anyway, I had 5 excellent quality articles written and I added them to my website.

You can read one of the articles here: [Forex Training](#)

My plan is to submit 15 articles per month to directories from now on. I just rewrite the article and shorten it for the directory. It takes me 5 minutes of my time.

I also have someone else who distribute the articles for me.

My assistant submit principally to these:

1. ezinearticles.com
2. articledashboard.com
3. goarticles.com

Here is on of the articles I submitted: [Forex MACD](#)

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3. Directory Submission

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I also outsourced directory submission. The website was submitted to 400 directories for \$38. The work was completed in 24 hours.

The results from this submission will be a surge of backlinks pointing to my forex site. This is important for your rankings.

Directory submission doesn't benefit you directly. I mean that you will not get visitors from the directories, but you will gain some search engine love from it!

The service I used and recommend is: [David's Submission Service](#)

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4. Competition Analysis

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I also spend some time to check my competition. I am not afraid of competition. On the contrary, they are welcome!

I checked their website to get ideas for my own marketing and to see find some keywords as well.

I used the search engines free & paid traffic for this purpose.

I found an excellent website (<http://www.babypips.com>), and another “good” website (<http://www.forexbastards.com> & <http://www.forexpeacearmy.com>) who is almost dominating the forex niche (the guy has a dozens of forex sites), BUT I found that he was a scammer...

It's normal in the forex niche, there are a lot of scams.

There are more websites, but you get the point with these two.

Since these marketers are good (you find this with the quality of their sites), I can study their techniques and improve on their mistakes.

As they say, no need to reinvent the wheel...

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5. Search Engine Optimization
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What I showed you above (article marketing and directory submission) will help me with my search engine rankings.

My website is already on the second page for my main keyword "forex trading system software":

Google search results for 'forex trading system software'. The search bar shows the query and a 'Search' button. The results bar indicates 'Results 11 - 20 of about 231,000 for forex trading system software. (0.07 seconds)'. The first result is a sponsored link for 'Forex Signal Software' from www.Signals-Forex.com. Other results include 'Automated Stock, Forex, Commodities & Futures Trading System ...', 'American Chronicle | Forex Trading System Software - Forex Killer ...', 'Advanced Automated Forex Trading Signal Software System | Online ...', 'Forex trading platform', 'Fractal's Edge Forex Trading System Software', and 'Forex Trading System Software | Forex Killer | Online Currency Trading'. The last result is circled in red. On the right, there are more sponsored links for 'Forex trade signals', 'FX Trading Software', 'Kiindex Risk Workbench', 'Forex Killer Software?', 'Forex Secrets Revealed', 'Live \$25 Forex Accounts', and 'Forex Killer Software?'.

As you can see, I changed the title tag and the description tag as well. This also helped me to rank pretty fast.

I can't wait to be on page one of Google. I really like seo...

It's fun to outrank your competition... It reminds me of the dojo!

I'm also on Google page 2 for the website I'm promoting (Forex Killer)...

Google™ [Advanced Search](#)
[Preferences](#)

Web Results 21 - 30 of about 354,000 for **forex killer**. (0.07 seconds)

[Forex Killer on Squidoo](#)
Forex Killer® is a proven money making method where you generate the cash all by yourself trading Your money being totally in charge of what happens.
www.squidoo.com/forexkiller - 95k - [Cached](#) - [Similar pages](#)

[Forex Killer Review - Review of Forex Killer - Forex Killer on Squidoo](#)
Forex Killer was created by Andreas Kirchberger, an expert in trading the forex market. He makes a comfort income trading forex. He is a former forex ...
www.squidoo.com/forex-killer-review-4u - 47k - [Cached](#) - [Similar pages](#)

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The **Forex Killer** Software is user friendly and utilizes a large button and menu format. **Forex Killer** software, aside from it's clever name contains embedded ...
www.slideshare.net/DoublingStocks_Review/forex-killer-software-237457 - 57k - [Cached](#) - [Similar pages](#)

[Forex Killer — Blogs, Pictures, and more on WordPress](#)
My time with **Forex Killer** software has been very profitable. I have made loads of money thanks to this amazing software but this is not what I am going to ...
wordpress.com/tag/forex-killer/ - 17k - [Cached](#) - [Similar pages](#)

[YouTube - Forex Killer Get rich quick .make money become Millionair](#)
<http://masterbjb.andreaskir.hop.clickbank.net><http://masterbjb.andreaskir.hop.clickbank.net><http://masterbjb.andreaskir.hop.clickbank.net><http://masterbjb.andreaskir.hop.clickbank.net>
www.youtube.com/watch?v=B62BAEU8M6Q - 76k - [Cached](#) - [Similar pages](#)

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New to **Forex**? Our **Forex** Trading System Software **Forex Killer** will get you up and running in no time. Become a **Forex** trader master.
www.forextradinglandpro.com/ - 22k - [Cached](#) - [Similar pages](#)

Sponsored Links

[Easy-Forex™ 24x7 Trading](#)
Trade In Arabic. 5 Min, \$100 Start CC Deposit. Up to 200:1 Leverage!
www.Easy-Forex.com/Arabic

[Forex Killer® Official](#)
Learn How I Make Easy Money Every Month with **Forex Killer** © **Forex S/A** **ForexKiller.org**

[Forex Killer Scam](#)
Forex Killer Software is popular. But does it actually work?
www.galaxyofinfo.com/forex-killer

[Forex Killer Software?](#)
Automated **Forex** Analytical Software Tells You What & When To Do - Now!
Forex-Killer-Software.com

[Forex Killer Software?](#) Rectangle
Don't Buy **Forex Killer** Software Now => You Gotta Read This - Go Now.
Forex-Trading-Method.com

[Forex Buy/Sell Alerts](#)
Instant signals to your desktop email or mobile via SMS.
www.fxuniversal.com

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6. Got A Copy Of The Forex Killer Software
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I got a copy of the software I'm promoting for review (I may try a video review later).

I didn't buy it if you are wondering, I just send an email to the owner, saying that I was going to promote his product, and I included my website url in the email.

He sent me a download link.

See how it's easy? It works well because the merchant knows that you can send some sales his way.

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7. Added New Page To The Site
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I've added the 5 new articles to the website and added a brand new sitemap.

See here:

1. [All the articles](#)
2. [The new sitemap](#)

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8. Full Plan Of Action
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I also prepared a full plan of action. You will get it in the next case study updates.

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9. Newsletter

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I also updated my forex newsletter (it's not finished yet). It's a good newsletter, and I will add some of the articles I received from my writer.

It's a 10 part e-course, but I've added more lessons.

Have a look...

PARABOTS.NET
The Ultimate Follow-up Autoresponder System

Home Autoresponders Subscribers Link Tracking Settings Log-out

Autoresponder identifier: **forex**

Total subscribers in last 24 hours: [1]
 Total subscribers in last 7 days: [5]

Id#	Subject line	Delay	Format	Action	Move
1	%%FNAMEFriend%% , as promised, your e-course:	Immediate	Text	[Delete] - [Edit]	▼
2	%%FNAMEFriend%% , Lesson 2 - The FX Mentor e-Course	1 Days	Text	[Delete] - [Edit]	▲ ▼
3	%%FNAMEFriend%% , Lesson 3 - The FX Mentor e-Course	1 Days	Text	[Delete] - [Edit]	▲ ▼
4	%%FNAMEFriend%% , Lesson 4 - The FX Mentor e-Course	1 Days	Text	[Delete] - [Edit]	▲ ▼
5	%%FNAMEFriend%% , Lesson 5 - The FX Mentor e-Course	1 Days	Text	[Delete] - [Edit]	▲ ▼
6	%%FNAMEFriend%% , Lesson 6 - The FX Mentor e-Course	1 Days	Text	[Delete] - [Edit]	▲ ▼
7	%%FNAMEFriend%% , Lesson 7 - The FX Mentor e-Course	1 Days	Text	[Delete] - [Edit]	▲ ▼
8	%%FNAMEFriend%% , Lesson 8 - The FX Mentor e-Course	1 Days	Text	[Delete] - [Edit]	▲ ▼
9	%%FNAMEFriend%% , Lesson 9 - The FX Mentor e-Course	1 Days	Text	[Delete] - [Edit]	▲ ▼
10	%%FNAMEFriend%% , Lesson 10 - The FX Mentor e-Course	1 Days	Text	[Delete] - [Edit]	▲ ▼
11	A Special Bonus for you %%FNAMEFriend%%...	1 Days	Text	[Delete] - [Edit]	▲ ▼
12	%%FNAMEFriend%% , Lesson 11 - The FX Mentor e-Course	1 Days	Text	[Delete] - [Edit]	▲ ▼
13	%%FNAMEFriend%% , Lesson 12 - The FX Mentor e-Course	1 Days	Text	[Delete] - [Edit]	▲

[Add New Message](#)

▲ - move message up
 ▼ - move message down

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10. Some Statistics

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1. Number of subscribers: 147

1386	forex	Active Subs: [13] - Finished Subs: [134] - Total subs: [147] - Deleted Subs: [0] - Failed [2]
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I have only 147 subscribers into my autoresponder. No need to say that I need to get more people to read my newsletter.

2. Articles in Ezinearticles.com:

947854	Forex Entry Signal Via MACD Divergence Made Easy For Beginners!	84	1	<u>26</u>	0	0	1	★★	01/25/2008
924664	3 Amazing Free Forex Tips You Absolutely Need To Follow If You Are A Foreign Currency Day Trader	70	1	<u>4</u>	0	0	1	★	01/14/2008
948160	Forex Trading Software - 3 Crucial Answers That Every Serious Trader Should Know!	70	2	<u>7</u>	0	0	0		01/26/2008
942390	Forex Basics - Here Is A Quick Forex Trading Introduction For Beginners!	66	2	<u>16</u>	0	0	1	★	01/23/2008
942382	Dangers Of Forex Trading - Ignore Them And You Could Lose Your Hard Earned Money!	56	0	<u>13</u>	0	0	0		01/23/2008
946825	Forex Training - A Crash Course For Beginners In Plain English	50	1	<u>17</u>	0	0	1	★	01/25/2008

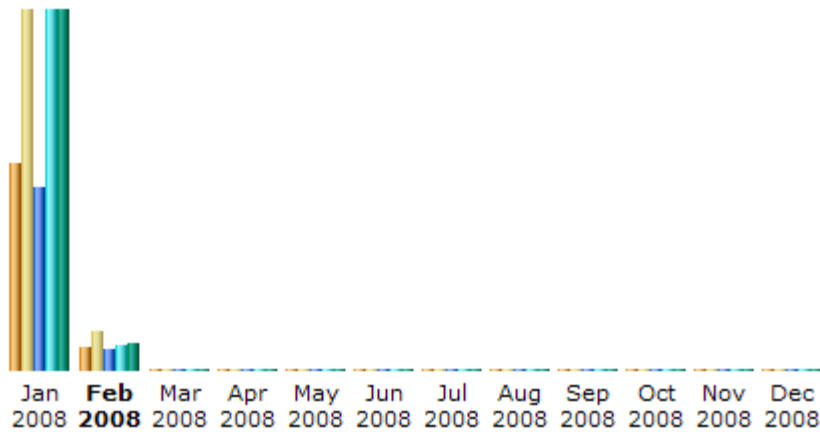
As you can see, I have a lot of unique visitors (the numbers in the circle) from the article distribution. I got almost a hundreds visitors from ezinearticles alone.

Plus some people reprinted the articles on their website or blog. And hopefully some of them will send it to their lists as well.

3. Sales

No commission yet.

4. Number of unique visitors



Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2008	881	1530	2497	4932	66.10 MB
Feb 2008	99	168	289	341	5.14 MB
Mar 2008	0	0	0	0	0
Apr 2008	0	0	0	0	0
May 2008	0	0	0	0	0
Jun 2008	0	0	0	0	0
Jul 2008	0	0	0	0	0
Aug 2008	0	0	0	0	0
Sep 2008	0	0	0	0	0
Oct 2008	0	0	0	0	0
Nov 2008	0	0	0	0	0
Dec 2008	0	0	0	0	0
Total	980	1698	2786	5273	71.24 MB

It's not bad! If you remember, I had less than 500 visitors last month (December 2007)

I hope you enjoyed the niche case study.

To be continued...

To our success,

Franck Silvestre