

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

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Note: Print this ebook (with part 2 & 3 as well) to be sure to come back to it whenever you start a new project.

Step-By-Step Case Study: The Forex Market Niche #3:

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Month 2: Feb 2008 - Commissions: \$411.44 (Goal = \$200/month)

- 1. Process Map**
- 2. Article Marketing**
- 3. Directory Submission**
- 4. Press Release (Or Seo...)**
- 5. The Blog**
- 6. Seo & Top Rankings**
- 7. Tracking ID in Clickbank**
- 8. Newsletter & Subscribers**
- 9. Some Statistics**
- 10. Thoughts...**

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***Note:** I must say that I doubled my \$200 per month goal. The site has a really big potential. In fact, it can easily be turned into a \$3000 per month business. Actually, even more than that...*

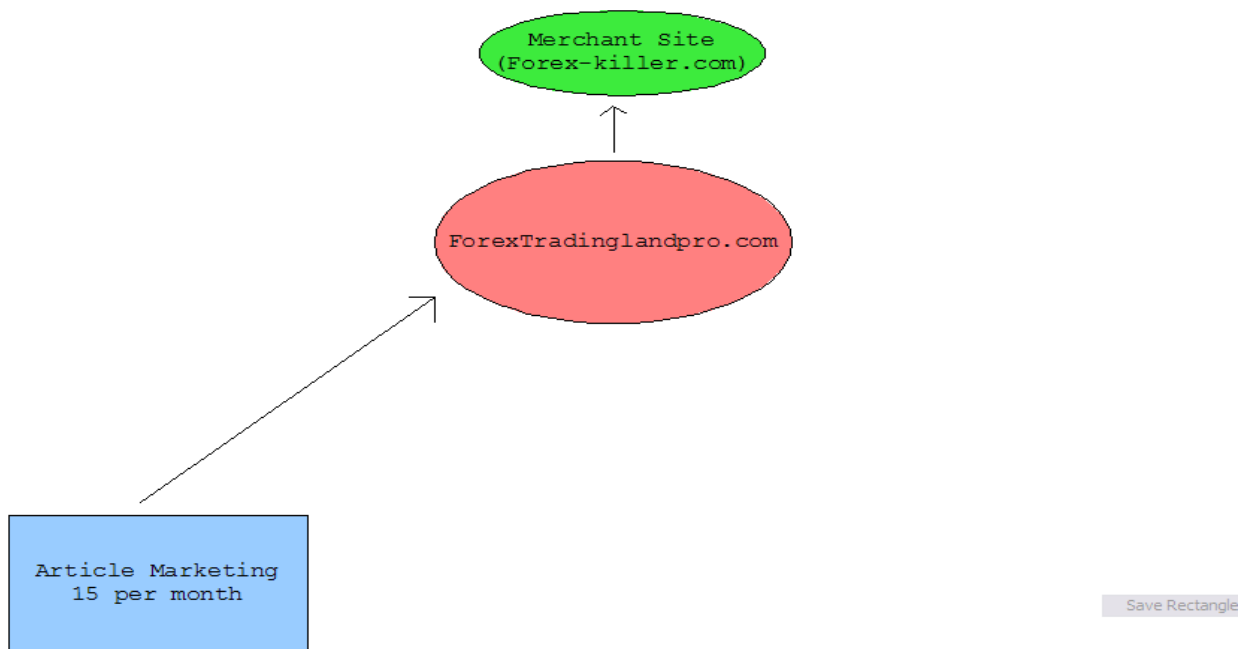
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1. Process Map
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Let's see what I added to my first chart. Note that these new additions to the charts allowed me to earn more than \$400 this month.

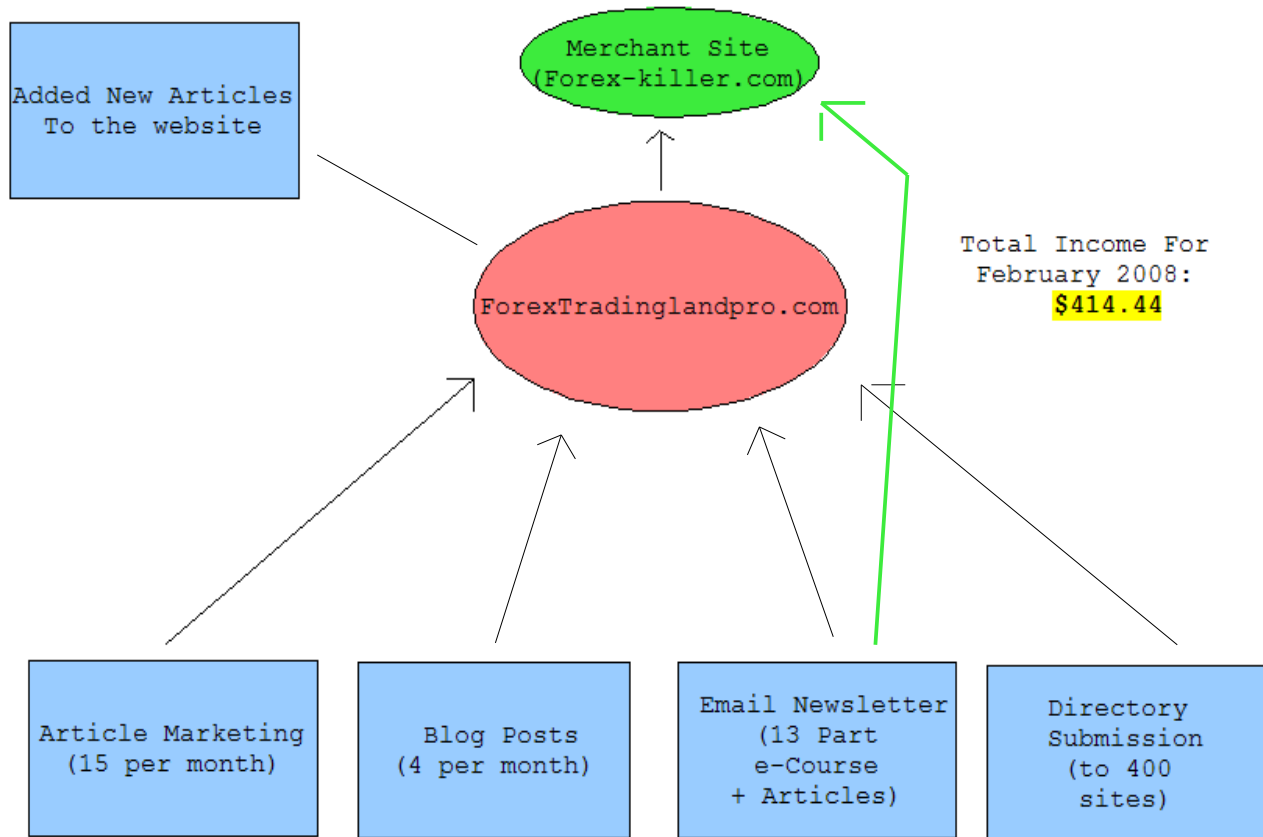
Tip: *if you want a \$1200 income, just repeat this process in three different niches, or even better in the same niche. Just do the same site for 3 different affiliate programs. All you need to do is to change the articles. It's that simple.*

I highly recommend that you use a chart for everything you do because it's good to have the big picture.

This is how everything started: I write and submit articles with a link to my site, and whenever someone click on the link on my site, he ends up at the merchant's website:



Here is the new chart:



What I've done so far?

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2. Article Marketing
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I submitted those 15 articles last month and I got a nice traffic from them. The traffic came from:

1. Ezinearticles.com (direct traffic)
2. Search engines (indirect traffic from better search engine rankings)

Note: this month was tough. I lost one of my preferred writers. I don't know what she is doing. I tried to contact her, but I didn't receive any email from her, nothing.

And now my assistant has his own business... He isn't submitting for me anymore to other sites, and while I am waiting, I just submit to ezinearticles. It's more than enough.

The article strategy works very well. Look at my traffic stats now: I got **1314 visitors in February**. If you remember, in December 2007 I had 400 visitors per month.

The few articles I distributed almost tripled my traffic. And let me tell you that this is nothing. I distribute 100 articles a month for another of my websites.

Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2008	881	1530	2497	4932	66.10 MB
Feb 2008	1314	2476	3979	5768	139.87 MB
Mar 2008	33	36	41	77	803.43 KB
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	2228	4042	6517	10777	206.76 MB

Let's see how many clicks I got from ezinearticles below (It's a little more than this number in reality)...

... And many webmasters already added my articles to their websites.

Links from an external page (other web sites except search engines)

- Full list

- http://ezinearticles.com	84 84
- http://www.webwire.com/viewPressRel.asp	20 20
- http://www.talkgold.com/forum/showthread.php	19 19
- http://i.ezinearticles.com/article-management/ezinearticles/ea_e...	18 18
- http://www.mql4.net	10 10
- http://www.BigFinder.de/index.php	7 7
- http://us.f625.mail.yahoo.com/ym/ShowLetter	4 4
- http://i.ezinearticles.com/article-management/ezinearticles/qc_m...	4 4
- http://www.stockleaf.com	3 3
- http://www.1888articles.com/forex-is-the-best-and-more-lucrative...	3 3
- http://www.ezinearticles.com	3 3
- http://www.stockleaf.com/blogs/fat-pitch-financials.php	2 2
- http://www.windowslivetranslator.com/bv.aspx	2 2
- http://www.pingdom.com/tools/fpt/	2 2
- http://www.stockleaf.com/directory/	2 2
- http://www.jayde.com/13101354-forextradinglandpro.html	2 2
- http://translate.google.com/translate	2 2
- http://onlinefuturesworld.info/automated-forex-currency-trading-...	1 1
- http://myfastmail.com/mail/	1 1
- http://www.msrii.com/2008/forex-basics-here-is-a-quick-forex-tra...	1 1
-	
http://forum.mabico.com/forum/Investing_C5/Retirement_Investing_...	1 3

Note: *It's crazy, I still get some traffic from a few forums. I didn't visit those forums for almost 2 years now.*

I got more than one hundreds vistors from the submission to ezinearticles alone.

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3. Directory Submission

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I didn't submit to directories this month. I think the I will get some more traffic soon as a result of the previous submission.

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

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4. Press Release (or SEO...)
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I submitted a Press release with <http://www.webwire.com>. I paid \$19.95 and just submitted an old press release.

\$19.95 don't include your press release in Google and Yahoo news. I only wanted to get some good backlinks. The site has a high page rank (pr7), Google seems to love it.

These backlinks count. In the screenshots above, you can see that I got 20 visitors from webwire.com.

Note: *I didn't add this in the chart above (in point #1) because I don't consider it like a press release, but rather like an seo backlink strategy similar to distributing articles.*

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5. The Blog: <http://www.forextradinglandpro.com/blog/>
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I didn't update the blog since July 2006. This month I added the all in one seo plug-in and changed the title (see the new title in the ellipse of the screenshot below), meta tags and description.

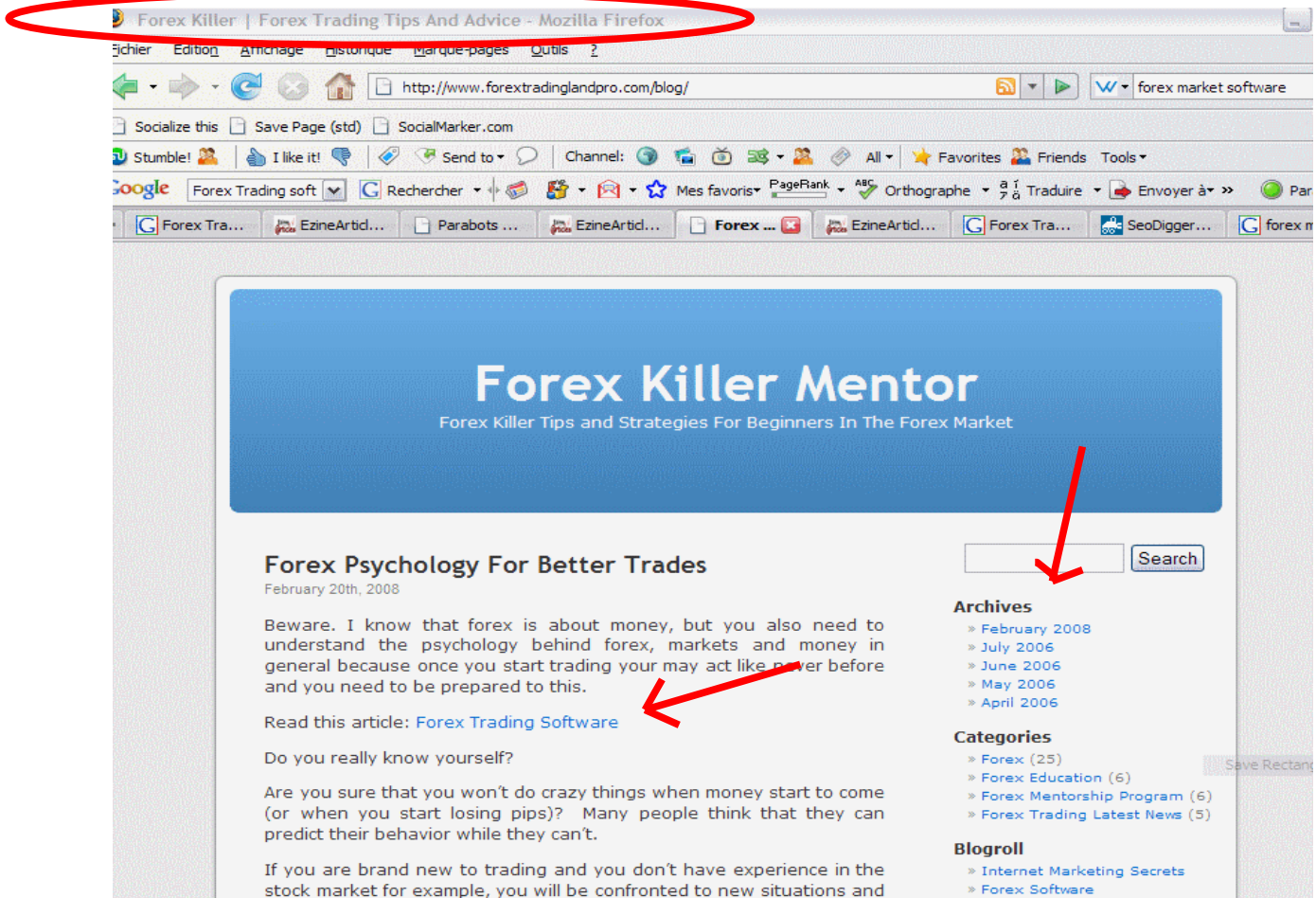
I've also edited all the links in the sidebar.

I made 10 new blog posts. In fact these are the same articles. I've just shortened and rewritten the same articles I outsourced and submitted to the directories. Then I used autoposting (you can do this from your wordpress dashboard).

This is called repurposing your articles. In the blog posts, I add links to my website and links to the forex-killer site with a php redirect.

Note: You can watch my video about php here (Hmmm, it's a ghetto video...): [How to create a php redirect with your tracking ID](#)

Have a look the screenshot now...



Let's continue...

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5. SEO & Rankings:

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I get a lot of top rankings from my tiny efforts. This free tool allows you to quickly find out your top rankings (and your competition's rankings as well).

Here is the link: <http://www.seodigger.com>

I have some juicy keywords...

Note: On the right, you can see my ranking position (see the red arrow)...

The screenshot shows the Seodigger interface. At the top, there is a search bar with the domain <http://www.forextradinglandpro.com> entered. Below the search bar, there are options for search engine (Google 60M English Base) and number of keywords (250). The user is logged in as 'franck' with a 'free account'. The main table displays search results for the domain in the Google database. A red arrow points to the 'Pos.' column, indicating the user's ranking position for the first result.

ID	Date	Keywords	Pos.	WT	OT	SV	AC
1	14.02.2008	forex internet	1	243	7	--	--
2	14.02.2008	forex internet trader	1	31	0	--	--
3	14.02.2008	forex mathematical forex trading system software	1	0	0	--	--
4	14.02.2008	forex automated forex trade alerts software	1	0	0	--	--
5	14.02.2008	forex internet	2	243	7	--	--
6	14.02.2008	forex internet trader	2	31	0	--	--
7	18.02.2008	trade forex software	2	0	0	--	--
8	12.02.2008	account automated forex mini	3	39	2	--	--
9	14.02.2008	forex trading system mathematical software	3	0	0	--	--
10	14.02.2008	forex mathematical software system trading	3	125	0	--	--
11	14.02.2008	forex system software mathematical trading	3	0	0	--	--

There is more...

13	16.02.2008	mathematical forex trading systems software	3	0	0
14	16.02.2008	mathematical forex trading system software	3	125	13
15	16.02.2008	mathematical trading system software forex	3	0	0
16	18.02.2008	software trading forex system mathematical	3	0	0
17	12.02.2008	address currency email forex free name offer subscribe trading	4	34	0
18	12.02.2008	bain pivot program	4	25	0
19	14.02.2008	forex program training	4	38	0
20	14.02.2008	forex software course	4	26	0
21	14.02.2008	forex training ebooks	4	0	0
22	14.02.2008	forex scams training	4	30	0
23	18.02.2008	trading currency internet home business internet home	4	0	0
24	14.02.2008	forex internet trading	5	89	5
25	14.02.2008	fx mentor	5	0	0
26	14.02.2008	fx mentoring trader	5	25	0
27	15.02.2008	internet currency trading system	5	0	0
28	18.02.2008	trading currencies internet home business internet home	5	0	0
29	12.02.2008	beginner currency trading	6	70	0
30	13.02.2008	brain forex system trading	6	49	0
31	13.02.2008	currency mentor trading	6	66	0
32	14.02.2008	currency trading newsletter	6	0	4
33	14.02.2008	forex training scams	6	0	0
34	14.02.2008	forex training software	6	51	35
35	14.02.2008	forex software training	6	51	0
36	14.02.2008	forex training course free mentor	6	0	0

I also have many other first, second and third pages for very profitable keywords (the list continue), but you got the point...

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6. Tracking ID in Clickbank

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I've added two different tracking codes to my forex site:

Note: You can watch my video about php here [How to create a php redirect with your tracking ID](#)

Sitehome: tracking sales on my forex website (2 sales) = in black =
 List : tracking sales from my autoresponder series (1 sale)

Tracking Code Summary

Code	# Hops	# Sales	# Refunds	# Chargebacks	# Net Sales	\$ Sales	\$ Refunds	\$ Chargebacks	\$ Net Sales	Average \$ Per Sale	Hops Per Order	\$ Per Hop	% Of Sales \$	Refund %	Chargeback %
NO TRACKING CODE	1000	9	1	0	8	\$374.48	\$-25.09	\$0.00	\$349.39	\$46.81	111.1111	\$0.37	68.89%	11.11%	0.00%
SITEHOME	228	2	0	0	2	\$115.04	\$0.00	\$0.00	\$115.04	\$57.52	114.0000	\$0.50	21.16%	0.00%	0.00%
LIST	32	1	0	0	1	\$54.05	\$0.00	\$0.00	\$54.05	\$54.05	32.0000	\$1.69	9.94%	0.00%	0.00%

This month I had 7 sales for the software as you can see below:

Displaying all 10 results. Total: \$521.70

Actions	Date	Time	Receipt	TID	Pmt	Txn Type	Item	Amount	Publisher	Affiliate	CC#	St.	Last Name	First Name
	2008-02-29	19:31	[Redacted]	SITEHOME	PYPL	Sale	2	\$54.05	ANDREASKIR	SEIBUKAN	AU			
	2008-02-22	08:54	[Redacted]	SITEHOME	VISA	Sale	1	\$60.99	ANDREASKIR	SEIBUKAN	US	MD		
	2008-02-19	20:32	[Redacted]		MSTR	Sale	1	\$60.99	ANDREASKIR	SEIBUKAN	US	WA		
	2008-02-18	00:43	[Redacted]	LIST	PYPL	Sale	2	\$54.05	ANDREASKIR	SEIBUKAN	US	FL		
	2008-02-12	10:07	[Redacted]		VISA	Sale	4	\$16.22	ANDREASKIR	SEIBUKAN	NO			
	2008-02-12	09:59	[Redacted]		VISA	Sale	2	\$54.05	ANDREASKIR	SEIBUKAN	NO			
	2008-02-10	20:34	[Redacted]		VISA	Sale	2	\$54.05	ANDREASKIR	SEIBUKAN	IN			
	2008-02-04	11:52	[Redacted]		PYPL	Sale	1	\$60.04	ANDREASKIR	SEIBUKAN	NL			
	2008-01-01	11:47	[Redacted]		VISA	Sale	2	\$54.05	ANDREASKIR	SEIBUKAN	US	MD		
	2007-12-19	09:08	[Redacted]		MSTR	Sale	2	\$53.21	ANDREASKIR	SEIBUKAN	DE			

Displaying all 10 results. Total: \$521.70

Export options: [CSV](#)

... But I made a mistake when I added the tracking ID code to my php file... And I only tracked 3 sales as you can see in the screenshot above.

Two sales came from my website and one from my autoresponder series. As for the 4 other sales, don't know.

Note: *It's very important that you track your sales to know where you need to concentrate your efforts.*

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7. Added New Pages To The Site
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I've also added new articles to the website. At this point, once a week is good.

See here:

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

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8. Newsletter & Subscribers
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Now I have 166 subscribers in the autoresponder. That's not a lot, but the e-course is good and it converts well.

If I want to add more subscribers, all I need to do is to create a squeeze page with a title, some bullet points, an optin form and nothing else.

Then I would redirect subscribers from my autoresponder to the forex-killer page.

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9. Some Statistics (feb 2008)

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Important Note: *If you are just starting out, be sure to track all these numbers at least monthly to start:*

1. Number of subscribers: **166**
2. Articles in Ezinearticles.com: **20**
3. Commissions: Feb = **7 (\$414.44)**/ Total Since starting case study: **8**
4. Number of unique visitors: **1314**
5. Directory Submission: **400** (from january)
6. Blog Posts: **10**
7. Expenses:
 - 1) \$40 = 10 articles writing
 - 2) \$19 = Press Release
8. Net Profit: \$414.44 - \$59 = **\$355.44**
9. Visitor value: \$355.44 % 1314 = **\$0.27**

This is a very important number that you need to track. This mean that for each visitor to this site, I earn \$0.27.

To obtain this \$0.27, you just need to divide your net profit by the number of unique visitors.

net profit % number of unique visitors = Visitor value

It is an important number because you know that in order to be profitable, your cost per acquisition (of a new visitor) should be less than \$0.27.

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10. Thoughts...
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The site already passed the \$200 mark (my goal at the beginning of the case study), and have the potential to make \$1000 per month in profits with only one hour of work per week.

Just writing and submitting articles to ezinearticles.com will be enough.

I am thinking about selling this website. I've never done this before. I may try on sitepoint.com or ebay. Who knows, I may add a new stream of income to my business.

I know that flipping site is a good source of revenue these days.

What about you?

If you are brand new to all this, all the stuff I showed you above work. Do it.

Why so many people fail?

Because they don't take action, don't want to invest in their business and jump from an opportunity to another...

I hope you enjoyed the niche case study.

To be continued...

To our success,

