

# Building An Unstoppable Affiliate Income



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## **Introduction**

This report is about making money with affiliate marketing.

It's not about some latest craze, some big “secret” method that you've never heard about before. It doesn't contain some “secret” new way to generate traffic, or a weird “loophole” that you can exploit for overnight profits.

It contains smart, profitable ways, of implementing a time sculpted method for big, passive income results.

Oh, and it WORKS. It's been working for 5 years and it's not going to stop working any time soon.

If that's the kind of thing you're looking for, then we're going to get along just fine :)

All of this above being the case however, we're forced to start with some “not so good” news...

## **Why It's Hard To Make Affiliate Income These Days**

I realize this isn't the kind of heading that most helpful “how to” reports on making money online start with. But do you want a normal report like all the others? Or do you want the truth? Because I've got to tell you: Having people blow smoke up your butt with stupid claims about what's possible... people who haven't made money as an affiliate since 2004... is not what you need if you plan to ever have a profitable affiliate business.

There ARE some hard truths to be faced for affiliates at the moment, but only by facing them can we continue to be owners of the coolest, most freeing kind of businesses in the world. If you're trying to build a business as an affiliate right now, you can't afford NOT to know what's in this report.

So in this first section I'm going to tell you two things: Why making money as an affiliate is harder now than it once was, BUT why this is simultaneously, the biggest period of opportunity for affiliate marketers in history. You ready? Here goes...

### **Affiliate Marketing Ain't What It Used To Be**

#### **Part 1: Search Engines**

There's a lot of things that used to work in affiliate marketing, that don't work anymore. There are a lot of things that you used to be able to do as an affiliate, that you can't do anymore. Same goes for the search engines. The game's just different now.

It's almost impossible to create traditional “minisites” now – like, 5 page sites – and expect to get decent traffic from the search engines. It's almost impossible to use nothing but scraped content and expect it to generate rankings. You can't just submit articles to directories and get overnight search engine rankings anymore. It's almost impossible to quickly slap up PPC campaigns and be generating profits overnight now either. Heck it's tough to get traffic just BEING an affiliate at Adwords anymore.

Yeah, it's tough. Affiliate marketing used to be so easy that affiliates in all their zest, spammed the crap out of the internet with their lazy content and crappy websites. Same with the AdSense publishers of old. Now search engines, with a vested interest in presenting quality to their users, are trying to weed out those sites, and the people making them OUT.

That's all “algorithm updates” are. Whether it's Panda, Farmer, Caffeine, you name it... You can go into all the detail learning about each new update as it comes along, but every one has the same purpose: to improve the quality of the search results by weeding out crappy websites.

Unfortunately that weeding process isn't smooth, and a lot of the time it isn't fair. Whether it's a slap in the paid search listings, or a de-indexing/sandboxing in the organic listings, affiliates have gotten beaten up in this last 12 months. Many a good and decent affiliate has fallen victim to this process and most of the time, nothing can be done about it. This kind of thing has caused affiliates or potential affiliates to take an overly negative view of the business model in general. That's a view I believe to be unfounded.

Because guess what? There are still millions of affiliate sites ranking in the search engines. Search the keyword of any popular niche (say from Clickbank), and you'll more than likely find an affiliate site somewhere on page 1 of those search results.

No one hates affiliate marketers. They only hate idiot affiliates who are trying to put out crappy content and game the system. If you understand this, you have a bright future in online business.

## **Part 2: Affiliate Networks**

The other reason affiliate marketing is harder today than ever is because of increased competition. Now with any product that converts highly, you can be sure that all the paid listings AND most of the organic listings are eaten up by affiliates or real merchants who are better than you at SEO, PPC and probably everything about affiliate marketing.

Life is tough.

Back in the day you could grab any old product from Clickbank, slap up an affiliate site and be the only one in the market... claiming commissions left, right and center. Today, not so much.

In fact I've pretty much given up on Clickbank for promoting affiliate offers with a few minor exceptions. There's just no point. The competition is so high that your potential profit isn't even worth the money or the effort it takes to generate it.

The only way a new affiliate can succeed is by finding better and less “tapped” opportunities than other affiliates. That's the easiest way to gain an advantage and we'll talk more about that later.

In this same category, we have issues of products and their merchants coming and going. There's more regulation of selling on the internet now than there ever has been, and it means that existing merchants selling their products are frequently forced to re-evaluate, or flat out stop selling what they're selling.

New affiliate offers are here one week and gone the next, and when you've built a whole campaign around a product only to see it disappear as soon as you begin to get decent traffic... that's not so fun.

If you want to be an Unstoppable Affiliate, your model has to be impervious to devastations of this kind as well. Fortunately that kind of invincibility is easy if you know how.

### **That's All?**

You know what's great about this? That's it. We're done now with the problems. Those are the worst things you have to deal with in order to have the ultimate freedom-generating, passive income business in the world. Not so bad right?

Now they're all out in the open, all confronted, we can move on to the good news, and then the STRATEGY!

## **Why Affiliate Marketing Is More Profitable Today Than Ever**

Don't get caught in the doom and gloom. Everyone else is caught in it, and that's why they've given up. It's not that "affiliate marketing" is getting harder... it's just that "doing it crappily" is getting harder. Doing affiliate marketing properly is getting easier as all the crapsters drop out.

Let me give you a concrete example.

You've probably heard about how EzineArticles.com got badly hit in this last search engine update right? Everyone's crying about how their articles don't rank as well anymore, worrying that "article marketing is dead" and panicking that the same will happen to their site.

Me? I'm stoked about it!

Think of all those crappy Ezine Articles that were ranking above you in the search engines without doing any work?! Think of all the shitty Squidoo lenses, and associatedcontent.com pages and ehow articles that were beating you.

They're GONE now! You just lost maybe 20% of your search engine competition for all those long tail keywords!! What are you crying about?!

Doing things better than ezinearticles.com is easy. They're short, crappy, Adsense filled article pages with hundreds of outbound links on them... and most of the time NO backlinks coming in. Anyone half serious about their SEO could nail them with even mild effort.

I'm telling you: The fact that crappy results are getting blasted in the search engines is a GOOD thing.

And it doesn't stop there.

Like I said, there are more opportunities for affiliates now than ever. There are more offers, more networks, more keywords, more websites with more traffic... just more!

Lots of new companies are seeing the benefits of selling online and making the move. That means new affiliate programs opening up daily. *When a new affiliate program opens up on a product that has an existing reputation... it's like money in your pocket and there's NO competition.*

When it comes to search, that long tail that we all know about is always growing. New keywords are appearing each month even for niches that have always existed. New modes of search like mobile and tablets are growing in popularity, increasing search volume for keywords across the board too.

Whichever way you look at it, affiliate marketing is still the best online business model there is. And I say that having tried many others.

It's the easiest, it's the cheapest, it's easily scalable, it's the lowest effort, it's the most passive. If you're thinking of giving up affiliate marketing, you may as well give up online business all together, because you're not going to find anything easier.

Finally, if you think affiliate marketing is too hard, let me share a story.

One of our previous customers set up a website a year or so back. They didn't work on it much. They posted mostly other people's content, they did a tiny bit of link building, and kept their mini site updated with some RSS feeds. Not great techniques, probably not even anything that I'd recommend for the perfect affiliate marketer.

I caught up with this customer recently and found that they'd gotten some rankings for some random keywords that they hadn't even found in a keyword tool. Long tail keywords that they hadn't even specifically targeted.

They were happy because their site with only a small amount of traffic from some obscure keywords was generating a passive \$200 a month in affiliate income.

Of course that's not a lot of money, but it wasn't a lot of work either, and mostly not even the right work!

The ability to easily generate income with search and affiliate marketing is as high as it's ever been, and even higher for people who know how to do things right.

The amount of easy money you could make... the amount of passive income... the utter level of freedom you could have in your life if you could only capitalize on all of these opportunities that are available to you, is completely beyond your comprehension.

Let's talk about capitalizing on some of that opportunity.

## Unstoppable Niches

The first part of creating an unstoppable affiliate income is operating in “unstoppable” niches. What's an unstoppable niche? This is an interesting discussion.

First, an unstoppable niche is “evergreen”. It's one of those niches that is never going away. One that even in 20 years time, people are still going to be looking for information on it. They might not be looking for the SAME information, but they'll be wanting information. Evergreen is unstoppable ingredient part 1.

But telling people to enter evergreen niches in isolation is not such good advice. I've had sites in the weight loss niche that didn't make money. Ditto for dating, insurance, and many others. There's more to this puzzle.

An unstoppable market is one where there are multiple quality products to sell for a good commission. That's for a couple of reasons.

If you're in a market with only one thing to sell, you can face problems. What happens if the merchant makes a change to their page and your traffic stops converting? Or if they change the commission? What happens if the merchant removes the offer? If you don't have contingencies, any one of these things happening will result in a hit to your income. Not to mention, when something like this happens after you've spent months attaining search traffic, that's a hit to your time, and your LIFE too. The possibility of promoting multiple, quality, high commissioned products... that's unstoppable quality number 2.

Next up, BIG and DEEP markets. You might think “evergreen” and “big” are the same, but they're not. Many niches are evergreen, they just aren't that big. Gardening is something that people are probably going to do forever but compared to other markets, it's not... BIG.

A BIG market is one with so much volume that even making a small dent in it gets you big traffic and big results. A BIG market is one where big money is being made. A BIG market is

one with a lot of competition, but so many small pockets that there's always room for more. A big market is slightly harder to break into, but the reward for doing so is disproportionately high.

What about deep? A deep market is where there are a large volume of keywords and keyword groups with revenue potential. If that's not clear, I mean, a large number of keywords that get a significant number of searches. The perfect Unstoppable Affiliate site is one where you're ranking and generating revenue from a large number of keywords. This means that even if a few pages on your site got hit for some reason, the remainder would generate enough traffic that you wouldn't be significantly affected. That happens when your market is both big, and deep, because it means you've got lots of profitable keywords & rankings that are each bringing you a significant amount of traffic.

Big & Deep: That's Unstoppable quality number 3.

In fact there are more characteristics of an “Unstoppable Niche” that we can't get into here. You can head to [www.unstoppableaffiliate.com](http://www.unstoppableaffiliate.com) to find out more.

The bottom line is that when you're in the right niche markets, making money as an affiliate becomes a totally different game. Great keywords are easier to come by, rankings are easier to attain, traffic converts at a higher rate and the commissions are fatter. Entering a great market is the key to having an unstoppable affiliate income.

Though of course it's only the first part of the puzzle.

Let's move on to Unstoppable Affiliate Sites...

## Unstoppable Affiliate Sites

First up, it's time to rehash a timeless affiliate debate, hopefully throwing some slightly new light on the issue.

The question is constantly asked: Is it better to create one site per product, or create one site that promotes multiple products. I've done, and had success with both, so I can tell you a few things...

Both options have their pros and cons. Using one site per product means you can always use the exact keyword in the domain name, which is a big advantage in the search engines: means you can rank a lot quicker. In fact, months quicker in my tests. But at the same time, this model means you constantly have to create new sites. That's a bad thing because new sites are the hardest to get traffic to. Build one link too many on your new site and you'll face a sandboxing, which is now more intense than ever. More about that in the [full UA course](#).

With the multiple product model, you face a greater challenge to generate those initial rankings, because you don't have the keyword targeted domain name, BUT you end up with a bigger, more authoritative site in the long run which makes it much easier to rank new content on. Further, you don't need to keep starting over with your link building. You're always building links to the same site, and with every new product you promote, it takes less and less link building work to get your results, because the domain you're building on is more and more authoritative each time.

There are even more factors than these though.

Based only on the above, I've at times leaned toward the latter. One problem...

When you work on the “one big site” model (or more usually “a few big sites”) then in a way you're putting lots of your eggs in few baskets. If that one big site gets punished in the engines (which even when you think you've done everything right, CAN still happen), you take a big hit in income. At least with the single product model, when one site gets hit it's no big deal –

there are many more like it, all contributing their little bit to your revenue.

Bottom line? An Unstoppable Affiliate site arsenal has both of these types of sites. You're fully diversified, you're getting the best of both worlds, and you're capitalizing on each individual opportunity that arises in a way that's most profitable and most unstoppable.

### **How An Unstoppable Affiliate Site Looks**

I still call what we do, making “mini sites” but like I said at the beginning, “mini sites” aren't what they used to be.

If you think your 5 page mini sites are going to continue to stick for years in the search engines then it's time to give up affiliate marketing. What's needed is an efficient way to create bigger sites easily, and build them to the highest quality possible without wasting our entire lives.

So what do we mean by “big” this time, and what do we mean by “quality”?

A bigger site is one with more content, more indexed pages, more consistent updates. Originally I advocated against adding new content to your sites. It can be very time consuming when you have multiple sites, and there was never much benefit to it for it's own sake. Today it's different.

Now if you're starting a new site, and you aren't adding content to it at least once a week or so, it's going to be hard to pursue a proper SEO campaign and quickly generate traffic & rankings. If you have an old domain, registered before 2009 it's a different story. You can add no new content and you'll be fine.

I don't mean huge sites. Most of our sites have between 10 and 40 indexed pages of content. That's not out of the reach of anyone reading this report. They're just not “mini sites” in the old school sense.

So “big” is easy this time. It's not really “big”, just “bigger”. What about “quality”? That one's trickier.

The reason we need more “quality” is mainly to please the search engines. We can sell to our prospects perfectly well without a lot of what the search engines require of us. In fact, taking a lot of the steps that Google requires of us actually hurts your conversion rate. So we're always walking that tightrope between the two forces: We need to be able to convert our readers to buyers AND have a site that a normal person from Google would say is good enough quality to be in it's index.

My definition of a site achieving both those aims is this:

*Quality Site: “One that when a visitor comes to it, they can quickly see that it contains what they're looking for and so they'll stay on the site, but only long enough to find, and exit via your affiliate link.”*

As an affiliate that's the best you can do. You don't want a site where your prospect digs 10 pages into your content and stays for half an hour. That's what Google would want. But that doesn't make sales. That's our balancing act.

Note the two things we're aiming for here: First, to keep our visitor on our site. Factors like time on site & bounce rate are confirmed ranking factors and they seem to have become more heavily weighted in the algorithm after the recent Panda update. Having that user know immediately that our site is high quality and that it contains what they want are more important than ever.

Second is making sure they both find our affiliate link and desperately want to click on it.

So how do we achieve that? A few ways: Layout. Structure. Appearance.

## **Layout**

In this area are some things that I've always tried to avoid doing, but more recently have been forced to accept as important, possibly even mandatory.

First, header graphics.

A quality header graphic can improve your “time on site” data, lower your bounce rate, and improve your conversions simultaneously. Worth spending \$20 on? I think so. Instantly having your readers get the “sense” that your site is real, your content is trustworthy, and your opinions worthwhile is worth it's weight in gold. A nice header graphic can take you part of the way there.

Another point? Fonts. Seems like the most boring of all subjects for a report on making money, but since the Panda update, things like this are exceedingly important. What size is your font? I've been going with 14 or 15pt on our sites recently just so there's no chance of any of my readers squinting. What font do you use? Fonts like Georgia (this font) are actually made to be read on computers so are much easier on the eyes. Fonts like Arial are much harder on the eyes for extended periods of reading. When a visitor's eyes gets that hint of tiredness, they'll hit the back button. Again, we're increasing the time users spend on our sites, and by doing so, improving our search engine rankings.

There's plenty more we could talk about with regard to layout, but for the sake of fitting everything into this report, we have to move on.

## **Structure**

For a small site (that includes us too – 10-40 pages is small) structure is pretty easy. Having a good structure means having a site that showcases your content as simple as possible and makes it as easy as can be for both humans and search engine spiders to navigate.

A good structure includes two sitemaps... both an XML sitemap for the search engine spiders

and a real sitemap for your readers. There are plugins for both of those in the WP database. The XML one is easy to find, but for the human sitemap I use one called Archive Sitemap Generator: search it in the plugin database. They're both very easy to set up too.

A good structure means good internal linking. Each of your pieces of content should have a link to at least one other piece of your content, with of course, the anchor text of the keyword that, that piece of content is trying to rank for.

A good structure means a simple sidebar with only the most important elements: usually a categories widget for a bigger site, or a recent posts for a smaller one. My perfect sidebar sometimes also includes some blogroll links like to important posts on my site that I know a lot of people come looking for. For example, one product we sell gets a lot of searchers who can't buy from the regular affiliate link because they're not from the US. I put a link in the sidebar for the stores of the other countries, Canada, Australia, UK etc, and those links are some of my highest revenue earners. Those are the kind of decisions that you need some analytics to be able to make, but that are extremely profitable when made. Finally, this sidebar configuration doesn't include your ad banner which we'll talk about shortly.

Even with regard to site structure there is more we need to discuss but... you know the drill.

## **Appearance**

Appearance is similar to layout but also in my mind includes the set of decisions related to how you position your affiliate links/banners. Appearance I think of as just generally how your site looks, both to a search engine and a human.

How does it look to a human? Ask yourself: What's the first thing someone sees on this page? If a prospect came to the site, would they IMMEDIATELY know that it contained the object of their search? If not, how far would they have to scroll before they knew? Why is it not easier for them?

How does it look in terms of the users ability to gain value from it? Is it big thick blocks of text

that just seem like too much “effort”? Does it engage your readers with variation, bolding where needed, italic for quotes, pictures to demonstrate your points and keep the reader interested etc?

That's the human side. The search engine side?

We know from Google's own documentation that the algorithm makes calculations about what percentages of your page are taken up by advertising compared to taken up by content. They have ratios of content to ad space that they deem to be higher quality than others.

Here's an example of a classic conflict between conversion optimization and search optimization: It's recommended for higher conversions to have a banner or call to action right at the top of your content, above the fold. But when Google analyzes what's above your fold and determines too much of it to be ad space, you might see a disadvantage in the search engines. What do you do? It's that balancing act again.

Here's what we've been doing.

*Any given piece of content contains a maximum of 2 affiliate links/banners. Then there's one banner at the top of the sidebar so a good part of it is visible “above the fold” without it cutting into the content. That seems to be the best tightrope walk possible and it converts extremely well.*

## **The Key To Creating Unstoppable Affiliate Sites With Ease**

The whole reason affiliate marketing is cool is because it's supposed to be easier, less work than other models. And while it can't be as easy as it used to be, we can still create ways to do the things that have to be done with minimal effort. In short, to create quality sites with ease.

The absolute key to this aspect is: killer templates.

A template that you just repeat every time. So the same footer links, the same sidebar widgets,

same banner positions. It's not much harder to replicate quality than to replicate crap. Replication is doing the same thing repeatedly - and that's always easy.

Once you have a Wordpress theme that works, banner placements that work, a footer that's got everything it needs, a sidebar with all the right elements, you can have it all "hard coded" to your template, so all you need to do is upload it on every new site, and everything is done in one hit. You can find coders on any of the freelancer sites that will find it all too easy to do this for you for \$20-\$50 depending on exactly what you want.

While we're on themes: One of the best themes I've ever used is the free, premium [Flexibility theme](#). Get the elements you like hard coded to that and you'll be made in the shade!

Templates aren't just for your theme either. Content templates are perhaps the most important of all. How do you knock out lots of high quality articles that please the search engines, keep readers on your site, AND convert like crazy? A killer template. This applies whether you write your own stuff or outsource it.

A content template might be something like this:

First paragraph, introduce the issue of the keyword and tell the reader what's in the article (so they know it's just what they're looking for and they read on.

Second paragraph expand on it. Third paragraph introduce a solution (what you'll be promoting) but remain neutral and unexcited. Fourth paragraph, quote other websites where users of that solution have had success. Discuss the "reviews" this solution has had. Fifth paragraph talk about the price or value of that solution and whether there are discounts/bonues anywhere. Sixth paragraph make a recommendation and include a call to action.

Once you've written a few articles you can create an extremely specific template that can be applied very broadly to most niches you'll be likely to enter. You can either follow the template for every time you need to create a new piece of content or send the template off to your

writers and get back a high quality piece of content. So you say to them, “When I send a keyword like X, produce an article in the format and with all the same elements of this one here at X.”

Once you've replicated anything a few times, you start to find it very easy. Suddenly you're knocking out quality content, quality sites and pulling serious traffic from them, without much effort. The content Josh and I create for our minisites is usually 800-900 words an article and we bang out articles in half an hour... usually on subjects we know little about.

Repeat: Templates are vital. Anyone can produce crappy sites and crappy content quickly. But producing quality quickly requires templates... systems.

When you've got an Unstoppable Niche and Unstoppable Affiliate sites, all you need for big income is Unstoppable Traffic. Ahh, that all important subject. Let's explore...

## Unstoppable Traffic

Before we talk about unstoppable traffic, there are some facts we need to lay down.

In short, the days of “fast traffic” - at least fast FREE traffic – are over. Really they were never here – not since 2005 anyway. You can get rankings quickly, maybe within a week or a few days, but that same ranking won't stick, you can almost be sure of it. FAST rankings that ALSO stick are difficult to obtain, BUT...

It can be done.

I don't mean “rank on page 1 in 48 hours” fast. I mean real, quality free search traffic, within your first month-2 months, that won't be GONE the following month. There are certain strategies you can use to make this possible.

Further, the obvious point must be made: Search isn't the only possible form of traffic. If for whatever reason you don't want to wait a month for your high converting traffic, you can bring high quality visitors from elsewhere. That's something we'll discuss further in [Unstoppable Affiliate](#).

Finally before we go further, remember: Our goal as Unstoppable Affiliates is to create fast traffic and fast income that LASTS. Our traffic systems need to be impervious to slaps, updates and whatever else could defeat it. Here's a little about how to achieve it...

So let's first remember that the things that stop our traffic from being “unstoppable” are always more to do with on site factors than your link building or traffic generation activities. As much speculation as there is about it, there's really no way to generate a “penalty” because of some link you built. The one exception is the “sandbox” effect with new websites. Certain things you can do with your link building during that early phase of your site's life can cause your website to jump in and out of the index constantly, and that in itself is a penalty.

Anyway, all this means is that you can't generate unstoppable traffic unless you've done everything right up until this point... unless you have an unstoppable niche and an unstoppable affiliate site you can't get unstoppable traffic. Remember that.

Let's talk briefly about link building. As I said, incoming links to your site are judged by the search engine algorithm as having a value – let's say it's 0-10. The worst link you can get has no value. It does nothing to improve your site's rankings. There are no minus links. You can't get punished for a bad backlink because of the ease with which your enemies could manipulate such a system to attack you.

BUT... the value that any given link has isn't set in stone. Google can change their mind about how valuable they think a backlink you have is. So they might originally call one group of links you have, a value of 3 each. Then in a few months, they crack down on that type of link, and drop it to 1.

Using this “points” basis, let's say you were ranking in position 1 for your main keyword and you had 300 points (the cumulative total value of all your backlinks). Your competitor in number 2 has 250 points, and (for the sake of this example) let's assume the many other factors are equal in both your cases.

If suddenly 20 links you had, that were previously given a value of 3, come to be valued at zero, you lose 60 points... just enough to drop you down the rankings below that competitor.

This is an extremely simplified example, but do you see what I'm getting at? Even though there are no formal “penalties” for links back to your site, it IS still possible for some change in the weighting of the links coming back to your site, affecting it's rankings negatively.

This brings up a key point of Unstoppable Traffic: diversity.

A diverse link profile means having backlinks coming to your website from many different places, with no particular source predominating. It is not only a short cut to high search rankings, it's a hedge against any sudden Google change of fortune. When your link profile is

diversified, even if Google changes their mind about one form of backlink you have, it won't have a great effect on your overall link value.

At the same time, there are certain types of backlink that Google is more likely to “change their mind” about than others. “Profile links” are the perfect example: backlinks from profiles on weird social networks and forums all over the web. In the experience of many webmasters, Google is gradually downgrading their view of these links. Profile links now don't have the same effect they had a few years back. That doesn't mean they have NO value... just not the same value they once did.

Conversely, a different type of link, say, a link in a blog comment on a high PR blog post without many other outbound links on the page... Google isn't changing their opinion of that kind of link any time soon. It probably has the same value in the algorithm's eyes as it had a few years ago. Who knows... maybe even MORE.

As a general rule, the lower quality a backlink is, the less of it we want to our money pages. We don't want our money pages susceptible to those kind of “Google mind changes” so the simplest solution is to not build to them. Another rule is that the lower quality a backlink is, the less the time or money we should spend acquiring it. If you're spending huge amounts of time or money on backlinks that are subject to a “downgrading” like this, you'll be waging an uphill battle.

Let me talk briefly about one source of links and traffic that will allow you to become invincible...

**Aligning with sites of authority.** The building of relationships is so underrated when it comes to affiliate marketing, it's a joke. We think partnerships are for those people who create products but for us affiliates... na, we don't have time. Don't be a nerd!

Think about this scenario:

You've worked hard to develop a relationship with a big authority site in your niche. You've

written content for them, helped out answering questions in their blog comments, added value to their community, and so on. You're pals with the owner. He's dropped links to you, he's even got you a permanent link in his blogroll.

One day, your site gets bashed in some search update. Your rankings drop. Let's say the worst possible thing happens and your site gets completely deindexed, never to return.

Do you know how valuable that old authority site owner is to you? You tell him what happened and he's totally keen to help. You can start a new website, and with your ability to get easy and HIGHLY valuable backlinks from him, your site rockets up the search results. Not to mention... you know when your traffic died? Guest posts on his site bring that traffic straight back, just to your NEW website. Your brand doesn't even lose a moment of credibility. It was like you never got hit in the first place.

This is really something to think about. It needn't be as much work as you think.

The key is to align with sites that are related but not competing. You discuss weight loss products, they discuss fat loss supplements (more for the already fit, etc). There's an inevitable cross over there but they shouldn't mind dropping you links, nor vice versa. All you need to do is start. Make sure their site is active, then find some contact details... Whois search if you need to. Ask them what's up; what they're working on at the moment? If they need new backlinks, content, ideas, whatever. Things should progress naturally from there.

A few friends like this in high places can make all the difference when the shit hitteth the fan.

Ok we touched on it briefly, but let's return for a moment to...

### **Multiple Sources Of Traffic?**

This is very tricky to talk about for search engine affiliate marketers. Everyone can say "use multiple sources of traffic", but what source of traffic is there that's reliable, that even COULD bring the same return on investment as search? There's buying media (which works in certain

markets for certain products but not all) but that's about it.

In my view, if you've got relationships with some webmasters in your niche, and you're doing all the diversification we talked about earlier in the report (using multiple websites in multiple markets, spread out over multiple hosting companies, and getting traffic from many keywords), there's not much else in the way of “diversifying” that will be worth your effort.

Sure you can start some social media campaign for your affiliate blog if your niche makes it somehow relevant and possible. You can try to bring traffic from some community in your market, and maybe that will show results, but it's all up in the air. Very hit and miss.

Point being: Do what we've discussed here and you'll be in a good position. If that's all done and you can see some decent source of traffic that would diversify you a little further, that's a good thing too.

## **How To Link Build Properly**

Coming back to our foundation: search traffic.

At the end of the day, success with free traffic and ultimately income creation comes down to one thing: backlinks. Most people can put up an affiliate site that would get sales if it had enough traffic. But few people will do enough of the right kinds of backlinking to actually generate that traffic.

Yes, backlinking is the part of the process that separates the winners from the losers. The reason is that it takes time, consistent effort, as well as an arsenal of techniques in order to rank well in the search engines for a reasonably profitable keyword. The winners will do what it takes where the losers won't.

When it comes to link building, there are really only 2 things that can be taught. Those are link building techniques, and link building principles. Link building techniques are the actual physical activities that result in a link. Principles are the concepts that guide the use of those

activities.

Of techniques there are many. There are many ways to build links, new ones popping up all the time, almost always variations of or new ways to do one of a core group of maybe 20 actual techniques. If you've ever bought a training guide on SEO you will have seen a list of them... blog commenting, article submissions, guest posts, forum sig files, blahdie blah blah.

But of principles there are few. Principles are things like how you structure a good link building campaign, what links to where, how each link building technique relates to the others in your scheme, and how your link profile grows efficiently and naturally. My opinion has always been that the principles are more important than the techniques. (even though everyone wants to know techniques and cares much less about the principles)

For example, most link building techniques have value in some form, but that doesn't mean I'd go and drive every kind of backlink to my money making website... oh no. The kind of link it is, how it is to be obtained, and what weight it might carry all influence where I will link it to and how.

If you take any given link building technique, it can be either stupid or wise depending on how it's used. Some people might not like spammy profile links, and so avoid them completely. But smart SEOs, rather than avoiding an ok link building method completely, simply relegate it to a place in their link building strategy where it can be effective without doing any harm. They minimize risk and maximize reward. Smart.

I know I'm purposely keeping this a little vague, because we're going to discuss this in depth in [Unstoppable Affiliate](#), but if you can get even a basic understanding of these ideas above, you're set up to be a force in the search engines for a long time to come. Because let me tell you one more thing...

### **Link Building's Little Secret**

When you start link building, and you think about having to do these tasks, or even pay for

them on a consistent basis, FOREVER... it doesn't seem like such a good idea. In fact it can seem like a nightmare. But here's the thing:

In low to medium competition markets, rolling out a good link building campaign for a period of say 6 months to a year can put you so far ahead of the competition that you can even stop link building, (at least stop building as aggressively) after that and for a significant period of time, and see no loss of results. Link building doesn't have to be as tedious as it seems.

And of course once you're generating revenue, (or if you have more capital to start with) you can start outsourcing your link building to progress faster and faster with less of your work.

### **Unstoppable Link Building: Outsourcing**

The difference between killer affiliate search engine dudes and others is the ability to generate tonnes of backlinks in a systematic way.

Of course, when there's just you, there's only so much link building work you can do, particularly when you have multiple sites. So your affiliate business moves to the next level when you bring in people to do lots of your dirty work for you.

At the highest level, you build no links. You find a niche, get a keyword list, create a site (or have it created) then hand it off to your link building guys and that's it. You move on. You watch it's rankings grow over the next few months and you adjust the system depending on your results.

It's easy at that point, while you're sitting and doing nothing, but to build a link building system that will run that smoothly and generate results like this takes a long time, and some decent effort on your behalf. In fact, designing a link building system is a completely different skill to building a link yourself.

Let's take profile links as an example again. Sure you might know how to build a profile link, but how would you efficiently hand that task off to someone? What instructions would you

give them? How should they build these links? To what pages on your site? With what anchor texts? How many should they build? And on WHICH profile sites? How will they report it all to you? How will you monitor this system's effectiveness?

Those are skills that anyone wanting to have a 5 figure a month affiliate business or above needs to know. But when have you seen them being taught? I'm hoping our **Unstoppable Affiliate** course will change that.

## Wrapping Up

With a combination of all the traffic generation skills we've talked about here (and a few more) anyone can build streams of quality traffic 100% free.

And when those traffic generation techniques are combined with the mentioned techniques for unstoppable niches and unstoppable affiliate sites, a fast, long lasting affiliate income can be built by anyone reading this report. Anyone willing to do what it takes.

## The Unstoppable Affiliate Course

If you've come this far, I hope you've found this report valuable. Just one small change in your mindset or your understanding can mean big changes to your income, so I hope you took away a couple of those.

The [Unstoppable Affiliate Course](#) is set to be the best that's ever existed on free traffic affiliate marketing... especially for it's price. It's going to teach things the “gurus” can't teach because they don't know. It's not a report based on strategies that worked 4 years ago... It's strategies that work TODAY.

It will show you how to create a passive income affiliate business of beyond 5 figures per month by working smart not hard, even if you only have an hour or two a day to commit to it.

It's basically us, walking through each step of the process live on video. You watch over our shoulders as we build high profit affiliate income streams from scratch – nothing ommitted!

Just some of the things we cover are:

- **The 2 models for building a fast free traffic affiliate income quickly**, and how to execute them perfectly. If you're not doing one of these, you've got no hope of fast traffic or long lasting affiliate income.
- How you can still find long lasting, untapped affiliate offers to promote, that will pull traffic fast from low competition keywords and convert to affiliate sales easily.
- **How to build backlinks like an SEO master even with a minimum budget.** When you're doing this, you watch your sites moving up the search engines day after day, leaving your competitors in the dust.
- How to turn even the smallest amount of traffic into high commission affiliate sales. If

you understand this, you can **be making money even from your first few website visitors.**

And so much more it's ridiculous.

If you didn't already, go now to [www.unstoppableaffiliate.com](http://www.unstoppableaffiliate.com) and as long as it's after July 13<sup>th</sup> 2011 when the course is released, you'll be able to grab the course and begin your journey to a passive income, maximum freedom lifestyle today.

Thanks again for reading, and I'll see you again soon!

To your success,

**Andrew Hansen & Josh Stanton**

**UnstoppableAffiliate.com**