

I have done some affiliate campaigns, some squidoo pages, etc for about 2 years without much success.

Written by Howie Schwartz

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Watch and learn. Start with one niche and learn from the process to the point of being able to repeat the process. That way you are going to start seeing success and creating your blueprint.

Process:

1. Focus in one niche product.

2. Learn what works: People throw things against the wall, and see some success here and there; but they don't learn why things are working. If you don't know why something is working you don't know how to repeat it.

3. Learn what is not working: It is a known fact that about 80% in advertising is wasted, so if you don't take it systematically and work over one niche and test the results, you might have some rollercoaster success but you don't have a way to repeat it.

And it is not going to scale. I'm a big fan of starting over. Focus on one niche and pay attention.

4. Track everything: Install google analytics, it is free. Pay attention to the keywords on your site that are driving traffic. Pay attention to what is generating conversions. You need to start tracking and learning how to track the right way at keyword level.

5. Keep a business journal: you need to have a business journal that records everything that you do. And everything that you are learning, both good and bad. We are going to learn things and make mistakes, this happens on a regular basis. It doesn't matter for how long you have been doing this, you make mistakes on a regular basis, and sometimes you find something miraculous you never saw before just by looking at your analytics or log files.

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