

## ClickBank Affiliate Confessions

### Interview with Anik Singal

**Heather Vale:** I'm Heather Vale, partner of Codrut Turcanu, for [ClickBank Affiliate Confessions](#)... Today I'm speaking with Anik Singal from the state of Maryland, founder of [Affiliate Classroom](#). First of all, Anik, could you please give us a brief background of yourself and your websites?

**Anik Singal:** Sure, [Affiliate Classroom](#)... well myself first, my name is Anik Singal. I am at the time of this recording 22 years old. I started online doing internet marketing and things of that sort, late 19... when I was still in college. And I started as part time, just kind of you know, more a kind of goofing around type of thing, just to see what the internet was all about, and trying to start a business. As I got to see the opportunity more, I really, kind of got hooked, started to enjoy it, started to see some really big potential. I got involved in affiliate marketing myself at that point. And I started, you know, promoting programs, and doing fairly well. I also started consulting and helping businesses with search engine optimization and marketing and other things of that sort. But the biggest thing I really realized at that point was for anyone to learn affiliate marketing and get involved, it's really not that easy. It's a pretty complicated process. I mean, there's really only a couple of books out there on the topic and they can be kind of hard to get through, it's a lot of information and sometimes you need more coaching and help. And I was lucky that I had a couple of mentors who helped me out. But not everyone gets that. So I kind of started to realize that there was a need for a more of community set up, with updated training because one thing we know is that the internet is very dynamic, changing every day. You know, marketing that worked yesterday may not work today. So, in October of 2004, we did a little bit of a beta launch after spending over, maybe 7 or 8 months planning the website, which is now [AffiliateClassroom.com](#). We did a beta launch, we did a test of the market to see if there really was anything, any room for our service, and within 3 months we tripled the results we were thinking we would get. So we knew that there was really a need for the service we were providing, and in January of 2005, just a little over a year ago, we did an official launch. Basically what [Affiliate Classroom](#) offers you is updated training on how to become an affiliate marketer. How to build a website, how to generate traffic, how to promote conversions, all by promoting other people's programs without ever having to have your own product, without ever having to ship a thing or do any customer service. So you build a website and you promote other people's products. And that's what

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we're going to teach at [Affiliate Classroom](#). Really the unique aspect behind us is we have a software system that we developed which is web based. And that could allow you to do step by step training. You don't have to take a bunch of different things at one time. You know, you don't have to read a whole 300 page book. You just do one simple baby step at a time. Just read the next step, comes with a lot of instruction, and then you do it. If along the way you have questions, you can email our support or you can go on our 24/7 forum. We do monthly interviews, case studies; we have a whole marketing library, so if you have questions related to search engine optimization, instead of buying a 100 dollar book on it, you can just go to our library and download, you know, one of our guides for free. The list goes on. I mean, we also offer all sorts of material and content that's updated every month. And that's really what we are. We really like to look at ourselves as a professional organization. Any profession, any industry you'll go into, will have a professional organization for that industry. That's what we are for affiliate marketing.

**Heather:** So what was it about affiliate marketing that attracted you to get into it in the first place, and then make it your whole work?

**Anik:** Well, actually, it was that thing I just spoke about. Being able to generate revenue without having a product, without having to do customer service, no inventory, no shipment, no processing, no headache. Nothing. I mean especially we're talking about [ClickBank](#) so; you know you're looking at being able to generate a substantial portion of the sale, 30 to 50%. In some cases, I've seen [ClickBank](#) give like 90% commissions. For not having a product. I mean you don't have to do anything. All you're simply doing is letting someone else do all the hard work for you, you just need to do, you know, you just need to promote the traffic and get the sale. It's a great way to start on the internet. Note how I say "start", I'm a big advocate of "don't place all your eggs in one basket". So look at me, yes, affiliate marketing is still a big part of my life. But I'm a merchant as well. I have programs; I have websites where I sell my own products. But I always tell someone that if you want to start on the internet, you've got to start through affiliate marketing because that's the amount of risk. You don't actually have to invest in the creation of a product. You don't have to invest in, you know, getting your own payment process set up, and all those headaches. Learn how to do it through affiliate marketing. Then once you know how to generate traffic and promote

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conversions, now you're free to go out and make your own products at that point, because you took out a big part of the risk.

**Heather:** How much do you make now, just as a [ClickBank](#) affiliate?

**Anik:** You know, I got to tell you, it actually varies. I'll give you a perfect example. Last month, there was a couple of different products that came out that were launched, so we did, you know, actually there was one main one and then another one. So I did, it was a nice month for doing that buzz marketing and I generated over \$32,000 for just one month through [ClickBank](#). But on an average, you know on a worse case scenario, I might make between 10 and 15, and like I said on a particularly good month, where some of the merchants that we promote come up with new products or come up with new programs, well you know, we might top 30.

**Heather:** How much do you think the average newbie could expect to make?

**Anik:** Well, it's more of a time scale. So, can we rephrase that question and say like a newbie starts today, how much can they make in x amount? Give me a date range.

**Heather:** How much can they make within 3 months?

**Anik:** Within 3 months. I think if they would start today, build a website, it's going to depend a little bit on the strategy they decide to go after. If they decide to go after a Pay per Click strategy, which means they can immediately begin getting traffic and they know how to capitalize on that, I think within the next 90 days, it's very comfortable to say they could be making... now given this, before I say this number I want to throw all the things out there, they have to be spending a good amount of time everyday, learning and doing the work for it, but if they are doing all that, you know, I think it's very comfortable to say they could be making between 3 to 5 thousand a month consistently. If they've given it 90 days of, you know, a lot of work. Now if they decide to put up a website and they're not going to do any form of marketing other than search engine optimization, it's going to take them 90 days to get any ground in the search engines as it is. So, they might be making a lot less. But you know, they might... as soon as the search engines end up kicking in, then they'll make up

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for it, but it really depends on the form of marketing. But I see the people who come in, who dive into internet marketing, really work on it. I've seen people in 90 days go six figures. I've seen people in 90 days generate a consistent 1500-2000. But I'd say right around 3 to 5 would be an aggressive yet doable goal.

**Heather:** What are some of the common myths about making money as an affiliate?

**Anik:** One of them is that it's easy. I don't want people to say it's easy. I want to say it's simple. It's not easy because you still have to learn and you still have to put in the time. And you still have to put in work. Another myth is that affiliate marketing is dying. You might hear this from people saying, "oh, you know, that's starting to go away because email is going away". No it's not. I told you I made 30 some thousand dollars last month, it was simply thanks to email. Because we did what I call buzz marketing, which is where you push the product, we created a bunch of buzz about it, and then I sold it to my existing lists. I could never have done that kind of revenue had I not had those lists. So that's another myth that email marketing is dying. You'll hear lots of other myths such as "it's too hard to do search engine optimization", or a lot of times, really new individuals getting involved will say, "oh, anything worthwhile, or any niche worthwhile, doing has already been done". Not true at all. As a matter of fact, I very recently just found a niche that's very active. Lots of potential, and barely tapped. I'm talking, you could use, I wish there was more competition in there, right now, it would make my life easier, but it's a great niche to be in right now. So, that's another big myth that I face a lot, is a lot of people have the assumption that you know, anything worth doing has already been done.

**Heather:** When you first started out, how long did it take you to get to the point where you were bringing in enough money so you could quit your J.O.B.?

**Anik:** Ooh, you know I might not be a good example to use on this because it took me quite awhile. And the main reason was because I told you I was in college. As I say, splitting my time between school and drinking and... going out. I didn't spend too much time seriously on internet marketing, but I'll say I started, once I seriously got into it and I really started investing in x amount of time every day, and I

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made goals and I really went after it, I would say it took me about six... five or six months before I really made, before I really had my very successful venture, in which I promoted a certain software. Even that software actually, selling that software was a fluke. I ended up seeing an opportunity, and I just took a shot on it and it ended up doing really well for me. But after that, I was lucky because you know, I had, I made some money which I was able to re-invest in the business. You have to know that I started with a hundred bucks. I started with almost no money, of which I used 10 of it to buy a domain name, another 20 of it to get hosting and it worked out perfectly 'cuz one of the softwares I needed was, at that time was 100 bucks, and I talked to the owner of the software and got it from him for 50. Ended up learning how to use the software, did very, did decent, can't say I did very well. I used it to build some stuff, and built some traffic, and you know, I was making like a few bucks here and there on some sales, but because I learned how to use that software I was then able to turn around and sell the software, and that I did very well on. And that's when I really developed my whole affiliate strategy. And that was when I always developed what I coined in the industry and what I'm known for, and that's called the affiliate upsell. Because what I used to do is I used to sell the software and I kind of took a shot one day, I said you know what, what if I sell the software and then I go back, because people that are buying the software, they're not going to use it. I know they're not. Because it's kind of complicated. Took me a week to figure it out, and you know, I'm young and I'm more used to computers, so the other people who are buying it are probably going to look at it, they got sold into the dream but then once they've bought it, they don't know how to use it, they don't know how to implement it. So what I started doing was, [ClickBank](#) has a really cool feature where they let you see the email and the name of the person who purchased through your affiliate link. So all I would do is, you know, every day I was getting about 5 or 6, anywhere between 4 to 10 sales. Now the commission on that product was like, I think it was like 60 some dollars, so it's not a bad chunk of change for a college junior. But what I would do is just turn around and just click on the person's name and the email thing would open up and I was doing this all manually, just shoot them an email saying, hey person x, you know, thank you so much for buying this software through me. Just to let you know, because you bought it through me, in case you have any questions, I'd be more than glad to help you out. Blah blah blah. By the way, if you would rather just have me do it for

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you, click here. It took them to a page which I up sold them a \$500 consulting service. And I kid you not, I had about a 10 to 15% conversion rate. Meaning 10 to 15% of the people who purchased through my affiliate link came back and purchased the \$500 consulting package. So you can see how I kind of meshed affiliate marketing and just like regular merchant marketing. I created my affiliate upsell and that made me so much money in about 60 days. Which I was then able to take that money, re-invest it into other projects, build up other websites. And then also provided the initial capital to help me build up [Affiliate Classroom](#).

**Heather:** How much easier would that process have been if you had created an opt-in list and a squeeze page instead of doing it manually like that?

**Anik:** Oh my god. Well you know, you don't even have to do that anymore. There's scripts out there. One of them specifically done by a guy named Kaviraj, who I wish I knew at the time. He has [a script](#) that logs into your [ClickBank](#) account every hour or so. And it actually checks all your sales and your affiliate sales and depending on what product they bought, you can schedule that script to send out specific emails to these people. And if they bought product x, it'll put them into autoresponder y, send out x email, blah blah blah, depending on... I mean it's genius, but you know, I could... yeah you're right, I could have kept it even simpler, but it would have been harder for me to build that autoresponder because there was no way to place someone into it after they've purchased, because you know, I'm an affiliate, I'm not the merchant but using this script, I as an affiliate of [ClickBank](#) can place people into specific autoresponders, even after they've purchased through me as an affiliate. I'd be careful doing that because, you know, you don't want to put people in autoresponders without having them opted into it. So you can send them a follow up email especially if you're going to give them something for free, or you know, give them a little bonus, 'cuz who's going to complain. But then maybe in that email ask them to opt-in, so you are building an opt-in list of customers. But, oh my god, let's just go back to the basics, if you have an opt-in list, selling anything and everything is ten times easier. That's just a ground rule for everything for me.

**Heather:** Where would people get [that script](#) you're talking about?



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**Anik:** I have no idea. You know what, the easiest way... I mean I have a copy of it, I haven't used it in awhile. It was installed once. You could... I'm sure he won't mind if you email him. Kavi is his name. His email is [webmaster@ultimatemarketingcenter.com](mailto:webmaster@ultimatemarketingcenter.com). Just write him an email, he'll probably send you a link, he's a great guy, an awesome person, I love him. That's the hosting package that we recommended in [Affiliate Classroom](#) because I've used it for three years and I'm very happy with it. But he develops lots of little [ClickBank](#) scripts. So if you need a little affiliate script for [ClickBank](#), he's got it. If you need other stuff for [ClickBank](#), he's got almost everything.

**Heather:** Now this whole affiliate marketing game, it's a little complicated going in, but you say to stick to the KISS rule... Keep It Simple.

**Anik:** Absolutely.

**Heather:** How can we do that?

**Anik:** There's a few things. One, pick one strategy. This one still plagues me till today, I swear. Every conference I go to, I come back with a 110 new ideas and new things I want to do. I always end up finding out that I suck at everything else unless, you know, except for what I'm good at and I should just stick to it. There are people out there who make money from Pay per Click, so they don't even have websites they just do Pay per Click marketing. There are people out there who are great at search engine optimization. There are people out there who make money with [AdSense](#), so do [AdSense](#) marketing. There are people out there who are [eBay](#) people or whatever. And you'll consistently be thrown these stories. And you'll want to detract yourself and go off and do something... stick to one thing. Start finding out what you're good at. I know what I'm good at, and that's my strategy. And I build sites around that. Another way to keep it simple, especially when you're beginning, this is a big problem I have a habit until this very day. Don't go for very technical solutions. Keep it simple. For example, when I started, I wanted my own autoresponder. I wanted it on my server, I wanted it full control so that I could build this feature, that feature, blah blah blah. And today I have a big problem at my hand, and that is I have a huge list sitting on one of my servers. The deliverability rate is half because my server's been blacklisted because of this and that. And I don't know what I'm doing

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when it comes to email management. Whereas what I should have done is used a service like [AWeber](#) from the very get go, my deliverability would be twice, I'd have all these new features built in that they ended up building in anyways. And it would be cheaper for me, it would be easier for me. Life would just be simpler, but I didn't keep it simple. I tried to make it complicated, ended up costing myself a lot of money in the front end. I pushed my business back by three months because I waited for that to get developed. It cost me more money, and today it's just more of a headache. That is a very simple example. Use the tools that are out there. You know, use the hosting packages. Use the autoresponder packages. Use current scripts that have been done. Don't try to develop your own stuff. And if you're just starting now, don't go for a really complicated high programmed PHP, you know, dynamic things jumping around left and right website. Go for a simple site. All you really need to start in affiliate marketing, if you don't want to do search engine optimization, is a one-page site or two-page site, with a little opt-in box on it, and we talk a lot about this in [Affiliate Classroom](#). This is the simplest way to start, all it has is a headline, a couple of bullet points and boom, name and email. And then a thank you page, that's why I said a two-page site. So you're building a list and now you do your marketing through your list. You're going to start generating revenue. Now you can use that revenue to hire a webmaster, build up a little bit more of a site, and now maybe you can start building up little bit more of pages, go after search engine optimization. You know, lots of different ways to do it. Or you can start from the beginning by building a site with aims at search engine optimization but instead of getting a complicated site and trying to put up 500 pages at one time, you know build it up a few pages a day or a few pages a week. Simplest way to keep it simple, is just that, keep it simple. Just do things the easy way, don't make them complicated and don't try to do too much at one time.

**Heather:** Out of all those strategies that you mentioned, which ones do you personally use?

**Anik:** Personally I'm a big, big, big fan of the opt-in list building strategy. And what I'll do is I'll take a site... I'll just tell you what I did with the most recent site, because this is exactly what I do. I take a site, build up a really nice homepage. I start adding original content, articles, and what I'll do is I'll create a separate folder. For example [www.sitex.com/newsletter](http://www.sitex.com/newsletter). That page, the newsletter page, is just



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going to be a really small opt-in page. It fits on one screen. You don't have to scroll either way, and it's just a headline, couple of bullet points, name, email. And what I'll do is all the traffic I paid for, Pay per Click, email marketing, you know, solo ads, banner ads, forum marketing, anything to do where I have a direct traffic, I'm going to send it to my newsletter page. Just 'cuz that page converts at like 10, 15, 20%, right, depending on the niche. It can be anywhere... this particular niche is 10% and it happens to be great. Other niches I've seen as high as you know, 35%. So, but my point is, rather than sending it to my homepage which might convert at 1%, I go ahead and grab over 10% of those people that sign up for my newsletter. And through that newsletter, they're going to eventually get to my homepage anyway. Because my thank you page is my homepage. So they land on the original page. Now I'm building my newsletter. That's great because I can continue to market to that traffic for life, instead of having to pay for it one time and only having that one chance. Now what I'm doing though, however, is because I'm putting original content on the homepage, I'm also building my search engine strategy. So here's what happened with my latest site. And you'll have to excuse me I might get a little technical and you have to remember, I have taken it to the next step, so you don't have to do everything that I talk about, but I built a site... and also by the way, I have full time webmasters now so they kind of help push things along.

**Heather:** So they build the site.

**Anik:** Yeah exactly. But you know, I'm going to try to... I'll tell you what I did, and I can tell you the second version of it which would be how I would have done it if I were three years ago. What I did now, is I put up a site, the main page of the site is a blog. And I'll tell you why that is, and I have a really nicely formatted site, nice navigation site map and everything, and I put up, I launched the site with about 30 pages. Now, I gotta tell you, [Google](#) is going to take awhile. [Google](#) is not friendly to new sites, so I don't even worry about them anymore. They're just going to take too long anyways, and they'll eventually come around. So I built my pages correctly, of course, using the proper tags and format and making sure they're keyword optimized. Now I put them up and I started blogging. After I blog, I do a thing called ping. It's automatic. It just lets the servers across different parts of the world know, "hey I've just updated this blog, come check it out." What happens is by doing that, search engines start to find

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out, start to find your site, and they'll start to index it. Well, I'll tell you my site's been up for about 2 weeks, [MSN](#) is all over it. [MSN](#) has indexed every single page, and it's started sending me traffic. And I found out, I'm ranking really well for some pretty good keywords on [MSN](#) as it is. All because the pages were built correctly, the blogging and pinging is done well, and the pages on my site are original content, they're not ripped content, so the site's already getting credibility. [Yahoo](#) has already indexed about a half of my site, and [Google](#) has already visited my site and we're getting ready probably to maybe get indexed soon. Now I checked my traffic logs, turns out [Google](#) has actually been already sending me some traffic. And that's probably [Google](#) sending me traffic from other parts of the world. So although I'm not indexed in my part of the world, where I'm checking to see if I'm indexed, I might be in some other part. Bottom line to the story I, it's been two weeks, original content plus some blogging and pinging has actually started getting me some traffic already. And it's already making a little bit of money, and I'm just getting started. Now, three years ago, how would I have done this? I probably would not have invested the money in having the blog built in to my main site. So what I probably would have done is kept the site as simple as I can. Build it myself using [FrontPage](#). The key is not the site or the design. The key is the content. So the articles would have been written, I would have put them using a very simple design, and I would have started any blog, free blog outside. Using anything like [blogger.com](#) or whatever. And then every time I would add, I would do a blog, and I would do the pings which are all automatic, and I would just make sure that it's always linking back to my site. That way it would still somewhat get the same effect. It's not going to be 100% but it's good enough to start. So keep it simple. Good enough to start. Blogging and pinging you know, continues to be a very integral part of my strategy except I don't do it the way most people out there talk about doing it. So I'm not spamming and I'm not having a bunch of crappy blog posts, just pinging the heck out of servers everywhere. My posts are actual real information. And I tell you, I've built those sites too. I've built those sites where you have nothing but scraped information and you RSS to blog programs and what not. I don't know what it is. Maybe it's just karma, but the sites that I build with original content with good intent, with good news and content, they always tend to do better and much quicker.

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**Heather:** So once you put that good content on there, can you then include your affiliate link and sell some products that are related to the content?

**Anik:** Oh, of course, otherwise what's the point? I'm not doing this for free. It's not charity. All the articles and all the content I put in there always have some, have some back end goal, and that is to get a sale of something. I got to be honest with you, the current niche I'm working on, not a good niche for affiliates, why? Because it's not very highly developed. There's actually not that many products to sell.

**Heather:** What is it?

**Anik:** I can't tell you. Good try. I'm not giving this one away. This one is, you know, there's some good physical products, but there's not very good information, informational products. So I'm actually developing my own. So when I write half these articles, I don't have anything to promote other than [AdSense](#). But the process is the same, even if I make my own products, I would link it at that point. I would pre-sell through the article, then I would link out to a sales page. So yes, and my other sites I've developed, that is exactly how I sell. You know, not only do you sell doing those articles of content, but of course you're building an email list. So you have a follow up series, usually a 7, 10, 15 days. That goes out to these people automatically. And then you do a weekly newsletter or a bi-weekly, or every other day, or whatever schedule you choose. But in almost all of my mailings, even if it's just pure information, there's some sell in it. There's something, some link to click that will make me some money.

**Heather:** Now, when you're talking about building the pages the proper way with the tags and the keyword optimization, how exactly do you do that?

**Anik:** Ooh, nice.

**Heather:** Not the technical aspect, but the content part of it?

**Anik:** Sure. I'll go over the basics. Now this is open argument and I'm sure I'm going to get 10 emails from people saying aah, that's not right. This is how I do it, it works for me. Place the keyword that you're optimizing that page for in the title tag. Place it in metatags, so

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there's... I always have three metatags, is that right? Yeah, I have my metatags which is keywords... sorry two metatags that are important. Metatags which are keywords. That's literally you're trying to tell the search engine what your site is about or what that page is about. Most, [Google](#) could care less what your metatags are; they don't even look at them. [Yahoo](#) still seems to care and [MSN](#) I think still seems to care some too. The second metatag is called description, where you just have a quick one or two sentences that describe the page. Make sure to put the keyword that you're optimizing for in both the metatags. Put them in the title tag, and then when you're writing your actual page, there's what we call the headline tag. It's the, you know, it's the H tag. That is very, very important to have your keyword in your headline. Search engines are looking at this way. If the keyword is in the headline of the page, it's showing up big and black on the screen for the reader. The page probably has something to do with that keyword. So it's very important that it be in the headline. And then of course, throughout the rest of your page, you have to have it spread throughout very well. Things like images, if you put images on that page; it's great to name the image by that keyword. So just do it once, don't overkill it. But have one image on that page that has... well, I'll give you an example. If we were using the keyword dog training and then I'd have a picture and then I'd call it dogtraining.jpeg. So things like that... have links on the page. You got to have outgoing links on the page. So maybe I'd link to another page on my own site, or another page on another site, but the hyper link, the text of the link would say something like "more information on dog training". So you got to have that keyword in your link as well. You got to have the keyword spread throughout the pages and in certain areas. And that's the basics, we can get more technical. There's other areas it could be placed and people will you know, some search engine optimizers will go crazy and start placing it like, you know, as the third word on the page or the fifth word, which works best? I'm not that crazy. I'm more of a build the page, get some incoming links, and move on to the next site and the search engines will finally come around eventually.

**Heather:** Now when you're building your opt-in lists, are you sending them to different lists for each niche you're promoting? Or are they kind of all going to one main database?

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**Anik:** Oh no, different. Absolutely. It wouldn't work the other way. Because my niches are so spread across the whole spectrum. I have multiple lists, that's why I love [AWeber](#) because you pay them one monthly fee and you can build as many lists as you want. And so I have multiple lists and it's great because you know, they're all targeted. Some of my lists, I don't even do weekly mailings. I have an autoresponder set up, I think it's got like 20 or 30 messages in it. So once someone signs up for the next 20 or 30 weeks, they're going to get follow-ups automatically. But what's cool is, let's say I'm sitting at [ClickBank](#) and surfing around and all of a sudden I come across a cool product and it has to do with niche x. And I'm like oh, you know, I have a list on that. I can throw out a promotion right away. That's like printing money. Money will come, you know, it's soon as you do the promotion, in the next five minutes you're going to start seeing sales. So what's neat about having lists across the various niches is you know, sometimes you come across new products that are like, oh wow, I have a list that can promote that to, and you just send out a promotion.

**Heather:** What are some of the niches that you promote to?

**Anik:** I tend not to talk about this.

**Heather:** You didn't talk about the one, but maybe you can mention these ones...

**Anik:** Yeah, I don't talk about... the reason I don't mention most of it is because of the fact, and I think if you talk to anybody who's kind of in the spotlight when it comes to marketing, they won't talk about their niches, because the second I say it, there's definitely going to be other people. Obviously internet marketing is one of my niches. I actually have a few different lists in internet marketing. A couple of my lists are very small and very low key and I actually don't talk about them. I don't give them out. I build them very differently, and I'm always doing funky testing on them. So people don't know it's me. You might be on that list and you have no idea it's my list, but that's because I'm testing new strategies. In case I screw up something, I don't want to get in trouble. So that's definitely one of my niches. I have a few websites in the dating arena. I got to tell you they don't make too much money but they make some [AdSense](#) money, so I kind of let them be. But the reason is, I don't do them very actively. For

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example, I've read [Rosalind Gardiner's e-book](#). Me and Ros are very good friends and she's a big dating affiliate, so if I really wanted I could, you know, go tweak her a little bit and get her coaching on that, but it's not my area of expertise. I have a list going in the student niche. Which is the how to study niche... and if you're thinking of ripping that one off, don't even bother, it's a very bad niche. Great niche if you want to sell products like SAT, how to study for SATs, how to study for ACTs. For some reason if you want to sell a book on how to study and improve grades, they're not going to sell. Or maybe it will, just not for me. I can't get it to work and I've talked to other people who can't. I just recently spoke to one person who apparently is making a killing in it, but he wouldn't give me his website. He know what he's doing. But I have a list in that area. I used to, and I don't anymore, I used to have a list in parenting. You know, go figure a 21 year old who has a list about parenting. It just goes to show why I don't have it anymore. But it was actually a very good newsletter. The reason I got rid of it was it was too much work but the people who were on it were very happy with it. I didn't hide the fact that I was a 21 year old who's never had a kid, but it was more of a parenting newsletter for college kids, college students. And I used to write it as more of a perspective of a college student telling parents what not to do. So I had a nice spin on it. But just it was a lot of work for very little return. So I got rid of that. But that kind of gives you like an idea; I'm well spread around the block. I have a few niches that just do very well for me, and obviously I would not talk about those.

**Heather:** So do you think it's better to concentrate on niches that you have a personal interest in, or does it matter?

**Anik:** To start?

**Heather:** Yeah.

**Anik:** Absolutely. Absolutely. Start with something you like. The reason I'm saying it is 'cuz it's going to take you time to make money. Make it a thing of passion, and let the money come. That's what I always say. Don't make it a thing of money 'cuz you're going to give up in like three weeks because you're going to start... you're going to hate what you're doing. It's a lot of repetitive stuff. You have to write content. You have to do this, you have to do that. You have to sit there and wait and no money comes in. When I started, I started in



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the student niche. I started in the whole how to study. I, believe it or not, had some, I wouldn't say I had a passion, but I had an expertise on it. I'm by nature very lazy but I used to maintain a 4.0 GPA and my friends never saw me studying, and well... I wouldn't say never, but a lot less than them, and on top of that they knew I was goofing around on the internet and I loved playing tennis. I spent half a day doing that. So a lot of my friends used to come and bug me about it anyway. They used to all ask me questions like, "Well, how do I do this, how should I study for this test? How do I study for that?" I at one point had professors asking me, because students would say, "oh, I got this tip from Anik". So I had professors call me in and say, "oh, can you write about that, and can I put that in my syllabus, or this or that". And it kind of clicked one day, and I thought geez, you know, as I'm reading my internet business, maybe I should just start there. I was able to spend a few months working on it, making nothing back because it was a crappy niche, but I enjoyed doing it. I still totally have the content and you know, at this point, I could re-license the content to companies. There's other ways to monetize it, but I enjoyed it so much that I kept at it and eventually I learned marketing through it. And even though that wasn't the first niche that really made me my money, I would have never learned anything if it wasn't for that niche and I would never have stayed around unless I really enjoyed what I was doing.

**Heather:** So how many subscribers do you have now across the board?

**Anik:** Hmm, I'd say the biggest list has about 40, between 40 and 42 thousand. It's a self cleaning list so it cleans out every message. You know, anytime you bounce an email back to my list, it's going to remove you immediately. And if I didn't have that feature built into it, I'd probably have about 50, 55 thousand people on it. But I kind of keep it really clean so I can keep my deliverability high. That's the biggest. I'd say on average, you know, some of the niches between 5 and 10,000. Some of my newer niches, just in the hundreds. I have one niche, you know I only have 850 people on it, but it does well when I do a mailing. Just because it's very targeted. On the niche that I was talking about that I started two weeks ago. I already built a list of about 350, so that one's going really fast, like I told you, it's just a pretty underserved niche that's pretty active.

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**Heather:** What do you offer them to get them to sign up for your list?

**Anik:** The one right now that I started latest actually, I don't offer anything, I just tell them, hey, sign up for this weekly newsletter. But to try to, I'm not happy with the conversion, they're pretty good but I think I can get them higher so what I just did is I just hired a writer to write like a free e-book and I'm going to give them away. It's an e-book that has general information about that niche and we gave it a nifty little title. And I'm going to give it out to them for free for signing up for the newsletter. And it's cool because it's going to turn into a little viral marketing tool for me anyways. I'm going to go out and hand that out to other websites and things of that sort and let them promote it. And that is typical of what I'll do in most of the lists. I might give away an audio interview, I might give away free e-book, might give away a free e-course. A lot of the times, I don't give away an e-book or anything but I say, hey sign up for this free 7 day course. So over the next 7 days you're going to get an email everyday. That's cool because people won't give you fake emails then. A lot of times people will type in fake emails because they think whatever they need is on the next page. So I make it clear to tell them, hey, make sure, you know... I'm going to email you the free e-book, or I'm going to email you the link to the free audio. So that way, I make sure I get their real email.

**Heather:** So in the niches that you can talk about, what are some of the particular [ClickBank](#) products that you promote that do well?

**Anik:** Most of my [ClickBank](#) sales, I got to tell you, are in the internet marketing niche. And you know, I know this is more of a [ClickBank](#) call. It's not because in the niches I don't want to use [ClickBank](#). I'm trying to think of some of the ones that have I've done well with in the niches. There are a couple of good parenting books actually in the niche market that converted well for me during the time that I was in that niche. How to study, my book is in, my [BetterGPA.com](#) book is in the [ClickBank Marketplace](#), so feel free to promote that.

**Heather:** You don't have to sell that as an affiliate yourself, though.

**Anik:** No, I don't, if I could sell it at all.

**Heather:** Do you sell Rosalind's e-book?

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**Anik:** [Super Affiliate Handbook](#)?

**Heather:** Yeah.

**Anik:** Very well, yes. That's a very high converting product. I would recommend her e-book any day. In the internet marketing industry, there's a few products that just sell really well for me, you know through [ClickBank](#). Rosalind's is definitely one of them. Anything by Brad Callen, I do well on. So [SEO Elite](#), [Keyword Elite](#). I'm big supporters of Andy Williams, [Dr. Andy Williams](#), I'll promote his product, they do well. [Ewen Chia](#), he has a couple of products on there that do really well. I know people who are selling [The Rich Jerk](#) and they're making a killing off of it. I don't promote it just because, the sales letter is like a jerk, you know.

**Heather:** Well, that's the point.

**Anik:** Yeah, I know. And I just, I haven't read it. To be honest with you, I haven't reviewed the product, haven't marketed it yet. But I hear the conversions are ridiculous.

**Heather:** So do you always read the book before you promote it?

**Anik:** Yeah, I'm a big, big advocate of that. Well, OK. I'm going to say something that's going to be very, what's the word I'm looking for here?

**Heather:** Controversial?

**Anik:** Yeah, controversial. In the, I actually feel bad saying this, but in the newsletters that I actively manage, that I like really care about, like my main [Affiliate Classroom](#) newsletter for example, you know that's my baby, I put my heart and soul into anything that goes out in that one. Yeah, I will always review a product. I don't care if my best friend wrote it. And I have, you know, what I actually, obviously being in the industry now for so many years, I've made buddies with a lot of the big names in it and they'll email me and say you know, I'm doing this product launch or I'm doing that, can you, you know, can you sell this product? And I'll never commit, never commit until I have reviewed the program. And if I don't like it, I've had a few cases where

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it creates a lot of uneasiness, but if I don't like it, I'll let them know. I don't like this, I don't like that, or I don't think this is particularly going to have value to my list, and if they were able to fix that problem then yeah, I'll promote it. But I'm a big advocate of reviewing it. But now, same time in some of the really teeny smaller niches that I ended up setting up a couple of years ago, because I was toying with something or testing something and I haven't touched this site in two years and it still generates like a few subscribers a day and it's built up to a couple hundred subscribers. I don't send them a newsletter, but all of a sudden, hey I just saw a new product that's added to [ClickBank](#) and it's for that niche. Yeah, I might send it out, without having really read it or observed it. If I think it can sell, I'll send it, but that's just because you know, that niche is not of a particular importance to me, and it probably doesn't carry my name. So there's no... you know, if someone doesn't like the product, they're not going to come after Anik's name.

**Heather:** How do you evaluate the vendor's sales letter and determine if it's going to convert for you?

**Anik:** Good question. First point is rather than evaluate, I just ask them. And that is, first point, obviously most people will lie if theirs sucks, they're going to tell you some high number that doesn't make sense. One thing you can do is if they've been out for awhile, just check where they are on [ClickBank](#). The [ClickBank Marketplace](#) ranks products based on how well they sell. If they're telling you they convert at like 7.5 % and they're sitting like on page 18, they're lying. They don't... or they're getting just like one hit a day or something. You know, they're just not getting any traffic. Typically I'll look at the sales page, there's a certain format, you know, I've done a lot of... one of the things I studied the most when I started in internet marketing was copywriting. I bought every major copywriting course. I read through it all. I used to be a copywriter for a long time. I worked directly under the brother of one of the best copywriters in the world. So I had access to a lot of top minds. So I've learned it, so that kind of gives me an unfair advantage because when I look at copy, I have that... I can kind of get the vague feeling of whether it's good copy or bad copy. But you're looking for pretty much, good page structure. You know, a website that's well put together. A good headline, strong benefits. Typical stuff that you want to look for in a sales letter.

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**Heather:** What do you mean by page structure?

**Anik:** Oh, OK, well, you know, you want to make sure that things are, the navigation is aligned. A lot of the times people who are beginning level HTML, you can just tell because parts of their page cross over to the other parts, and it doesn't look right. Proper structure, you know, if your sales page has [AdSense](#) on it, you're not getting my traffic. Period. You're not getting my affiliate traffic, because I know exactly what you're doing. You're taking the traffic and you don't have confidence in your own sales letter, so you're going to send traffic through [AdSense](#). That's bad structure, or I don't like promoting websites if I'm doing a direct sales campaign that has too many links at the top. Too much navigation stuff at the top, I've noticed sales are lower on those. More distraction for the visitor, so that goes into structure of a page. Also, if it's a sales letter, I like to stick to simple, you know, middle of the page, drop, you know, just the long rectangular looking page and that sales letter. So I'm going to look at that, and kind of look at the way it's built. Is it looking professional? You know, or is it just... looks like someone pulled up Microsoft [FrontPage](#) and typed in Times New Roman for ten minutes and then put it up. This is really, I can't give you a science behind that question. When I look at a page, I kind of just sit there and stare at it for a little while, and I almost try to see if they sold me. You know? I almost try to put myself in the position, did they sell me? Did they at least get me interested? And then of course, I'm looking at a page, I get a feeling. Just having been in the industry for so many years, having seen so many sales pages, having participated in the writing of so much direct mail material. You can usually just get this feeling, this sense of whether this page is going to convert or not. I know that doesn't help anyone listening. But it's the honest reply.

**Heather:** What are some of the specific mistakes that you see them make in the actual sales copy?

**Anik:** Ooh, that's a good question. I don't know, I can't get any off the top of my head. But mistakes, I guess mistakes would first of all be... biggest mistake is not having a good headline. That is a big, big thing I see in niches all the time. It is very hard sometimes, specifically in very small niches, to be able to convince the webmaster that he has to put up a strong headline. They'll usually have something like "Welcome to [www.blahblahblah.com](#), Hello!" And it's like, what is that?

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God, go take one internet marketing course and you'll learn that's bad. So that's... and we all laugh, but, oh my god, once you get into niches that is so common to see missing headlines. Missing sub-headlines, don't make it one big sales letter. Break it down into sub-headlines. That's a big thing I do. And the reason is this, being a direct marketer I still never read sales letters. I can't read them for the life of me. Because they're too long and they're boring. So what I do is I scan them. There are very few writers who can actually capture me, and get me to read, and very few niches where I'll do it. But in every other niche, the sub-headlines is usually what I'll scan. So what I'll do, I'll start at the top, I'll read the headline. I'm like, oh OK, and I read some parts of the paragraph, but then I start reading the sub-headlines, and I actually read the sales letter by reading sub-headlines, and sometimes if the sub-headline is interesting and also says something, I'll read the paragraph below it, but that's how I read the sales letter. That's how most people read sales letters. So you want to be able to tell your whole story and do your whole sales pitch by just the sub-headlines. That's a big tip for writing good copy and if you're missing sub-headlines, you're probably losing a lot of sales. That's a big mistake I see. Another mistake that I always see is, I see this a lot in niches of course. Not offering bonuses. I don't see this as much, of course, as a headline. For some reason, people catch on to the bonus thing, but they don't catch on to the headline thing. But I've seen that in anything I do, if I offer bonuses, it increases sales by an incredible margin. So, you know those are some of the general. Other than that, I'm trying to think, of course obvious things like style of writing. You know, you have to have a copywriter's mindset on it. It is very different writing than writing would be for, you know, an article. It's very, very different writing. So sometimes I'd see people who just, you know from the get go, they're not copywriters. At the same time, I've seen some niches where those people who have those websites where I would look at and say God, what a horrible site. But they convert like crazy. The sites sell like hotcakes. And the reason is that person in that niche, you know, he built the site according to the people and the way they think in that niche. So it's something about the site, it's been done right for that niche. And that is, those are rare exceptions and they happen... all the time I see them. Or a lot of times, the sites sell really well because of word of mouth. Their traffic is all word of mouth, so you, know person x told his other friend in the small niche that they're in that this website has great information. That person will go



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to the site, buy the information, and probably won't even bother reading the information.

**Heather:** So when you're pre-selling products, whether it be in an email ad, or in an article on the website, or a review or whatever, what do you add to that copy that's already on the sales page?

**Anik:** I love sprinkling in testimonials. One of the sites you can actually look at, it's a perfect example to see how I ripped off a sales copy to pre-sell. That is if you go to [EasyAffiliateSite.com](http://EasyAffiliateSite.com), and I'm not trying to promote my own stuff here, I just... it's a great example. Because what I did, is I'm promoting Dr. Andy Williams' [SEO Website Builder](#) and what I did is on my pre-sell, I've actually used this software and I really liked it. So you'll see the headline, which is a very captivating headline. I wrote it just like a sales letter, I actually, I wrote it as if I was writing a sales letter. And arguably, I might be able to have higher conversions than even his. But we won't... but what I did is he has case studies on his website, and he has some testimonials. He has, like, what I did is I took his case studies, and I split them up and I said, OK, he's got three really good ones, or two really OK ones. So I took one really good one, and one OK one, put them on my site. What I've done with this now is, that way when they go to his site, they'll see my case studies again, but they'll see new ones too. So it'll kind of reinforce what I said but I've taken some case studies, I took some of the testimonials and I pulled them in onto my site. So yeah, if you go to that page, you'll see how I structured it. I wrote my pre-sell copy very similar to the main headline and the sub-headlines, the only element I usually tend to take from my merchant are bullet points where they talk about what their product, the benefits, I tend to snip some of those. Testimonials and case studies, now, for testimonials and case studies, do get their permission. Let them know you're doing that, especially for testimonials because there's other people involved in that. So I'm very careful about that. What I care more for is case studies. So anything on that merchant's site that is very captivating, that he might have two or three of, I'll take one of. And I always ask for their permission first.

**Heather:** So what final words of wisdom do you have to pass along to the newbies that are just starting out in [ClickBank](#) affiliate marketing?

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**Anik:** What I would really say is the first, of course, the general advice I always offer is keep it simple. It's one of the biggest things I preach. Think list. I wish I had given this advice. Well, I was given this advice, I wish I had listened to it when I first started, my list would probably be twice as big. Money really is in the list; it's an asset, especially as an affiliate marketer. You really don't have an asset because you don't have a product, you don't have a customer list. But when you build a newsletter, you have an asset; you have something that has physical value. You have something that if tomorrow, your website got banned by [Google](#), it doesn't matter. You can still bring a check home because you have a newsletter. So think list building. I'm going to leave you at that. That's one of my biggest advices is, it doesn't matter if you're doing Pay per Click, search engine optimization, viral marketing, any form of marketing, funnel it back to building a list somehow.

**Heather:** Alright, great. Well thank you so much, Anik, for taking the time and telling us what you know today.

**Anik:** It's been my pleasure.