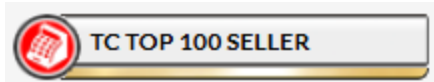**By George McBride**
Online Affiliate Marketing

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Introduction

I have posted ads on Free For All (FFA) where there are many Affiliate Marketers.

I have noticed something that is very consistent. Most are promoting an Opportunity or an Advertising program.

There is a problem.

What I promote almost without exception are Freebies. Why?

Because if I promote advertising. When they join the advertising site, it may benefit me if they buy something or upgrade. But when they join they are now on the Owner's list, not mine. The owner of the Ad site is promoting many things to these people. You know, you get the emails. The customer belongs to the site owner not to me.

Or say I am promoting an opportunity. The prospect has the chance to say "Yes, I join" or "No, I don't join". If he says yes, he is on the opportunity owners list, same issue as above. If he says no the conversation is over.

I promote freebies. If a person wants the freebie he is added to MY LIST. Now I can engage him consistently with all the advertising programs or opportunity programs I have. I can promote products to the person, I can offer training programs to the person, and on and on.

Building your List, not someone else's, is what will build YOUR business.

Learn More about **List Building**.

I encouraged you to use Online ads, like FFA Dragon to promote Freebies. This is what I do. These are the steps to the process.

Step 1. Prepare your auto responder to receive your List Members.

Use an Auto-responder to build and manage your list. I use **SystemeIO**. If you also use SystemeIO then I can specifically help you build email campaigns for your prospects who have joined your list.

Weather it is SystemeIO or some other service this is what you need to do.

You begin by setting up one or more email campaigns to receive your list members. When a prospect selects a freebie you are offering they have just told you something. They have told you what they are interested in.

To illustrate, suppose you have three freebies, one on "Marketing Online", one on "Cooking Thai Food", and one on "Best way to Clean a Pool". A prospect responds to the freebie "Best way to Clean a Pool". People who want that report probably have pools. So your email campaign should promote Tools, Toys and Products for people with pools. It should not promote advertising sites for online marketers. These prospects have pools. They want to hear about pools. See how it works?

Meanwhile people are getting your other freebies about "Marketing Online", and "Cooking Thai Food". Your auto responder manages the list and makes sure everyone is getting the emails they want.

So **get an Auto responder** and Learn how it works. This is the first step to building your list.

Step 2. Prepare or obtain the Freebie.

You can find helpful YouTubes or Helpful Reports all over the net. Just make sure they are HELPFUL and not junk. Make sure they have a quality and value that reflects your desired reputation with your prospect.

If you give your prospect Junk he will lose interest in you and stop opening your emails. Give your prospect Ads and the same will happen, they will delete your emails. My rule, my practice, is to provide 80% value and 20% ads.

Most my freebies I write myself. This way it really is from me. I have also, after asking permission, rewritten some reports to be more directly related to my personal activities.

The reports you offer should be in the "niches" you enjoy. Most my reports are about marketing online, my niche. In step number one I mention a report about cleaning pools, it does not exist. It was just an example. I do not have a pool or interest in pools. BUT, the Thai Food Report is real. I live in Thailand and I have an email campaign offering **Thai Recipes** to those interested. Along with these recipes I offer the sale of Thai Spices, Thai Drinks, and Thai kitchenware. It is a niche I enjoy.

So always be ready to expand your list to new niches you enjoy. Not just the niche of online marketing.

If you use other people's reports that you did not write, then make sure of two important things, very important:

1. Make sure you have the rights and permission to redistribute the report free.

2. Make sure the report is not full of links from the author trying to get your prospect onto his list, or into his program.

If you are one of my affiliates in SystemeIO I can offer you some free reports that I will customize to your links and you can distribute freely. But you must be my affiliate.

Step 3. Prepare a Splash Page that you will use in advertising.

First, Why a Splash page? Why not just go directly to the Landing Capture Page?

Sometimes that works just fine. But if you are advertising on Ad Exchanges that have timers and you use your LCP, right when the prospect is filling it out the timer completes and the page refreshes, frustration. You do not want to frustrate your prospect. It is better to promote the Splash Page and when clicked, the form to capture information opens up in a new tab.

Another reason is promoting in Social Media. Most links that lead to a capture page with a form on it are blocked in Social Media, or they are red flagged as Dangerous. A splash page is neutral and provides a good bridge between the promotion and the capture form.

And finally, when capturing the information you want a clean form where the prospect has only one thing to do. Fill it out. When he gets to the Capture page he is there because the splash page gave him all the information he needed to ACT.

Now how do you make that splash page?

A fast and simple way to make splash pages is to use **ClickVoyager**. You can make up to 3 splash pages as a free member. After that you can do one of two things. Delete a page you made and make a new one for a new promotion, or upgrade. As you upgrade the number of splash pages you can make increases.

Here are two of my Splash Pages:

Banner Builder This splash page demonstrates how I might promote a TripleClicks product.

Digital Products This is one of my Freebies I use to build my list.

I also make my own splash pages. If you want to make your own splash pages you need to have Hosting. So it may be best to start with ClickVoyager's Free Pages.

If you want to host your own splash pages, I use **GDI**. This is $10 a month and your sites domain name is free. I can give you sample splash pages that I use and you can put them on your **GDI hosting** area.

Here are a Couple Splash Pages I made myself. They include Video which you cannot do with Free Splash Page generators.

Cold Showers Why take one? I use this in social media because it is fun and includes my ads.

**Isaan Sausage** - This promotes my Thai Recipes.

4. Prepare a Landing Capture Page (LCP) to receive the name and email of the prospect.

If you use TrafficWave they provide Landing Capture Page Hosting and several templates to make different pages.

If you make your own, again you will need to have host like GDI or some other host.

The Splash Page Sells the product. The landing Capture Page gets the prospects name and Email.

Click to see my Landing Capture Page for a **Facebook Live Free Report.** As you see it does not say much about the product, that is already communicated in the Splash Page.
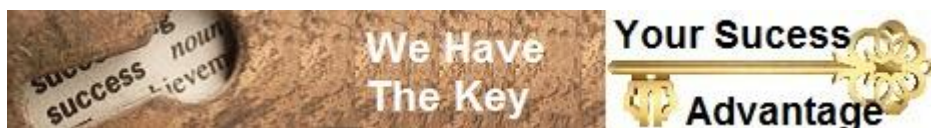
How to Write Emails That Get Results

5. Consistently communicate through your auto responder with the people on your List.

Communicate appropriately. If a prospect signs up for Thai Food do not send him emails to sign up for great advertising sites. Keep on topic and mail with some frequency. Also provide an Opt Out link in the email. If people are not interested in your emails it is better for them to opt out than to ruin your "email reputation". A list with few opens will start to have problems because ISPs, emailing services, begin to block them, or label them as Spam.

When you have a healthy list and you have people looking forward to your email, then your business will do very well. Mine is.

Learn the **Value of List Building** before you start.