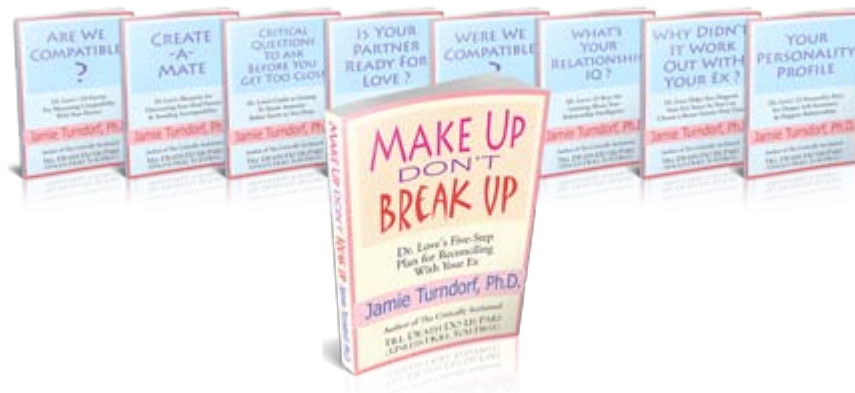


AFFILIATE HANDBOOK



By Dr. Jamie Turndorf

Contents

Introduction	2
About Jamie Turndorf, Ph.D., aka "Dr. Love."	4
The Market.....	5
The Product.....	6
How to Sign Up	9
Using the Affiliate Center.....	10
Logging In	10
Your Stats	10
Affiliate Url Generator	11
Marketing the Product.....	14
Article Marketing	14
Press Releases.....	15
Video Marketing	15
Mailing List Marketing	16
Blogging.....	16
Content Sharing Sites.....	16
Social Media Marketing	18
SEO/SEM (Search Engine Optimization/Search Engine Marketing)	20
PPC (Pay-Per-Click) Advertising	21
Conclusion.....	22

Introduction

Thank you for becoming an affiliate for Dr. Love's Relationship Rescue Kit. I'm certain that you've made a wise decision in your affiliate marketing strategy in both the short and long term.

This product supplies the demand for a large market of people who need help reconciling with their ex or repairing broken or troubled relationships. Every month, hundreds of thousands of Google searches are made looking for such "get your ex back" information.

One of the most successful products on ClickBank right now is in fact an eBook aimed at this market. However, as you will see, my product is not only superior and offers more value for the price, but by getting on board with me now, you will have many more opportunities for growth in the future as I develop and release new relationship and self-help books and products.

Whether you're an experienced or a beginner affiliate marketer looking to enter this market, I'm dedicated to helping you succeed. This is why I've also created an online affiliate center using the most cutting edge Clickbank affiliate software available (which most of my competition does not provide). I give you an advantage over other affiliate programs in this market because if you succeed, I succeed, and we all live happily ever after.

That said, Internet Marketing is a vast discipline, so I can't provide you with every last detail of all there is to know. Such a program would be massive and require thousands of pages – in fact, due to the constantly evolving nature of the Web, I don't know if such a book could ever be written.

But what I can do is provide vital market insight, overviews of today's most popular and effective marketing methods, and resources you need that are specific to helping you sell my products. My affiliate program already has more resources than my competitors and will continue to be expanded.

This state of the art affiliate center and software provides the following features:

- **Affiliate Statistics.** See all your sales statistics without having to log in to Clickbank.
- **Sales Notifications.** Receive instant email notifications of your sales—which Clickbank does not provide—without having to log in to Clickbank to review your account.
- **Affiliate Hoplink Generator.** Generate your Clickbank affiliate urls with optional tracking ID's automatically.
- **Advanced Hoplink Generator.** Create custom affiliate urls, which allow you to create your own custom landing page—another feature that standard Clickbank operation does not normally allow.
- **Resources Page.** Provides easy to download marketing materials such as graphics, banner ads, keywords, free reports, articles, ad copy, etc., and will be continuously expanded as more materials are developed.
- **Training Page.** We've started with some great free training videos and manuals on article marketing, and will continue to supply more FREE training materials on other topics such as SEO, Video Marketing, YouTube, Facebook, Twitter, etc., as time goes on (there's probably more in there by the time you read this).

Also, by signing up at my affiliate center, you will be subscribed to our Affiliate Newsletter so you can receive regular updates concerning new products, new marketing and training materials, free marketing tips, and other program announcements.

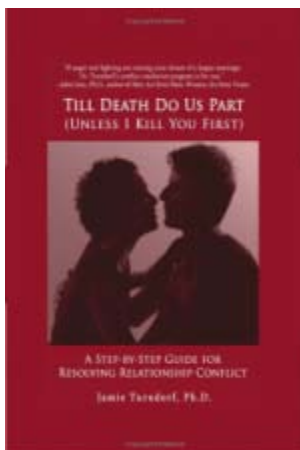
To our mutual success,

Dr. Jamie Turndorf (aka "Dr. Love".)

About Jamie Turndorf, Ph.D., aka "Dr. Love"

Unlike most of my competition offering “get your ex back” books right now, I did not just accidentally happen into this as an Internet Marketer looking for a product idea to create and promote. Helping people create and maintain healthy relationships has been and will always be my life's mission.

After more than a decade of academic study, clinical research, and private practice, I expanded this mission to the Internet as far back as 1994 when I launched AskDrLove.com, the Web's first FREE relationship advice site. On this site, every week I answered at least three user's questions and published them for the benefit of all. In its heyday, this site has received up to three million hits per month and was voted Best of the Net and Hottest Site on the Web. The site is still in operation, I still answer users' questions for free, and it now boasts possibly the Web's largest relationship advice article database spanning some 15 years.



I am also the author of ***Till Death Do Us Part (Unless I Kill You First): A Step-by-Step Guide for Resolving Relationship Conflict***. This book has been endorsed by New York Times #1 Best Selling authors Dr. John Gray, author of ***Men are From Mars, Women are from Venus***, John Bradshaw who wrote ***Homecoming***, and Pulitzer Prize winning author and Harvard Professor of Psychiatry, Dr. John Mack.

My relationship advice has also been featured in top magazines like ***Cosmopolitan, Glamour, Psychology Today, New Woman, American Woman, and Men's Health***, and on such TV shows as ***CNN, Inside Edition, Later Today, Fox News***, and others. You may have heard of me or have seen me on one of these shows.

In my new book, ***Make Up Don't Break Up: Dr. Love's 5-Step Plan for Reconciling with Your Ex***, I outline a thorough program of relationship reconciliation based on my acclaimed conflict resolution methods.

In addition to my writing and publishing, I continue to work as a practicing therapist and couples counselor at my **Center for Emotional Communication** in upstate New York.

The Market

It is common knowledge in the marketing world that the relationship self-help niche is one of the top selling markets, coming in third behind making money and diet/weight loss. Look at the popularity and success of people like Dr. Phil, Dr. Ruth, and author John Gray, whose *Men Are From Mars, Women Are From Venus* series of books is still a bestseller after nearly twenty years.

This product answers the needs of relationship market sub-niche known by the Google keywords “get your ex back.” A quick analysis using the Google keyword tool reveals that, at the time of this writing, over 200,000 global searches for “get back with ex” are made every month, as well as a dozen variations that receive between 100,000 and 200,000 searches, and even more “long tail” variations that receive up to 40,000 to 100,000 monthly searches.

The relationship market is an “evergreen” market that will not only always be around, but is continuing to grow annually. But while the demand is huge and Amazon.com is overflowing with relationship books, a quick search of Clickbank reveals a relative dearth of quality relationship information products. Clearly this is a vast market just waiting to be tapped and is ripe for affiliate marketing compared to many other niches. And it only takes capturing a small portion of this market to generate significant profits for an affiliate.

However, there are a few products addressing this niche currently on the market now. I've researched all of these books and can honestly say from an objective point of view that none are as comprehensive and authoritative, or well researched, written, and produced as *Make Up Don't Break Up* and my entire *Dr. Love's Relationship Rescue Kit* with all its extra workbooks and bonuses.

The most successful “get your ex back” product on ClickBank now consists of one e-book, containing barely 30 pages of actual content, that is written by an uneducated self-proclaimed “expert” who has zero experience in couples counseling or therapy of any kind. This book has one of the highest gravity ratings on Clickbank. IMHO this rating attests more to the demand for products in this niche, as well as persistent marketing, rather than the quality of the product itself.

In fact, *Make Up Don't Break Up*, and the entire Rescue Kit have been designed to directly compete with this and other similar products, as outlined in the following section.

<http://makeupdontbreakup.us/affiliates>

The Product

Dr. Love's Relationship Rescue Kit contains a 100+ page book titled ***Make Up Don't Break Up: Dr. Love's 5 Step Plan for Reconciling with Your Ex***, 8 bonus workbooks, and depending on the promotion, an additional free or attractively priced bonus consisting of my critically acclaimed book ***Till Death Do Us Part (Unless I Kill You First): A Step-by-Step Guide to Resolving Relationship Conflict***.

The **Bonus Workbooks** are titled:

1. **Is Your Partner Ready For Love?** Dr. Love's 66 Keys For Measuring Your Partner's Relationship Readiness.
2. **Your Personality Profile.** Dr. Love's 32 Personality Keys for Deeper Self-Awareness & Happier Relationships.
3. **Create-A-Mate.** Dr. Love's Blueprint for Discovering Your Ideal Partner & Avoiding Incompatibility.
4. **What's Your Relationship IQ?** Dr. Love's 25 Keys for Learning About Your Relationship Intelligence.
5. **Critical Questions to Ask Before You Get Too Close:** Dr. Love's Guide to Getting to Know Someone Before You're in Too Deep.
6. **Are We Compatible?** Dr. Love's 118 Factors for Measuring Compatibility With Your Partner.
7. **Were We Compatible?** Dr. Love's Post-Relationship Test: Why Blame Yourself If You Just Weren't Compatible?
8. **Why Didn't It Work Out With Your Ex?** Dr. Love Helps You Diagnose Your Ex's

This entire product offering has many advantages and USP's (Unique Selling Points) over the competition, including (but of course not limited to):

- **More Initial Product Value:** The main book is more than twice the length of the competition, while all the Bonus Workbooks nearly quadruple the content. The workbooks alone are worth the price. The main competition is selling one small book for the same price.
- **More Authoritative:** All of this information and advice is written by an actual doctor who is a well-known expert, author, and therapist with nearly thirty years experience in the field. The method outlined in these books is the outgrowth of a combination of academic study, clinical research, and real results obtained in

daily practice counseling couples and helping them mend and improve their relationships.

- **More Comprehensive:** This method covers many topics that the competition and many similar products either avoid completely or advise avoiding, including how to deal with infidelity as well as how to understand the cause of previous failure of the relationship. In fact this method faces these issues head-on and shows how to use them in a positive manner to help rebuild the relationship rather than sweep them under the carpet.
- **Deeper Content:** The quantity of content is due to a more serious and in-depth treatment of the subject. Most other products on this subject are more superficial and even immature, with a focus on a quick-fix approach and promises of “magic” techniques and even psychological tricks that will supposedly get an ex back as fast as possible. This product focuses on rekindling and rebuilding the relationship upon a stronger and more durable foundation based on the essential truth of the common sense psychology of human relationships, personal empowerment, and individual mental health. The benefits of this program thus extend out into all areas of one’s life as opposed to answering a single need with a feeble quick fix answer.
- **More Thorough:** This method offers far more material in the form of the real psychology of relationships that will educate the reader concerning all relationships in their life, but without academic jargon or daunting psychobabble. It is all couched in earthy, no-frills, common-sense terms, and illustrated with numerous exercises, techniques, examples, self-tests, and even suggested dialogues. No stone is left unturned in the preparation process in order to ensure that one is making the right choice and proceeding in the most effective and positive manner when attempting to reconcile a failed relationship. However, at the same time, the content is not long-winded and theoretical, but lays down the basic concepts quickly and easily and gets right to the task of instructing the reader in specific actions.

As a critically acclaimed author and relationship expert, I will continue to develop new books and products, thus giving you more products to promote and more opportunities for both of us to succeed. ***Make Up Don't Break Up*** and ***Dr. Love's Relationship Rescue Kit*** are just the beginning.

My goal is to build a future for both of us to remain in partnership for a long time. Continuous product development means you're not limited to promoting just one product and it's over. You can develop your own list and continue to upsell, downsell, side-sell, etc., the same prospects over and over.

I am in the process of writing a number of other books that will expand your product offerings into other relationship advice and self-help sub-niches. A new and updated edition of ***Till Death Do Us Part*** (possibly even renamed), is also in the works. The existing bonus workbooks that are part of the rescue kit may also soon be packaged both together and separately as their own products, and possibly released with resale rights to be used as giveaways or in any manner you see fit. I am also working on the creation of companion video courses, webinars, coaching programs, and much more.

The niche markets and topics I am looking at expanding into are:

- General Dating
- Dating for Seniors and Widows/Widowers
- Online Dating
- Grief Therapy
- Moving On /Starting Over
- Self-Esteem Building
- Communication and Conflict Resolution
- Finding the Ideal Mate
- Compatibility
- Spirituality and Relationships

As a subscribed affiliate, you will receive instant notification of all new product launches before they are released to the general public or Clickbank.

As you can see, we are going to be in business for a long time...

How to Sign Up

You will need a Clickbank ID in order to register at the Affiliate Center and subscribe to the Affiliate Newsletter. If you haven't done so already, go to Clickbank.com and register as an affiliate. We don't need to give you instructions for this process since you can easily find them at Clickbank which has an excellent help section and easy to follow instructions.

As an affiliate for Clickbank, you will have access to thousands of other products you can promote as well. Of course, I don't want you to get distracted, so as soon as you have your Clickbank User ID (also called a nickname), return to my affiliate center signup url at http://makeupdontbreakup.us/affiliate_signup.html.

Input your email address, website url (if you have one, not required), Clickbank ID, and password. Your Clickbank ID/username becomes your username for the affiliate center so we can use it to automatically create your Hoplinks, the special urls with special code containing your ID which ensures you get paid for sales that you point to our sales site. DO NOT use your Clickbank password, but create a new one just for the affiliate center Web site.

Upon submission of the signup form, you will be redirected to a login screen which will show you a one-time reminder of the username and password you just entered at registration. Your login information will also be sent to the email address you signed up with.

You will also receive a confirmation email from affiliates@makeupdontbreakup.us to confirm your subscription to the Affiliate Newsletter. You must click on the link to confirm the subscription or you will not receive your newsletter. If at any time you wish to unsubscribe, just click the unsubscribe link at the bottom of any newsletter.

If you do not receive these confirmation emails, please check your spam folders and add the address affiliates@makeupdontbreakup.us to your address book or white list to ensure delivery.

Please keep your login information in a safe place.

Using the Affiliate Center

Logging In

The Affiliate Center url is:

<http://makeupdontbreakup.us/ecmaff/ezGafflogin.php>.

Use your Clickbank username and password you signed up with. Please bookmark this url for future reference, and keep your login information in a safe place.

Your Stats

Upon login, you arrive at the Home page, which shows you your sales statistics. You can choose the month or a summary of all sales from the drop-down selector. The top menu gives you a number of choices, which we will cover next. Otherwise, this page is fairly self-explanatory.



The screenshot shows the affiliate center interface. At the top, there is a blue header with the text "Dr. Love's Relationship Rescue Kit" in a purple script font and "AFFILIATE CENTER" in a white sans-serif font. Below the header is a navigation menu with links: Home | Affiliate URL | Advance URL | Products | Training | Change Password | Logout. The main content area displays "Summary of Activities for Apr" in red text. Below this, it shows "Affiliate ID: sparky". A table with a blue header and white body shows the following data:

Product Name	Hits	Sales	Conv. Ratio
Total	0	0	

Below the table, there is a text input field "View statistics for month of:" followed by a dropdown menu set to "Summary" and a "View" button.

<http://makeupdontbreakup.us/affiliates>

Affiliate Url Generator

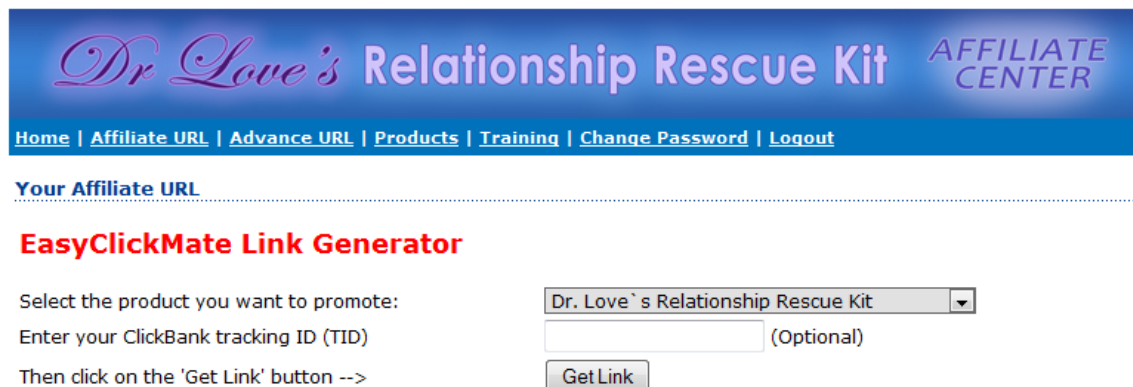
The url generator is provided so you can create the proper affiliate urls you will need and that will work with our affiliate software and download protection system. You access the url generator using the Affiliate Url link in the top menu.

The urls it creates take the following form and, if you're familiar with Click bank Hoplinks, you'll see they do not exactly correspond to normal Clickbank urls:

<http://makeupdontbreakup.us/go.php?offer=sparky&pid=1&tid=article01>

Rather than trying to create these urls yourself, your best bet is to use the link generator in the affiliate center to ensure you're creating the correct code and your sales will be properly credited and logged.

Of course, these urls should still work with any url shortening (such as bit.ly) or masking system available, but you must start with the url this system creates in order for your sales to be properly logged.



The screenshot shows the header of the affiliate center with the logo and navigation links. Below the header is a section titled "Your Affiliate URL" which contains the "EasyClickMate Link Generator" form. The form has three input fields: a dropdown menu for product selection (set to "Dr. Love's Relationship Rescue Kit"), a text box for the ClickBank tracking ID (TID) with "(Optional)" next to it, and a "GetLink" button. Below the form, there is a line of text: "Then click on the 'Get Link' button -->".

The form above allows you to choose the product you want to create a link for, as well as an optional tracking ID. When you click **Get Link**, you get the following page:

<http://makeupdontbreakup.us/affiliates>



Your Affiliate URL

Your Affiliate Link(s)

1. Your affiliate link for Dr. Love's Relationship Rescue Kit is:
<http://makeupdontbreakup.us/go.php?offer=sparky&pid=1&tid=article01>

EasyClickMate Link Generator

Select the product you want to promote:

Dr. Love's Relationship Rescue Kit ▼

Enter your ClickBank tracking ID (TID)

(Optional)

Then click on the 'Get Link' button -->

Get Link

This page provides two versions of the url for you. The first is a clickable link you can use for testing to make sure it brings you to the sales page while also showing the Clickbank style Hoplink in the browser address bar.

The second is a form field that makes it easy to copy and paste the url in order to use it in your marketing.

NOTE: Please be especially aware NOT to choose "Dr. Love's Relationship Rescue Kit BONUS" from the dropdown product selector. This links only to the bonus page and is being used strictly for programming the Exit Splash page that offers the bonus.

EasyClickMate Link Generator

Select the product you want to promote:

Enter your ClickBank tracking ID (TID)

Then click on the 'Get Link' button -->

CHOOSE THIS

Dr. Love's Relationship Rescue Kit ▼
 Dr. Love's Relationship Rescue Kit
 Dr. Love's Relationship Rescue Kit BONUS
 Get Link

NOT THIS

<http://makeupdontbreakup.us/affiliates>

Products, Resources, & Training Pages

The **Products** link in the top menu takes you to the Products page. While at the moment there is essentially only one product being offered that you can promote, in the future, this page may contain numerous products.

As mentioned in the previous section, the system is currently showing Dr. Love's Relationship Rescue Kit BONUS as a product, however this exists only for programming purposes (it creates a separate download page and Clickbank item) and is not an actual product you can promote separately.

This page also provides access the **Resource** pages for each product by clicking the Resources link following the product name. The **Resource** page will contain ads, graphics, keywords, eBooks, and more resources to help you market each product.

The **Training** link in the top menu will also bring you to a page where we provide various training materials on many aspects of Internet Marketing.

Dr. Love's Relationship Rescue Kit AFFILIATE CENTER

[Home](#) | [Affiliate URL](#) | [Advance URL](#) | [Products](#) | [Training](#) | [Change Password](#) | [Logout](#)

Here's the list products you can promote

Here are the list of Products that you can promote and earn a hefty 70% commission.

Click on any of the links below to view the sales page, or click on the **resources** page to view the marketing materials (eg. sample mail-outs, banners, etc)

1. [Dr. Love`s Relationship Rescue Kit](#) (pid=1) | view affiliate **resources**
2. [Dr. Love`s Relationship Rescue Kit BONUS](#) (pid=2) | view affiliate **resources**

Click [here](#) to get your affiliate links.

Marketing the Product

Like any affiliate product or any kind of product sold today on the Web for that matter, this product can be marketed in numerous ways. Internet marketing is a vast discipline that is constantly changing due to the transient nature of the Web, which is in a state of perpetual and oftentimes rapid evolution. A change in Google's AdSense policies or its infamous algorithm, the emergence of a hot new trend such as social networking and sites such as Facebook or Twitter, or a new technological development such as mobile phones and iPads, can literally change the equation overnight. What was working not only last year, but even yesterday, can often change radically or even vanish into obsolescence before your very eyes.

Therefore, this cannot be an in-depth manual covering every aspect of Internet Marketing. But what it can do is briefly describe those techniques that are presently working for many affiliate marketers selling this and other similar products. There is no shortage of resources and courses on the Web regarding any one of these methods. But as a registered Dr. Love affiliate who is subscribed to our newsletter, you will also have access to free training materials that are provided in the Affiliate Center and announced in the Affiliate Newsletter.

Remember that it's not wise to put all your eggs in one basket, so any successful marketing plan involves a number of strategic techniques and methods that complement one another, and it requires some time and testing to discover what is going to work for you.

Article Marketing

Next to SEO site building and AdSense, article marketing is perhaps one of the oldest and most tried and true methods of Internet Marketing available. It is especially good for people on a low budget, since all one has to do is write some articles and publish them to article directories. There is zero cost other than your time. The benefits of article marketing are two-fold: first, the articles can generate direct traffic to your offer, and second, they provide links for link building campaigns and to improve your site's SEO. The following are the top article sites one should consider joining and submitting to

- <http://ezinearticles.com>
- <http://articlesbase.com>
- <http://goarticles.com>
- <http://ideamarketers.com>
- <http://affsphere.com>
- <http://articledashboard.com>
- <http://articlecity.com>
- TOP 50 Article Directories <http://www.vretoolbar.com/articles/directories.php>

Press Releases

Like Article Marketing, Press Releases can be created and distributed for free through numerous free PR distribution Web sites. However, some believe that paid PR services produce better results. Like articles, press releases can provide backlinks to your Web site. The advantage to Press Releases is that they can be shorter and (some say) easier to write. It all depends on the content you're writing about and where your strongest skills lie.

The top paid press release site today is <http://prweb.com>. Many other sites offer a free basic account with a paid upgrade. Some of the top sites offering FREE press release distribution today are:

- <http://prlog.com>
- <http://www.free-press-release.com/>
- <http://www.i-newswire.com>
- <http://www.prleap.com/>
- <http://www.newswiretoday.com/>
- List of Top 50 Press Release sites: http://www.avangate.com/articles/press-release-distribution_69.htm

Video Marketing

Video marketing involves the creation of short videos and uploading them to all the major video sharing sites. These videos do not require high production value, nor do they even have to feature a live person. They can be a series of simple graphics or even a PowerPoint presentation, and cost very little time and or money to produce.

I have produced a series of short videos featuring me describing my 5-Step program that affiliates can distribute with their affiliate link or post on their blog, etc.. Look for more about these videos and training resources about Video Marketing coming up soon in the Affiliate Resources section.

Mailing List Marketing

If you have an existing mailing list, marketing this product is as easy as sending off a quick email with your affiliate link. You can send people directly to the sales page (using your affiliate link), to a download page for a free report, to an opt-in page, to your own landing page or review page, to a blog site, etc.. If you have not yet developed a list, you can use the Free Report we have prepared for you to entice users to download it in exchange for their email address. There are many possibilities. But developing your own mailing list of interested and qualified buyers is considered by many marketers to be the most powerful method available.

Blogging

Starting a blog about relationships or getting your ex back is also a great way to market this product. The blog can be a place where you publish reviews, offer free advice in the form of your own original articles or a rewritten "spun" version of the articles we provide, provide opt-in forms for mailing lists and free report downloads, embed your own or our videos, etc..

There are many free blogging platforms available on the Web, including BlogSpot, Blogger, Live Journal, Windows Live Spaces, Blogsome, WordPress, and others. You can also use free open source software such as Wordpress or Joomla, purchase a domain name and cheap hosting, and set up the site yourself (some feel such "real" sites are superior for many reasons, especially SEO/SEO).

Content Sharing Sites

These have also been called "Web 2.0" sites, a term which in reality is much broader and can mean many things to many people. Content sharing sites are a kind of cross-breed between blogging platforms, site creation software, and social networking, and each works a little differently, but in general they allow you to upload content, network with other users, vote on content, and, as an added bonus, they often provide revenue

sharing. Such sites allow you to distribute content on the Web quickly and put your information directly in front of interested users, while at the same time providing a good source of quality backlinks to your site.

When it first appeared, the original content sharing site Squidoo was immensely popular and became favored by the search engines. Backlinks from Squidoo were considered by Google to come from an “authority” site and were given a high page rank. Then, after the site became too abused by spammers, Google infamously “slapped” Squidoo and lowered its rank.

As a result, many keywords being used by spammers were banned on Squidoo. Apparently, there were enough people trying to promote “get your ex back” products on Squidoo that many “ex back” keyword variations were banned. However, we’ve found that you can easily use variations such as “reconciliation” and “save marriage” and other relationship advice related keywords.

There are also two broad classes of these kinds of sites: content sharing and document sharing. Content sharing sites allow you to post any kind of content, while document sharing sites allow you to upload documents in most popular formats, which they then convert to their Web format and publish. Document sharing sites are ideal for distributing Free Reports, but can also be used for articles and other content. Newer types of content sites allow you to submit your existing blog or excerpts from your articles with a link to the original article. The best way to understand all the different options is to visit these sites and see what they have to offer.

Here is an up-to-date list of the most popular current content sharing sites:

- <http://squidoo.com>
- <http://hubpages.com>
- <http://knol.google.com/k>
- <http://www.bukisa.com/>
- <http://www.wikinut.com/>
- <http://shetoldme.com/>
- <http://www.redgage.com/>
- <http://www.spicypage.com/>
- <http://tipdrop.com/>
- <http://www.yousaytoo.com/>
- <http://snipsly.com/>
- <http://www.xomba.com/>

- <http://www.zimbio.com/>
- <http://www.qondio.com/>
- <http://www.esnips.com/>

Social Media Marketing

This is another of those terms that covers a fairly broad spectrum and is getting even broader as all kinds of Web sites are now adding some kind of social element to users' interactions on the site, whether it's commenting, voting, reviewing, forums, groups, or full-out social networking as on sites like MySpace and Facebook.

All of the Content Sharing sites just listed do in fact utilize one or more type of social feature. Google itself is now unveiling plans for socializing its search results. Some believe that future of the Web—and more importantly for us, the future of *marketing* on the Web—is in fact social media.

Today when marketers talk about Social Media Marketing, they generally mean social networking sites like Facebook and MySpace, microblogging on Twitter, and submitting all your urls to bookmarking various bookmarking and news sharing sites.

Similar to bookmarking the site in your browser, social bookmarking sites allow you to save the urls to pages you've found in order to keep them for yourself and/or share with others. Usually you can write a short description of the page and add keyword tags, and often other users can vote on the link as well. But again, like content sharing sites, there are a variety of features and ways that these sites function.

Some sites are more about sharing and voting on news items, such as Digg and Newsvine, while others are more accurately a type of socialized bookmarking site, such as del.icio.us, where you can organize all your bookmarks in one place while choosing which ones you want to share with other people. All of these sites broaden your page's exposure on the Web, help ensure that they get indexed by the search engines, and provide necessary backlinks for your page's SEO.

It is through social media that Web sites and pages go "viral" as more and more people vote on or share the same link with their friends and followers, and because many of these sites operate in real time, a link can get passed around the Web and indeed around the world in a matter of hours.

However, for most marketers, it is unrealistic to hope for a million viral hits, nor is it necessary. Instead, you are simply trying to take advantage of the power of what some call “social influence.” Research shows that people are 10 times more likely to want or to purchase something that other people have or has been recommended to them by someone they know or trust—even if it’s only a social networking “friend”—than they are to buy the same product they’ve seen in a traditional advertisement. This is why most marketers today view Social Media as THE future of Internet Marketing, and why everyone from fortune 500 companies on down to the local pizza parlor is getting on the bandwagon now.

If you are new to bookmarking and news sharing sites, the only way to understand how they work and can be useful to you in your marketing and SEO efforts is to start using them. There are possibly hundreds of bookmarking sites on the Web at the moment, but only a dozen or so that get the most traffic and carry the most page rank. Due to the changing nature of the Web, it is difficult to keep an up to date list, so you can always do a search for the “top bookmarking sites” to get some of the lists that marketers and bloggers frequently share with the world. We also provide the following list as a good place to start:

- <http://del.icio.us.com>
- <http://bookmarks.yahoo.com>
- <http://bookmarks.google.com>
- <http://www.bibsonomy.org/>
- <http://bebo.com>
- <http://mister-wong.com>
- <http://www.plurk.com>
- <http://reddit.com>
- <http://stumbleupon.com>
- <http://digg.com>
- <http://newsvine.com>
- <http://fark.com>
- <http://slashdot.com>

There are also a number of automated services that will bookmark and post your links for you to numerous sites at once, saving you lots of time having to individually login and enter the bookmark at every site yourself. The best of these are:

- <http://onlywire.com>
- <http://lifestream.aol.com/>

SEO/SEM (Search Engine Optimization/Search Engine Marketing)

These are probably the most complex, vast, and hotly debated subjects in all of Internet Marketing. While they are not exactly the same thing, they are closely related topics. SEO is the art of optimizing a Web page so that it ranks highly in search engine search results, while SEM is merely capitalizing on SEO in order to market and sell some product. So, generally speaking, in order to do SEM, one must start with SEO. However, you may also market products on search engines by using purchased placement in search results and directories, and by using their PPC (Pay-Per-Click) advertising programs (such as Google AdSense).

Relying solely on high search rankings for people to find your Web site is one of the most difficult and time-consuming ways to sell a product. Getting a page to rank well, especially for highly competitive keywords, can take a lot of time and effort and require thousands of backlinks. For less competitive “long tail” keywords, a simple blog can eventually rank well with a modicum of effort. This is why, for most affiliate marketers, it is generally not recommended to shoot for highly competitive keywords and/or to rely solely on showing up in the top search engine results in order to drive traffic to your site.

Rather, a combination of all the previous methods is suggested, as they all tend to support and influence one another. However, while a top search ranking is still considered by some to be the gold standard and the best way to generate traffic, many marketers today have virtually bypassed Google by using the wide variety of Web 2.0 sites and Social Media marketing available today.

Many have cashed in quite well by simply using all the bookmarking and Web 2.0 sites, establishing a decent following on Twitter and/or Facebook, and building their own mailing list. For some marketers—and this of course depends on the product and the niche they're selling to—the mailing list they develop is far more powerful not only because they have direct contact with qualified buyers, but because their mailing list is not at the mercy of Google's ever changing rules and ranking algorithm.

However, the primacy of the search engines is definitely being challenged by sites like Facebook, Twitter, and YouTube, and most marketers feel that in the long run these sites and the power of viral and social marketing may eventually eclipse Google search results. There are also many who say that in certain marketing niches, that future is already here. Therefore it behooves anyone who wants to market anything on the Web to get into Social Media marketing now.

PPC (Pay-Per-Click) Advertising

These ads are called PPC because the person who places the ad pays a certain amount of money every time someone else clicks on the ad. Every search you do at any of the major search engines also returns some paid ads or paid search placement results either in the sidebar and/or above the regular search. And any Web site where you've seen a list of text ads or a banner ad with the tiny "Ads By Google" identifier at the bottom, you've seen and possibly clicked on a PPC ad. In fact, these ads are so prevalent that anyone who has spent more than five minutes on the Web has seen PPC ads and possibly even participated in PPC marketing, maybe even without realizing it.

The most well-known and successful PPC program on the Web is Google's AdSense/Adwords system. This, like all similar programs, works in two complementary ways. First, the "AdSense" program is for *advertisers* who purchase ads and bid on the cost they will pay per user click. Then, the "Adwords" program is for ad *publishers*, which really means Website owners, who can place blocks of Google ads on their site and *get paid* a certain amount whenever someone on their site clicks on a Google ad. Of course, there is a difference between what the advertiser pays and what the publisher gets paid, and this differential is where Google gets paid.

In fact, it is primarily the revenue from AdSense that gave Google its billions, while many marketers who got in on the program early have also done quite well. Nowadays, because the prices of highly competitive keywords have risen sharply in the past couple of years, it is much harder for the "small guy" to compete. However, it is still possible to use AdSense judiciously and for less competitive "long-tail" keywords, and Adwords can still be a source of monetizing your site using Google Ad blocks.

For this product, using AdSense to place PPC ads is not highly recommended for beginners. Because Google does not allow the use of affiliate links in AdSense ads, you would have to build a blog and/or set up a review site or a landing page that they feel has valuable user content. However, for those who know what they're doing, or those who will at least do their homework and proceed cautiously using the daily budget option, an AdSense campaign can certainly be made to work.

However, there is good news for those who want to use the PPC option: there are some new players in the field, most notably Facebook and YouTube, both of which offer ad programs that offer potentially more highly targeted ads at much lower prices. Coupled with a YouTube Channel and some Facebook Fanpages, many marketers have done extremely well using these PPC options and avoiding Google altogether.

Conclusion

Of course I cannot provide a complete Internet Marketing manual, but I hope you've found this manual helpful in understanding more about me, Dr. Love's Relationship Rescue Kit, the market for this product, and my affiliate program and how to use my affiliate center.

This is also only the first edition of this manual, but it should give you a good idea how dedicated I am to helping you succeed and the quality of support you will continue to get after you join me as an affiliate. This manual will no doubt be upgraded as time goes on, and I will also continue to add more training materials and resources to the affiliate center.

If you should have any questions, comments, or suggestions, or would like to joint venture with us on any projects, please feel free to contact my marketing manager Eric at affiliates@makeupdontbreakup.com.

To Our Mutual Success,

—*Jamie Turndorf, Ph.D.*





[Click Here](http://makeupdontbreakup.us/affiliates) to find out more...