



Expand2Web

by Don Campbell

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Expand2Web Podcast #10

PDF Edition

Don Campbell Interviews Top Affiliate Marketer James Martell

My next guest is **James Martell**. James and I met a couple of years ago at the Systems Seminar. He's been really instrumental in the things that I've been doing. He's helped me quite a bit and he is recognized as a leading expert in affiliate marketing and training.

He is the president of Net Guides Publishing and author of the top selling [Affiliate Marketer's Handbook](#). James is a sought after speaker and he's presented at Commission Junction University Affiliate Summit, the Systems Seminar, Dejo River and a whole bunch more.

One of the unique things about his style too is he relies on outsourcing for the creation of his websites, graphics, articles, podcasts and video in order to streamline his business and break away from the daily grind. He gets a lot done and knows a lot but he also has a lot of help. He really knows how to make that work for him.

In this interview, he's going to share with you some great tips for getting started with affiliate marketing. I think he's one of the best guys to do that so I think you're really going to like this interview. Here it is.

Welcome everybody to the [Expand2Web Podcast](#). This is Don and today my guest is James Martell who is a friend of mine and also a very recognized affiliate marketer. Today I wanted to ask James some tips on affiliate marketing because a lot of you have been asking me about that.

Welcome James and thanks for being with us.

James Martell: Hey, Don! Thanks so much for having me on.

Don: Yeah, absolutely. I've been looking forward to this.

What I wanted to ask you is, you and I have talked a fair amount so you kind of know these things already but I get asked a lot by people who are building websites or getting started as consultants, they're blogging or even a small business owner looking for some extra revenue. One of the things that you have coached me on over the last couple of years, is that you've helped me build an affiliate stream into my website.

You do that in a way that I like more than the other ones I've seen because it's all based on things that you're interested in and it's all based on legitimate, quality content.

I was thinking for this interview, it would be great if you could share a few tips like maybe your top three tips for somebody who just kind of has a blog but doesn't really understand affiliate marketing. They want to break into that and figure out how to make a little extra money off their blog.

Do you have some thoughts about that? Like what your tips would be?

James: Of course in this era, everybody's looking to increase revenue. An affiliate program actually offers a very unique opportunity in doing that. Your site was a great example where you offer up a great service for business owners wanting a website. Of course, you offer hosting as well and get paid a commission on that.

That very simple little model can be applied by many, many different website owners where they find a complimentary product to the product they are currently offering to their customers. Something that really makes sense, something that truly is complimentary and will help that customer a lot of times with their existing service, so something that is a natural mix.

For example if they have a product and you know they are going to need another product as well that goes along with it in tandem, then as a business owner you can do a little Google search online to see if you can come up with that product. A real simple way to do that is to just take the name of the product and put the word "affiliate program" behind it and hit enter, and all of the websites that actually have an affiliate program and offer up that product and have an affiliate program that you can join will automatically show up in the results.

Then it's just a matter of going through and finding the company that you would like and then go ahead and join that affiliate program.

Don: It's a great idea. I remember you telling me and other people that the best kind of affiliate program to be involved in is something that is an area you know or that you're excited about. So you're saying: "Hey, if you're blogging about this topic, just go into Google and do a search and you can find that there are a lot of affiliate programs ready to go." Right?

James: Sure, absolutely. I can give you a couple of examples. My wife's site epilepsymoms.com isn't your traditional affiliate type site, it's more of a site that parents or Moms primarily go when they're dealing with a child with epilepsy. Arlene started that from our own personal story with struggles and some real successes, getting our son back on track, getting his epilepsy under control and really reducing his autism.

She had a lot of tips and things to share with the visitors so she put together a website, epilepsymoms.com and then what she did was spend some time over at Amazon who of course have an affiliate program. They call it the [Amazon Associate Program](#). She joined

it for free and she went in there and found all kinds of products that she personally has used when working with Adam.

In Adam's case you know, special diets so he needed a scale, there's some very special products and food. One thing about Amazon is they don't just sell books anymore, they sell everything. So she was able to find at least half a dozen products that were right on the mark for what these Moms would need in order to help get their kids under control a little bit.

That's one idea. One of my sites kitcarconnection.com, is another good example of this where I'm actually just in this process as well. I've got a site, currently I'm running Google AdSense on it but I also want to offer up some additional products and services to my visitors that come to this site.

Of course being car guys, one of the things many of them are looking for and these are guys who are building cars, they need a set of tires. So, tirerack.com offers up an affiliate program. They ship tires all over North America into the millions and they pay a nice little commission every time I refer somebody or every time I will refer somebody to Tire Rack and they make a purchase.

It really is almost an unlimited market now. Almost I would think with a little bit of planning and a little bit of thinking it through and really understanding who your visitor is and what their needs are and most business owners really have a good handle on that, it's just trying to figure out what other products and services you can offer to them. And then finding an appropriate affiliate program that you can join for free and then get that creative little banner ad, maybe an article on your site or if you have an [auto responder](#) going out to them you can add it into the stream, so then you can offer them up that product as well.

A lot of them because they already trust you and they're already a customer of yours, they will naturally take your recommendation.

Don: Those are great examples and I remember first of all, I've done some of your training and one of the many things I really liked was that you built those sites, both of those sites [Kit Car Connection](#) and [Epilepsy Moms](#) with your students as you went through the training.

I thought that was really cool because you said: "Here's what we're doing. Here's a real world example." Over time you built those sites out into successful affiliate sites to provide an example to the people going through training. I thought that was fantastic.

I remember you talking about with Kit Car Connection; you have a Shelby Cobra. That's one of your passions and one of your hobbies. For you figuring out what product to use, that's probably kind of fun. I mean, writing about this and getting all that together is something you like.

I remember you saying you'd go to these car shows with your son and you'd take videos of these cars and you're like: "Well, I'm just doing my job!" [laughter]

James: It's true. It's funny sometimes we just struggle along trying to figure out what topic are we going to write about or looking at the affiliate marketing as a standalone business. What topic am I going to get into?

For me, I've been doing it. I've been an affiliate already by 2007 when I came up with the idea for that site since 1999. So eight years. I actually got to the point in 2004, when I could get the car custom built and it was literally sitting in my garage ten feet from me if I go though the wall and I'm sitting there trying to figure out a topic I could build a site around. [laughter]

And it's even funnier than that. We've got a daughter, an older daughter, her name is Shelby so it's not like Shelby hasn't been on our mind. But it never even crossed my mind to build a website around a topic that I'm obviously very interested in and passionate about. Even though I had the car in the garage, it didn't dawn on me at all.

When somebody is looking, sometimes you have to take a step back because the topic that you want to build a site around may not be completely apparent but it might be sitting right in front of you as well. That's just one of those things to try and figure out exactly what you're interested in and get going.

Don: That's great. And I know another thing about Arleen's is, here's an area where she's done a ton a research, lived through it, you guys have dealt with epilepsy and you've learned all these things and now she's out there sharing and writing about it. And I know she feels like she's affecting other people while she does this, right? So she's got a site where you're just another great example of, I mean, she's doing something she knows about and she cares about passionately and the content kind of comes a little more easily that way, right?

James: You know, that is the beautiful thing about the Internet where we are today because we can actually; we have a medium here or media that we can actually engage in and very inexpensively. I mean, think about the early days, the only way you would get your message out would be advertising - newspaper, TV, radio. Today we can actually build an audience for, you know, almost nothing. Roll up your sleeves, get to work and, you know, learn how to do it.

And then, as you said, she really has had an effect and although the site makes money, her biggest successes with that site, she doesn't count the money so much, she counts the number of kids that are now seizure free because they found the site and they have learned the same information Arlene learned and Adam's story and how she worked with him. So anybody that has a cause or something that they, you know, a lot of people have health related issues that they've overcome.

They've learned a lot about fitness for example, or they've learned ... Everybody's got a story of some sort that they may want to share. And the Internet is such an amazing way to do that because it is so inexpensive compared to even the early days when I got started. And it's so much easier than that everybody that has even been thinking about. And you

mentioned Arlene had a lot of research, in her case she had binders full of materials and research and stuff that she had collected up and gathered up and studied.

And it is easier for her to work on that topic because she does understand it. And for anybody that has a knowledge, like I do of the Kit Car Industry and the Cobra's and the Shelby and Arlene with epilepsy and autism. If you have something like that that you're interested in and you already know a lot about, you are probably, you should probably have a really good look at that topic and consider building a site around it.

Don: And why I'm dwelling on this too is because I've met a lot of people who are trying to get in to affiliate marketing and they're asking me questions and they're just looking for any idea. And I feel like I learned this whole concept of "Hey, going after the things that you love to do" because I've seen, and I've tried things myself too.

You think it's kind of interesting or you try it and then you just kind of burn out because it does take some work, right? And I think that it is important, based on my limited experience and what you've told me from a longer term perspective. You don't just go where there's some kind of idea that you think is going to be hot at the moment. Go in to something that you're really, that you really like because, I've just seen too many people fail, they get started and they just burn out and it ends up not really going anywhere after a bunch of work, right?

James: You take any one of these sites, you take kickcartconnection.com and anybody could do this. I'm looking at that site as a long term project, I'm not really interested where it is currently. I'm not even really that interested in where it's going to be a year from now. Personally that site has every opportunity to provide me with a huge retirement income, just that site alone. And it could take five, ten years to build it out, to really get it to get critical mass in the industry although it's really making some head ground or headway already!

But it's a matter of just taking this, and you're right, you have to find something that you're going to be interested in not today, not 30 days, it's easy to stay interested in something for 30 days. But when you have to get into the grind-it-out phase and it always takes a little longer than people think and there's always a little more work to it but it's worth sticking with it because if you can stay on track and get after it and have a long term view, take a long term perspective at it, you're going to be here, at least we all hope we're going to be here five years from now and ten years from now.

And we know for sure the Internet's going to be here, so we might as well, buckle down a little bit, make a long term plan, get some content flowing, come up with a topic, and really do a good job on it. Don't spread your efforts over multiple sites and ideas; really focus in on coming up with THE topic and then build it out. And you know, Don, I think this is interesting because I think one of the things that I've learned over the years when it comes to making money with affiliate programs, is a lot of people really don't understand how simple this business truly is because there's so many sales letters and so much noise out there about affiliate marketing.

But if you just kind of back it up a little bit and you just take a more of a bird's eye view of it, it's really simple. It's a home typically, and Arlene and I work from home, we've worked from home ever since we got started back in 1999 when we went full time, when I went first full time, she came a couple of years later. It's a home based publishing business. That's all it is. There's no secrets revealed, there's none of that stuff that you see in all the sales letters.

Don: [laughs]

James: [laughs] It's very much a home based publishing, small publishing business. It can grow into as big as you want it but initially at least. And we publish! We publish content and we publish site like kickcartconnection.com. We also publish podcasts, we publish newsletters that go along with the site, we publish articles, we published our chat forum and so on. It's a very simple concept, it's a publishing business and we publish great content and you build an audience that's interested in that content and then you monetize it with products and services from merchants like Amazon and the thousands of other affiliate programs that are out there that makes sense to be on that site. And then, you've got a business.

Don: Yeah, I mean, you make it sound so simple. But I know the devil is in the details. So, tip number one is how to find what you can be an affiliate for and I think that makes sense, right? Find something that you love to do, you can find these affiliate sites on Google by searching for your topic and with an affiliate after word. What would your number two tip be then?

Once somebody's kind of fine "OK, I know what I want to go in to. And so I have a blog and I know how to do a blog." But what should they get started after they sign up with that affiliate program?

James: One of the things that I see that is a mistake, which I would guess would also be a tip not to do. We have a tendency to thing too big when it comes to our topics. So, just kind of still on the topic subject is, somebody will come to me and say "Well, you know, I picked a topic and I'm going to build a golf site." And it's like "What's that?" First of all, golf is an international, worldwide sport. There's the PGA, there's the women's PGA, there's all the golf courses, there's the golf clubs, there's the golf travel. You need to niche this down into a, basically what we would call a micro-niche, a little niche.

Don: I see.

James: And that might be you're going to create a website around golf putters.

Don: OK.

James: So not the entire golf industry. You really got to nail this topic down, you got to spend a lot of time on the topic. Once you have it, then I would suggest that you really need to think about the content. Forget about, and I guess this would be the second tip. Forget about the search engines; forget about all that at this point. Next you're focused on who is your visitor. Who is going to be interested in this content?

Don: Oh! OK.

James: We always create is what we call is the **visitor profile** where we'll sit down and we will go through a little list of questions, 10 questions that, in fact I asked Arlene these questions. Just to, basically nail down who the visitor is. Who are they? What are they looking for? What problems are they attempting to solve? And by the time you go through and you really, and you don't even need our little list, you can use some common sense on this.

Where it's just a matter of identifying who they are, what their problems are, then what the solutions are. Then you can start to put together a plan on offering up the solution which is the content, which is the articles or the broadcasts, whatever you're doing to distribute this information. And then once you have that, then you're well away to the races because a lot of people jump in to a topic and they're going to build a website but they don't really even know who the visitors are. So, you really need to figure that out. Who is going to be coming to your website?

And not being vague about it, you want to nail it down. You know, if somebody wants to head over to epilepsymoms.com and take a little peek at that site, you will see that the site is very clearly targeted at moms with kids that are dealing with seizures. And everything about this website is helping those moms, moms just like Arlene, with solutions to the problem and the problem in her particular case, and in the mom's case, is helping their kids to get through seizures, either under control or stopped. And you know what? That sounds like a simple little thing but it took us a while to get to that, even when we were trying to figure out who the, because they've got a lot of other issues, they have got to deal with too. But ultimately it was OK, Seizure control. That's the ultimate problem.

So you need to figure out what the real problem is that you've got the solution to and then once you have that, the creating of the content is much, much easier.

Don: Yeah, I agree. I remember when you first shared that visitor profile and at first when I saw it I thought: "Oh, this looks pretty easy." But, it wasn't. [laughs]

You have to really think about it and it's super valuable just to kind of go though and get very specific about the audience and then have more of a direct one on one conversation with your readers instead of: "Well, let's just talk about golf today." Right?

James: Exactly and you've experienced that. Once you understand who they are and what they're problems are, then it's so much easier to create the content because you know the problem they're trying to solve.

Don: Yeah, so that's a great tip. Now you understand the niche that you're going after, you clearly understand your audience.

So what happens now? You get some links or banner ads and you put them on your website? What's sort of the next step then, the tip number three? What does somebody do next to start monetizing the site?

James: At this point assuming that they have hosting and a domain name, I guess a couple of just real quick shortcuts on that is selecting a domain name that preferably has the keyword phrase in it, at least the primary keyword phrase.

On Ann's site, her topic is epilepsy so her website is epilepsymoms.com. My site is about kit cars, so my site kitcarconnection.com. So we've worked in the keyword phrase into the domain name so there's a little bit of branding there. It's easy to say, easy to look at and makes sense. Once you have that of course, you want to pick your hosting company and get that set up.

I would say probably the next thing is to make sure you've got a website that you can manage yourself. The days of hiring somebody to build your site that you can't manage, I don't know if you recall these days but in the old days we would buy a site from a graphic designer and every time we needed to update it, we'd need to pay them seventy-five bucks.

Don: Oh gosh! I still meet business owners everyday who are stuck in that world.

James: ! So don't fall into that trap, use [services such as Don's](#) where you've got a full installation of WordPress that gives you the site owner complete control over updating everything as needed. Because in the affiliate world, you need to be able to add your own content and be able to make adjustments yourself without having to go through a third party for that type of thing.

I guess a content management system is a big deal. You've got to make sure that you've got that under control. Really, just get started on it. It's a matter of, affiliate marketing is something that you can learn and it should be studied. You don't need to hack it. There is a lot of people that have come before you that will show you the way.

But, thank goodness for [WordPress](#).

Don: Yeah, no doubt. No doubt. I mean it's something where once it is set up, you can edit a Word document, you can publish a blog post. Right? It is pretty straightforward once things are there.

You know, I thought something I'd bring up because it kind of hit me over the head when you and I were working together on something, was that you kind of taught me. I was working really hard on blog posts for awhile and you really taught me that: "Hey, there is a lot of different pillars to this." It's not just all about blog posts. It's also about building an email list and a podcast.

But I just wanted to talk about the email list for a minute because that's an area where you and I work a lot on. It made a big difference for me. I don't know if you have a couple of words to say about that.

Now we've got a blog, we've got a domain, we've got a website, we are starting to publish content. What kinds of content should I publish and how should I deliver that?

James: It's such a good topic because I actually interviewed a gentleman by the name of Ryan Alice who's the CEO and founder of a company called iContact. They're an email list management service, third party that you can subscribe to and build your list with. Over fifty thousand customers and I mean massive company.

He said something during the interview and I've always known that gathering emails is important, but it's a matter of how much priority that you put on it that's really important. Because he said something, he said and you know what? And they've got the stats to prove it and back it up. He said: "*Seventy percent of the people that land on your website today, you'll never see them again ever, unless you get them on your list.*"

If you take a look at the opportunity, even if you only had a hundred visitors a day, let's say you have a thousand visitors a day but even at a hundred, that's seventy people per day you're losing. They ended up at your site for a reason, they're interested in something and now they're gone. Never to be seen again.

Don: Wow. Even at that volume that low kind of a smaller site, that's seventy people a day you are losing.

James: Seventy. You map that over a period of a month and that's seventy times thirty days, that's twenty-one hundred people. To me, that's like alarm bells should be going off for those site owners that have traffic because downstream revenue if flying out the window and you'll never see it again.

I'd say part of the content creation once you understand who your visitor is and what you can do to offer them up solutions, of course the articles that go into your site which I particularly believe should go in at a rate of two to three per week. There's also ways to have that automatically generate your newsletter and send out a newsletter to keep them coming back.

That's really the goal here. The reason we built a list, or probably a better word for it is, we're building an audience. All business owners can do this. How many business stores and retail stores have you walked into and they've got customers walking in and out of their door all day long and they're not collecting their email addresses and names?

I just can't believe it. If I was a restaurant owner or a brick and mortar business of any kind, I would [figure out how to get an email list](#). I wouldn't even let the day go by. I would have a sheet on the counter and I would give them a little incentive to give me their name and their email address so I can keep them up to date.

Because now, you take a look at a little car oil change place or one of these Quick Lubes you drive into and no, they're not collecting any names and addresses. Boy, I don't know how many visitors they have in a day but I'll tell you what I do know. An average Subway restaurant has a thousand people a day walk through it.

That's thirty thousand in a month that could potentially be on email list. You could send out a little email that said: "Hey, come on down. We've got a lunch special on today." It's such a huge thing, it is just like don't miss it.

You don't have to pay for it. Once it's set up, you pay your monthly subscription which is nominal at best and it's amazing.

Don: You know, I want to be clear about this too because the approach you're advocating isn't talking about just building a list. The way you've set it up and you can see this on Epilepsy Moms or Kit Car Connection or on my site or on other sites, that you're earning the permission to build this audience. To get them to sign up for that list, you're giving away something for free like an e-book with quality content in it.

In your case, you've got a number of things. One of my favorites is that SEO mini-series that you deliver to people, like that video series is like awesome content. And so, you're asking for their permission to talk to them by giving them a lot of value. You're not just sending them specials and buy offers, you're sharing good information.

I just wanted for people who are new to this approach to understand that aspect of it.

James: Yes. That's a very good point. It is one thing to get them on your list, but this is really our opportunity to build a relationship with them. If you can offer them good quality information that's valuable to them, they'll get to trust you and know that it's worthwhile opening your email and they shouldn't unsubscribe because every time they open it, you deliver the goods.

In the case of your free report that teaches people all about how to get local traffic which I still can't believe a lot of business owners still don't even know exists, but that's the first step in working towards getting that. That's highly valuable.

In my case, I've got a website called affiliatemarketinganswerbook.com and I wrote an eighty page e-book, it took a long time. I gathered out of forty hours of live question and answer periods I held in my online chat room with actual boot camp members, I picked out the twenty-five or so most important questions that affiliates need to know when they're evaluating the business.

I spent a lot of time putting that book together and I give it away for free because it's valuable to me to get people on my list. Just like it's valuable to you, Don and it's valuable to the listeners. Sometimes we want to just kind of whip something together but it's really worthwhile to slow it down a bit, figure out who they are, what you can offer them that will really help them. It could be a 20 minute audio, could be a 25 page report, and could be a three page report.

I know on Epilepsy Moms Arlene has got a little report there, "[6 Critical Facts Moms Need to Know When Dealing with a Child With Epilepsy But Don't Typically Know.](#)" And it's a free little report.

Don: Right.

James: And if I recall, it's about 11 pages long. It offers up a tremendous amount of help to moms who are maybe freaking out because they just had a child diagnosed with epilepsy.

So whatever it is, you figure out who your audience is which we kind of lead back a bit ago, we know what their needs are and their wants and their desires. And then we offer them up some content that's going to help them move in that direction.

Don: Yeah, absolutely. And I think case in point for this, when I first started getting into this - I've been in computer for a long time but many years ago I got my first hosting account. I downloaded as a freebie, I think it was at one and one; I get an ebook that you wrote...

James: [laughing] Oh, yeah.

Don: ...for free as part of it. And it was all about SEO. And it was just so well done that that was my first exposure to you. You just gave me a bunch of free stuff, and I'm like, "Who is this guy?" And I started finding you online.

I think it was a couple years later I went to a conference and actually I went to one of your sessions. And in that session you gave away tons of great tips and info for people. You shared it openly. And now, fast forward till today. So I was one of your audience members...

James: Cool.

Don: ...that you built that relationship with by giving that away. And now you and I work on projects together and are friends, and we see each other at conferences and things like that. I think it's a great example of how you get off on the right foot with people. [laughs] And I think that's why that approach works so well.

We could go on all day and I would love to but I want to be respectful of your time. There's a lot to cover in affiliate marketing. I just want to wrap up. I usually like to wrap up and say if there was a tip, or a secret, or something that maybe not everybody knows about or some kind of special tip you wish you would have known early on, what would you say? Did you have anything like that off the top of your head?

Here's the 'Secret' Tip:

James: Absolutely. This actually wouldn't have been an appropriate tip back then because we did things a little bit differently. But in today's online world, the big mistake people make and the tip that I'd like to offer up is build one site.

People will come to me and say, "How many sites should I build?" One. Just one. [laughs] Just build one site, and build it out and build it into a super site. Just build one site because if you think about it, what happens is you split your focus. If all of a sudden you've got two sites, two sites doesn't sound like a lot more than one. It's really only one extra site. But now you've completely divided your attention between two different places.

Back when I got started there was no such thing as podcasting. There was no such thing as YouTube. A lot of the tools that we have today, Twitter didn't exist, Facebook didn't

exist. So there was a lot less to do. The place we got traffic from back then, was primarily the search engines - Google, Yahoo, MSN. In fact, when I first got started it was Altavista, Excite and WebCrawler.

Don: [laughs] OK.

James: You remember those names, way back. Today though, if you think about building out a website, your natural tendency is to say, "I'm going to build more than one." I even argue with an associate of mine on this. He still thinks we should build more than one. But no, no, no, because if you think about it, putting the site together is one thing, adding three pages of content a week to it is another. And I'm a big fan of outsourcing on most of this.

But then you've got your weekly newsletter, which you can automate, sure. But you've still got to get the content flowing in. Then you've got the promotional aspects of it. You want to be highly ranked in Google; you want to be working in Twitter, getting Facebook. And a lot of this can be automated.

But until you get that site up and profitable and you're making the revenue that you deserve to be making from that site, don't even consider a second site. It's not necessary. Keep the main thing the main thing, which is to earn revenue from the Internet.

Don't look at it as a hobby. This isn't a hobby, at least it's not for me. This is how I raised my family for the last 11 years and taken them on great vacations. We've travelled all over the place. I could talk about it for hours.

But if you want to really build an online business that's going to pay and pay and pay, definitely don't build two sites. Work hard to find the one right site for you and then build it out. You take a look at the guys at YouTube, how many sites do they own?

Don: [laughs] Yeah. One.

James: Seriously. Facebook, one. eBay, one. I'm not even saying we go anywhere near that level. But it's a good lesson to learn. So you put all your eggs in one basket and then make sure nobody kicks it over.

Don: [laughs] That's interesting because I know a lot of people that still look at, "I'm going to open up a site over here and a network of sites over here," and they just go after creating all these things. But like you're saying, the game has changed a little bit because back in the day, you had to try and speed up. All you were getting was search traffic. But now with one site, one topic, you've got all these channels.

I can honestly say I have not done a great job of addressing all those channels yet. It's still just with one site. I have one primary site and a couple of other things but I find out it just distracts me because I should do more with podcasting, more with video...

James: Yes.

Don: ...more with my newsletter. And so I get what you're saying. I hadn't thought of it that way. It's very interesting though.

James: Personally I think it's the difference between making a decent living and making a small fortune with this. And the beautiful thing about it is there's so many ways to monetize the site.

You've done a great job if you look what you've done and the different areas that you've built out on your site. And you're a great example. [You've got podcasting going on](#), you've got [articles flowing](#) in there every single week, you've got [your newsletter](#), you're watching that and it's growing very, very nicely, you've got [a product of your own](#).

If you just continue on that path without distracting yourself into other sites and doing other things, and I'm as guilty as the next guy. I could fall into the same trap.

Don: We all can, right?

James: I just had a meeting with my wife this morning on the way back from our accountant, talking about one of our sites and saying, "You know what, this is where we're going to focus our energies for the next year."

Don: Yeah. Well, James, to close, I know you've got a lot of things that are available. We've talked about some of them. I know you're doing an outsourcing training right now. Your super boot camp for affiliates though is something that I've personally been through and highly recommend. I think your stuff is awesome, as I mentioned before. Is there anything else you're working on before we wrap up that you just want to talk about real quick?

James: I'm working on a few extra courses that are actually part of the [affiliate marketer's super boot camp](#).

Don: OK.

James: And one, I'm just wrapping up one that actually many boot camp members have already gone through, which is called [Daily Traffic Blueprint](#). It's a series of 60 videos that walks somebody that's never built traffic before, step by step in a short little video every day, to build natural search traffic at Google, to build your list, to build Twitter traffic, to build Facebook traffic, and to really integrate the whole social media scene into your site so that a lot of this is automated.

So for example, when you add a new blog post, automatically Twitter is updated, automatically Facebook is updated, automatically your newsletter is sent out to your subscribers and so on. We're working on streamlining a lot of the work so people can get more time off and spend more time doing the fun things in life versus the technical aspect of the business.

Don: Great. That sounds like a great one. I've actually seen a few of those videos. They're awesome.

James: Thank you. It took a lot of work. It's easy to say, "I'm going to put a series of 60 videos together."

Don: Yeah. [laughter]

James: But they're done, and they're all part of the boot camp as well now. Once the site is finished then it's time to build the traffic, and that's what that's for.

Don: I imagine it's got the pad technique for backlinks in it. Is that part of the boot camp?

James: Absolutely. That's the cornerstone of the training. It's our methodology for building quality long term sustainable traffic. We cover that in great detail.

Don: Cool. Great. So where is that? Is that at AffiliateMarketersBootCamp.com?

James: You'd find it at exactly that, at AffiliateMarketersBootCamp.com. There's a little five minute overview video and if you like what you see, you can have a look and do the full 10 minute free tour and learn all about it.

Don: Very cool. Well hey, James, thanks a lot for taking some time here. And as usual, I enjoyed the conversation and I hopefully our listeners got a ton of great tips, too. So thanks for being on the show.

James: Don, my pleasure. Anytime.

Don: All right. Talk to you soon.

James: You bet. Bye bye.

Don: Bye.

James Martell is recognized as a leading expert in affiliate training. James is President of [Net Guides Publishing Inc.](#) and author of the top selling "[Affiliate Marketers Handbook.](#)"

A sought-after speaker, James has presented at Commission Junction University, Affiliate Summit, The System Seminar, Digital River Lab, and more.

James relies on outsourcing for the creation of his websites, graphics, articles, podcasts, and video in order to streamline his business, enabling him to break away from the daily grind.

You can follow James on Twitter [here](#).

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