

# Your Step-by-Step Guide to Becoming a \$1,000,000 Affiliate in the Dieting / Weight Loss Industry



## One Hot Niche & \$1,000,000's in Affiliate Commissions!!!!

What if we told you that we are going to help you make huge bucks promoting a niche that we know is the biggest niche in the entire world and offers you the exact formula, resources, and tools you need to succeed within it? Would you be elated?

Well guess what, WE ARE!!!

A few notes about this niche before we get into it:

- (1) 2/3 of all Americans are suffering from this
- (2) The audience has a size of 200 million people in the US alone!
- (3) The audience has a size of 750 million people worldwide!
- (4) It is industry that yields \$61 billion in sales every year
- (5) There is a massive opportunity for affiliates to make a huge chunk of this money

Any guesses yet?

This is the big bad (and profitable) DIETING INDUSTRY!

The product is called Strip That Fat, a Clickbank product and offers a sweet and profitable 75% commission.

Here is the website; take a second and check it out:

<http://www.StripThatFat.com>

And here is the format of your affiliate link:

<http://XXXXX.stripfat.hop.clickbank.net>

Replace "XXXXX" with your Clickbank ID and you will be good to go!

The cool part about all of this is that we are going to walk you right through the process, give you a ton of ideas and show you the exact path you need to follow to make money with your STF (Strip That Fat) Promotions.

First things first though, let's take a look at the earning potential of this industry.

Do you think that you could find 10 people in the world today that want to lose weight? Remember, there are 750 MILLION people that are overweight in the world, so it should not be too difficult to find an itty bitty group of these people.

This is a piece of cake! If you are able to connect with 10 people and get them to buy Strip That Fat (which pretty much sells itself), you would earn...drumroll please...

**\$387.90 in a day!**

For simply helping someone find something they are looking for. This is what you would make in a single day! Say you could find 10 people every day, for an entire year (which is like clockwork!).

**You would earn:**

**\$141,583.50 in just one year!**

Yes, you read that correctly. With a little work, you WILL be making over \$141,000 year just by referring 10 Strip That Fat sales per day. We don't want to make this number look small, but seriously with a little work, it can.

What if you could drive 20, 40, or even 100 new people that need weight loss help to Strip That Fat every day (out of the 750,000,000 people out there), what would the numbers look like then. \$283,167/year, \$566,334/year and \$1,415,835/year respectively! There is potential for you to become a millionaire and make "rock star" type money promoting Strip That Fat. This is CRAZY!

Again, here is the format of your affiliate link for Strip That Fat:

<http://XXXXX.stripfat.hop.clickbank.net>

Replace "XXXXX" with your Clickbank ID and you will be good to go!

Alright, without any more yammering about how much you are going to make with STF; we are going to show you exactly how it is done!

## Promoting within the Weight Loss Industry

In order to jump into an industry like weight loss, you need to be strapped with the proper knowledge and fundamental understanding of the audience that you are dealing with.

Do you have a few extra pounds that you would like to lose? Have you ever tried to diet in the past and failed? Well, you are half way there then! You are your target audience if you have ever tried to lose weight in the past and will be able to easily relate to people looking to lose weight.

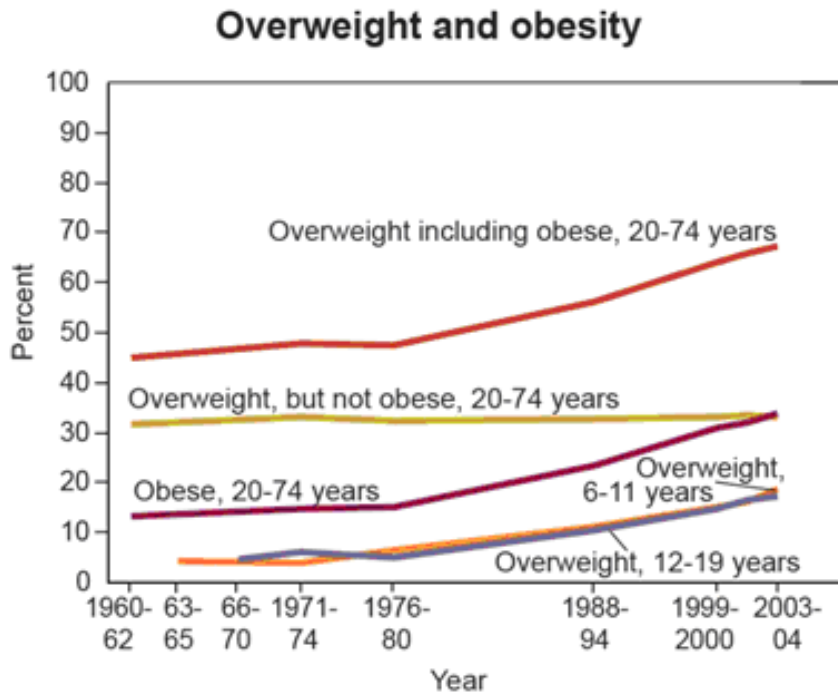
If not, you will be fine to as we are going to let you in and secrets we have learned over the years of promoting and helping people promoting “weight loss” products. The ultimate goal for us is to make you successful, so here is the “insider” on the dieting industry.

### Weight Loss Statistics:

Here are some statistics that are a vital component to understanding exactly whom your audience is, where they are located and how vast the weight loss market really is. These stats can be used within your website content, within articles, or within any bonus guide you create..

- 64 percent of people are overweight in the US
- 48 percent of people in Europe are overweight
- 27% of Americans are classified as obese
- Obesity is responsible for 325,000 deaths every year
- Obesity cost an estimated \$75 billion in 2003 because of it's long and expensive treatment
- 300 million people worldwide are obese
- 750 million people worldwide are overweight
- Weight loss market forecast to hit \$61 billion by 2008
- Spending on Hoodia Gordonii expected to surpass \$750 million in sales
- 400,000 deaths each year may be attributed to obesity

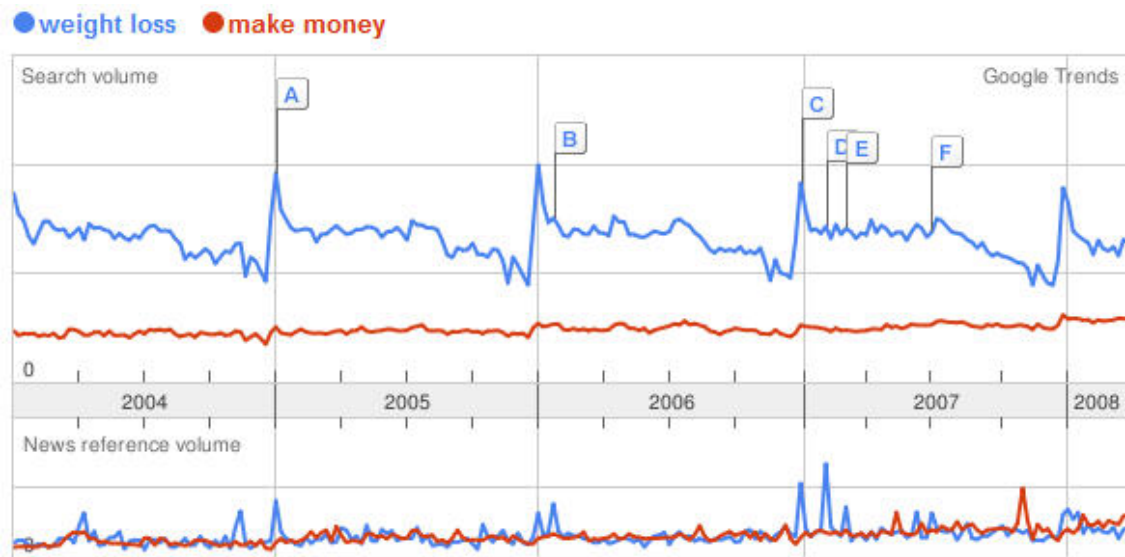
People are hungry with stats and love to analyze them in their own way. These stats are appalling to most and you could definitely create powerful sales copy or a captivating headline by incorporating just one of these stats.



SOURCES: Centers for Disease Control and Prevention, National Center for Health Statistics, *Health, United States, 2006*, Figure 13. Data from the National Health and Nutrition Examination Survey.

## What is the BIGGEST market for online marketers?

Well some would say the “make money” market, which by the way is a huge industry as well. However, let’s look at a quick comparison between the terms “make money” and “weight loss” in Google Trends.



Weight Loss is the clear WINNER!!!!

This industry is massive folks and your affiliate income can be absolutely **MASSIVE** if you start your Strip That Fat promotions today. This is an opportunity that you don’t want to let pass by, especially because we have done the research for you!

We always emphasize the importance in understanding an audience before you promote to them, and the next section is going to help you do this.

## Target Audiences:

The weight loss audience consists of all shapes and sizes as there are many different trigger points for people wanting to lose weight. Believe it or not, it is not just people whom are obese that want to lose weight. Some people want to lose just a couple of pounds, some people want to gain more muscle mass, some people need to lose weight for health reasons, and some people truly need to lose a sizeable amount of pounds.

Within this section we are going to outline the focal points that trigger people to lose weight. These can also be considered the “hot buttons” within the weight loss industry. Each audience has a different reason for losing weight and should be approached in a highly relevant context and targeted with informative and relevant product recommendations.

**Note:** [Strip That Fat](#) will help out all shapes and sizes. Whether people are looking to lose weight within the next week or two, or whether they have 100+ pounds (longer term) weight loss they need to address.

## Why do people lose weight?

Before you can effectively generate income within any industry, you need to understand who your market is. The “weight loss” industry in general is a very broad market and contains many smaller audiences. These “smaller” audiences are where the true opportunity lies as they allow you to target ones specific emotions, or hot buttons. Below is a comprehensive list of reasons “**why**” people want to or need to lose weight.

### **People have health issues**

- obesity
- overweight
- thyroid problems
- diabetes
- high blood pressure
- asthma
- coronary heart disease
- type 2 diabetes
- various forms of cancer

### **The look**

- people who want to look better
- cellulite
- have a beach body
- want to fit into sandals, ankles too fat
- lose stomach fat
- lose the big butt
- the “cottage cheese” affect
- get rid of back fat
- hate the way they look
- get rid of double chin
- get rid of stretch marks
- can't feet into sexy clothing like lingere
- stomach rolls
- man boobs

## **Negatively affecting relationships**

- people who coming off of a separation/divorce/break-up
- spouse/girlfriend pushing for weight loss, unhappy with your weight
- people with lack of sex drive
- lonely due to lack of dating success
- more success with online dating / profile pictures

## **Seasonal Event Based Weight Loss**

- not being able to enjoy the summer
- people who want to lose weight for wedding
- just joined a club/team and need to lose weight
- to fit into a bathing suit, bikini
- lose weight to be bridesmaid/groomsman
- new years resolution
- work out like their favorite TV show (ex. Biggest Loser)

## **Pregnancy**

- lose weight after having a child
- keep fit while pregnant
- prevent rapid weight gain when pregnant
- get rid of after pregnancy stretch marks
- irregular digestion, unhealthy stool

## **Personal Life**

- getting sick more often, feel irregular
- people with back issues
- inner thigh chafing
- not being able to be active or take part in athletic sports
- have to buy new (and larger sized wardrobe), clothes don't fit
- sweat excessively
- cannot maintain hygiene
- sore feet/swollen feet
- waddle when walking
- heavy breathing when performing simple tasks like walking up stairs
- trouble getting dressed
- hot all the time, never have to wear coats
- spending too much money on diet programs
- feel exhausted, lack of energy
- irregular digestion, unhealthy stool

## **Family Related**

- obesity runs in family and want to stop trend
- children with weight issues
- set example for children
- challenge with spouse or boyfriend/girlfriend

## **Work Related**

- trouble holding onto jobs
- trouble getting jobs because of weight
- getting past the interview phase because of weight issues

### **Self Confidence**

- the thought of others being ashamed
- teased or name calling
- stomach is in the way, lack of movement
- people with cases of depression that are overweight
- only thing that would make happy
- embarrassment of not being able to function in public surroundings or use public facilities and other
- hate feeling ugly, the mirror effect
- the bathroom scale phobia, scared to weigh oneself
- social acceptance issues
- feel old
- seatbelts don't fit (planes, cars)
- always the heaviest person
- can no longer relate to normal sized people
- have trouble fitting in one seat in theatres/airplanes/sporting events
- having pictures taken (the double chin or "that is what I look like?")
- people think that you are pregnant

These are all "drivers" behind why people want to lose weight and why they start diets in the first place. Classifying the reason for being "overweight" will not work, you need to break down this industry as there are so many sub-niches within it.

Don't worry though, this is a good thing. We have just outline many reasons that people are looking to lose weight and you can target these components of the industry specifically.

These are also "hot buttons", meaning that when someone hears the "why", it will trigger an emotion. These are emotions that allow you to convert a visitor into a sale.

Ex. "Are you looking fat in pictures? We have a solution that will help you remove that double chin and have you posing for pictures out of sheer excitement in weeks".

If you can relate to your audience, you will convert much better. In the next section we are going to outline exactly whom the people that you are trying to target. Like the "why" there are many different types of people trying to lose weight; it is not just gender specific.

## **The WHO of Weight Loss**

Within the weight loss industry, there are four different audiences, all of which should be addressed from a different perspective.

### **Women**

- healthy & slim*
- the fight is different as females have to deal with slower metabolic rates*
- maternal*
- more conscious of how they look*
- flat stomach*

### **Men**

- strength*
- obese men are more concerned with actual fat loss, while mid size males are looking for muscle gains and getting sculpted bodies*
- not as self-conscious about bodies as women*

### **Children**

- parents looking to keep children healthy*
- kids are less active than even 10 years ago because of computers and increased use in gaming systems*
- focal point is diet and overall child exercise systems*

### **Employers**

- a healthy employee is a productive employee*
- employers are now seeing the benefits of having healthy employees*
- new initiatives taking place inside the workplace to increase exercise & healthy eating*

Now that you have a better grasp of the industry that you are promoting, it is time to reveal the best marketing techniques that you can implement to earn LOADS OF CASH.

## Article Marketing

Like you are going to find out, there are “endless” amounts of keywords within the dieting industry. You have just learned about the target audiences and should now understand that this industry is one in which people lose weight (and spend money) for many different reasons.

This makes article marketing very easy.

We have given you a jump start in this section by providing you with 100 untapped article marketing keywords that you can easily use to promote Strip that Fat, but first we are going to show how to find your own keywords and how to put together an article that will get ranked within the search engines.

Article marketing is basically a 3-step process:

## Step 1: Find a low competition keyword

The best tool for finding keyword tools out there is Google's External Keyword Tool:

<https://adwords.google.com/select/KeywordToolExternal>

Start with a broad search, and then narrow it down. Upon typing in a keyword into this tool, you will be overwhelmed with keyword ideas, but the next thing you want to do is analyze the competition.

To analyze a keyword, you need to plug it into a Google search, but you need to put the word in quotes.

<http://www.google.com>

Aim for keywords that have less than 5000 search results when put into "" in Google. For example, "What do carbohydrates do" only has 321 search results, meaning you will be able to get listed under this keyword very easily if you write an article targeting this EXACT Search term.

## Step 2: Write the Article

Your next task is to actually write an article about the keyword that you researched. You need to make sure that you include the keyword within your article headline, name, and actually content of the article. For example, in the previous example you would want “What do carbohydrates do” in the title, headline, and content.

Aim for a keyword density of 3-5%.

Make sure you incorporate your Strip That Fat promotion. If you don't add your promotion, you won't make money....there is no point in getting article listed unless you have a way of monetizing it.

Again, this is the format of your affiliate link:

<http://XXXXX.stripfat.hop.clickbank.net>

Replace “XXXXX” with your Clickbank ID and you will be good to go!

## Step 3: Submit the Article

Submit the article to one of the top article directories. There are 100's out there, but here is a list of the top ones for getting ranked.

<http://www.ezinearticles.com> (no affiliate links, need website)

<http://www.usfreeads.com>

<http://www.squidoo.com>

<http://www.hubpages.com>

<http://www.goarticles.com>

<http://www.wetpaint.com>

<http://www.articlebase.com>

<http://www.buzzle.com>

<http://www.searchwarp.com>

<http://www.associatedcontent.com>

**\*\* Marketing Tip:** After you submit your Strip That Fat articles to these engines, you will want to make sure that you create incoming links to your articles. This will increase the speed in which your article gets listed within the search results.

A good way to do this is to “social bookmark” your article using one or more of the following sites:

<http://www.digg.com>

<http://www.technorati.com>

<http://del.icio.us>

<http://www.propeller.com>

<http://www.stumbleupon.com>

That's it. If you are going to take the article marketing approach, it is suggested that you aim to write and submit a couple of articles per day. The sheer volume approach will allow you to create hugely profitable campaigns. \$1000/day is possible with a large scale article marketing campaign and it does not cost you a dime, just a little time!

And as promised, here are your **100 Hot Article Topics for Strip That Fat:**

**Format: "Keyword Phrase" (Number of Natural Listings)**

1) No/Low Carb Diets:

- "Low to no carb diets" (4)
- "Lost weight by cutting carbs" (185)
- "What do carbohydrates do" (402)
- "Will cutting carbs help me lose weight" (8)
- "Low carb diets-do they work" (2,280)
- "Curb your carb intake" (6)
- "Carbs can make you gain weight" (8)
- "The truth about carbs" (1,620)
- "What foods have carbs" (71)
- "What can you eat on a low carb diet" (304)

2) Lose Weight Quickly Diets:

- "Get trim fast" (17)
- "Get your best body fast" (3)
- "The secret of fast weight loss" (2)
- "Drop 10 pounds in a week" (239)
- "Cut the fat fast" (181)
- "Rapid safe weight loss" (771)
- "Top ways to lose weight fast" (303)
- "Drop weight now" (1,220)
- "Last minute weight loss" (1,140)
- "Get the body you want fast" (95)

**Format: "Keyword Phrase" (Number of Natural Listings)**

3) Diet Pills:

- "What is in diet pills" (801)
- "Guide to buying diet pills" (5)
- "How diet pills work" (1,980)
- "Where can I get diet pills" (308)
- "Are any diet pills safe" (325)
- "Best diet pills on the market" (936)
- "Lose weight with diet pills" (4,670)
- "Lose weight by taking diet pills" (134)
- "Are diet pills harmful" (1,520)
- "Diet pills give you energy" (20)

4) Atkins Diet:

- "Lose weight with Atkins" (543)
- "Why Atkins works" (940)
- "Is Atkins safe" (144)
- "Atkins food list" (1,080)
- "Introduction to Atkins" (448)
- "Atkins diet support" (883)
- "Who uses the Atkins diet" (7)
- "How to start the Atkins diet" (1,460)
- "Atkins is the best diet" (215)
- "Who was Atkins" (8)

5) Hollywood/Celebrity Diets"

- "Diet like the stars" (415)
- "Popular diets in Hollywood" (20)
- "Best Hollywood diets" (22)
- "Hollywood's hottest diets" (391)
- "Diet like a celebrity" (311)
- "Best celebrity diets" (2,060)
- "Secrets of celebrity diets" (1,020)
- "Most popular celebrity diets" (1,060)
- "Try a Hollywood diet?" (3)

**Format: "Keyword Phrase" (Number of Natural Listings)**

6) After Pregnancy Weight Loss Diets:

- "How to lose baby weight fast" (779)
- "Best weight loss after pregnancy diet" (87)
- "Lose weight after birth" (2,620)
- "Get rid of unwanted pregnancy weight?" (2)
- "Drop that baby weight" (1,390)
- "Get rid of baby weight" (561)
- "Get fit after pregnancy" (119)
- "After pregnancy diets" (3)
- "Diet to lose baby weight" (2,140)
- "Pregnancy diets and weight loss" (2)

7) Dieting Basics (Dieting 101):

- "Best ways to diet" (2,300)
- "How long should I diet" (6)
- "Dieting basics" (3,100)
- "The best diet tips" (1,160)
- "Why should I start dieting" (6)
- "Lose belly fat with diet" (582)
- "How to diet safely" (431)
- "Dieting before an event" (6)
- "Diet and be healthy" (53)
- "Best diet of 2008" (4)

**Format: "Keyword Phrase" (Number of Natural Listings)**

8) Fat Burning Diets:

- "Reasons why to lose fat" (2)
- "Easy fat loss diets" (564)
- "Fast weight loss diets" (581)
- "One week fat burning diet" (3)
- "Lose fat by dieting" (10)
- "Best ways to lose fat is diet" (3)
- "Best fat burning diets" (1,400)
- "Most popular low fat diets" (3)
- "What are fat burning diets" (2)
- "Diets and Fat" (3)

9) Food/Recipes/Cooking for Diets:

- "Cooking for a diet" (4)
- "Diet recipes under 200 calories" (593)
- "Diet cooking tips" (523)
- "Miracle diet recipes" (143)
- "Diet foods and recipes" (425)
- "Fast low fat recipes" (250)
- "Diet Italian foods" (613)
- "Diet dessert recipes" (2,060)
- "Best snacks for dieters" (14)
- "Diet food tricks" (5)

10) Online Diets:

- "Best online diets" (842)
- "Advantage of online dieting" (5)
- "Online dieting guide" (6)
- "Dieting tips online" (377)
- "Keep track of your diet online" (4)
- "Dieting advice online" (5)
- "Best online diet plan" (1,300)
- "Weight loss help online" (2,890)
- "Online weight loss programs" (152)
- "Best detox diets online" (4)

In search of more ideas, here is a keyword list of over 5000 dieting related keywords that you can use for your campaigns:

Spreadsheet (.XLS)

<http://www.StripThatFat.com/download/keywords.xls>

Text File (.TXT)

<http://www.StripThatFat.com/download/keywords.txt>

## PPC Marketing

Ever imagined looking into your Clickbank account and seeing all blue and grey bars? With a little work and a little PPC action, you can make massive profits promoting Strip That Fat via Pay Per Click, in particular Google Adwords.

\$100/day is a reality...

\$500/day is a reality...

Even \$1000/day is a reality promoting STF via PPC!

Alright, we are going to start things off here with a keyword list containing over 5000 keywords that you can use to promote Strip That Fat!

Spreadsheet (.XLS)

<http://www.StripThatFat.com/download/keywords.xls>

Text File (.TXT)

<http://www.StripThatFat.com/download/keywords.txt>

As with any successful PPC campaign, you need to be relevant. You cannot simply take these keywords and dump them into a couple of campaigns and expect the “money fairy” to stop by your Clickbank account throughout the day.

If someone is looking to lose weight for their wedding, they don't want to be sent to a page showing them how to get “ripped abs”. This just isn't relevant.

This is how the flow of your Strip That Fat PPC campaigns should look:

**Relevant Keyword** (ex. Lose weight before wedding)

» **Relevant Ad** (containing the EXACT Keywords)

» **Relevant Landing Page** (with dieting for wedding information, recommending STF)

» **Strip That Fat** (thru Affiliate link)

» **\$\$\$\$ in your CB account**

Again, here is the best keyword tool for performing research (and it is 100% free). There are literally 1,000,000's (yes, MILLIONS) of keywords out there within the dieting industry, so there is no excuse not to create a sizable campaign. If you are relevant, you should be able to get your campaigns up to no less than \$500/day with a little work.

<https://adwords.google.com/select/KeywordToolExternal>

If you need keyword ideas, start broad and then refine your research. Start with a keyword like “weight”, “diet”, “stomach”, “abs”, “healthy”, “obese” or “fat” and then continuing digging based on the ideas that these keywords will return.

Here is a quick example:

Type in the search term “weight”.

Here are just 15 of the 200 search terms that this search resulted in:

- average weight
- fast weight loss
- healthy weight
- how to lose weight
- ideal weight
- loose weight
- lose weight
- lose weight fast
- losing weight
- weight chart
- weight control
- weight gain
- weight lifting
- weight loss
- weight training

Now let's take one of these search terms and dig down further. In this example we are going to select "healthy weight".

**Here are the top 10 results:**

healthy body weight  
healthy weight calculator  
healthy weight chart  
healthy weight for height  
healthy weight for women  
healthy weight gain  
healthy weight loss  
healthy weight loss diet  
healthy weight range  
what is a healthy weight

You could dig down even further at this step, or you could create a "health weight" ad group with some of these keywords. You could create a page outlining the healthy weight for individuals based on their weight, age, and gender. Then you would want to recommend Strip That Fat letting them know that it will help them achieve a healthy weight and achieve it for the long term!

This is how you create a campaign quickly and easily and if you build a couple new landing pages each day with relevant content and the relevant promotion (STF), you will have a highly profitable campaign in no time!

### Setting Up Conversion Tracking with Your Affiliate Links

It is always nice to know exactly where your sales are coming from. Because of this, we have made it very easy to track keyword conversions within your Strip That Fat campaigns.

You can add your Google Conversion or Yahoo Search Marketing tracking codes to your affiliate link using the tool on the following page:

<http://www.stripthatfat.com/affiliates.php>

After that, this will be the link you use with all your PPC campaigns. Your conversions will show up right in your account under the exact keywords that converted into the sale. This data is super cool to have and will allow you build an explosive campaign.

In saying this, we want to make a recommendation to you. Do not delete keywords unless they have not received over 50 clicks. Sometimes you will have keywords within your campaign that will not get a load of traffic, but will convert every once in a while. You do not want to delete a keyword until you have given it a fair chance!

## Taking Advantage of Product Keywords

As you probably already know (unless you have been living in a box), there are 1000's of products out there for weight loss. Everything from diet pills to Hollywood diets to ab machines to books and to the George Forman grilling machine.

You, as an affiliate, can take full advantage of all these products and their traffic to promote Strip That Fat.

Here are some ideas that you can use to research product keywords within the weight loss industry.

- weight loss pills
- weight loss programs
- herbal weight loss
- weight loss prescriptions
- weight loss workouts
- weight loss videos
- weight loss e-books
- weight loss plans
- weight loss equipment
- low carb diets
- diet foods
- types of vitamins and herbs (refer to [www.iherb.com](http://www.iherb.com))
- as seen on TV products

Each of these categories will have at least (at the very minimum) 50 products relevant to it, some with many more. You can then create a review page comparing the product/service/book/guide to Strip That Fat, ranking STF as your #1 product.

Here is just a quick example of some dieting pills that you could compare to the STF System. There are 1000's of supplements and dieting products alone, but these are just a few that were easily found with a search or two in Google.

- leptovox
- fenphedra
- trim2O Aqua
- tripspa
- 365 day dieting pill
- leptitrex
- lipotea
- yogaslender
- liponesta
- rapid slim
- hooderma
- atro-phex

.....the list could go on and it will not take you long at all to elaborate on.

Here is the flow of product keyword transactions:

### **Product Keyword**

»» **Your Ad**

»» **Landing Page (w/ review containing product info & comparison)**

»» **Strip That Fat Recommendation**

»» **\$\$\$\$ in “your” Bank**

Remember, people that type in product keywords are very close to making a purchase. Say you take advantage of 50 of these keywords and you get 200 clicks/day, you have a very high chance of making several sales...the key is to promoting why Strip That Fat is the best option and why it is better than the alternative .

You do not have to read much further the sales page to figure that one out!

<http://www.StripThatFat.com>

***Hint:*** it is inexpensive, very effective, lots of value, guaranteed to work, has diet generator, last diet you will ever need, etc.

Say you convert at 1:40 with this campaign (could convert much higher, but depends on relevancy); you will be making 5 sales per day just from this small amount of traffic!

**5 sales = \$193.95, or \$5,818 every month**

Could you use an extra \$65,000 every year just by taking advantage of just a couple of the 10,000's product keywords out there! Remember that in order to be effective, you need to include the exact keywords on your landing page that you are promoting or it will not be relevant enough. When it comes to online marketing, relevancy is KING!

### Using the Content Network

Since there is such high volume traffic within the dieting industry, you can take advantage of the content network. It will allow you to receive large volume traffic with very low click prices, thus making it a win/win situation.

What you should do is create a separate campaign for the content network, and then set the bid prices (no more than \$0.15) under the keywords that you want to target. The broader the keyword, the more pages your ad will be displayed on though.

To create a content network only campaign, you can Create a New Campaign within your Google Adwords account, and then go into your Campaign Settings and turn off all the other networks. It is a good idea to separate your Google Search and Search Network traffic from your Content Network Traffic as the “search” traffic is higher quality and you can bid much higher.

**\*\*Important Note:** Content network should only be used if you are looking to diversify your traffic. If you are just getting your campaigns going, the Google Search traffic should be your first choice.

## A Few More Cool Strip That Fat Promo Ideas

### Social Marketing

Although Social Marketing isn't as proven within the online world like article marketing and PPP marketing, there is definitely opportunity to leverage the large communities online to make some money promoting STF.

The top social network right now is Facebook. Facebook has over 80 million users and is growing by another 250,000 every single day. This is an absolutely massive audience and include an age demographic that is interested in losing weight and being "fit".

A few things you can do on Facebook:

**(1) Start a Facebook Group** – start a weight loss group, a challenge, or otherwise and invite all of your friends. The more friends the better! Within your group, you will want to talk weight loss and outline the value and importance of Strip That Fat. You could even run a weight loss challenge with anyone that gets access to the STF system. You will be earning money and helping people out at the same time.

**(2) Advertise on Facebook** – the great thing about Facebook Ads is that you can pinpoint the exact age, location and demographic that you are targeting with your ads. Your ads will only display within the profiles of the type of people that you want, thus giving you the ability to hyper-target.

To set-up an advertising account with Facebook, visit the following link:

<http://www.facebook.com/ads/>

**Other networks you could add your STF promotions and affiliate links to:**

<http://www.myspace.com>

<http://www.orkut.com>

<http://www.bebo.com>

<http://www.friendster.com>

<http://www.tagged.com>

## **Giving Answers, Forum Help**

Beyond social networks, there are other communities online where you can offer your advice and responses to earn money with Strip That Fat. These consist of two different types of communities:

### ***(1) Forums***

- how to take advantage of the forums
- some example signatures that you can use
- top forums

### **(2) Q & A Communities**

There is a new school type of community out there, Question & Answer wikis. This is how it works. People post any question they have, whether it is about how to train their dogs or what a symptom to an ulcer is. Then other members within the community can post their responses, either because they know them or they have spent the time to research what the exact answer is. Either way, both are just fine.

In the weight loss industry, people have many different questions. How much water should I drink, how do I keep weight off for good, how many calories to a pound of fat...they go on and on! You can take advantage of these as a Strip That Fat marketer. You can help someone out by providing them with an answer to their questions and make a product recommendation (to your site or your affiliate link), just as you would within a dieting-related forum.

Here is a list of the top Q & A sites:

- <http://answers.yahoo.com>
- <http://www.ehow.com>
- <http://www.wikihow.com>
- <http://www.askville.com>
- <http://www.yedda.com>

These communities are also a great way to find exactly what people are looking to accomplish, what some of their main weight loss questions are, and what they get concerned or emotional about. This is important information to understanding the weight loss industry and finding much smaller and more targeted niches.

**\*\*Cool Note:** When you post within these communities, there is a good chance that you will get picked up naturally in Google and other search engines. This is an excellent way to get free traffic.

### Tell Your Friends

Pass around the word. Everyone wants to lose a bit of weight and if you make a recommendation to a friend or family and help them lose weight (and make money in the process), it will be a win/win situation.

Here is what you can do...

Send an email to your contact list telling them about the cool new Strip That Fat system that you came across. Personal emails to friends will always work the best because they are word of mouth.

You could also outline the benefits of this and if you really want to impress them, you would get it yourself and tell them exactly what it includes inside and how you are benefiting from it.

Remember, you don't want to come across the wrong way (by telling them they are overweight). You should relate to them and tell them that YOU think it is a great system whether they want to get more toned, lose one pound or 100lbs.

This is an easy referral technique that you can use if you like and many people use with great effectiveness. Just think, if 5 of your friends/family sign-up from a simple email, you are going to make close to \$200 for you small time investment.

### **One more thing...**

Another thing that you can do is put your Strip That Fat affiliate link within your email signature block and have it be included in every email and every forward that you send out. This is a very inconspicuous way of promoting something and if you make it captivating, a lot of people will click your link. Just think if you forward an email and it gets forwarded to 10,000 more people, you have the potential to make a lot of money just from a signature (especially if the email is related to weight loss!!).

Ex. Want to Lose some Serious Pounds FOREVER? [Click here](#) (with your affiliate link).

### Becoming an “Expert”

One of the biggest misunderstandings that new people have when they start marketing is that they do not know enough. As with anything new, there is a learning curve and in order to understand anything or any industry, you need to spend some time researching it and talking about it.

How the heck can you become an expert if you do not have any knowledge within an industry?

For starters, the Internet has as much information about any subject that you want to know about out there. There are billions of pages of information that you can dig through and use as your industry education. By becoming an subject matter expert within an industry, you will experience much greater success.

The reason for this is that you will be able to fully understand who your audience is, what their “hot buttons” are and what drives them to make purchases. You will also feel comfortable writing about the industry.

We have provided you with a lot of information about the dieting industry. You can use this to increase your understand and then work to expand upon your knowledge. \$1000/day affiliates understand their industries so we suggest you continue learning about the “dieting” industry. Your promotions will benefit and so will your earnings!

Here are FIVE excellent resources that you can use to advance your knowledge (and become the EXPERT) of the “weight loss” industry:

1. <http://weightloss.about.com/>
2. <http://exercise.about.com/>
3. [http://books.google.ca/books?as\\_q=weight+loss&num=50&btnG=Google+Search&as\\_epq=&as\\_oq=&as\\_eq=&as\\_libc\\_at=0&as\\_brr=1&lr=lang\\_en](http://books.google.ca/books?as_q=weight+loss&num=50&btnG=Google+Search&as_epq=&as_oq=&as_eq=&as_libc_at=0&as_brr=1&lr=lang_en)
4. <http://search.dmoz.org/cgi-bin/search?search=weight+loss>
5. <http://www.webmd.com/default.htm>

## Time to Make Some Moolah!

Alright, enough of the chit chat here it is time for you to get down to business. Starting today (yes today), you need to start taking the steps towards making \$141,583.50 online. Remember all you have to do is find 10 people/day in the entire world that want to lose weight. 10 out of 750,000,000!!!

Here is a break down of what you could make promoting Strip That Fat:

5 sales/day = \$70,791.75 per year (easily achievable)

10 sales/day = \$141,583.50 per year (definitely achievable)

20 sales/day = \$283,167.00 per year (you can do it!)

100 sales/day = \$1,415,835 per year (not impossible)

As you can see, the potential is massive. You definitely have million-dollar potential promoting Strip That Fat! All you have to do is build yourself a schedule and you will be good to go!

Here is how you should approach your daily work so that you are efficient and so that you are building for success.

(1) Build yourself a schedule. If you are article marketing, aim to write 2 articles/day. By the end of just one month you will have 60 articles out there getting traffic and potentially earning you a good amount of money. The most common mistake is when someone writes 1 article and they think that it is going to be their bread-winner for the rest of their life. Work in volume and you will be much more successful.

If you are building a PPC campaign, build 2 pages each day with 2-4 new ad groups associated with it. Look at it this way. If you can get 5 clicks/day from each ad group and you convert at 1:40, at the end of just one month you will be getting 15 sales/day (if you build 4 new ad groups each day). If you convert at 1:20, you would be making 30 sales per day (over \$1000/day) after just one month!

We have given you all the tools and the necessary industry information that you need to be highly successful with your STF promotions. Build your campaigns (whether it is article marketing, PPC or otherwise) based off of relevance. Those that “target” their audiences correctly and spend some time building their campaigns, are those the reap the rewards.

The time and hard work it takes will pay off in the end. It is the difference between having a campaign that makes you \$500/day and one that loses you money (and time).

And as a final note, we hope you take what you have learned within this guide and apply it. We want you to succeed and we want you to become a MILLIONAIRE AFFILIATE!

To Your Success,

STF Marketing Team  
[www.stripthatfat.com](http://www.stripthatfat.com)

PS. If you have any questions about the promotion of Strip That Fat or about your STF campaigns, please contact our affiliate team at:

[affiliates@stripthatfat.com](mailto:affiliates@stripthatfat.com)