

Introduction

Below are proven ways to successfully promote and make money from the new *Certified Poker Expert* training program. For best results you can follow the outline exactly as it is presented and you will have enough promotional material for weeks.

Imagine if you used all of the promotional materials available for the next 30 days. How many new members would you sign up? I know you would sign up 25, 50, 100, 250 or more. It's really up to you because all the tools are right here for you to use.

This report is broken down into two areas.

The first area is a suggested 28-day promotional guide. This guide will take you step-by-step and show you how and what to use to promote the CPE program. Don't worry. Each step will take you less than 5-minutes to complete!!! But the benefits will be huge if you follow them.

The second area is a detailed listing of other things you can do to market your affiliate link for the CPE program. Many of these will only take a few minutes to complete. We provided this list to you so you can print it and have easy access to it. So whenever you have a few spare minutes you can use it to go and promote your affiliate link and make some extra money.

Remember we use Clickbank for our affiliate program and all the affiliate tools are located at:

www.pokertrainingweekly.com/affiliates

Let's get started...

28-Day/4-Week Promotional Plan

Week One

- Day 1: Send email #1 to your list
- Day 2: Post the "Integration Marketing Ad" on your newsletter signup page.
- Day 3: Interact at 5 poker forums using your affiliate link in your signature file
- Day 4: Send email #2 to your list
- Day 5: Make 5 posts on poker using your affiliate link in your signature file
- Day 6: Place banner ads strategically within your site pages.
- Day 7: Post a message on your blog about the CPE program.

Week Two

- Day 1: Send email #3 to your list
- Day 2: Post the "Integration Marketing Ad" on your product "Thank You" pages.
- Day 3: Open EzineArticles.com, GoArticles.com and isnare.com accounts
- Day 4: Post 1-3 poker related articles on each account.
- Day 5: Promote "Special/Private Webinar" link.
- Day 6: Create a Squidoo Lens
- Day 7: Day off

Week Three

- Day 1: Promote "Special/Private Webinar" link.
- Day 2: Create a "Product Review" video and post on YouTube.com.
- Day 3: Create a "Product Review" article and post it in article directories
- Day 4: Send email #4 to your list.
- Day 5: Open a Twitter account and post 1 "Tweet" every three days.
- Day 6: Open Yahoo Marketing Account (PPC) and place two ads
- Day 7: Day off

Week Four

- Day 1: Put a small ad into your email autoresponder and newsletters
- Day 2: Place banner ads on three gambling related sites.
- Day 3: Open a Digg account and make a post.
- Day 4: Post a message on your blog about the CPE program.
- Day 5: Promote "Special/Private Webinar" link for a second time.
- Day 6: Post 1-3 poker related articles and continue to do that for every week.
- Day 7: Day off

Affiliate Promotion QuickList

Not everything listed will fit every marketing style and situation. However, if you use 24-45% of what's listed you will make a ton of money promoting the CPE program.

Best Marketing Methods

- Email Marketing to your list
- Article Marketing
 - Post articles on sites like ezinearticles.com, goarticles.com, isnare.com
 - Most articles are 250 and can be written in less than 30 minutes by using article starters like, "The three best ways to _____." Or "How to achieve _____ by using the Certified Poker Expert program." Or "Why people everywhere are _____ by maximizing _____."
- Blogging
- Ads on your own website
- Using Integration Marketing ads on your product and newsletter "Thank You" pages.
- Squidoo lenses
- Digg posts
- YouTube videos
- Product reviews
- Interacting on gambling related forums
- Video reviews
- Tweets on Twitter.com

Very Good Marketing Methods

- Related bonuses that you create for people that buy through your affiliate link.
- Podcasting
- Pay Per Click (PPC)
 - Yahoo Marketing accepts gambling related ads
 - Google does NOT accept gambling related ads
- Solo Ads on sites like EzineHits.com; GetMassiveHits.com
- Banner Ads on sites like BannersGoMLM.com; BurstMedia.com
- Co-registration on sites like ListProfitSecrets.com; CoRegistrationServices.com; Advertising.com
- RSS feeds on your site(s)