



Case Study: <http://www.FitnessBlackBook.com>

Site Created: June 8th, 2007

Experience Before ASC:

I have been trying to make money on the internet for over four years. I spent the first three years trying to build organizations in Network Marketing Companies. In theory it just made a lot of sense to me. I could work hard for 2 to 5 years, help people build their businesses and recruit other business builders. I was going to make 100,000 per month for sure...LOL! Here is where the problem occurred. I could manage to sponsor 40-50 people, but they had a tough time doing the same. I would build quick growing organizations and they would eventually crumble. Unfortunately, Network Marketing works better on paper than it does in real life.

At this point in time, I discovered Affiliate Marketing. I learned there were people who could advertise an affiliate product on Google Adwords and if they spend less in advertising than what they get paid in commissions, they would make a profit. All of these small profits would eventually lead to large checks. Heck, I learned there were people making 6 figures per month doing this! I knew I could succeed doing this. Well what happened is that I did actually learn techniques to get my click-thru rates down, I could never quite make a profit on any campaign.



So at this point I did stumble upon an Affiliate Marketing technique that worked! I would write articles, submit them to EzineArticles.com, and these articles would end up in Google's natural search results due to the high PR of this site. At the bottom of the article I could put a little info about myself along with an affiliate link. When someone clicked on the link and purchased something I could make a commission. I wrote 40 fitness articles over the course of a few months and actually got great results! To this day, I still have been making \$300-\$400 in affiliate commissions each month due to those articles.

So Why Did I Decide To Join ASC:

I was about to write an article and submit to EzineArticles.com and I thought to myself... "I'm building their business, not mine". Yeah, I was getting commissions and I could write enough articles to make a few thousand per month, but at the end of the day I wasn't building anything. I knew I needed to build my own site, but I didn't have a clue as how to do it. It was at this time that John Reese released ***The Rebirth of Internet Marketing***. I knew that John Reese was one of the most respected marketers on the internet. He said that the best long term strategy for making an income on the internet was building an Authority Site. This made a lot of sense to me. A week later I got a free copy of ***The Authority Black Book*** and that is where I was introduced to ASC. I joined shortly after. Here is a screen capture of my site.



The Fitness Black Book: Advanced Tips Your Personal Trainer Doesn't Know About

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August 26, 2007

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The Fitness Niche Was a "No-Brainer" for Me

I live and breathe fitness. I have worked out consistently for over 19 years, so it was easy to figure out what niche I wanted to target. What ASC's training helped me figure out the exact facet of fitness I wanted to focus on. I decided to create a site for people who wanted to look "slim" and toned...like a Hollywood Actor or Actress type build. I prefer this type of look over the "bulky" bodybuilder type of look and knew many other people did as well. The big gap I saw in the industry was that a lot of these "hardcore" forums actually had great fitness advice, but anyone asking questions on how to look like a model got ridiculed. I wanted to create a friendly place for men and women who want to build an attractive slim physique, but I also wanted to discuss how to incorporate some of the more hardcore techniques to accomplish this.

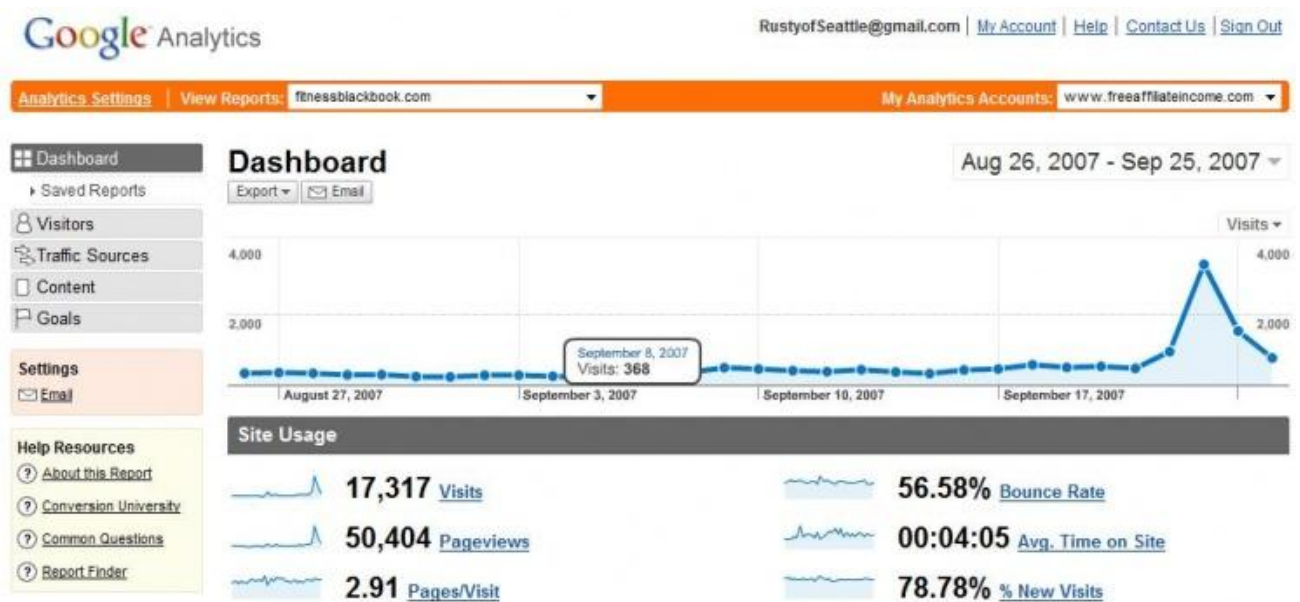
So After 3 Months, Has ASC Met My Expectations?



My 3 months so far have been outstanding! I have transformed from a complete beginner to an advanced level in less than three months. I build my site mainly late at night after work, when most people are asleep. Any time I run into a problem I do a quick search in the forum, or look for a video that teaches me how to do something to my blog. I'm to the point now where all the technical stuff is easy...all I have to do now is write great unique content each day. I also feel like I have a Ph.D. in marketing and link building and cutting edge Web 2.0 techniques. I'm working along side people who are on the forefront of methods that are working today. Many of the Internet Marketing books that get released talk about techniques that the ASC group has been using for months. It almost seems like we have an unfair advantage at times.

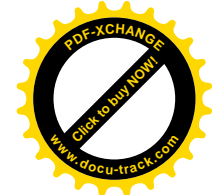
So Let's Talk My Results Thus Far

All of this stuff would be meaningless if I didn't give specific numbers. At this point the only thing I'm focusing on is building a readership base. I have only one affiliate link on my front page and the commissions from this easily cover the cost of my ASC membership each month. I am not focused at all on monetizing for the most part. I want a really clean and basic looking site right now with great content. It is much more important to me to add value to my site than it is to monetize at this point in time. So let's look at traffic...



Website traffic the last 30 days, according to Google Analytics: 17,317 Visits and 50,404 Page Views. This averages out to 577 visitors and 1,680 Page Views per day. These stats are a bit skewed due to a large spike in traffic over three days. Before this spike I was averaging a bit over 500 visits and 1,300 page views per day.

The Traffic is Great, but I'm Most Excited about the Reader Interaction



My blog has been averaging close to 10 comments per post. There are 60 posts so far and 588 comments. What is amazing is that the readers of my blog are now giving each other advice. Often times their comments are longer than my posts. I have a feeling that 25% of my traffic is coming from content that is written by other people! I am also making friends, I get to hear success stories, I am learning what my market wants to hear more about, etc. I'm glad that I just didn't go for the quick money and submit these articles to EzineArticles.com instead. It feels good to see people get results with the advice I'm giving on my blog. It feels even better when people help each other as a result of something that I created. So although the numbers are pretty darn good for a young site, I'm more excited about the results people are getting with the topics covered on my blog.