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Secret #3 – The Best Kept Credit Card Marketing Secret

This is one of those short, informative pieces of information with a true secret. I could sell it for big bucks, I think, but I wanted to deliver an amazing “secrets” report. I hope you're excited about this stuff so far because if you are, then you're about to be blown away like by a hurricane.

Okay. This secret is so secret that by reading this section further, you must promise not to publish the information anywhere on the web. We don't want this secret in the hands of everybody who uses a search engine or else it will lose almost all effectiveness.

I learned this secret to credit card marketing by befriending a high roller, a co-owner of a major credit card affiliate network (we're not friends anymore obviously or else I wouldn't tell you this). When you get people talking passionately about a subject, they'll tell you about anything and feel good about it too.

Here's the thing, though... Let me tell you when I talked to his partner, he was really angry that he told me this stuff. Because he was afraid I might tell too many people. Oh well, I guess he should have given me \$1,000 and asked me to sign a contract saying I wouldn't tell anyone.

So you can redistribute this report, but please don't publish this information on the net where it can be searched for. There's no point. This information will lose it's value and you won't make any money off your website page.

Let's get down to it

Credit card marketing as an affiliate is tough to say the least. The competition is fierce and the cost per click in PPC programs is ridiculous. Plus it's illegal in credit card marketing to bid on the most targeted keywords.

You can lose your shirt in this business. It's harder than a diamond to make it in credit card marketing.

That said, you can often make \$160 or more per application. Those who do well, well... let's just say they're likely living a more financially satisfying life than you and me right now.

What's the secret?

I'm not talking about "the Secret." Imagining you're getting credit card commissions isn't going to work in this business. It's like a game of chess and this is your queen:

Pre-approved Keywords

When you get those pieces of mail that say, "You've been pre-approved for a new credit card. Claim your new card at <http://thecreditcard.com/offer>" that URL is your pre-approved keyword.

See, not everyone uses the computer as well as we do. Tons of people don't type into their browsers, but instead into a search engine search browser. So they're searching using these pre-approved keywords.

They're looking to claim the pre-approved card. They know the rates. They've decided they want it. They've accidentally typed the URL into the search bar.

Piggy Back off the Companies

So you're going to piggy back off these companies who are sending out these pre-approved credit cards.

Here's how you do it, step-by-step.

Step 1:

First you'll need to be an affiliate with cardoffers.com, ncsreporting.com, or another credit card program. If your application is denied, call them up and talk to an affiliate manager.