

How to start A Home Affiliate Business with

# BUILD A NICHE STORE



A complete step by step guide teaching you about affiliate marketing and helping you with hosting, domains, and BANS set up.

[Http://SyndramDesigns.com](http://SyndramDesigns.com)

[Http://startaniche.com](http://startaniche.com)

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*Welcome!*

Before we get started, let me get some of this legal stuff out of the way.

First, you only have **personal rights** to this free Home Business Guide. This means you may not sell it or edit it in any way. But you can give it away and share it.

Second, this guide is not related or endorsed by the BANS site, its staff, or its members. I am just a very successful user who LOVES this software and wants to help others learn how to be very successful with BANS.

Third, there is no guarantee or implication of earnings potential. This is a simple 'how to' guide...not a get rich quick guide. Results vary from one person to the next.

Lastly, all effort is made for this guide to be as up-to-date as possible. If by chance you see any discrepancies please let us know.

Ok – now that all THAT is out of the way.... Let's build a successful home business!!

Richard  
[Syndram Designs](#)

## ***What is Affiliate Marketing?***

Affiliate marketing is an online advertising channel in which advertisers (online merchants that sell products or services) pay affiliates (independent parties that promote the products or services of an advertiser on their Web site) for results, such as a visitor making a purchase or filling out a form, rather than paying simply to reach a particular audience. This "pay-for-performance" model is in essence the modern version of the "finders'-fee" model, where individuals who introduce new clients to a business are compensated. The difference in the case of affiliate marketing is that advertisers only pay their publishers when the new client introduction **results in a sale or a lead**, making it a low-risk, high-reward environment for both parties.

## **How it Works**

Advertisers will join up with large affiliate programs and add their ad links in the interface, making them available for placement by the affiliates that belong to the program. Each link is assigned a commission, such as a fixed amount per lead or a percentage of a resulting sale on the advertiser's Web site. Affiliates looking to monetize their traffic apply to join an advertiser's program. Upon acceptance, the Affiliates select and place the advertiser's links on their Web sites, in their email campaigns or as part of search listings.

When a consumer clicks on an Affiliate's link, a cookie is set on the visitor's browser that identifies the advertiser, the Affiliate, and the specific link and payment rates. When the visitor makes an actual purchase online or fills out a form, that transaction is tracked and recorded by the Affiliate Partner of the program. Upon recording the transaction, the Affiliate Partner handles all of the collection and processing required ensuring fair and timely commission payment for the affiliate, and all of the administration and verification necessary to ensure quality sales and leads for the advertiser. Not all Affiliate Partners use the cookie method.

## **What we know now**

There are Internet Marketing companies out there that organize companies that are looking for people to help draw customers to their business. These people are known as Affiliates. An Affiliate will use different methods to draw customers to the company products. Such ways include building a web

site promoting the companies product, placing banner ads on their web site for customers to click on and go to the company web site. There are other ways of driving traffic to these companies but we will stick with these two options for now.

## The 3 Steps of Affiliate Marketing

The image below shows the process of how affiliate marketing works.

Step 1: A customer finds a web site they like and purchases an item from the web site

Step 2: The Affiliate web site leads the customer to the affiliate partner

Step 3: The Affiliate Marketing Partner sends a check to the Affiliate



Now the affiliate marketing should be looking clearer to you now. There are many of these Affiliate Marketing Partners to choose from and we will include a list of them at the end of this e-book that you can sign up with.

So now we know we need to drive customers to our web site...but wait we don't have a web site yet! No problem that is what we are getting ready to talk about next. There are many ways to build web sites but the best way is to find a software that will do all the hard work for you so you can get

everything up and running as fast as you can. The software I found and love is [Build A Niche Store](#) software, better known as BANS.

## My Story

I found BANS in Feb of 2008 when I was laid off from my job. I thought maybe this would help me make a few extra dollars to help what my unemployment wouldn't replace from my normal weekly pay check. By June of 2008 I realized I found a gold mine and realized I don't need to look for a job ever again. I haven't looked back and have officially become a work at home Dad running my BANS business and making a lot more money than I was as a Purchasing Manager.

### ***Build A Niche Store software***

Build A Niche Store (BANS) is a store / website development platform which enables you to create content based sites that generate income through the eBay affiliate programs.

Over the past year and a half the "Niche Store" concept has really evolved and BANS has grown into a "proven" product with lots of positive feedback and success stories scattered across the web.

As of June 2008 BANS supports the development of niche stores for the following 11 eBay marketplaces: Australia, Belgium, Canada, France, India, Italy, Netherlands, Singapore, Spain, United Kingdom and the United States and has a user base of over 9,000 worldwide.

You can find out more details about BANS here



It doesn't matter if you love your current job and just want something to help pad your retirement fund, or you are looking to start a home business, BANS can work for just about any purpose. I have helped customers set up stores and their reasons ranged from,

- extra money for Christmas fund
- help build savings

- use to help Church
- Fund raiser money for sports team
- work at home business

So as you can see it doesn't matter if you are looking for an extra \$50 a month or a full time income. We have had customers report back that they are making over \$10,000 a month with BANS and affiliate marketing. So now you need to ask yourself, are you ready to make a little extra cash or start a fulltime business.

Well if you are still reading it must be time to get down and dirty and start the process of getting BANS and a web site up and making money.

### ***What to do now***

Now that we know what affiliate marketing is and what tool to use to set up an affiliate web site lets get into the steps to building our home business. The best thing about this home business is the price! We will be able to set up our affiliate site and complete web business for under \$180, possibly even cheaper than that. Follow the steps below

### **Step 1 BANS**

Ok we know that we will be using BANS to build a network of web sites. So we will need to purchase this software. This is where the biggest cost will come from. But in my opinion I wish they would have charged more for the software so there would be less people willing to buy it. That would make fewer affiliates to compete with. Anyways the cost of BANS is only \$97. So you will want to click the link below and purchase BANS. If you have already purchased BANS software than you may move on to step 2.



## Step 2 Hosting

You are now to the point that if you don't already have web hosting you will need to order hosting. With this process you have many options. There are a lot of hosts you can pick from but the best thing to do is stick with one that is already successful with working with BANS. The hosting company we will suggest is HOSTGATOR. We have built over 500 websites with BANS and HOSTGATOR and never had a problem. Here are some of the features of the most popular packaged offered by HOSTGATOR. This is the BABY package and it runs \$7.95 a month.

- **UNLIMITED Disk Space**
- **UNLIMITED Bandwidth**
- **Host UNLIMITED Websites**
- FREE Instant Setup
- 99.9% Uptime Guarantee
- 45 Day Money Back Guarantee
- CGI, PHP 5, RoR, Perl
- MySQL, SSH, SSL, IMAP, POP
- **a Cpanel**

Sure there are many other hosting companies out there that will cost much less a month but you get what you pay for. Why go for something that you're not even sure will work with the BANS software. We have seen many times someone come along and try to use a less know hosting company just to have problem after problem. Click the banner to check out HOSTGATOR.



Here are the choices you will have when getting hosting. The first thing you want to do is make sure you get a Linux hosting plan preferably with a cPanel. Next you have to decide what type of hosting plan you want to purchase. There are three primary options:

**Dedicated Server** – This is an advanced form of web hosting where the customer generally has complete control over the server. You can get these fully managed or unmanaged. You should only get a dedicated server if you

are familiar with server administration. The cost of this service starts at \$100/mo.

**Virtual Private Server** – A virtual private server (VPS) is a method of partitioning one physical server into multiple servers that each has the appearance and capabilities of running on its own dedicated machine. As with a dedicated server you will find managed and unmanaged solutions. Pricing normally starts around \$40/mo for a VPS.

**Shared Hosting** - Shared hosting refers to a web hosting environment where many websites reside on one server connected to the Internet. Each site "sits" on its own partition, or section of the server to keep it separate from other sites. This is the most inexpensive and best option for someone just starting out. Unless you are experienced with web hosting you want to get a shared Linux hosting plan with the cPanel control panel. There are thousands of hosts that offer this from free to \$50+ a month depending on disk space and bandwidth.

Don't worry if this is all over your head and you just don't know what to do. All you need to do is click the HOSTGATOR banner above and sign up. When you go to sign up put the code word "BEACH" into the coupon code area. This will give you 20% off your initial purchase. If by chance this coupon is old when you read this check out our site and we will have the updated codes for you to use at [SYNDRAM DESIGNS](#).

Now we have the software and we have our host. Next we need to decide a niche we want to build our first store on. So in step 3 we will discuss in great detail how to find a niche. One of the greatest software's I use and after you get deeper into affiliate marketing you will probably use it to and that software is Micro Niche Finder. I only list it here so when you think about it a few months down the road you can come back and get the link for the software.



### **Step 3 Finding A Niche**

Many of you are probably going crazy and want to get installing the software and setting up a store. But trust me if you want to do it right and make money with this software remember it isn't a race the slow and steady makes the big bucks.

Our next step is to find a niche to build our web site around. This is where most of the new BANS users go wrong. They run out and build an iPod, video games, Designer Purse, and a few other sites like this. Now you ask why what is wrong with that. The problem with these items is the market is so flooded with big companies that dominate the search engines in these areas that to get any traffic to these sites would take a over whelming amount of work and luck. The trick to making any money with affiliate marketing is finding a niche that has little competition that you can dominate. This may sound hard but trust me it isn't once you learn the tricks.

### **Process to finding a Niche**

Deciding on what product or service you will promote in a niche market should be based on a simple principle. There should be a demand for your product or service. You want to offer something that people actually need, something that will make their lives better, make them feel better physically, make them look better, or help them solve a problem.

The process I go through when looking for new niches to enter is as follows.

For starters, I'm always aware of trends and current events in the real world. I read several newspapers each day, many magazines, both general and niche-specific, I watch the news, I listen to the radio. Occasionally something that I hear or read will stick with me. I may jot down some notes, or draw a diagram to help me remember it. Sometimes I'll call my phones voice mail and leave myself a message.

But at some point I'll have several broad ideas to research. I want to look deeper. And I want to make sure there is a good market for them before I even think about creating a product.

To begin with, I check out the hottest search trends at Google's [Hot Trends](#). At this point I am just looking for ideas. If I see that a particular topic is hot,

I'll make a note of it and look at more targeted sub-niches later on at more specialized sites (which I'll show you in just a minute!).

The [Lycos Top 50](#) is another site, like Google's Hot Trends, where I will review the latest trends and look for hot topics to explore further. I will also look at [Yahoo! Buzz](#) for ideas as well.

The [eBay Pulse](#) site is a great place to start looking at sub-niches. What I will do is select the category first (using the topics I've gathered from looking at the previous sites), then look for profitable sub-niches by then selecting a sub-category.

The best chance for success is if I am as specific as possible with my niche selection. In the example below, I don't want to sell to the "crafts" niche. I want to sell to grandmothers who enjoy giving their latch rug hooking gifts to their families and friends. Hopefully you get the idea.

Also, I'll always check the largest stores as well to see what they're selling. There has to be a reason they are the largest stores. They must be doing something right.

**TIP:** eBay also puts out a PDF report of their hottest categories each month, available at <http://pages.ebay.com/sellercentral/hotitems.pdf>.

Now that I have some potential sub-niches to work with, I want to see how much of a market there is there. Just because a sub-niche is popular doesn't mean people spend money on it.

[Amazon](#) is a great place to see what currently exists for any given sub-niche. Chances are, the more books there are written on that subject, the more that market spends on those topics.

For example:

First I specify "Books" to search. Then I enter my niche, in this case "crafts."

Oh no, there are WAY too many books returned. This niche is not targeted enough. It is too "mainstream." There are possibilities here.

We now suspect the following:

- 1) This sub-niche may be targeted enough.
- 2) This sub-niche may spend money.

Once you have an idea of which niche you want to target, it's time to determine its profitability. For this, you would have to use the tools found at:

<http://freekeywords.wordtracker.com/>

Or...

<http://www.digitalpoint.com/tools/suggestion/>

Simply type in the idea you have in mind, and press the submit button. You will then be presented with a list of keywords and key phrases that are related to the subject you have entered. Each keyword or key phrase would have an indication of the number of searches that they have gathered from search engine users. The number of searches made for a particular keyword or key phrase is a good barometer of the demand. You'd want at least 5,000 searches for your main keyword.

Here are several other sites you can use to get niche ideas:

Nichebot - <http://www.nichebot.com>

Shopping.com Top Searches – [http://www2.shopping.com/top\\_searches](http://www2.shopping.com/top_searches)

AOL Hot Searches - <http://hot.aol.com/hot/hot>

Google Groups - <http://groups.google.com>

Craig's List - <http://www.craigslist.com>

Delicious Popular - <http://del.icio.us/popular>

Dig - <http://www.digg.com>

Google Catalogs - <http://catalogs.google.com>

Google Suggest – <http://www.google.com/webhp?complete=1&hl=en>

Technorati - <http://www.technorati.com>

Also, I'll do several targeted searches in both Google and Yahoo (for example, on the subject of "hobbies").

So now we have our niche. For this example I will use Digital Camera for my niche. Our next step is to use that niche idea and find a domain. So let's move on to step 4.

## Step 4 Getting a Domain Name

First when you go to purchase a domain name you will want to get one with part or your entire niche name in it.

**WARNING:** Be careful and don't use trademark names in your domain. For example my sample niche "Digital Camera", I would not want to get a domain like [www.digitalKodakcameras.com](http://www.digitalKodakcameras.com). With the word Kodak in the domain I am infringing on the Kodak trademark and they have the right to take ya to court or have your site shut down.

So a good domain of course would be [www.digitalcamera.com](http://www.digitalcamera.com) most likely it won't be available so we will need to get creative. You can use the .NET option or possibly something like this [www.digital-camera.com](http://www.digital-camera.com). Another option is to go back and look at the phrases we came across when we did our niche search. Say for example the phrase "cheap digital cameras" was searched for a lot. Than I would check to see if that domain name is available. I'm sure you get the idea now. So where do we buy domain names at?

One of my favorite sites and most people have heard of them is GoDaddy.com. They always have great prices on domain names and we will always have coupons available on our web site at <http://syndramdesigns.com>

You can check them out by clicking the banner below. Most domains run from \$7.00 - \$12.00 a year.



Remember the two best ways to go will be .com or .net, don't be fooled into the cheap .info as the search engines see them as spam accounts and they don't rank well. If you need help buying a Domain with GoDaddy they have a nice video you can watch.

[Go Daddy setting up Domain Video](#)

Ok now we have our BANS software, our niche, and our domain name. Our next step is to forward our Name Servers to our HOSTGATOR account.

For a domain name to work with any hosting account, the domain name's DNS (Domain Name Servers) must be pointed to the hosting account's nameservers. Your hosting company provides the correct DNS addresses (minimum of 2). Frequently, hosting companies also provide an IP address for the nameservers. We do not require an IP, only the nameservers.

## **Step 5 Modify the Nameservers for Your Domain**

1. Log in to your Account Manager.
2. In the **My Products** section, click **Domain Manager**.
3. Use the checkbox(es) to select the domain name(s) you want to modify.
4. Click **Nameservers**.
5. Select **Custom nameservers**.
6. In the **Nameserver** fields, enter the nameservers. You must enter at least two for your hosting account. If you are with HOSTGATOR your nameserver will look like these Name Servers  
**ns929.hostgator.com, ns930.hostgator.com**
7. Click **OK**.

Allow 4-8 hours for .COM and .NET domains and about 24-48 hours for all other domain extensions for the changes to take effect.

## **Adding your Domain in HOSTGATORS cPanel**

The video below will show you how to add a domain to HOSTGATOR. So we can install BANS software.

[HOSTGATOR Adding a Domain](#)

Now that we have the Name Servers pointing to HOSTGATOR and we have added the domain name to our HOSTGATOR cPanel it is time to install BANS. Finally you say.

## **Step 6 Installing BANS**

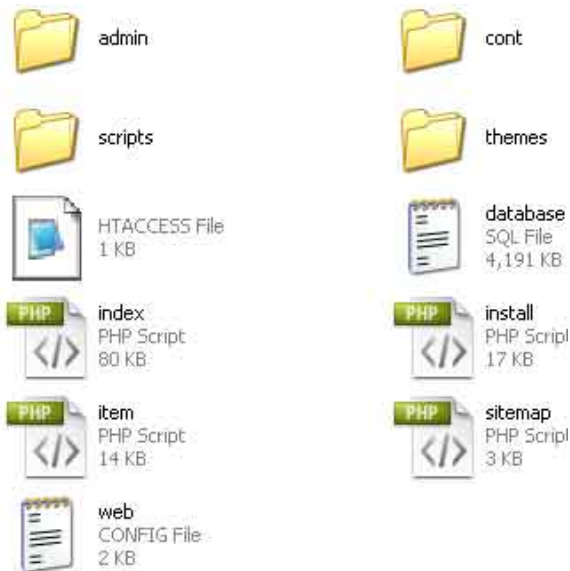
If you are new to building websites then some of the terminology in this section will be unfamiliar. Please do not let this concern you. Just follow exactly what the instructions say and you will find yourself inside your new store admin panel shortly.

Inside the Build A Niche Store folder which you should have downloaded to your computer after you purchased the software you will see 12 country specific folders:



### What Do I Need To Upload?

Open the folder for the country specific store you want to build and upload all of the folders / files EXACTLY as seen below (**Note:** Do not upload the actual country folder as shown above...just the contents of the country folder as shown below!).



### How to Upload the files

You can always use your cPanel to upload your files if you are more comfortable doing it that way. Or you can use an ftp program to upload the

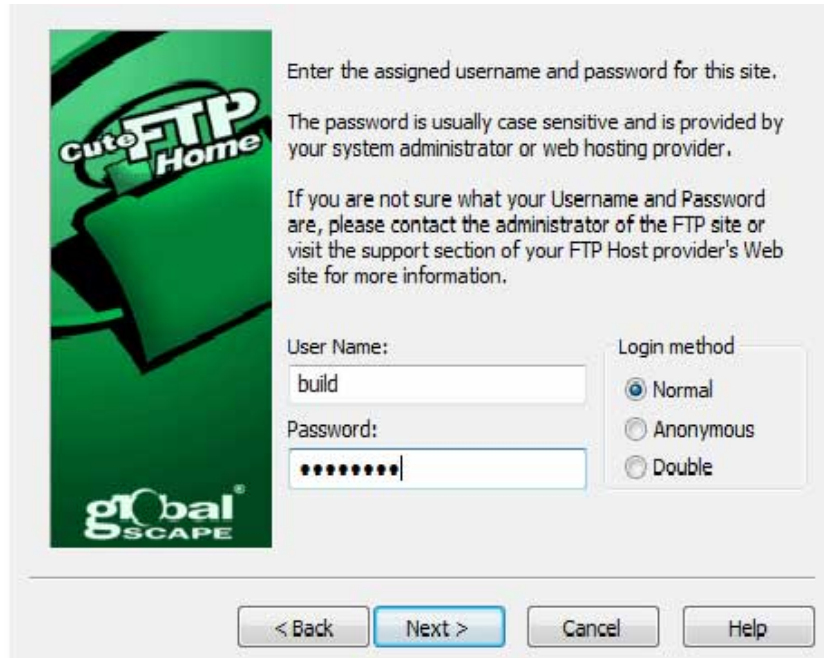
files to your server. There are two ftp programs we suggest, one is [FileZilla](#) and is free to use. The other and the one we will show you how to use is [CuteFTP](#).

You can down-load Cute FTP and use it free for 30 days. Once you have downloaded CuteFTP you can connect to your hosting account by following the steps below.

1. Open CuteFTP for the first time (You will be presented with a Connection Wizard).
2. Enter your website URL into the 'Host Address' input area and click on 'Next'



3. (Shown below) enter your hosting account User Name and Password and click on 'Next'.



4. Select a default folder on your computer that files will be downloaded to (You can leave this as is set by CuteFTP) then click on 'Next'. (shown below)



5. You should now receive a message like below to say that you are connected to your website.

**Note:** If you cannot get connected then please contact your hosting provider and ask them for your FTP details.

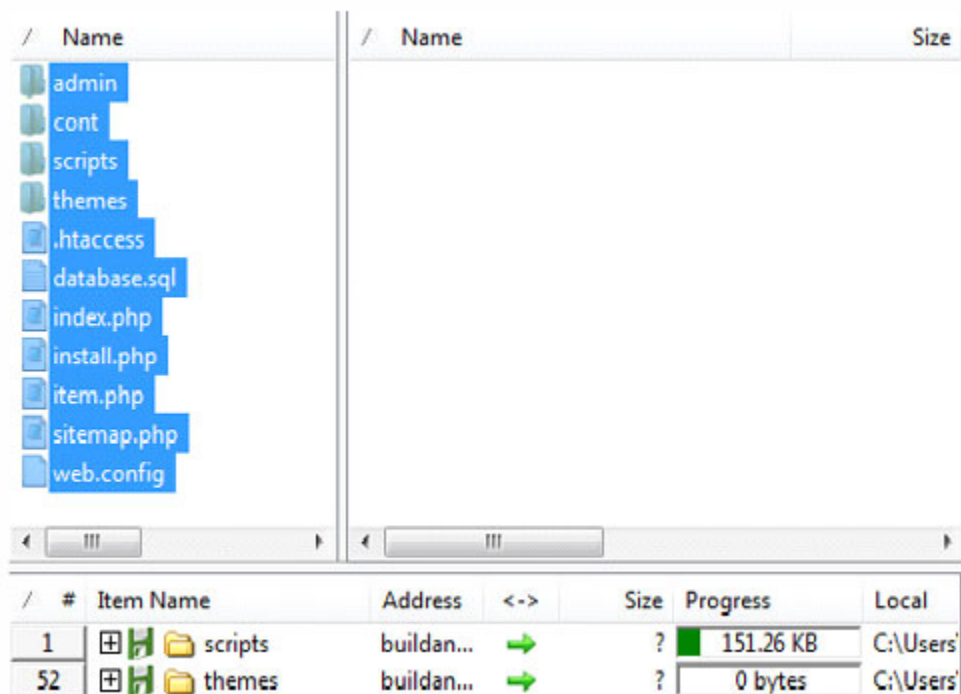
Once connected to your website you will see the folders / files hosted on your website in the right screen of CuteFTP and the folders / files stored on your computer in the left.

6. Navigate to the area of your website (normally the public\_html folder) where you want to up-load BANS (Double click the left mouse button on the folder name to enter that area).

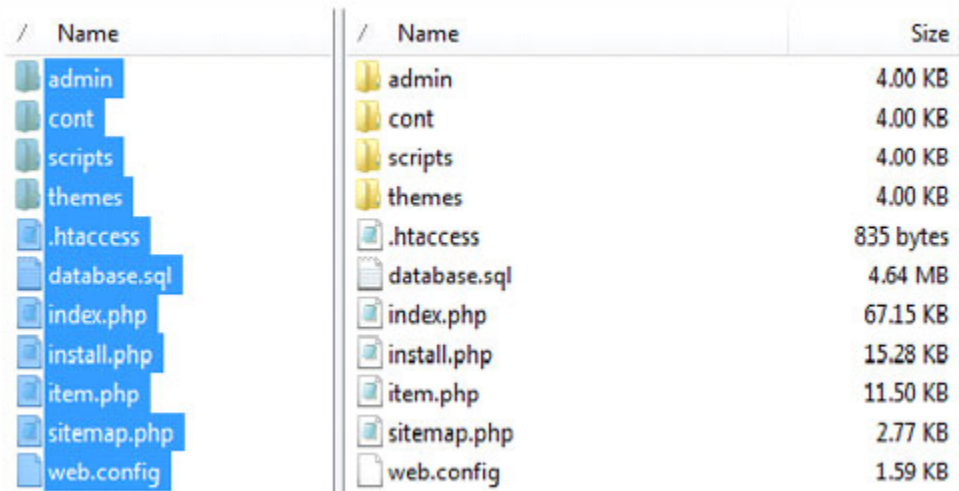
7. Navigate to the area of your computer where you unzipped the BANS folder you downloaded and double click the left mouse button on the country specific folder of the store you want to build (ie: US Store).

8. You should now see a screen like the one below. Hold down the left mouse button and high-light all of the folders / files inside the 'script' folder on your computer and then simply drag them over to the right screen of CuteFTP to upload them to your website.

**Note:** If you have trouble dragging the files over from your computer to your hosting account then please make sure that the files on your computer have been unzipped.



Once the folder / files have been uploaded you will see a screen like the one below.



Name	Size
admin	4.00 KB
cont	4.00 KB
scripts	4.00 KB
themes	4.00 KB
.htaccess	835 bytes
database.sql	4.64 MB
index.php	67.15 KB
install.php	15.28 KB
item.php	11.50 KB
sitemap.php	2.77 KB
web.config	1.59 KB

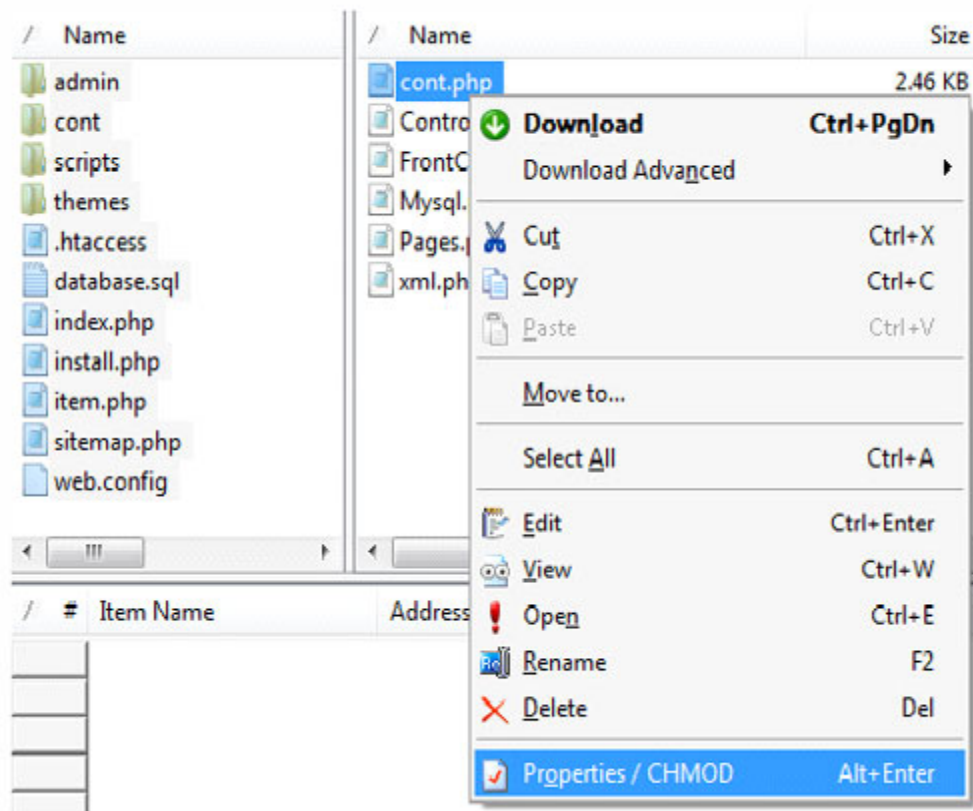
You have now successfully uploaded BANS to your hosting account. Please keep CuteFTP open as you will need it in the next section.

**Note:** HostGator DO NOT require you to do change file permissions so please skip this section if you have set up an account with them :) If you are using a different hosting provider then in order for scripts to run some providers will require you to change file permissions (CHMOD).

To ensure this installation runs smoothly please CHMOD the file named 'cont.php' to 777. The cont.php file is located inside the folder named 'cont' on your hosting account.

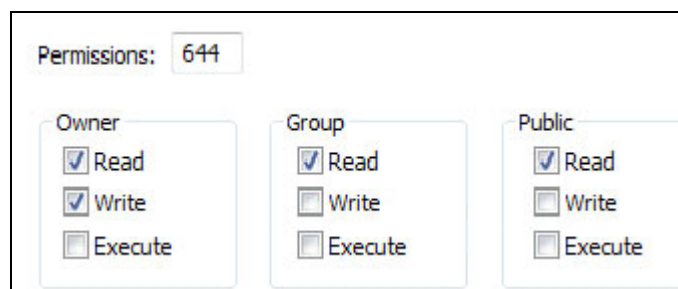
To CHMOD files using CuteFTP please follow the steps below:

## CHMOD Files

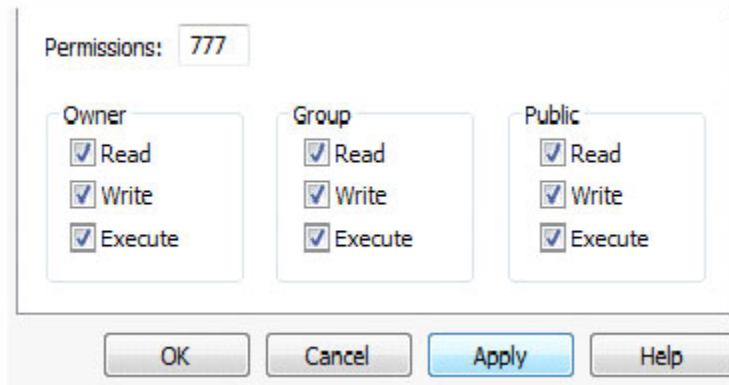


**Note:** Make sure that you are modifying the “cont” folder that you have uploaded to your hosting account and not the one you have on your PC. If you are using Cute FTP it will be located in the right hand column as above.

When you click on ‘Properties / CHMOD’ a box will appear like below:



To CHMOD the file enter 777 into the 'Permissions' input area (currently 644 as seen above) or tick all of the boxes then click on the 'Apply' button as shown below.



You have now successfully CHMOD the cont.php file and can move onto the next section.

## Step 7 Creating A New MYSQL Database

With BANS uploaded you now need to create a new MySQL database.

This is done from inside your hosting account Cpanel and if you have setup your hosting account with [HostGator](#) please enter your website URL into your browser address bar like below:

<http://www.yourdomainname.com/cpanel>

**Note:** Please replace “yourdomainname.com” for your actual domain name ie: “golfer.com”

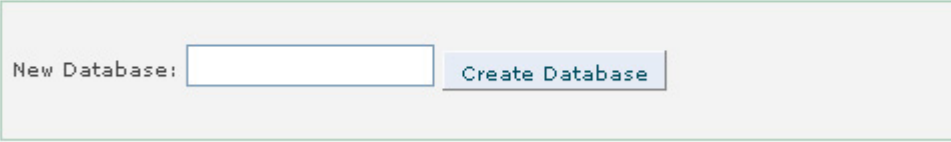
You will be prompted to enter a username and password to access your Cpanel. These will be the username and password you choose when you setup your hosting account.

Once you have gone through the following steps to create your database you will be able to run through the final installation steps to complete your install.

**Note:** The screen shots in this section are from a Cpanel based hosting account like [HostGator](#). Other hosting accounts will look different and many (like GoDaddy) do not require you to do step 3 below.

## 1. How To Create A New Database

Inside your hosting account Cpanel you will see an area named 'MySQL Databases' (or some-thing similar). If you enter the 'MySQL Databases' area you will see an input box on your screen like the one below.



**Create New Database**

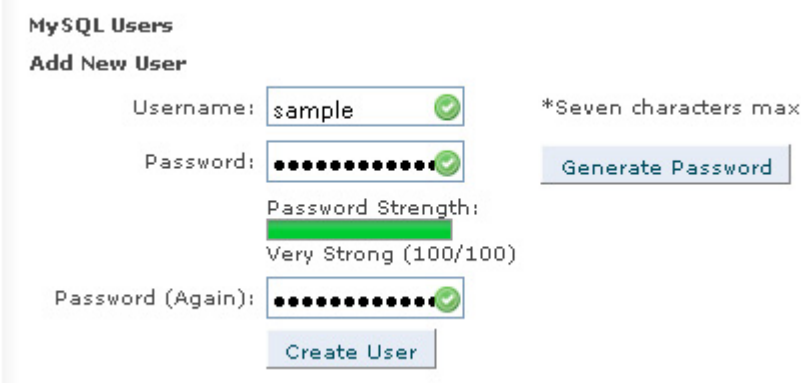
New Database:

Enter a new name for your database (ie: eBay as seen above) and click on the 'Create Data-base' button. You will be taken to a confirmation page and will need to click on the 'Go Back' link to return to the previous page.

That's your new database created...

## 2. How To Create A New Database User

In order for a database to be used you will need to create a new database user who can access the database information. You will see an input box on your screen like the one below.



**MySQL Users**

**Add New User**

Username:   \*Seven characters max

Password:

Password Strength:   
Very Strong (100/100)

Password (Again):

Enter a new username (7 characters max) and password and click on the 'Create User' button.

You will be taken to a confirmation page and will need to click on the 'Go Back' link to return to the previous page.

## 3. Final Step

In order for your new user to access the database you will need to join the two together. You will see an area on your screen like the one below.

**Add User To Database**

User:

Database:

**MySQL Account Maintenance**

**Manage User Privileges**

User: sam123\_sample

Database: sam123\_Yourdatabasename

<input checked="" type="checkbox"/> ALL PRIVILEGES	
<input checked="" type="checkbox"/> SELECT	<input checked="" type="checkbox"/> CREATE
<input checked="" type="checkbox"/> INSERT	<input checked="" type="checkbox"/> ALTER
<input checked="" type="checkbox"/> UPDATE	<input checked="" type="checkbox"/> DROP
<input checked="" type="checkbox"/> DELETE	<input checked="" type="checkbox"/> LOCK TABLES
<input checked="" type="checkbox"/> INDEX	<input checked="" type="checkbox"/> REFERENCES
<input checked="" type="checkbox"/> CREATE TEMPORARY TABLES	<input checked="" type="checkbox"/> CREATE ROUTINE

Select your database user and database name from the two drop down menus as shown above and click on the ‘Add User to Database’ button (please don’t touch the tick boxes).

That’s it...you have successfully created your new database and can move onto the Final Installation Steps. Please take a note of your new database information as you will need them in the next section.

## Step 8 Running BANS install

With BANS uploaded and your database created you can now take the final installation steps.

**To finish the installation please enter your website URL into your browser address bar:**

If you have uploaded BANS into your public\_html folder enter your URL like below.

http://www.yourdomainname.com If you have uploaded BANS into a different folder on your website enter your URL like below.

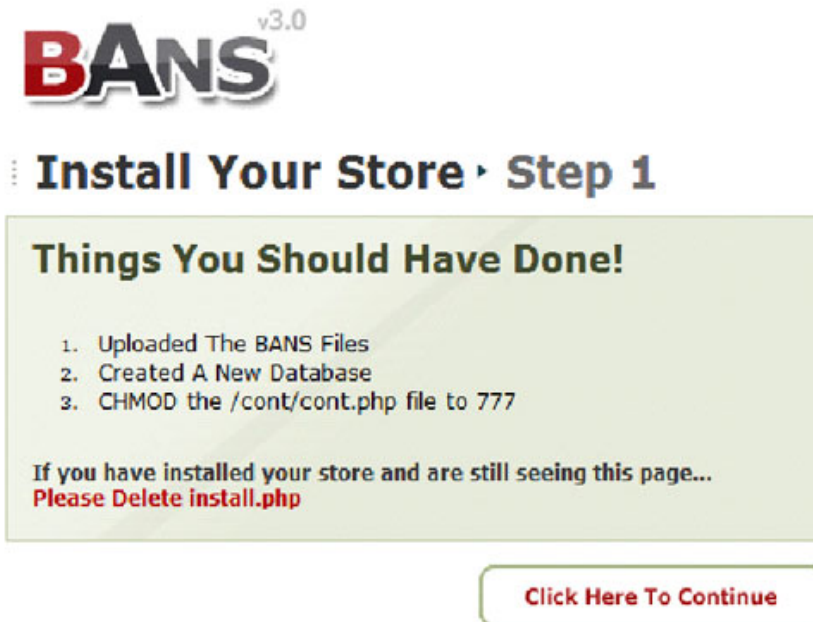
http://www.yourdomainname.com/foldername **Note:** Please replace

“yourdomainname.com” for your actual domain name ie:

“syndramdesigns.com”.

When you visit your website you should now see a screen as shown below.

**Note:** If you do not see the BANS installation screen then please make sure that you have up-loaded the BANS files into the correct area of your hosting account (normally public\_html).



**Note:** At this stage in your installation please ignore the directions which say “Please Delete Install.php”.

Follow the on screen directions and press the “Click Here To Continue” button where you will then be taken to a new screen like the one below where you will need to enter your database information.



## Install Your Store ▶ Step 2

### Enter Your Database Details...

Database Name:

Username:

Password:

Server:

[Click Here To Continue](#)

Once you have entered your database information press the “Click Here To Continue” button.

**Note:** If BANS has any problems connecting to your database an error will appear on your screen telling you what the problem could be. Please follow the error message to fix the problem or [log in](#) to our forum for advice if you are unable to continue.

**Note - localhost error:** Some hosting providers like GoDaddy and 1&1 require the “Server” field to be changed from “localhost” to the actual Host Address used by your server.

If you receive a “localhost error” then please access your hosting account and enter the Data-bases section. Inside your Databases section you should be able to view your database details and should see a value named “Host Address”, “Host Name”, or “Server Name” - it should look something like this - mysql123.secureserver.net

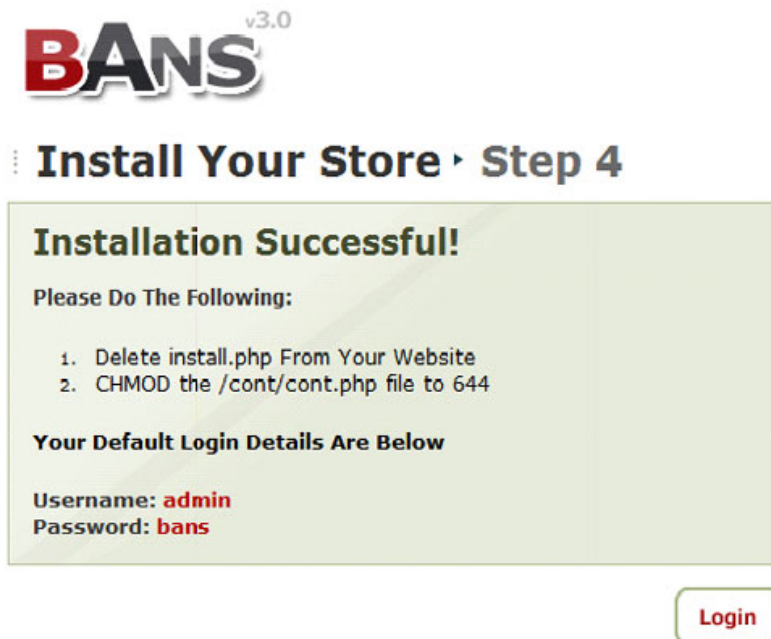
Please enter that value into the “Server” input box of the BANS installation screen and press the “Click Here To Continue” button...the “localhost error” should then be removed.

**Note:** If you have problems removing the “localhost error” then please contact your hosting provider for the correct value you will need to enter instead of “localhost”.

Once your database information is correct you will see a screen as shown below telling you that BANS has successfully connected to your database.



To complete the install of your store press the “Click Here To Continue” button one last time and you will then be taken to a screen as shown below.



*Congratulations your store is now installed*

Please complete the following 2 tasks before continuing:

1. Delete the file named install.php...this will be located inside your “public\_html” folder or the sub-folder where you uploaded BANS.
2. CHMOD the cont.php file back to 644. See the [CHMOD](#) section if you need help with this.

Once you have completed the tasks above press the “Login” button where you will be taken to the login page of your BANS admin panel.

### **It’s now time to start using BANS :)**

With the installation complete you can now put this installation manual to one side for when you come to install your second store.

**WARNING: Many people will sign up for EPN (eBay Partner Network) before they build a quality web site. This is where the BANS owners need to change their manual to inform you not to apply until your site is built and built right.**

So now we need to build our site and make sure it will pass the EPN test so we can get approved. The following steps will put you in the right direction for getting that approval.

### ***How to get approved with EPN***

If you are new to Build a Niche Stores (BANS) please read this before you try to apply for partnership with the eBay Partner Network (EPN).

EPN has cracked down over the last few months and will not accept you, as an affiliate, unless you have a well developed web site that is engaging to your customers. By, a well developed web site, we don’t mean a site that has a bunch of well organized auction categories. A well developed web site is one that is informative on the niche items you are selling. It is a web site that offers more than just a landing page to get customers to click on the auction ads. You need to think outside of the box. Give your customers something the other sites don’t offer to make them want to come back and revisit your site. The following steps should be followed to help you get approved with

EPN. We have done these steps now for over 80 people in the last month and all of them are now accepted to every eBay program, including the coveted US/UK programs.

**Step 1)** Make sure you add a contact page. You can download one here:

<http://startaniche.com/our-services/mods>

**Step 2)** Add a privacy policy. You can download one here:

<http://startaniche.com/our-services/mods>

**Step 3)** Add content to your site that is informative of your niche. (Add at least 5 new content pages with quality information)

Let's look at the BANS sample site

<http://www.gameimprovementirons.com/>. You will notice that they don't shove auctions down your throat right when you get to the site. They offer reviews of all the golf clubs they are trying to sell they have some key articles explaining how to pick the right club. (Very helpful for a golfer)

**Notice: One way to test your site is to shut off the auctions and see what is left. Is your web site still full of content? Does it offer quality information to your targeted niche?**

Ok, so we see they have added informative articles, their "what and why" article is very long and informative on what type of club each type of golfer should look for. They have reviews for every type of club they are listing on their site. One big mistake made by many is just slapping up 100 words with a few keywords per store page, this isn't helping you get into EPN. You need to add **QUALITY** content. When I say add quality content this doesn't mean to go to other sites and copy and paste information that they use to your site. You can use other sites as ideas but write the information yourself or hire someone to write content for you. You can even use our writers! You can see our content packages here:

[Start A Niche Content Package](#)

Let's say you have added 2 new content pages full of quality articles and information. You are struggling to figure out what to add next. Well let's

pretend the golf site is our niche. Here are just a few ideas you can build new content pages full of quality content.

- Information about the pro golfers
- Results of tournaments
- Add a content page that you blog about your golf game. Or have readers send in their best golf story.
- Golf instructions
- Golf News
- Find a Flash Golf Game that you can display on your site for them to play
- Golf terms
- A list of golf courses with a nice description of the course and fees.

I think you see where I'm going with this. Offer as much information to your customers to make them want to bookmark your site and EPN will like the site.

So we have the content pages set up on our site now. One thing I do want to add, it is ok to have a few listings on your home page. We usually put three on the home page under the home page content and have them titled as "Featured Items".

**Step 4)** Add content to your store pages, not a small little *buy here now* sentence. But add a nice keyword rich quality content paragraph. I would aim for 250 words or more.

**Step 5)** Add an RSS feed or two that has good information relevant to your niche. For example we could pull a golf rss feed from ESPN and display it on our site. Or a Google rss feed about golf.

**Step 6)** Add/embed some videos related to your site. This gives some viewing pleasure for the customer. Just make sure they don't auto start. Not everyone has high speed internet and if your video is set to auto start you will lose all your slow internet connection customers. And here is a tip. If you are targeting customers over 60 a high number of them are still on dialup (you know that old time connection). Make the video as small as you can so it won't take long to load.

Note: With talking to some of the EPN guru's on the ebay forum we have learned that the more content you add the better odds of getting into EPN. One way we have made it easy to add tons of content is with our ezBANS Mod, Explained below.

## ezBANS Mod explained

The ezBANS mod makes it very simple to add articles to your BANS site. This mod has previously been available to us and the people who we have built stores for. Now you too can have the power to add articles and ping with the press of a button. (Ping is when you alert the search engine spiders to come crawl your site and update it for the search engines). Many users even use the ezBANS mod as a blog on their bans store.

Here is a guide to using the ezBANS mod.

**Step 1) Log into your store admin area.**

**Step 2) Click the ezBANS Button**



The screenshot shows the BANS admin interface. At the top, there is a navigation menu with buttons for Home, Security, Setup, Template, Ads, Content Pages, Store Pages, and ezBANS. A red arrow points to the ezBANS button. Below the navigation menu is a form titled 'Create A New Article'. The form has three sections: 1. Meta Tags (with fields for Title, Keywords, and Description), 2. Article Title (with a text input field), and 3. Article Content (with a text input field). There are also buttons for 'Save And Continue Editing' and 'Save'.

**Step 3) Fill in the Meta tags**

Just like you would when setting up a normal page. And in the description give a small description of the article.

ezBANS v3.0 Forum: Username \*\*\*\*\* Login  
[ View Store ] [ Logout ]

Home Security Setup Template Ads Content Pages Store Pages ezBANS

### Create A New Article

#### 1. Meta Tags

Title

Keywords

Description

Save And Continue Editing Save

#### 2. Article Title

#### 3. Article Content

## Step 4) Fill in your Article Information

Be sure to add some links from the article to pages in your web site.

ezBANS Build A Niche Store v3.0 Admin Area - Mozilla Firefox  
File Edit View History Delicious Bookmarks Tools Help

Save And Continue Editing Save

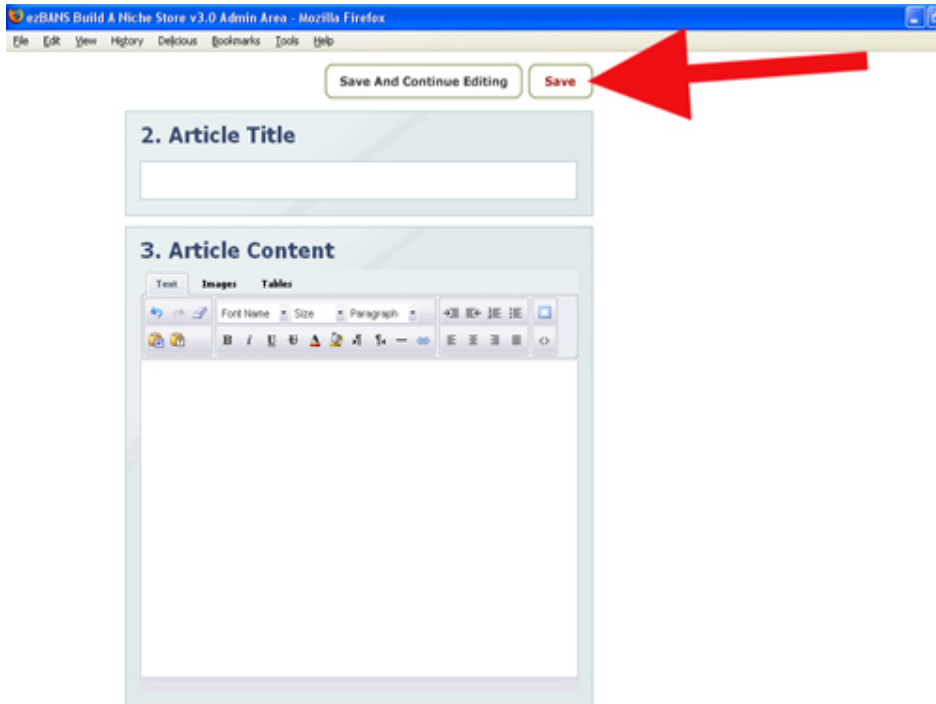
#### 2. Article Title

#### 3. Article Content

Text Images Tables

Font Name Size Paragraph

## Step 5) Click the **SAVE** button



## Step 6) Ping Your New Content

After you add an article you want the spiders to come and crawl your new content. To make this quick just PING it with the ezBANS pinger. In the listings of Content Pages you will notice the PING link next to the View link. Click PING and a new window will open and notify Ping-o-matic of your new article.

<a href="#">Build an Electric Guitar</a>	<a href="#">Edit</a>	<a href="#">View</a>   <a href="#">PING</a>
<a href="#">s List</a>	<a href="#">Edit</a>	<a href="#">View</a>   <a href="#">PING</a>

**Step 7) Now go to your store front and click the **Articles** link**



You will see the Title and Description you used when setting up your article. If you click on the Article Title it will take you to the full article.



You can purchase the ezBANS mod here



So now we have our site up and running. We have plenty of QUALITY content on the site. We have included content on each store page. BANS comes with a manual that explains on setting up your keywords and other meta tags so we will skip that for now. We will have a detailed book on that later. Right now it is time to apply for EPN.

### ***Applying for EPN (eBay Partner Network)***

To sign-up for an account do the following:

1. Go to the [eBay Partner Network](#) site.
2. Click the 'Join Now!' button.
3. Select your language preference from the dropdown.

4. Next read and accept the eBay terms and conditions and select all the stores. You can select the store for Half.com too. Just make sure to select the box to accept the terms and conditions for it as well.

5. Check both boxes to accept the Terms of Servers and click 'Continue'.

6. On step two accurately fill out all of the information. When you get to the bottom use this information to complete the form:

**Primary Business Model:** Natural Search/Website

**Business Description:** I plan to build a niche store promoting eBay [SPECIFY YOUR NICHE HERE] auctions.

**Website URL:** Enter the domain name you registered for your niche store.

8. Click 'Submit Application'

It is hard to say how long it will take for you to receive the email advising you if you were accepted to the network or not. When I submitted my request the acceptance was a few days some take weeks. It most likely depends on what country you are from and the amount of fraudulent activity eBay gets from there.

There you have it once you get your approval letter you will want to go get your campaign ID for your store from your EPN admin area and place it in your setup area for your web site. And you are now ready to drive traffic to your web site.

### ***Thank you***

We want to thank you for picking up this e-book and wish you luck with your home business venture. I would also like to thank the BANS creators for making this software and giving me this opportunity to have my own successful home business. For two years now I haven't had to miss any of my kids sporting events because I was at work. I also have been able to keep my Wrestling coaching position.

I would like to thank Daniel, aka syns0r that most people know him as. Without Daniel I wouldn't have got as far as I have with BANS. He is also the code talented part of [Start A Niche](#) and all their [mods](#).

### ***Our Future e-book plans***

Watch for our future E-Books. The following e-book subjects are in design mode as we speak.

- SEO (Search Engine Optimizing)
- Back links
- Content
- Keyword Research
- Wordpress and Bans
- Other affiliate tools
- Web 2.0 sites and how to use them

## ***References***

### **Affiliates to Sign Up with**

The following companies listed you can sign up with and become affiliates with them too.

- [Commission Junction](#)
- [Amazon Associates](#)
- [Link Share](#)
- [Pepperjam](#)

### **Suggested Links**

- [Syndram Designs](#) – Banners, logos, and BANS full installs
- [Start A Niche](#) – Mods for Bans, content packages, and more
- [HOSTGATOR](#) – Domain Hosting
- [Go Daddy](#) – Domain Purchasing

### **Suggested Software**

Once you get going on the affiliate kick you will be looking for ways to make things easier and quicker. We have tried most software's out there and these are the ones we use and suggest.

- [Micro Niche Finder](#) – Makes finding niches a lot easier and faster

- [Article Submitter](#) – Auto submit your articles to many article sites
- [Book Marking Demon](#) – Get social back links to help rank your site

### ***Closing***

There you have it you are now ready to start making as much money as you set your mind too. If you have any problems along the way or need any help please feel free to contact us at <http://startaniche.com/contact-us>

Thank you,  
Rich  
[Syndram Designs](#)