

# So What Is Affiliate Marketing?





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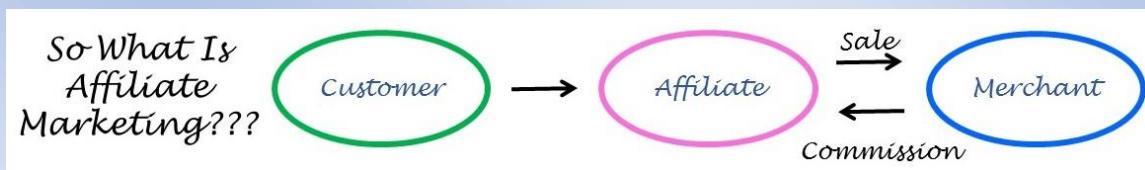
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## Introduction

Welcome to Affiliate Marketing Overview and congratulations on taking a positive step towards your future as an affiliate marketer.

I know you'll find it a valuable resource that you can refer to over and over as you build your business.

I am incredibly lucky to be where I am today.

My Internet business has allowed me to quit my job, buy a new home, and live a lifestyle I could only dream about just a few years ago.

But it wasn't a "no-brainer" to get where I am.

I had to work for it, and there was a lot of trial and error involved. Along the way, I figured out what works and what doesn't. I

also figured out what works **fast**.

What you're about to learn is a step-by-step blueprint for making money online as quickly as possible.

I'm going to show you exactly how I went from zero to making full-time living online without ever creating a product or building a complicated website.

This is how I got started making money online...and if you follow these steps to the letter, you can easily **build your own automatic money machine** within the next 30 days.

I urge you to take advantage of this information as soon as possible.

Every step is an integral part a system that will enable you to build a very successful online business in the shortest amount of time.

Online marketing is not complicated, but it is something that takes hard work, determination and most of all, a mentor—someone to teach you



how to do it right from the start and avoid all the costly mistakes that you would make doing it on your own.

If you do your part and follow this system to the letter, I will do my best to be the mentor and teacher that you need to succeed.

***Read on...***





## Can You Really Make Money Online?

The majority of people who try to make money online have a difficult time getting started.

Once you jump in, you get so much information thrown at you so quickly that it's easy to lose focus on your goals and get sidetracked by things that lead you in the wrong direction.

At this point, you may feel completely overwhelmed. Maybe you're wondering if it's even possible to make money online. But I want you to know something right at the very beginning of this learning process...

**Yes, YOU CAN make money online.**

That might sound like a bunch of rah-rah hype at the moment, but it's important to believe that online success is indeed possible for you. I can say that with confidence because I know I'm not some kind of super-genius unlike other mortals...and I've succeeded.

Sometimes the biggest barrier to overcome is your own doubt about whether or not something you try will work for you. If you don't know, it's tough to get past any speed bumps with confidence. Every time you hit one, your doubt creeps back in and you wonder if it's all a pipe dream.

It's not.

Internet business is business, so you'll have some learning to do, and you'll probably make some mistakes along the way.

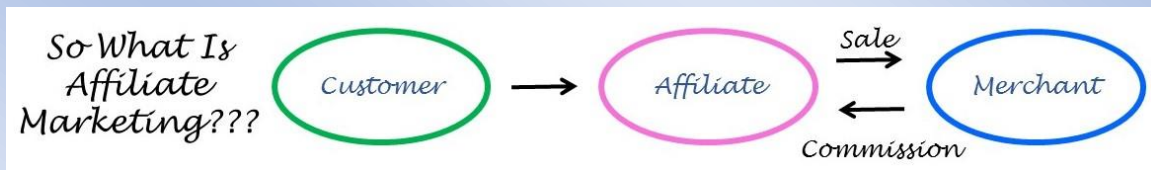


That's life.

But by the time you finish reading this ebook, you'll have all the pieces in place and the jump-start you need to make money online.

I'm going to give you a step-by-step blueprint for success that takes all the guesswork out of this crazy Internet marketing place and firmly places everything into a brand new perspective.

Believe me when I say that my highest achievement is your success story, and I'm going all out to get you there!



## What Exactly is Affiliate Marketing?

When you're starting something new, it's good to define your terms so you know what you're working on. So let's define affiliate marketing in the simplest way possible...

**Affiliate marketing is simply promoting someone else's product for a commission.**

In the offline world, an affiliate is what would typically be known as a sales representative.

But working online, you don't have to wear a suit or drag a briefcase of samples around with you!



And as I'll talk about a little later, **everything is 100% automated**. Sales and commissions are tracked automatically





through web links and cookies, and you receive a check from ClickBank every two weeks or a payment from PayPal at the end of the month.

In fact, once you understand this strategy for making money through affiliate programs, you won't even have to think about it anymore—except when it comes to deciding how to spend the money you've made.

It's a win-win situation for both parties:

- The merchant makes money without any up-front advertising cost (they only pay you if you generate a sale).
- You make money without the hassles of creating a product, processing credit cards, or supporting customers.

**Affiliate marketing is the fastest and easiest way to make money online.**

You simply promote the unique affiliate link provided by the product owner and you can start making money right away.

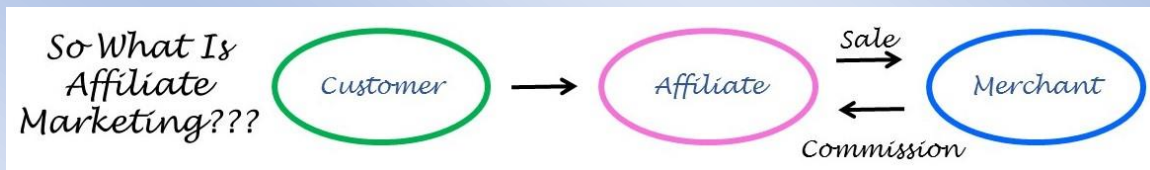
When you're first getting started, you **don't need to create your own products to be successful online.**

Why spend hundreds of hours researching a profitable market and then compiling all of that information into a product you hope will be a good seller?

You can simply **take advantage of other people's hard work** and promote their products helping both you and them in the process.

**All you have to do** is refer people to a merchant's website through your personal affiliate link.

When someone purchases through your link, you get a percentage of the sale.



Sales are tracked by cookies.

A *cookie* is a small text file stored on your visitor's computer containing information that identifies you as the referring affiliate.

When you join an affiliate program, you'll get an affiliate link that contains your affiliate ID.

When someone clicks on your affiliate link, your affiliate ID gets stored in a cookie and then the visitor is sent to the merchant's sales page. If the visitor buys the product, you get credit for the sale and earn a commission.

Affiliate marketing at its basic level is actually pretty simple. In fact, the whole process is as easy as 1 – 2 – 3...

1. Find a product you want to promote...
2. Join their affiliate program...
3. Promote your affiliate link...
4. Collect a check!

Ok, so maybe it's as easy as 1 – 2 – 3 – **4**, but why quibble?



## Getting Started As An Affiliate

To make money as an affiliate, all you really need to do is build a list, build relationships, and sell stuff.

### Sounds simple, right?

Of course, there are minor details, like building a website and driving traffic. But if you concentrate on these three things, you will be successful.

Let's talk about *conversions* for a minute, because that's really the most critical piece of the affiliate marketing puzzle.

**CONVERSION for an affiliate marketer is when a visitor buys the product you recommend.**

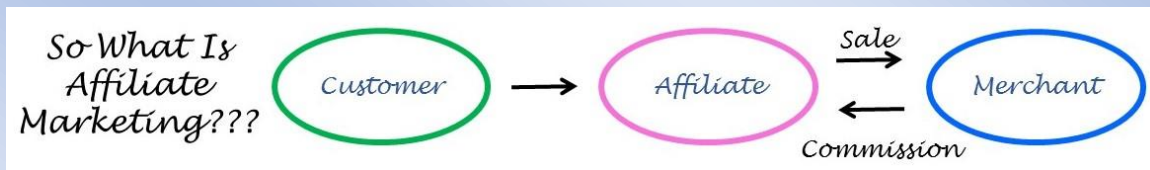
### Three factors count most for conversion:

1. The number of visitors you send to an affiliate product sales page
2. The number of visitors who buy on that sales page
3. The commission amount you get

Let's do the simple math.

If you send 100 visitors to a sales page that converts at 3%, you'll make three sales.

If your commission is \$20, that means \$60 in total commissions for your three sales.



Dividing total commissions by total visitors gives you your profit per visitor, or 60 cents in this example.

But those factors aren't necessarily constant. Changing them can make a big difference in your income.

If you send 80 visitors to a sales page that converts at 5% and pays you \$20 in commission, you make four sales and \$1 per visitor.

Fewer visitors, translates into more money, because the conversion rate is higher.

**And that \$1 per visitor profit is a great target to shoot for.**

But most salesletters don't convert at 5% without some pre-selling.

If your prospect is already convinced that she wants to buy, then the conversion rate for the same salesletter that normally converts at 3% could jump to 5%, 8%, 10% or even higher.

**If you build a relationship with people and earn their trust, they are more likely to act on your recommendations.**

Think about it...

If a friend recommends a movie to you, how likely are you to watch it?

If a friend recommends a certain camera, how likely are you to at least research the exact make and model he purchased?

**The bottom line is...if you can get \$1 per visitor for any product, then you're doing well.**

**Any more than that is just gravy.**





## The Plan

Based on what I just told you, it should be obvious that you need to focus on finding products to promote that convert well. Here's how I do it...

### Step 1: Find Profitable Products

First you choose a market that you know will be profitable and then select 3 or more products that you want to promote.

You don't have to know anything about the market just yet, but you should have a strong desire to learn about it at least.

That's because you'll need to invest in the products that you promote so you may want to do some research first to see what others have to say.

Next you should act on what you learn.

Prove to yourself and your prospects that it really works by using the product and getting some real results.

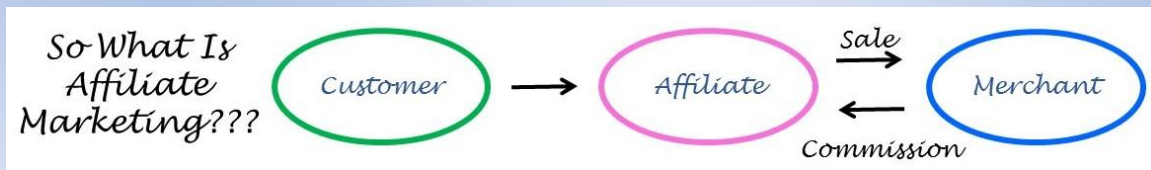
Even a small milestone is worth talking about.

NEVER promote a product you don't believe in and haven't tried for yourself.

### Step 2: Create A Report

Next, you should create a 3-5-page report on the subject.





I say “create” because you don’t have to write it yourself. You can outsource it or use existing content.

But it needs to be good enough to impress your readers so they respect you and will listen to your advice when you recommend an affiliate product to buy.

### Step 3: Set Up A Squeeze Page

Once your report is finished, you’ll need to set up a squeeze page and give away your report to collect leads.

This **MUST** be a direct response page where visitors have only two options: join your list or leave.

It doesn’t have to be super fancy, but it should look clean and professional.

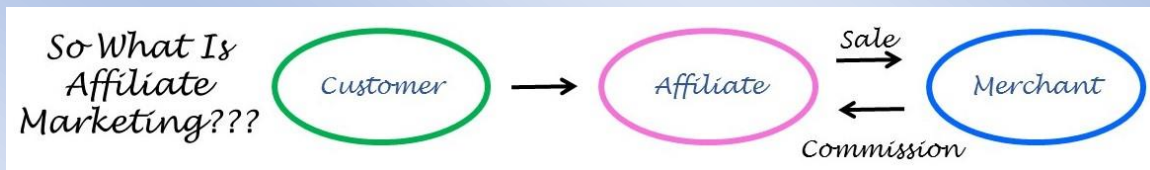
You can always buy a graphics package later and split-test.

### Step 4: Install A Blog

Next you need to install a blog and all the necessary plugins to make it appealing to search engines and social media sites.

You should choose a simple blog theme without too many distractions.

The goal is to get people to read your content and buy the affiliate products you recommend – if they go off somewhere else, they may not come back again!



## Step 5: Write Promotional Emails

After you set up your website, you'll need to write some emails to promote each affiliate product.

This can range from 2 or 3 e-mails up to 20 or more, but however many you write, you should send them over a period of 1 or 2 weeks.

Each email should include quality content that your readers will look forward to and an offer for one of your products.

Don't confuse your reader – stick to one product at a time.

Load the emails into your autoresponder and schedule them to go out at least every other day. Daily (or even more than once a day) can also work well.

Don't be afraid to sell right away.

Otherwise, your subscribers will always expect pure content.

Make it clear from the start that you will be recommending products that you truly believe will help people.

## Step 6: Drive Traffic To Your Site

The next step is to drive traffic.

Your blog will be the center point of your niche business.

That's where the relationships start to form and people migrate onto your list and purchase the affiliate products you recommend.

The best part about this traffic generation system is that it's completely free.



You're going to use social media sites and other free sources to drive traffic to your blog and onto your list.

Note that I did not say you should drive traffic to an affiliate product sales page.

That's would be a huge mistake, because it keeps you from building your own list.

I'll talk about this more in just a minute.

But how do you get the traffic you need to build your own list? It's not hard:

**Create two additional blogs for each niche market you enter.**

It's the same blog really, but in two different places.

The point is you want back links from high-traffic sites with high PR, so you'll want to create a separate blog at

- Wordpress.com and
- Blogger.com

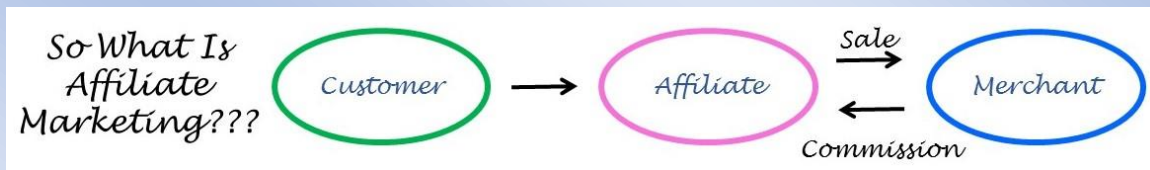
for each niche market you enter.

Just make a quick post that links back to your money blog.

You can also link to your blog in high-traffic forums, groups, and classified ad sites. And here's how you get your post...

**Write an article and post it on your blog.**

The article should be 300-500 words and optimized for two or three keywords.



If you have a list of any size, you should send a broadcast to let your subscribers know about your article.

If you install all the plugins that I recommend (more on this later), your post will automatically be submitted to 20 social bookmarking sites.

That will give you a few visitors and some excellent back links to your blog.

There are a few additional bookmarking sites you should submit to that won't accept automated submissions.

### Submit your article to the popular article directories.

I recommend using an article submission service or software for maximum exposure.

But if you're on a tight budget, you can just submit your article to the top directories, including:

- Ezine Articles,
- Go Articles.

### Post your article on social media sites

Posts on Facebook, Twitter, Google+, Pinterest (and any other social media you use) with a link back to your blog are great.

In addition to the direct traffic you'll receive, they also help your chances of being listed higher in the rankings for the keywords you targeted in your article.

But BEWARE.





Social Media doesn't always like affiliate links, and 'raw' affiliate links tends to be quite random and meaningless, and as a consequence, many people don't trust them.

There are a number of free services out there that will help you to hide your affiliate links (biy.ly, tiny url etc) but in general, they're not particularly trusted either as they tend to be used by scammers.

I use [Link Supercharger](#), which, for a small initial investment, converts all my links to look more professional and trustworthy.

Convert your article into a video and submit to all the video sharing sites.

This will generate a surge of traffic and back links to your blog.

To create your video, you can use free software called Windows Movie Maker that comes with your computer. Just create slides from your article and then add audio by speaking into a microphone while viewing the slides. You can also add music to make it more appealing.

Alternatively, you can use PowerPoint to create a presentation from your article and then record the video with audio using screen capture software like CamStudio or Camtasia.

There are services out there that will submit your video to multiple sites at once, but generally, that's quite an expensive option, and at least initially, it's probably best to do this manually!

Once you've taken those steps, you'll have a steady flow of traffic coming into your blogs, which you can then direct to your squeeze page and affiliate products you're promoting.

As people sign up, you'll be building your own list.





## Step 7: Find JV Partners

Once you build a list, even a small one, you can grow your list super fast with joint ventures.

Ad swaps are the easiest way to multiply your efforts and grow your list without a lot of effort.

One good JV can add 100, 500, even 1,000 new leads to your list overnight.

Swapping ads with other publishers should be a regular part of your marketing strategy.

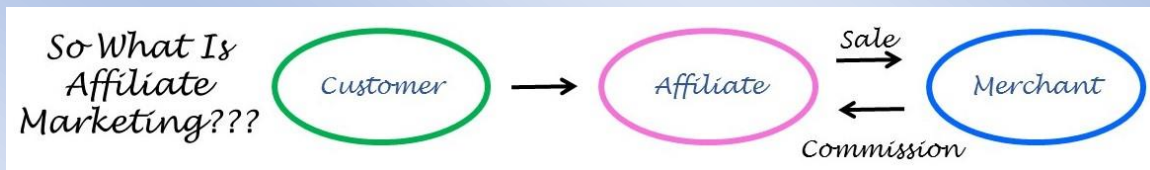
And as your list grows, you'll have more leverage to bargain with merchants for joint venture promotions.

Once you develop a system for generating traffic, you'll want to expand your reach by outsourcing simple tasks like article and video submissions.

That will free you up for the important things like researching new markets, building relationships and acquiring new customers.

### **So to recap, the plan is to:**

- Find a hot niche market,
- select profitable products,
- create pre-sell content,
- set up your squeeze page,
- develop a traffic system,
- ramp it up with JVs,
- **repeat the process in another niche**



## Building Your Automatic Money Machine

Most merchants show their affiliates how to make short-term profits.

Everybody wants quick cash, right?

The problem is that once the techniques stop working, you go broke and scramble to find the latest shortcut.

Hey, I got slapped by Google and watched my AdSense income dry up overnight.

And trust me, Google do change or enhance their advertising policies quite often, and ads that have run happily for some time are suddenly banned.

Thankfully, that wasn't my only source of income.

What I really needed was a way to make consistent money confidently.

Short cuts rarely give you the consistency or confidence you want (and need).

Does this sound familiar?

*"Make money online without a website or a product starting 15 minutes from now!"*

That's the typical pitch for the latest short cut.

Here's an example of a "get rich quick without lifting a finger" system:

1. Find a popular product in the ClickBank Marketplace



2. Use Google AdWords to drive traffic to the merchant's website
3. Wait until you have at least 300 clicks on your ads
4. If your total commissions exceed your ad spend, ramp up your campaign with more keywords and expand to other PPC engines (Bing, Facebook etc)
5. If you're not making a profit after 300 clicks, dump it and move onto the next product

### **That sounds logical in theory.**

But here's what happens to most people:

1. They spend \$50-100 to send 300 visitors to a merchant's site
2. They make one or two sales and make \$20-40 in commissions
3. They lose money and quit, thinking that it's all a scam

Meanwhile, Google dumps even more money to their (Google's) already over-sized pot and the merchant you promoted makes out like a bandit.

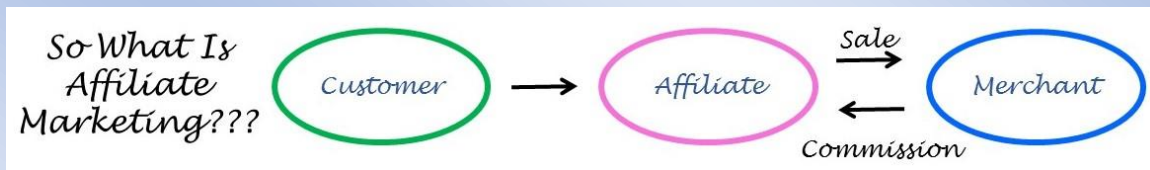
He not only makes a little cash from your efforts, but if he was smart, he also grabbed at least 100 leads from the 300 visitors you sent to his website and made went on to make even more money on other products and services related to the initial offer.

### **You are getting cut out of the loop!**

But it doesn't have to be that way. Let's look at another scenario:

1. **YOU** send highly targeted traffic to **YOUR** squeeze page where they opt in to **YOUR** list to get **YOUR** free report.

**These are YOUR leads to keep**



2. **YOU** build the relationship with **YOUR subscribers**.  
**YOU** recommend affiliate products that you truly believe will help them achieve success.
3. **YOU** follow up automatically with multiple back-end offers for related products and services that you have personally used and recommend.

See the difference?

### **You're in control.**

**You profit** from somebody else's product, and he (the merchant) benefits from the sales you send him.

But he doesn't siphon off every ounce of benefit from your efforts.

### **You both win.**

That's how it should be, and it's why I recommend the approach I've told you about.

And I have even better news.

If you use this approach...





## It All Runs 100% on Auto-Pilot!

Your main goal as an affiliate is to drive traffic to your squeeze page and convince people to opt-in to your list so you can follow up and *pre-sell* your prospects with quality content.

Why?

Think about this...

If you spend time and money to drive traffic to a merchant's website, fewer than 5% will buy.

So what happens to the 95% who don't buy?

If you aren't capturing your visitor's email addresses, you're throwing money right down the drain.

If you get people to join your list first, you can sell multiple products to the same prospects and maximize your efforts.

The long-term profit potential of your business relies on repeat sales from the same customers.

### **Can you see why it's so important to capture leads?**

It really is the most critical skill in affiliate marketing, and many people neglect it entirely.

Why drive traffic to a merchant's website and hope for a sale, when you can get them on your list first and have more control over the conversion process?

You've got to expose people to your message multiple times (often 5-12 times) to maximize your chances of making a sale.





Ultimately, this will save you so much time and money you'll wonder why you ever did it any other way.

Before you even think about generating traffic to your site, you need to make sure that your marketing system is in place first so you can maximize your profit from the traffic you drive to your site.

The basic components of a marketing system are:

- A hot product to promote
- A squeeze page to collect leads
- A followup system to sell for you
- And traffic

Once you learn how to build a marketing system correctly, you can do it over and over in any profitable market.

Now you can understand that what I've described as the best way to promote affiliate products is really a specific example of a marketing system that works well.

The process is simple and once you understand and apply the principles I've outlined for you, you'll have your first automatic machine up and making money within a week.

Affiliate marketing has to be the easiest way to make money online.

You don't need a product or a complicated website and you don't have to handle customer support.

All you have to do is refer people to a merchant's website through your affiliate link and you get a percentage of the profits.

The downside of affiliate marketing is, at the end of the day, you're still just a commissioned sales person working for someone else.



Well, that's the downside if you make the biggest mistake most affiliate marketers make:

## **The biggest mistake you can make is to send prospects directly to a merchant's website.**

If you do that, you'll miss out on the chance to build your own list, and that list is the basis of your long-term profits.

Your list will give you a chance to sell to those people again, and will give you leverage in partnering with other marketers (for ad swaps, cross-promotions, etc.) to grow your list exponentially.

The critical element for long-term success is to build an opt-in list of buyers, meaning people who trust you and purchase the products you recommend.

If you get people to join your list first, you can sell multiple products to the same prospects and maximize your advertising efforts.

The long-term profit potential of your business relies on repeat sales from the same customers.

Fewer than 5% will buy on the first visit.

So what happens to the 95% or more who don't buy?

**The truth is...**if you aren't capturing your visitor's name and email address, you're throwing money right down the drain.

**Having a large and responsive list is like a license to print money.**

It takes just a few minutes to send a special offer to your list and you'll see money coming in within minutes of pressing the 'Send' button.



And it's really not that complicated.

## Autoresponder Service and Squeeze Page

As I've described, all you need is a simple squeeze page to capture leads and a quality [autoresponder service](#) to follow up.

There are a number of autoresponders out there. I find aweber the easiest and most convenient to use.

[You can find it here](#)

If you want to be a successful affiliate marketer, **you simply have to capture leads** and build a good-sized list.

With just a few thousand subscribers, you can literally create cash on demand.

It isn't difficult to craft a good letter and make \$300-500 in a few hours.

Heck, one of my campaigns made **\$12,813.68 in just two days!**

**The real beauty of this system is the fact that you actually make money while building your list for free.**

It doesn't get any better than that!

Are you ready to get to the nitty-gritty of setting up your first affiliate income stream?



***So let's begin...***