



# AFFILIATE MARKETING NEWBIE TO PRO

SIMPLE STEPS TO BECOMING A  
PRO AFFILIATE MARKETER





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## Affiliate Marketing Introduction

What is affiliate marketing?

In the broad sense of the term it's earning commission for recommending a product or service. Now this can be for anything imaginable these days and when I say that I'm not exaggerating!

Almost every product or service online has an affiliate program attached to it. From holiday companies, to baby clothes to small business internet marketing products selling software.

Yes, affiliate marketing is a huge huge business and fortunately for you, one of the easiest to get into.

The idea behind affiliate marketing is that you promote products, through an affiliate network, earning a commission if your audience buys thanks to your marketing efforts via your affiliate link.

The end result is you earn a commission based on a percentage set by the vendor. This percentage solely depends on the amount set by the vendor and can range from 1% to 100%

The ultimate goal is to make money while you sleep and buy time. A phrase once coined by Pat Flynn of Smart Passive Income, is the 'Work hard now and reap the rewards for years to come'.

What does this mean?

Most marketers either started or have a fork of their business in affiliate marketing. It's simple to setup and can earn a great income.

So, when you hear 'work hard now' this simply means build your affiliate income stream now and the benefits will reward you for years to come as long as you drive traffic or ad revenue (which we will get to).

So what is an affiliate?

An affiliate is sometimes also known as the publisher. Affiliates can range from single individuals (more focus on this in this book) to entire companies. Some of these



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companies you may have heard of such as Go Compare, Compare The Market, Biz Rate etc. These are all comparison sites which turn over millions in revenue per month/year for advertising services created by other companies.

These monster size businesses use one location to promote what is essentially a service provided by another business for a commission. E.g. Let's say you want insurance and search for a comparison site to get a great deal on your next insurance. When you find the deal you like you are then passed to the insurance company who gave you the best deal.

The recommendation is now complete. You receive the best deal, the insurance company receives your money, the comparison site receives a commission for bringing you the buyer into the insurance company. Simple...

As an individual or small business, the focus on affiliate marketing is practically the same, simply on a smaller scale with more niche focus surrounding your own business or if you are just starting out, your choice of niche to build focus around.

The process of earning an affiliate income is the same. You promote a service or product for a set commission. The product vendor deals with the customer and you earn an income as a commission.

Right now, you may be thinking, this is cool, so how do I get started?

There are multiple ways to get started and in the coming chapters we will look at all the elements surrounding affiliate marketing and how you build your affiliate marketing business.



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## Types of Online affiliate marketing and what is right for you?

There are 3 main channels for affiliate marketing and the affiliate (you) will try to market to the consumer on whatever channel works for them. This could be 1 main channel or all 3 channels. These 3 channels can be broken down into subcategories of channels, so realistically there isn't exactly 3 channels, but subsets of channels. So what are the 3 main channels of affiliate marketing?

1. Websites, blogs and dedicated marketing sites for individual or niche products
2. Social Media sites such as Facebook and Instagram and Youtube. (Some of the biggest affiliate revenue is made here).
3. Search engine ads

**So now we have established the channels, let's break this down into subcategories:**

1. Websites, blogs and dedicated marketing sites for individual or niche products
  - a. Websites and blogs allow for email address collection. This brings direct email marketing via affiliate links into play.
2. Social Media sites such as Facebook, Instagram and YouTube. (Some of the biggest affiliate revenue is made here).
  - a. If you work social media only (social media influencers spring to mind) 1 video can be repurposed across multiple platforms. Remember, 1 piece of review content can be split between all social media sites.
3. Search engine ads
  - a. Search engines ads can link back to websites and squeeze pages where you can again build your mailing list and incorporate email marketing offers.

### So what is right for you?

Let's start off with what you are interested in? This really helps when it comes to deciding on what you want to promote.

**Here's a story** - I have a friend and she loves being a mom. Starting as a stay at home mom, she decided she wanted to create a revenue stream in affiliate marketing.



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So, she built a website which advertises mom stuff, things to do with kids and the surrounding area activities. It's a highly useful and informative site used by local people only. (think geographically small)

Within the info she provides she advertises mom stuff on the side bar of her blog, such as baby clothes, pushchairs, high chairs, travel systems etc and grabs a decent return from the info she is providing by way of an affiliate income.

As we discussed earlier, it depends on the commissions, but 10% of a \$600 travel system sold to 4 people is \$240 commission and she doesn't have to deal with admin, questions, distribution or anything... and this is only 1 product from her site. Multiple products sold from her site making only small commissions to large commissions mounts up to a great revenue stream.

However, this is not the end...

She now decides to diversify to social media. She is already alerting people when her site is updated and new info is online via Facebook, but now she can see the potential for growth. Not in her site but in her business as a whole.

### **So, she creates 3 more channels**

1. A Facebook page which discusses mom issues and is used for alerts for her websites and product releases
2. A landing page on her website which provides mom info. She offers a free mom guide and a monthly newsletter in exchange for an email address
3. She starts an ad campaign via Facebook and Instagram for the most successful buys from her websites, based on the most successful commissions. e.g. Travel systems are crushing it, so she creates a Facebook and Instagram ad to promote the travel system via her affiliate link.

### **So now, she has all channels in play:**

1. A websites offering info and affiliate products
2. A squeeze/landing page to gather email addresses to email market to
3. A Facebook page and Instagram chanel to provide info and deals from her pages and feeds
4. An ad campaign to promote products outside her regular traffic circle and beyond

What else can she do?



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Since she already has a Facebook page, insta pages, she now creates a YouTube channel to repurpose her efforts across all social media sites. Remember when we said 1 video can be repurposed? This is exactly what she did.

So, now she has a YouTube review site affiliated with each product she reviews, linking back to her Facebook page, Instagram page, website and landing page. She is now getting more visitors, more subscribers and earning 10x compared to where she started with her first websites!

This is a true story and a great example of how to start an affiliate marketing business and go from newbie to pro in a short space of time. Plus this isn't hard to set up if you take it one step at a time.

Give it a try...



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## Using Leverage to Setup Your Affiliate Marketing Business

You don't have to go alone in the business. It's 2021, so it's not like you have to think of everything! A little investment can go a long way to helping you get your own business off the ground very easily.

**Take a look at these services below:**

- Fiverr
- Any Task
- Freelancer
- Facebook Ads
- BuzzSprout (podcasting services)
- Blue Host (start your own blog for under \$10 PM)
- Youtube using (Youtube to setup and find tutorials)
- Wordpress blog (free blog services)
- Optimize press (landing pages and squeeze pages for signups an free offers)

**Let's break each service down to see what they can provide you with?**

### [Fiverr](#)

"Where There's Fiverr, There's A Way. Expert Freelancers For Every Need Are Waiting To Help. Need To Get To That Finish Line? Get There Faster With Talented Freelancers By Your Side."

So what is Fiverr?

Fiverr is a freelancing service that pretty much covers everything digital for a minimum cost of \$5 called gigs.

You can hire people to create a gig for you for pretty much anything, from building websites, to graphics, explainer videos, intro video clips, voice over, talking head reviews. There is literally anything available to buy on this site to help you build your business.





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### [AnyTask](#)

“AnyTask is a fairer freelance marketplace, offering zero seller fees and no reliance on sellers having a bank account. For the very first time, thousands of new freelancers are now selling their digital services with AnyTask, who previously were unable to on other platforms.”

So what is AnyTask?

Any task is a little like Fiverr, but cooler. Freelancers offer similar services, but they are also gearing up for the introduction of digital integration of NFT's, gaming services and more.

Whatever you need can be found on Anytask.

### [Freelancer](#)

“We've Got You Covered. From Designers, Developers and Writers to Admins and Accountants”

FreeLancer is a well established do it all freelancing website. You can hire anything from writers to accountants and more. Any job you need doing you can find a professional to do it for you on this site.

### [BuzzSprout](#)

“The best way to host, promote, and track your podcast. Start your podcast today! The best way to host, promote, and track your podcast. Free for 90-days! Satisfaction Guaranteed. World class support. Connect on any device. Helpful Support. Easy to Use. No contracts.”

Podcasting has been around for a while and the growth rate has been extraordinary. From pop stars, to scientists , you can now listen-in to almost anything you like, wherever you like, whenever you like.

And yes, podcasts can be monetised with affiliate services and sponsors.

### [Blue Host](#)



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“Powering Over 2 Million Websites Worldwide. Bluehost® Gives You The Best Hosting Options. Optimize With Design Freedom, Marketing Tools, Insightful Analytics and Scalable Growth. All-In-One Platform.”

If you require web hosting for your new affiliate marketing biz look no further. They offer a free domain, free SSL Certificate, 1-Click WordPress Install plus 24/7 Support.

Remember, as BlueHost's packages are unlimited (unlimited space on SSD storage, unlimited domains and unlimited bandwidth) you can add as many websites, review sites, squeeze pages and download pages as you like, no need to keep buying more hosting!

This is the one-stop-shop to hosting your entire biz.

### [YouTube](#)

“YouTube is an online video sharing and social media platform launched by Steve Chen, Chad Hurley, and Jawed Karim in February 2005. Its users watch more than one billion hours of videos each day.”

We all know what YouTube is right? YouTube can provide you with so many opportunities for learning, some people say the need for conventional school could be challenged.

Not only will YouTube serve as a platform for affiliate reviews and making an income from views and ads. YouTube will also serve you as a learning platform, and a free one at that!

Use YouTube to your advantage and pick-up some free affiliate marketing courses, graphics courses, Blogging courses and much much more to help you build your business.

### [Wordpress](#)

“WordPress is a free and open-source content management system written in PHP and paired with a MySQL or MariaDB database. Features include a plugin architecture and a template system, referred to within WordPress as Themes”

Essentially a blog is a website. That's it, nothing more than a simple-to-setup website with some very powerful features to make web-mastery very easy and usable.



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Before the introduction of WordPress and Blogger blogs, content had to be created on websites and message boards. Thankfully this is now not the case and I feel there is not one person in the world that can't create their own blog and benefit from it.

You can use WordPress to setup websites, giveaway pages and much more using it's awesome theme features. Coupled with [Blue Host](#) as a host your business can truly lift off.

### [OptimizePress](#)

"Build a website that gets you more leads and sales. OptimizePress is a complete WordPress tool suite that helps you create pages & funnels that grow your list and make more sales."

OptimizePress is a paid for service that provides simplicity and additional tools to make Wordpress development very very easy indeed. Need a quick squeeze page, OptimizPress can do it. Need plugin features at the click of a button? This program can do it.

For the purposes of affiliate marketing and building websites for reviews and grabbing leads and email addresses, this is perfect.

The tools explained here will be a great advantage to your business. Add in some hardware such as a smart phone for video or a DSLR camera, a good headset mic and some free video editing software such as lightworks and you are ready to take on all affiliate marketing avenues.



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## Where Do you Find Things to Promote?

Where do you find products to promote from within your affiliate business channels. I say channels, because at this point you should have more than 1 affiliate marketing channel setup to promote affiliate links and your business.

Essentially there are 2 types of promotional links.

1. Stand alone business links - these are the links provided solely by the business owner to you and affiliate
2. Affiliate companies - these companies manage the affiliate programs for bigger corporation via a central location

Let's dig into both right now!

### Stand alone business links

Stand alone links require searching for your own affiliate link from the businesses or the companies you want to promote.

Let's look at an example - [BlueHost](#) web hosting. By now we should all be familiar with web hosting. It's a requirement for almost all online businesses especially if you require a blog or landing pages for your business.

OK, what do they offer?

### Here's an extract from their site:

"Simply promote Bluehost on your website with custom banners and links. For every visitor who clicks through these links and signs up, you will receive \$65. Help others learn why Bluehost is so great. The more you do so, the more you make!"

So, looking at the extract from their website they offer each affiliate \$65 per signup. Now, looking back at the previous chapters and the ways in which you can promote BlueHost, via your marketing channels you should see the power of how much you can make.

Now, imagine, you create a review site and links on your blogs and recommendations on YouTube etc about how and why BlueHost is the greatest hosting company in the world. Eventually you will start to see traffic traction and subscriptions via your affiliate



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links. It's with these subscriptions, you will see a flow of \$65 payments into your account.

**Now let's dig into the math.**

Imagine you are seeing traction enough for one lead per day (easily achievable), that's \$455 per week and \$23,660 per year! All from one affiliate marketing campaign.

### Using an Affiliate Company or Network

The same rules apply to affiliate companies. The only difference is the affiliate company handles the affiliate account for 100's of companies and handles the payment links and payout.

Using a company or network to handle all the affiliate side of your business is a shrewd move from a company perspective. The vendor does not handle any payouts, links, banner ads or any side of the affiliate business. They simply pay a small fee for someone else to act on their behalf.

So what does that mean for you, the affiliate marketer?

In short you can apply to become a promoter of all companies inside the affiliate marketing network, they will give you the links and tools you need and handle the payments. Nothing really changes, only the way you get your links and tools and how you get paid.

In truth it is probably easier to use an affiliate company rather than a stand alone business because you can centralise your campaigns and payments in one place. They also supply great metrics and analysis tools to see where your leads are coming from and how many people are signing up or not.

These analysis tools are a great way to improve your business and make more income.

**Some of the main affiliate networks within the marketing space are as follows:**

Clickbank, Shareasale, JVzoo, Hotmart, Clickbooth, Ads 4 Dough, Commission Junction, Amazon Affiliate Program, and eBay Partners Program.

Check them out and apply to become an affiliate. They are all free to join!

Once done, get started with your campaigns.



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### The 3 Things All Affiliate Marketers Need

Now every affiliate marketer is always looking for the successful market that gives the biggest paycheck. Sometimes they think it is a magic formula that is readily available for them. Actually, it is more complicated than that. As we have discussed, it is simply good marketing practices and working in all channels with hardwork and dedication that eventually pays off.

With these top three affiliate marketing tips and tactics, you will be able to increase your sales and survive. Remember, not all channels are created even, some may work for one campaign, you may see better results from another. This is where your analysis tools come into play.

#### What are these three tactics?

#### 1. Using unique web pages to promote each separate product you are marketing

Do not lump all of it together just to save some money on web hosting. It is best to have a site focusing on each and every product and nothing more. So in short, don't create a supermarket of affiliate links for all kinds of wonderful commissions. Dedicate your site to one cause only and promote that niche. This is way more attractive and searchable.

Always include product reviews on the website so visitors will have an initial understanding on what the product can do to those who buy them. Also include testimonials from users who have already tried the product if the vendor allows you to use them or supplies them. The more real evidence of a product doing what it says on the tin is great marketing!

Write articles or blog posts on your sites highlighting the uses of the product and include them on the website as an additional page. Make the pages attractive, compelling and include calls to act on the information. Each headline should attract the readers to make them carry on reading and even allow them to contact you as your campaign builds confidence. Highlight your special points. Doing so will help your readers to learn what the page is about and push them to find out more about the product.

#### 2. Offer free reports to your readers

If possible try to position a subscription box at the very top of your pages, this way you can create a compelling offer and grab the subscribers email address. Once you have the subscriber on your mailing list you can send them direct emails to affiliated products.



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Check out companies such as Aweber and Get Response, to fulfill the email collection and provide the subscription boxes.

Once you have the subscribers on your list, this is now another great channel to build on. You can now create autoresponder messages that will be sent to those who input their personal information into your sign up box. Create compelling emails to send to your new leads explaining the benefits of the products you are promoting and of course why they need them. Remember, try not to be too 'salesy' people should be buying because they need the product, not because they were told they needed it.

Remember to focus on important points like how your product can make life and things easier and more enjoyable. Include compelling subject lines in the email. As much as possible, avoid using the word "free" because there are still older spam filters that dump those kinds of content into the junk before even anyone reading them first. Also, try to convince those who signed up for your free reports that they will be missing something big if they do not pick up the products and services you are offering.

### **3. Get the kind of traffic that is targeted to your product**

Think of it like this... if the person who visited your website has no interest whatsoever in what you are offering, they will move on and never come back. So focusing on your target customers and niche is exactly what you have to do to grab their interest.

Try writing a minimum of 2 articles per week on your blogs and social sites, with at least 500-800 words in length. Once you write these articles, don't just move on to the next one. There is more work to be done sharing and posting them on social media and content sharing sites. Even go as far as generating ads for the content or sites you write on or about.

If you can generate as much as 1,000 targeted hits for your website in a day, you can use your analytical tools to study your strike rate and conversions. If you are converting 1 sale in 1000 then you have a problem and your content or calls to action need to be looked at. A 10% strike rate is a good baseline. But look into pumping up those numbers to 20% and beyond.

These tips should serve you well for your affiliate marketing programs and websites. You should maintain a good source of income from your first website. Once this is established, focus on site number 2, 3 etc etc and as mentioned earlier the other marketing channels.

Just think of the huge paychecks you will be receiving!





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## How To Become A Super Affiliate In a Niche Market

In this example we are going to look at a single niche and look into how you can focus on one subject and promote that particular niche to earn an income. Let's take a look at BlueHost again...

Over the past years, web hosting has grown bigger than ever. With more companies getting into this business and finding the many benefits it can give them, the demand for web hosting has never been higher. These seem to be the trend of today.

38 million people put up their very first websites online in 2005. Now the number of websites online is at a staggering 1.7 Billion today!!

Imagine being the sole affiliate for that hosting company? I digress...

### **This only means two things?**

1. Hosting is becoming more popular
2. People are looking at more websites

**Both of these options have the potential for an affiliate income.**

So how do you become a successful affiliate in the niche markets using web hosting?

If you think about it, everyone who needs a website needs a web hosting company to host it for them. As of now, there is really no leading hosting industry so most people choose hosts based on recommendations. Usually, they get it from the folks that already have a particular host and have had no problems (word of mouth). Alternatively, they buy the cheapest (not always a good idea).

With the many hosts offering affiliate programs, there is the tendency to find the one which you think will work best for you and go for the highest commissions. This again, isn't always the best option. You need a balance of great service as well as good commissions. BlueHost has achieved this in spades.





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### So how did they do it?

Simple, they pay great commissions and offer an extremely low entry price for hosting and a domain.

They advertise a hosting fee of \$4.95 and a free domain, which if you are looking for a hosting account and a domain for the first time is a no brainer. It's this combination of cheap, reliable hosting and company reputation that people sign up for.

**It's the \$65 commissions that the affiliate marketer signs up for...**

**Let's take a look at another story about a guy who lost his job. Let's call him Pat...**

Pat lost his job and decided to start a blog about making an income online. After a short time his blog started to gain traction, people enjoyed his content, his strategies and the smart fun project he was undertaking online.

Pat had a resources page on his make money online blog and on this page was a short YouTube video - **Start your own blog in under 3 minutes**

This video consisted of Pat signing up for a BlueHost account, buying a domain and starting his first blog. Simple and highly effective, but nothing really special in the grand scheme of affiliate marketing.

However, Pat knew if he could push enough traffic to his video and visitors clicked his link he could create an affiliate income from his quick and easy solution video.

Since Pat's website was growing and his fanbase increasing, he pushed the video on his website, his mailing list and his social media accounts. Always remembering that each subscriber would net him at least \$65 per signup.

Now, cast your mind back to this **"38 million people put up their very first websites online in 2005. Now the number of websites online is at a staggering 1.7 Billion today!!"**

You maybe thinking why would so many people need a website? They don't but the thought and the opportunity to create one was easier than ever, so simple in fact it could be done in under 3 minutes.



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### So what happened next?

Pat crushed it, a Youtube traffic explosion netted him over \$20,000 per month on commissions alone from BlueHost.

The best thing about this is he is still getting those numbers today and even more in other commissions and business avenues.

I hope you can see the power of affiliate marketing and what is possible by simply creating a business that takes hard work now, but can pay you for a very long time to come.



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## The Best Affiliate Programs to Promote?

How do you choose a good affiliate program to promote? Here are some tips you may want to do your own due diligence on before choosing one:

### 1. A program that you like and have interest in

One of the best ways of knowing if a program is worthy of a promotion is if you are interested in purchasing the product yourself. If that is the case, chances are, there are many others who are also interested in the same program and products as you, therefore the products you are interested in should be of high quality and offer a good return as an affiliate. Remember returning customers are worth a lot in recurring affiliate paycheque revenue.

### 2. Look for a program that is high quality and pays well.

For instance, look for one that is associated with many experts in that particular industry, that is high quality and offers good returns for your affiliate promotions. BlueHost comes to mind as a business model here.

### 3. Join in the ones that offer real and viable products.

How do you know this? Do some initial research. If possible, track down some of the members and customers to give you testimonials on the credibility of the program.

### 4. What's hot in the market? What are people talking about?

This will ensure you that there will be more and continuous demands for your referrals. Make inquiries. Use social media, forums and group discussions you can participate in to get good and reliable feedback on what's hot in chosen affiliated product niches you are interested in.

### 5. Find a program with a good affiliate plan. Remember the BlueHost example of \$65 per lead.

There are some programs offering great compensation. Look closely for one. Do not waste your time with programs that do not reward substantially for your efforts. However, always remember quality will also pay dividends.



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**6. Be aware of hidden quotas that you must fulfill or sales targets that are too hard to achieve.**

Some affiliate programs impose prerequisites before you get your commissions. Just be sure that you are capable of attaining their requirements such as minimum sales and amounts earned. E.g. you may have to earn \$500 before your first payout.

**7. Select a program that has plenty of tools and resources that can help you grow your affiliate campaign in the shortest possible time.**

Not all affiliate programs have a wide range of tools. Use the tools at your disposal to create a campaign. Look out for additional tools such as graphics, email copy, free guides and reviews. These are a great help.

**8. Check out if the program has proven metrics to analyze your performance.**

Also check if they have it available online for you to check anytime and anywhere so you can improve on the fly.

**9. Look out for programs that have monthly incentives and subscriptions.**

Recurring income is the king of affiliate marketing. If a business can pay you each month every month for very little work on your part, you earn money in your sleep.

**10. Be aware of the payout threshold of your program.**

Some affiliate programs have a minimum threshold for affiliate payout. Ensure this is not too high that you can't retrieve your money.

Knowing the kind of program you are getting yourself into can prevent future problems you may encounter when looking for high quality programs to support and earn an income from.

Use these 10 tips to guide to successful promotions in the future.



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## Earning With Social Media Ads In Your Affiliate Marketing Business

Once your affiliate marketing business starts to gain some traction, you can start thinking about paid advertising. However, please remember at this point, your business can be relatively inexpensive. Adding paid ads to another leg of your business can and will cost you to buy the ads.

So what matters here are conversions. You hear the saying - if you can turn \$1 into \$2 then you are on for a winner. This is what you are trying to do. Turn a profit from your ads and profit over the cost of the ad.

Imagine paying for people to read your social media posts? Depending on the product price, you may only get a few dollars or even cents per sale of your affiliate product, so the margin you can spend on ads is not very big.

So what you need to do at this point is research your products and conversions to make the ad profitable.

Another angle you can take with ad promotions is directing people to a mailing list or a squeeze page to sign up for an informative webinar via the paid ad. Doing this has huge benefits to your business.

### Let's take a look at these benefits:

1. You gain a list of subscribers you can send emails to time and time again. However only do this with targeted products and after you have completed the email sequence to a live webinar where you promote the link to the product review.
2. The people who subscribe to your mailing list will attend your webinar. Rather than looking for clicks from your ad, you now have the opportunity to push a review and increase your conversions hugely.
3. Once you have subscribers coming from ads, you can create an email sequence, 1st the webinar, 2nd you can link to a series of alternative emails promoting niche products for a commission. The great news about a mailing list and email sequence is you don't have to pay anymore in ad revenue once you have the subscriber.

### Using Ads and Content



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You need to decide what ads your brand is going to use and what content is best for engaging your intended audience.

There are multiple ways you can use ads and content to promote your brand. The most common promotions include:

- Text/Posts
- Images
- Videos
- Reviews
- Tutorials
- Live streams
- Tweets
- Pinterest Pins

You need to consider the best way to promote your affiliate products or services, and how this aligns with the different social media platforms, because not all are created equal.

For example, if your product can easily be displayed in an image, like consumable fashion, furniture or travel. You can and should promote via influence on visually appealing platforms like Instagram or Pinterest.

If your product is best shown in working in action, such as tech gadgets or fitness equipment, consider channels such as YouTube to create tutorials and “how to” review videos.

Also if there’s a lot to say about your product with an in-depth detailed description or a gratifying success story, consider the tools at your disposal and look for lengthy reviews or testimonials to back up the product and video reviews.

### **Complete Product Research by Watching Influencers**

Social media Influencers have the ability to reach wide audiences which can be great for brand awareness. These people are usually hugely popular and can earn a huge income.



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What to look for from a starting affiliate perspective, is what niches these influencers are promoting and how they are promoting. Usually you will see a very clean and professional promotion, which is what you should be looking for.

The primary social media platform for influencers is Instagram, YouTube and TikTok. Most influencers are within a certain niche, whether it be fashion, makeup, skincare, fitness, travel, wellness, tech, DIY, and so on.

To find influencers posting content related to your niche, you can search with the hash tag e.g. #skincare for influencers in the skincare industry.

When researching, look for the following:

- Which platforms they actively use
- How well they fit the brand promotion
- The quality of their content (this is key)
- How many followers they have
- How engaged their followers are
- How they engage their followers
- How many times they post

Social media promotions are nothing new, but it is fast becoming the go to way to create an affiliate income and in my opinion taking over websites promotions and email promotions.

Things to look into and research from this chapter to push your affiliate marketing from newbie to pro are - social media influencers and social media affiliate ad campaigns. Influencers are fast becoming the adverts of today and watching these people work is a great way to build your own business.



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## Using Recommendations To Increase Your Bottom Line

When using affiliate marketing within your business, there are many ways in which you can increase your earnings. Most of the techniques and tactics can be learned easily. No need to go anywhere and any further. They are available online, 24 hours a day and 7 days a week at the touch of a button by simply watching and learning from others.

One of the most important ways of increasing your affiliate marketing bottom line and sales is through the use of further product recommendations on the back of initial sales and mailing list collection. Many marketers know that this is one of the most effective, simple and hands free ways in promoting a certain product.

If the customer or visitors trust you enough, then they will definitely trust your recommendations. However, be very careful in using this approach, though. If you start promoting everything by recommendation, your credibility will actually wear thin. This is especially true when recommendations are seemingly exaggerated and without much merit. It's a term called churn and burn, meaning you churn your mailing list then burn them by offering multiple products continuously without offering value back!

Remember, it's not always about the income. Don't be afraid to mention things that you don't like about a given product or service. You may lose some commissions but, this will make your recommendation more realistic and will tend to increase your credibility with your reader or viewer.

Furthermore, if your visitors are really interested in what you are offering, they will be more than delighted to learn what is good about a product or service, and what is not so good. YI guarantee you will see the 'thanks for the heads up' comment.

When you are recommending a certain product, there are some things to remember on how to make it work effectively and to your advantage. You need to sound like a true and leading expert in your field.

Remember this simple equation: Price resistance diminishes in direct proportion to trust.

If your visitors feel and believe that you are an expert in your niche, they are more inclined to make that purchase. On the other hand, if you are not exuding any confidence and self-assurance when endorsing your products, they will probably feel





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that same way and will go in search of another product or service which is more believable.

So how do you establish this aura of expertise? By offering unique and new solutions they would not get anywhere else. Show proof that what you are promoting works as promised. Display prominent testimonials and endorsements from respected and known personalities, in related fields. **Hint - you should be able to get these tools from the product owner or vendor's affiliate tools pages.**

Avoid hype at all costs. It is better to sound low key and confident, than to scream and seek attention. Besides, you wouldn't want to sound unprofessional and have your potential customers and clients question your reviews and writing emails, now would you? Best to appear cool and self-assured and at the same time highly informative and truthful about your product promotions.

Remember, prospects are not stupid they are people like you and I. They are actually turning to you as the expert, but may already know the things that you know due to extensive research. If you back up your claims with hard facts and data, and impress, people will gladly put down hundreds, or even thousands to buy your recommendations. But if you try to fool people, you will find they are smart enough to see through you and move on. You will lose the sale...

While recommending a product, it is also worth considering giving out promotional freebies. People are already familiar with the concept of offering freebies to promote their own products. But very few people do this to promote affiliate products. Remember, creating an extensive giveaway report can lead to a lot of recurring affiliate sales.

Remember, before you add recommendations to your affiliated products, it is always worth trying to test the product and the support network surrounding it. Not only does this give you a great insight, it can also get you some freebies from the product owners. Do not run the risk of promoting junk products and services. Just think how long it tooks when building credibility and trust among your visitors.

Have a look at your affiliate market niche and look at the strategies you are using. You may not be focusing on the recommendations that your products need to have. Create a plan of action and monitor what's working for you and your subscribers and visitors. Ensure you tailor your promotions to maximise revenue.



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## Top 3 Ways To Boost Your Affiliate Commissions Overnight

The ideal world of affiliate marketing does not require having your own business website, dealing with customers, refunds, product development and maintenance. This is one of the easiest ways of launching an online business and earning more profit than the online businesses themselves. Becoming a super affiliate can create huge wealth.

Assuming you are already into affiliate marketing or have read this report and just getting started, what would be the next thing you would want to do? Double, or even triple, your commissions, right? So how do you do that?

**Here are some powerful tips on how to boost your affiliate program commissions overnight.**

### 1. Know the best program and products to promote.

Obviously, you would want to promote a program that will enable you to achieve the greatest profits in the shortest possible time.

There are several factors to consider in selecting such a program. Choose the ones that have a generous commission structure. Promote products that fit in with your target audience. And that have a solid track record of paying their affiliate easily and on time. If you cannot seem to increase your investments, dump that program and keep looking for better ones. Remember to check and use your metrics.

There are tonnes of affiliate programs online, and this gives you a reason to be picky. You should select the best platforms and avoid losing your advertising dollars. So remember to check the reputation of the affiliate company or platform before you start promoting their links.

Another great tip is to write free reports or short eBooks to distribute from your site. There is a great possibility that you are competing with other affiliates that are promoting the same program. If you start writing short reports related to the product you are promoting, you will be able to distinguish yourself from the other affiliates.

In the report, provide some valuable information for free. If possible, add some recommendations about the products you are affiliated to. With eBooks, you get credibility. Customers will see the extra effort you have put into your recommendations



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and will be enticed to read what you are offering. It's a free report after all and people love free stuff don't they...

**Top tip - as discussed earlier, providing free reports in exchange for an email address. An email list creates another channel to promote your products via emails. Let's talk about that now...**

2. Collect and save the email addresses of those who download your free eBooks.

It is a known fact that people rarely make a purchase on the first look. You may want to send out your message more than six times to make a sale. This is called a campaign.

This is the simple reason why you should collect the contact information of those who downloaded your reports and eBooks. You can make follow-ups on these contacts to remind them to make a purchase.

You can get the contact information of all prospects before sending them to the vendor's website. Keep in mind that you are providing free advertisement for the product owners. You get paid only when you make a sale. If you send prospects directly to the vendors without collecting an email address, chances are they would be lost to you forever due to not being on your list.

Remember, when you get their names and email addresses, you can always send more marketing messages to them to reinforce the sale and earn an ongoing commission instead of a one-time sale only. Usually people will buy from you more than once. As explained in the previous chapters, if people trust you they will buy and buy again and again.

Think about publishing a blog? A blog is a great way to recommend a product to someone, for the simple reason they get to know you. You are not just a faceless email, blogs have substance and structure. The big bonus with a blog is, there is more than just 1 article to read and visitors are more than likely to buy from more than 1 blog article. Remember we discussed freebies and free eBooks? A blog is the perfect place to advertise these free product downloads and build your email list.

A blog strategy is a delicate balance between providing useful information with a sales pitch and promotion by providing a useful review. If you continue to write informative articles and blogs you will be able to build a sense of reciprocity in your readers that may lead them to support you by buying your products over and over again.

**3. Ask for higher than normal commission from merchants.**



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This is gold...if you are already successful with a particular promotion, you should try and approach the merchant and negotiate a percentage commission for your sales.

If the merchant is smart, he or she will likely grant your request rather than lose a valuable asset. Keep in mind that you are a zero-risk investment to your merchant; so do not be shy about requesting a higher rate in your commissions. Just try to be reasonable about it.

Try these strategies and see the difference it can make to your commission checks in the shortest time possible.



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## How To Avoid The 3 Most Common Affiliate Mistakes

As we draw near the end of Affiliate Newbie to Pro, here are some of the mistakes which can be made in this industry. Try to avoid these at all costs.

Listen up, this could save your business... :-)

Affiliate marketing is one of the most effective and powerful ways of earning money online. Affiliate marketing programs give everybody a chance to make a profit through the Internet. Since the affiliate marketing programs mentioned in the book are easy to join, implement and pay a commission on a regular basis, more and more people are now winning and making a solid affiliate marketing income.

**Again some of the main affiliate networks within the marketing space are as follows:**

**Clickbank, Shareasale, JVzoo, Hotmart, Clickbooth, Ads 4 Dough, Commission Junction, Amazon Affiliate Program, and eBay Partners Program.**

However, like all businesses, there are lots of pitfalls in the affiliate marketing business. Making some of these common mistakes can and will cost you. That is why it is better to avoid them than regret doing them in the end.

### **Mistake number 1: Choosing the wrong affiliate company or program.**

Many people want to earn from affiliate marketing as fast as possible. In their rush to be part of a program, they tend to jump on the bandwagon of popular products that pay the most commission. Do your due diligence and join a program that pays well, has a good reputation, but always works. Just because the commission is high, doesn't mean it's a great product and will convert for you. Think quality as well as quantity.

Instead, try to choose a product in which you are truly interested in. For any endeavor to succeed, you should take some time to plan and build your campaign to work with your audience with the best product possible.

Pick a product that appeals to you and your niche. Then do some research about that product to see if it's worth promoting and has the tools to make it work for you. Promoting a product you are more passionate about and trust is easier than promoting



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one for the sake of the earnings only. It's so easy to explain, inform and write reviews about. Even to answer questions from potential leads is easier when you know about the product.

### **Mistake number 2: Joining too many affiliate programs.**

Since affiliate programs are very easy to join, you might be tempted to join multiples of affiliate programs to try and maximize the income you receive. You may think that there is nothing wrong and nothing to lose by being part of many affiliate programs. This is true, and a great way to have multiple sources of income. However, joining multiple programs and attempting to promote them all minimises the time you spend on each campaign.

The result? The maximum potential of your affiliate program is not realised and the income generated will not be as huge as you were thinking initially it would. The best way to maximise results initially, is to focus on one program that pays good commissions. Once you master converting your first product and the channels you promote on, you can then streamline and move on to other products and more commissions.

Think of it this way. Master the first product, then wash, rinse and repeat for the next 1,2,3...10 products. Too many products at the start of your business can spell disaster.

### **Mistake number 3: Not buying the product or researching the service.**

As an affiliate, your main purpose is to effectively and convincingly promote a product or service to leads and customers. For you to achieve this, you must be able to convey to the customers that a certain product and service is for them. It can be very difficult for you to do this when you yourself have not tried or at least reviewed the product. Remember, you must convince the lead to buy and if your knowledge of the product is not up to scratch, then you may fall short and miss out on vital commissions.

Try the product or service personally first before you sign up as an affiliate to see if it is really delivering what it promises. If you have done so, then you are aware of its advantages and disadvantages. Your customers will then feel the sincerity and truthfulness from your reviews and email and this will trigger them to try the product out for themselves based on your experiences.

Many affiliate marketers make these mistakes and it's quite apparent, they haven't reviewed the product in full. Try not to fall into the same situation they have been in, it's your job to build trust within your community and client base.



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### **Lastly: Take the time to analyze your marketing strategy**

It's important to check if you are on the right track. If done properly, you will be able to maximize your affiliate marketing programs and earn higher profits. Remember, all good affiliate programs will have analytical tools to help you maximise your campaigns. Use them to their full potential to help you increase commissions.

By simply analysing and using the metrics and tools you have at your disposal, can 10x your revenue streams, show you what's working, show you what isn't and what campaigns you can focus on or remove.

That brings us to the end. I hope you have enjoyed Affiliate Marketing Newbie to Pro. You have been given a great insight into making an income from affiliate promotions online and beyond. All that is left for you to do now is take action and become the affiliate marketer you can be using what you have been taught today.

Don't forget to read back some of the chapters to help you move forward. There is a lot of useful information inside that will take you on a journey to a fulfilling business.

Remember, to create more than one channel and once your skills increase from one product, expand your knowledge to the next and the next and beyond.

Good luck in all your future endeavours I'm you will be the next Affiliate Marketing Newbie to Pro.