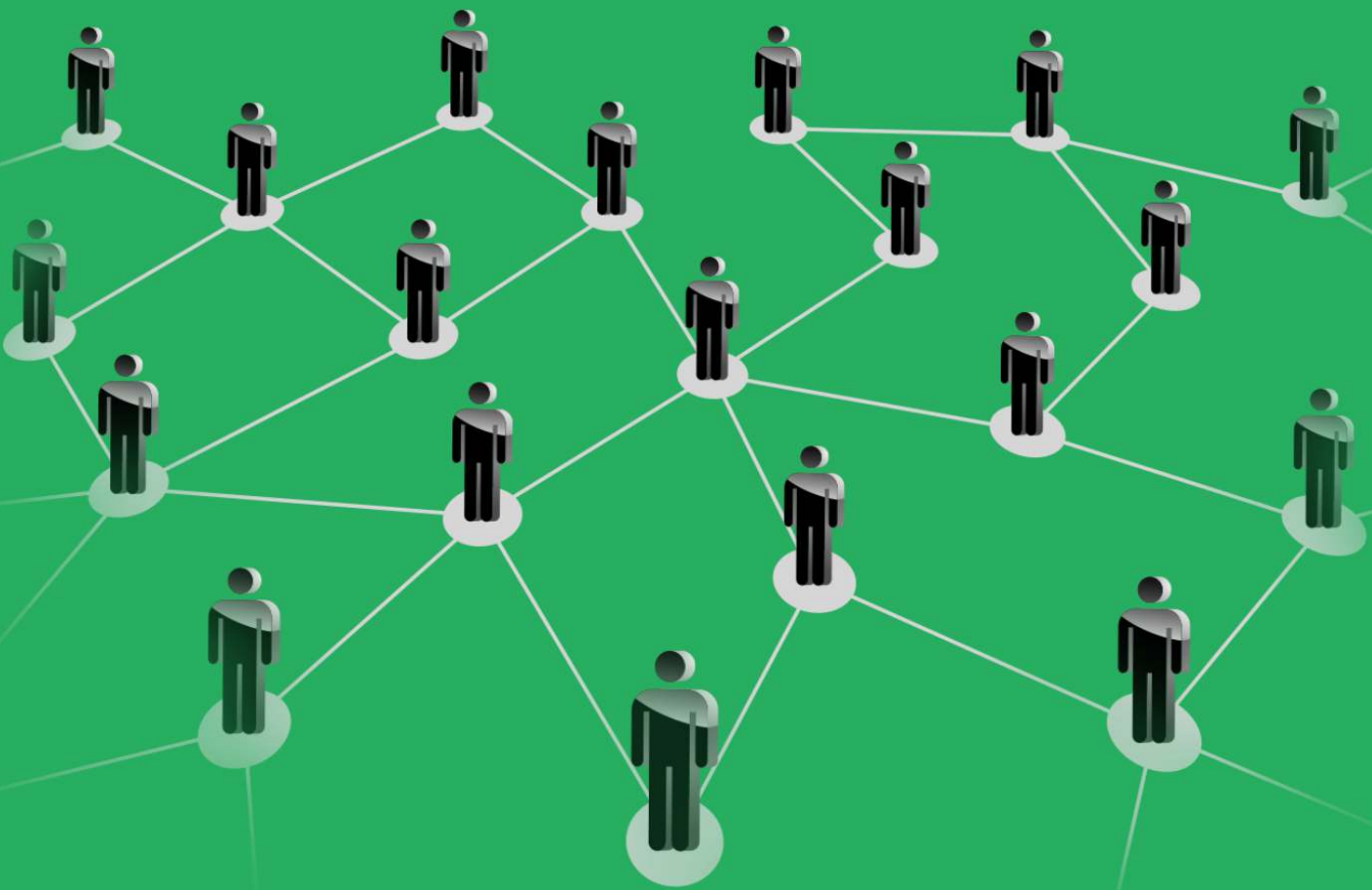




Affiliate Marketing Made Easy

Training Guide



Discover How to Make Crazy Money
with Affiliate Marketing

Powered by : [MindMekka](#)



Disclaimer:

This work may not be copied, sold, used as content in any manner or your name put on it until you buy sufficient rights to sell it or distribute it as your own from us and the authorized reseller/distributor.

Every effort has been made to be accurate in this publication. The publisher does not assume any responsibility for errors, omissions or contrary interpretation. We do our best to provide the best information on the subject, but just reading it does not guarantee success. You will need to apply every step of the process in order to get the results you are looking for.

This publication is not intended for use as a source of any legal, medical or accounting advice. The information contained in this guide may be subject to laws in the United States and other jurisdictions. We suggest carefully reading the necessary terms of the services/products used before applying it to any activity which is, or may be, regulated. We do not assume any responsibility for what you choose to do with this information. Use your own judgment.

Any perceived slight of specific people or organizations, and any resemblance to characters living, dead or otherwise, real or fictitious, is purely unintentional.

Some examples of past results are used in this publication; they are intended to be for example purposes only and do not guarantee you will get the same results. Your results may differ from ours. Your results from the use of this information will depend on you, your skills and effort, and other different unpredictable factors.

It is important for you to clearly understand that all marketing activities carry the possibility of loss of investment for testing purposes. Use this information wisely and at your own risk.





Table of Contents

| | |
|--|-----------|
| <u>Introduction</u> | 4 |
| <u>Chapter I: What is Affiliate Marketing?</u> | 5 |
| <u>Chapter II: Why Pursue Affiliate Marketing?</u> | 8 |
| <u>Chapter III: Are Businesses using Affiliate Marketing?</u> | 11 |
| <u>Chapter IV: The Top 10 Affiliate Networks</u> | 15 |
| <u>Chapter V: The 7-Step Secret Formula to AM Success</u> | 26 |
| <u>Step 1: Hot Niche Research</u> | 27 |
| <u>Step 2: Main Affiliate Product Research</u> | 30 |
| <u>Step 3: Additional Affiliate Products Research</u> | 42 |
| <u>Step 4: Squeeze Page Setup</u> | 45 |
| <u>Step 5: Autoresponder Setup</u> | 49 |
| <u>Step 6: Advertising & Attracting Quality Traffic</u> | 58 |
| <u>Step 7: Get the most out of your traffic</u> | 63 |
| <u>Conclusion</u> | 71 |
| <u>Resources</u> | 72 |
| <u>(Special Student Discounts)</u> | 73 |





Introduction

Introduction

:

Affiliate Marketing has existed for decades: a smaller business promotes a larger related

business' products and then earns a reward for sales. However, the advent of the internet opened an entirely new world of options for the affiliate marketer and the merchant.

In this training guide, you will learn how to set up your site or pages to promote others' services and products. You'll advertise and promote, they will make and process the sales, and both of you will make money. It's an amazing way to capitalize on a niche you already love. Every time someone reads your blog or visits your site and then follows the link to the merchant's site, you'll earn revenue. And if they make a purchase, you'll earn even more.

As you read the following pages, you'll gain valuable information about affiliate marketing, finding the right product and the right affiliate network, and using your site to promote products and services. You'll learn about generating traffic and using keywords to boost your revenue even more.





The work is up to you, but the blueprint you'll find here will help you to work smarter. And when you work both smart and hard, success is much more likely to follow!

Yours in learning,

Frans Du Plessis

Chapter I: What is Affiliate Marketing?

Affiliate Marketing consists of a performance-based method of marketing in which businesses and affiliates work together to create profit.

In this marketing method, a business rewards affiliates for every customer or visitor brought in by the affiliate's marketing efforts. In other words, when an affiliate partners with a business, that affiliate can earn money every time their marketing brings visitors to the parent business.

For Businesses: Affiliate Marketing is an excellent way to generate sales and increase your revenue. It is performance based, which means that affiliates promote your product, and then you reward your affiliates for each click, lead, or sale.

What Is Affiliate Marketing





Affiliate Marketing is the single fastest growing industry on internet.

Commission Junction, Amazon and ClickBank are just a few of the businesses running top affiliate networks, and they are making a huge amount of money from affiliate programs.

For Affiliates: Affiliate marketing allows you to earn money with your website by joining one of many affiliate programs. These businesses offers affiliate programs to generate traffic to their websites. Businesses offer high commissions based on the traffic and sales that are generated by your website.

Affiliate marketing is a very powerful and cost effective channel; you only have to pay when a successful transaction will happen. Your business will get benefits by acquiring potential customers.

There are four major players in affiliate marketing:

- First comes **the merchant**, who is also known as the retailer or major brand.
- **The network** consists of the offers from which the affiliate chooses, and this is also where payments are made.
- **The affiliate**, who is also known as the publisher, is the one who does the marketing work.
- Finally, **the customer** purchases the product or service, and that profit is shared by the merchant and the affiliate.

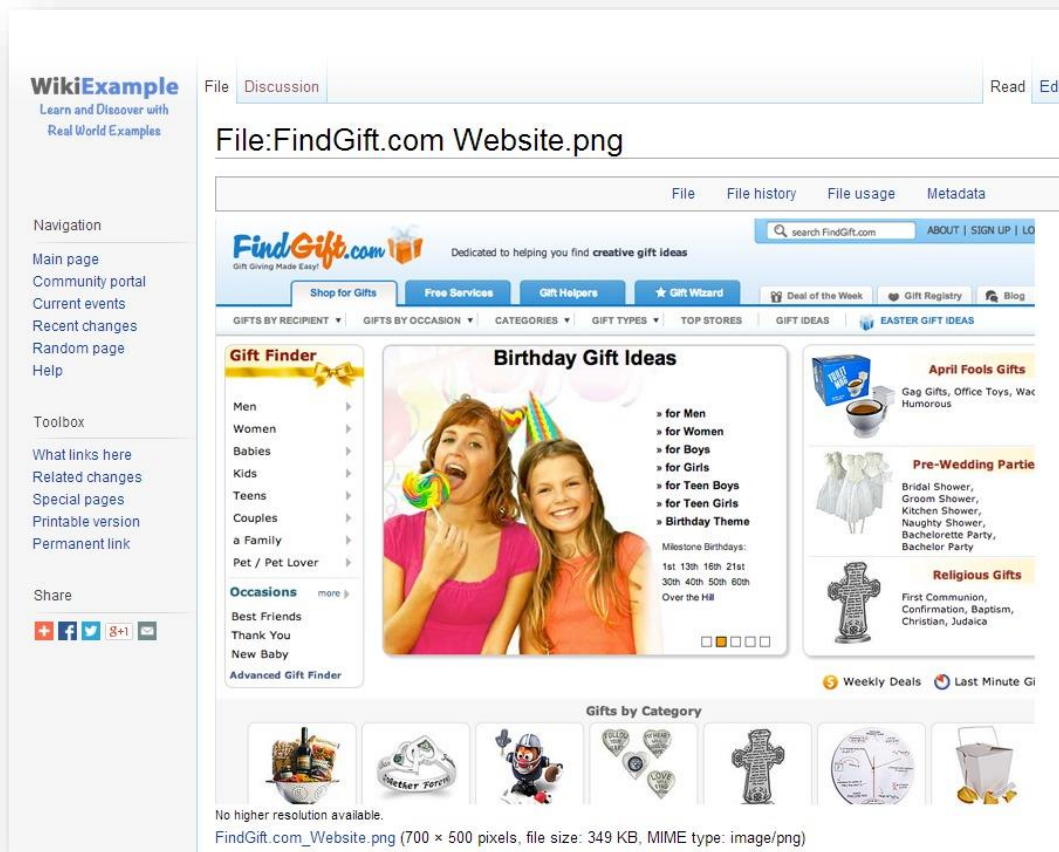
Affiliates use different advertising methods to bring customers to the merchant, and they are rewarded for their efforts. These advertising methods can include:

- ✓ Search engine optimization
- ✓ Paid search engine marketing





- ✓ Email marketing
- ✓ Content marketing
- ✓ Reviews
- ✓ Display advertisements, etc.



The website above is an example of an affiliate website. Findgift.com directs visitors to the sites of major retailers so that they can purchase gifts, such as toys, jewelry, food, and other items.

When the customer clicks on the items and is directed to the merchant, this affiliate is paid. It is good for the merchant because they get more visitors to





their site and more customers buying their products. And it is good for the affiliate because they are rewarded for their advertising efforts.

Chapter II: Why Pursue Affiliate Marketing?

Why should you use affiliate marketing? There are many reasons, but it all boils down to mutual benefit. With affiliate marketing, there are incentives for both the merchant and the affiliate. Here are just a few reasons why affiliate marketing is a great marketing option:

1. **You control the marketing.** In affiliate marketing, you determine the program, from commission rates to advertising decisions. Choose your merchants or affiliates and determine how and when you or your affiliates get paid.
2. **The initial cost is low.** While many other online marketing techniques or advertisements have startup costs that may be inaccessible to businesses without a large amount of money, with affiliate marketing, all you have to do is create your site or ads and purchase an affiliate solution. Or you can do the work to generate partners yourself.
3. **You can generate new profits without new products.** As an affiliate, you make money by promoting the merchant's offers without having to generate your own new product.
4. **Generate sales without the shopping cart.** Let's face it, setting up a shopping cart and creating an integrated marketing program takes work.





With affiliate marketing you can offer bonuses and incentives without having to jump through all of the traditional hoops to make a sale.

5. **You can benefit from others' success.** As an affiliate, when the merchant succeeds, so do you and vice versa.
6. **With affiliate marketing, the workload is shared.** In affiliate marketing, the merchant usually takes care of the logistics involved in the sale of products or services, the processing of orders and payments, and the shipping of merchandise. The affiliate produces content and/or advertisements and referrals and then collects commissions from each agreed upon action.

Let me show you some crazy, eye opening facts, which will help you understand why Affiliate Marketing is something that you can use to earn a substantial income:

| | |
|--|---|
| 93% of advertisers support affiliate marketing as an effective marketing channel. (source) | |
| | \$20 billion in sales have been generated from affiliate marketing and lead generation. (source) |
| 50% of advertisers saw a lack of respectable understanding of affiliate marketing at the level of CEO. (source) | |
| | The Affiliate marketing industry is a \$7 billion business in the UK alone. (source) |
| Companies spend up to \$150,000 a month on commissions. (source) | |





| | |
|--|--|
| | Over 60% of blogs use affiliate offers in order to get in some revenue from affiliate programs or display advertising. (source) |
| 85% of affiliate marketers belong to commission junction. (source) | |
| | Affiliate Marketing has grown nearly 150% since the year 2000. (source) |
| In Affiliate marketing, 79% of traffic is generated by SEO. (source) | |
| | 91% of customers' relationship is maintained via Email. (source) |
| 40% of Amazon revenue comes from Affiliate Marketing. (source) | |
| | 23% of the total Online Sales comes from Affiliate Marketing. (source) |
| 75 out of 100 online retailers have an affiliate program. (source) | |
| | 48% of U.S. affiliates businesses have PPC (pay per click) accounts, which is the most important category for affiliates. (source) |
| The Amazon Associates Program is one of the largest and most successful online affiliate programs, with over 900,000 members worldwide. (source) | |

Data like this makes it clear that there is a lot of money to be made with affiliate marketing. And while lots of people might be talking about it, very few can really





teach you how to properly position your business so that you can make money effectively and consistently with affiliate marketing.

Chapter III: Are Businesses using Affiliate Marketing?

In a word, yes, thousands of businesses are using affiliate marketing, and the number is growing every day. Merchants have discovered what a boost it gives their products and services, and affiliates have discovered how easy it is to make money partnering with these merchants.

Small businesses owners are benefitting through their affiliate program via promotional activities to make huge commissions. It is becoming more and more popular to create affiliates in order to generate more sales.

That makes it a win/win relationship. Affiliate marketing is a \$20 billion market, and this market increases revenue of both businesses and marketers. Below are a few examples of businesses that are earning more and making it big using affiliate marketing:

The most famous affiliate program is [Amazon's](#) “Associates Program,” in which Amazon offers its affiliates the opportunity to earn up to 15% per sale. Examining their stats reveals that 40% of Amazon’s revenue is generated from Affiliate marketing.

[AWeber](#) uses Email marketing affiliate programs. It pays a 30% commission for each AWeber follow-up autoresponder sale indicating that traffic comes from the unique affiliate link.





[Hostgator](#) is a web hosting company that runs affiliate programs to promote its business and increase its revenue. You can earn commissions of up to \$125 per successful referral, which is almost 1/3 the price of that product.

[Expedia](#) is the world's leading online travel company. Expedia runs an affiliate network named Expedia Affiliate Network (EAN) to grow its business worldwide. With Expedia you can earn 5% - 50% commissions on successful sales.

[ThemeForest](#) is part of the Envato Marketplace. It is a site where a customer can buy themes for CMS products like Drupal, Joomla and WordPress, along with html templates with prices ranging from \$5 to \$40. ThemeForest also has an affiliate program with a 30% of commission for affiliates who facilitate a purchase.

In addition to the above companies, some of the names you hear every day make use of affiliate marketing as well. Here are 7 top brand businesses who use affiliates:

Boden: <http://www.bodenusa.com/>



Boden is a one-stop site for clothing and accessories. Founded in 1991, they now ship approximately 12.5K packages a day from their warehouse.

Costume Express: <http://www.costumeexpress.com/>



Costume Express is the family-friendly destination for everything needed to celebrate Halloween. Costume Express offers a complete assortment of unique





costumes and accessories for dress-up play that encourages children to develop their imagination and creativity.

H&R Block: <http://www.hrblock.com/>



Of course, we all know H&R Block does taxes, but they also offer other services, such as audit support, money management services, and health insurance. These products and services create lots of opportunities for affiliates to advertise and earn revenue.

Discount Mags: <http://www.discountmags.com/>



Discount Mags offers subscriptions to more than 1,500 magazines at the lowest prices. Their affiliate program offers an 18% commission on every sale up to 60 days later from any referral. Their dedicated affiliate program is managed by OPM Pros, an organization that specializes in outsourcing affiliate programs.

Home Depot: <http://www.homedepot.com/>



More saving.
More doing.

Home Depot's slogan may be "More saving. More doing." But with their affiliate program, you can change that to more promoting, more earning. You can take advantage of the almost endless list of home improvement items they carry. As an affiliate, you can earn commission on over 500,000 free ship to store items sold on homedepot.com.

They are also supported by Commission Junction, which means more services for you. Like many larger companies, the commission percentage is lower – 3% on most products and 5% on custom blinds. However, because they are such a





large company, the sales volume is quite high, which compensates for the lower commissions.

HSN.COM: <http://www.hsn.com/>



The Home Shopping Network has come a long way from knives and gadgets. HSN.com offers clothing, jewelry, electronics, kitchen utensils, crafts, sports items, collectables, and much more. When a customer shops through your site, hsn.com does all the work except for the referral, and they create promotions and special offers that increase site visits and commissions.

InterContinental Hotels Group: <http://www.ihgplc.com/>



This hotel company books 161 million hotel guest nights every year; that's over 688,517 rooms in 4,700 hotels in nearly 100 countries. Their affiliate program is partnered with FlexOffers.

Chapter IV: The Top 10 Affiliate Marketing Networks

The Affiliate Network is the intermediary between merchants and affiliates. There are a lots of affiliate networks; some are focused on retail programs, and some are focused on lead generation programs.

Affiliate Marketing is the best way to become your own boss, and choosing the right network is key. You should choose a network that provides you with statistical information, tracking, and payment processing. Before becoming an





affiliate, do your research and find the best affiliate network for your marketing niche.

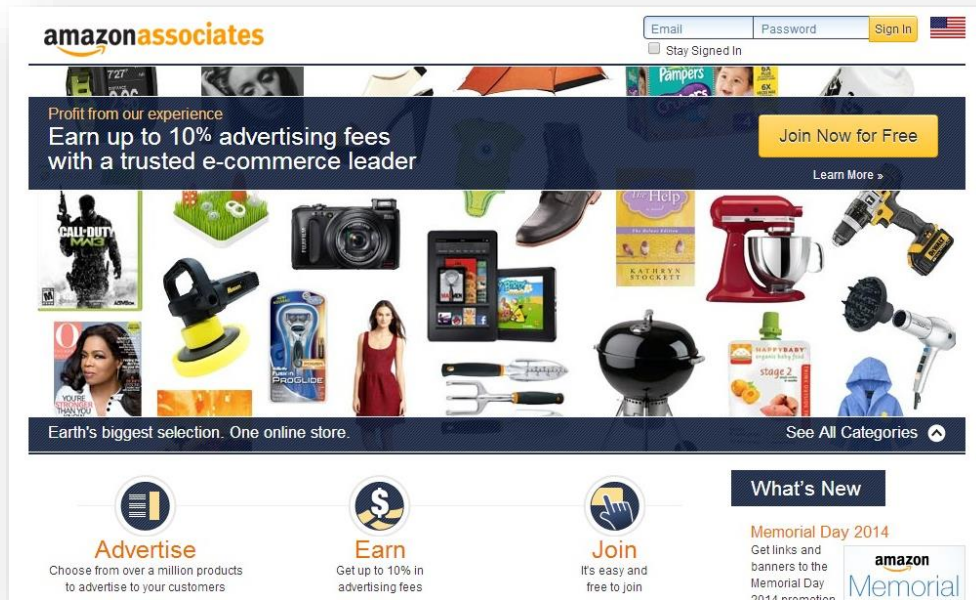
Most of the networks require a signup and setup fee, ranging from hundreds to thousands of dollars. You have to make sure that the network provides the level of service you require and the tools to help you properly run your campaign.

On the other hand, the merchant handles all the logistic activities such as selling product and services, placing customer order, and shipping. Merchants provide commissions to the affiliate for all the visitors and customers who come via affiliate link to the merchant's website.

All affiliate programs are different in some ways, so you can choose the one that is right for you. Some of the more common networks are:

1. Amazon Associates – <https://affiliate-program.amazon.com/>





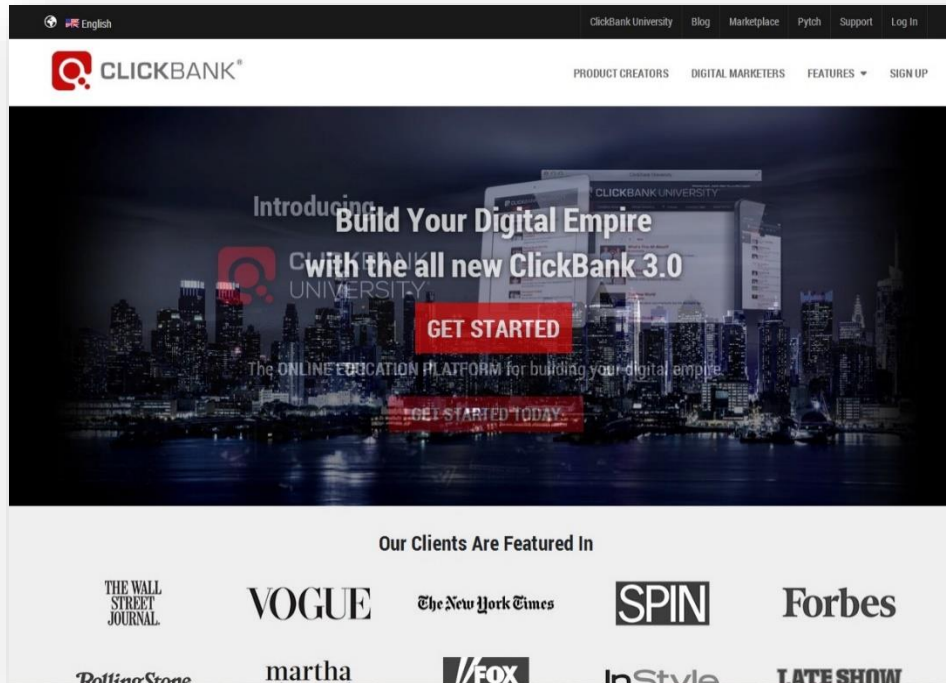
Amazon is one of the most trusted sites for shopping. Amazon Associates is a well-known way to convert visitors into customers. If you are running a blog or website and want to monetize it, the Amazon Associate program is a good way to make money online as an affiliate.

Because Amazon offers more than a million products, you can choose the product that fits your marketing niche and then promote it to your audiences. On your website, you can also add individual products for a customized look.

Amazon provides its affiliates up to 10% advertising fees on purchases. Amazon also provides you with a complete, detailed report of your conversions using the latest report tools, and they pay commissions of up to 10% on every purchase. They also give great and instantaneous support for any problem you may encounter.

2. ClickBank – <http://www.clickbank.com/>





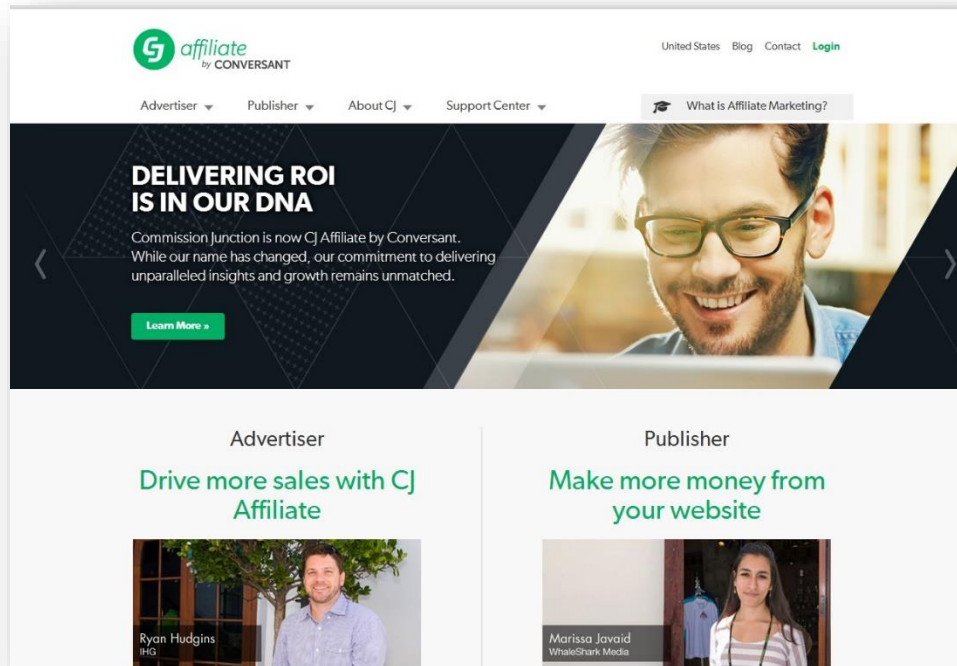
ClickBank is the privately held marketplace for digital products. It is continuously voted as a high traffic website, and it builds a connection between affiliates and digital content creators.

This affiliate program allows you to promote the products that are related to your niche. When a customer comes to your website, he or she won't feel like you are promoting another website on your blog or website; they will feel as if you are providing something they need - this helps you to generate more leads.

ClickBank provides a Gravity score of each product to specify how many have been product sold by affiliates in last 8 weeks. A Gravity score shows the popularity of a product and how well that product is generating sales - sorting products by Gravity is a great way to find 'hot' products to promote.

3. Commission Junction (CJ) – <http://www.cj.com/>





Affiliates familiar with online business need to know about commission junction. Commission Junction is one of the largest affiliate marketing sites in North America, and it operates worldwide. Owned by ValueClick, it is known for its highly professional work.

Commission Junction has a wide variety of products, so you can choose the best niche and apply. If the advertiser approves your application, you will become a publisher, and you can post the advertisement onto your website. When someone clicks or purchases, you will earn a commission.

It provides options to connect products with a variety of links, including text, images, buttons, or banners. In addition, it also offers a pay-per-call affiliate program to help the affiliates to get paid for every lead generation. Commission Junction also boasts a highly centralized and secure affiliate payment system.





4. ShareASale– <http://www.shareasale.com/>



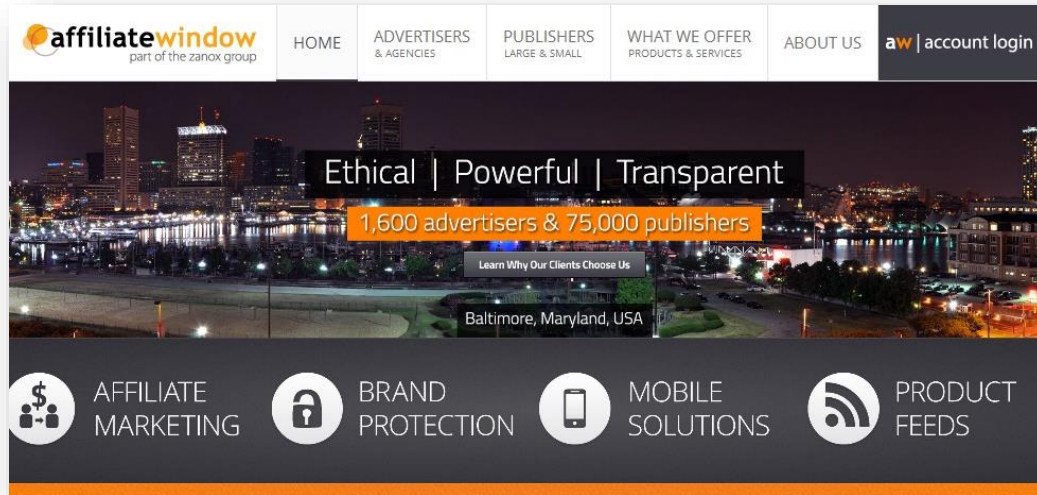
ShareASale (SAS) is one of the oldest and most respected affiliate networks on the Internet - there are more than 4000 affiliates advertising their products.

The main benefits of ShareASale are the potential to earn substantial revenue relatively easily and the opportunity find advertiser products that are closely related to your blog or marketing niche.

ShareASale receives excellent ratings regarding company reputation, customer service, and commission payment. They consistently get great reviews from their customers and affiliates.

5. Affiliate Window – <http://www.affiliatewindow.com/us/>





Affiliate Window is the most popular and award-winning affiliate marketing website in UK, with 75,000 registered affiliates. In addition, its prominence is steadily increasing in the US and Canada. It works on the idea of performance based marketing.

This company serves its affiliates by providing high commission rates as well as web and mobile based performance analysis reports. It also runs an online lead generation campaign to help affiliates. Affiliates earn sales based commissions based on the traffic that is sent to the advertiser website. This is known as the Cost-Per-Action (CPA) Model, and it is more transparent than the Cost per Click (CPC) Model.

Affiliate Window has a unique business model for advertisers and publishers - ShopWindow and ContentWindow. ShopWindow is the product comparison engine that holds 5 million products. ContentWindow contains widgets with products and services to equilibrate website content.

6. ClickBooth – <https://www.clickbooth.com/>





Click Booth is known for its Cost-Per-Action (CPA) and Cost-Per-Click (CPC) networks. Click Booth works only with the top selected affiliates. The network works with its affiliates to decide the payment cycle for each individual, and affiliates can choose their preferred payout method from several options .

Click Booth affiliates get highest payouts and 24 X 7 support. It is also constantly on the lookout for innovative technology in order to remain at the top of the industry.

Click Booth values each partnership and strives to exceed publisher expectation to monetize the traffic of affiliates. An expert affiliate will utilize all the resources to create huge traffic. Click Booth affiliates can refer other affiliates using click bank publisher referral and receive 2% of gross referral credit and additional \$10 bonus for every affiliate that joins.





7. PeerFly – <https://peerfly.com/>



PeerFly is a Cost-Per-Action based affiliate network. With their referral program, you can earn 5% commission on each referral for life.

It accepts affiliates from all countries, and the amount of money you want to make is proportionally dependent on how smart and how hard you are willing to work.

The average conversion rate on PeerFly is about 8%. There is no cost to sign up with PeerFly or to use their services. All you have to do is explain how you are going to promote their products.

PeerFly requires the minimum information from customer, so if you are looking for easy affiliate products to start with, you should start with PeerFly.





8. MaxBounty – <http://www.maxbounty.com/>

MAXBOUNTY
Your Home for the Best in Cost Per Action Marketing

PARTNER LOGIN
EMAIL: [Forgot Password?](#)
PASSWORD: **LOGIN**

HOME WHAT WE DO ADVERTISERS PUBLISHERS FAQ BLOG CAMPAIGNS Like 5.9k

HIGHEST PAYING AD CAMPAIGNS

FOR PERFORMANCE BASED AFFILIATE MARKETING

Since 2004, more than 16,000 affiliates have depended on MaxBounty for revenue from CPA advertising. We are renowned for weekly payments that are never late, available in multiple currencies and through multiple methods. Our customer service from dedicated affiliate managers is also second-to-none.

Whether your form of advertising is done by PPC search, social network, contextual or email marketing, you've found a reliable partner with MaxBounty.

BECOME A PUBLISHER

NEW MAXBOUNTY PUBLISHERS EARN A \$1000 PERFORMANCE SIGN UP BONUS

CLICK HERE FOR DETAILS

FEATURED ADVERTISERS



ADVERTISERS
Let's discuss your advertising needs and goals. We can help you maximize your ROI with CPA performance marketing, where you only pay when a lead or sale is generated. [Click here](#) for more details about becoming an advertiser on MaxBounty.

CAMPAIGNS JUST LAUNCHED
Debt Management Centre - UK
Glossy Bingo
XXXXBlackBook: Go Out Tonight DOI - UK ...
XXXXBlackbook - Sophie Video Responsiv...
XXXXBlackbook - Karla Video Responsiv...

LATEST NEWS

Visit us at Affiliate Summit in New York Aug 10-12, 2014.

MAXBOUNTY © 2014 All Rights Reserved [resources](#) [contact us](#) [privacy policy](#)

Max Bounty was founded in 2004 with their main philosophy being that they pay more to their affiliates. More than 16,000 affiliates are dependent on Max Bounty for revenue via Cost-Per-Action (CPA) advertising.

It is known as hub of high payout offers. Max Bounty does not offer thousands of products but it has leads and exclusive offers.

In addition, it has some of the easiest types of offers to use, like email submits, and you will be paid well for conversions, which are much easier to come by than sales.

9. NeverBlue – <http://www.neverblue.com/>





The screenshot shows the Neverblue website homepage. At the top left is the logo 'neverblue' with the tagline 'A GLOBALWIDE MEDIA COMPANY'. Below the logo is a navigation menu with links: Welcome, Advertisers, Affiliates, Global, Client Login, Get Account, Events, and Blog. A large banner image features three panels: 'We Deliver Customers' (showing a smiling woman), 'We Love Affiliates' (showing a surfer), and 'We Are Global' (showing a city at night). Below the banner is a news item: 'Neverblue announces 2014 Out of Bounds contest - Rio de Janeiro!' with an 'Interesting' button. The main content area is divided into three columns: 'Advertisisers' (with a 'Deliver' button), 'Affiliates' (with an 'Earn' button), and 'Global' (with a 'Roam' button).

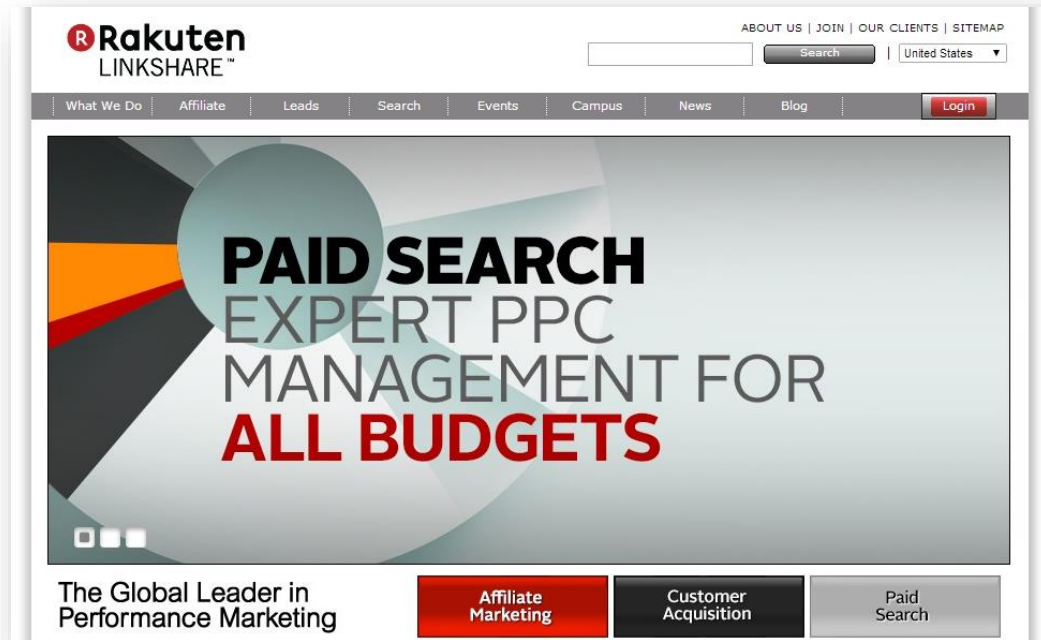
Never Blue rewards its affiliate for each and every lead generation, sale, and download according to its Pay-Per-Action affiliate program. Each affiliate is evaluated, and only a few applicants will be accepted based on a rather complicated interview process.

Terms and Conditions of Never Blue include a strict email and search policy. Once you become an affiliate, Never Blue provides you two contacts for support: one for Client Services and the second for the Network Manager.

Never Blue uses a proprietary technology model that allows you to make money quickly. It pays accurate and generous payouts to its affiliates, and high quality affiliates can expect to be richly rewarded.

10. Link Share – <http://www.linkshare.com/>





It does not matter whether you are an advertiser or a publisher; Link Share is a great option for increasing your online revenue. It provides training to its affiliates regarding how to advertise or monetize online businesses.

With product offerings in many different niches, affiliates can choose their products according to their niche without having huge lists of products to search. Their commission percentages are lower than other networks, but there are some products that pay 50% commission or more. However, their payouts do take longer than on other networks.

Link Share also arranges monthly webinars, newsletters, and online tutorials for affiliate to refine their skills, and it provides excellent tracking services with reports, sales and commission rates.





Chapter V: The 7-Step Secret Formula to Affiliate Marketing Success

Step 1: Hot Niche Research

Step 2: Main Affiliate Product Research

Step 3: Additional Affiliate Products Research

Step 4: Squeeze Page Set up

Step 5: Autoresponder Set up

Step 6: Advertising

Step 7: Get the most out of your traffic





Step 1: Hot Niche Research

The easiest way to do hot niche research is to answer 5 basic questions: Who, What, Where, How, and Why.

- **Who is my audience?**

It's important to know your audience. You want to know who they are, how large they are, and what they need. Often a business makes the mistake of promoting a product in general rather than promoting it to a specific audience.

The problem with this thinking is that if the product becomes obsolete, then so has your market. However, if you know your audience, you know what they need, and you know how to fulfill that need, hence, you will have longevity in the niche.

- **What is my angle?**

In a profitable niche, there will be a number of competing affiliates. However, this should not deter you from promoting products in that niche. In fact, especially when you're starting out, you should avoid becoming involved in a niche that has few or no PPC advertisers or affiliate programs as well as products or services offered by only one merchant.

Competing with other affiliates means that you will need to set yourself apart from the competition. Is there content lacking that you can provide? Are there features missing? What can you do better than the competition? Is there a demographic being missed? Are there unexplored avenues? What is your voice?





Make sure there is a strong point of difference (POD) between you and the other affiliates.

- **Where is the traffic?**

Look for search terms that generate traffic in your niche. You can use the following to help you search for these terms:

1. <https://adwords.google.com/KeywordPlanner>
2. <http://www.bing.com/toolbox/keywords>
3. <http://www.wordstream.com/>
4. <http://raventools.com/>
5. <http://www.semrush.com/>

Each of the above tools will help you find traffic-rich terms. In addition, you need to look at the trends for your niche; is interest in your niche and its competitors going up or down? If interest is declining, it is most probably not a good bet.

- **How can I break into this niche?**

Thinking about how you are going to break into this niche is extremely important. You must analyze the affiliate marketing tricks usually used to market this niche over the web.

What info channels are used to deliver the content to buyers? Is it video, training guides, audio, or all of them at the same time? What traffic channels bring you the most benefits? Is it PPC, SEO, Solo Ads, Social Media, PPV?



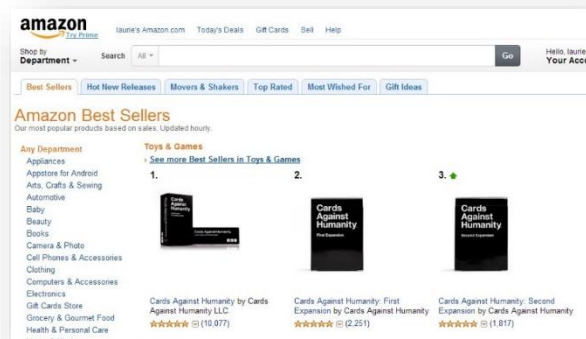


- **Why should I choose this niche?**

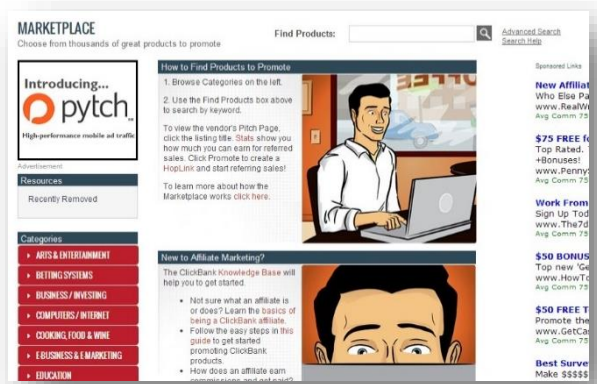
Once you've answered all the above questions, the answer to this question should be easy. You choose the niche because you feel strongly that you can succeed there given all the available information.

Before we leave this step, there are 3 marketplaces that you should get familiar with. These areas can be used to gain a lot more information about your chosen niche:

[Amazon Bestsellers](#) is a great place to go to find physical products that will help you narrow down your niche research. This site sells millions of products, so that means you will find millions of hot topics as well.

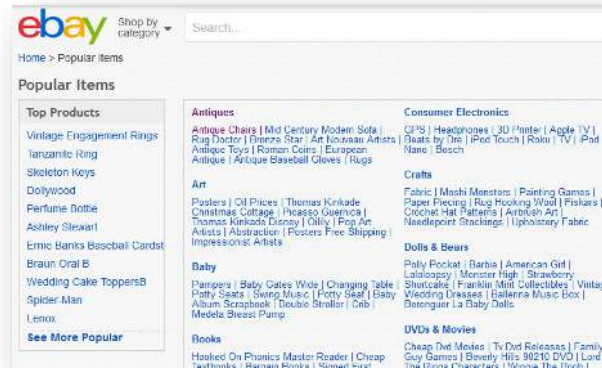


[The ClickBank Marketplace](#) is a great place to find digital products and do your niche research as well. An array of categories can be found on the left side of the page. You also have the ability to sort all products by several factors.





[EBay](#) has an amazing area where you will definitely find some great and hot niche ideas. They have organized a place dedicated to showing you products organized by popular terms. They will even show you a really nice list of popular searches on every niche you are interested in.



Step 2: Main Affiliate Product Research

Once you've found your niche, the next step involves finding your primary product. Here are some important things to consider when choosing your product(s):

- **High Converting Sales Page**

It's difficult to define all the components of a high converting sales page. There are so many different sales pages on the web and many of them are high converting. The bottom line is that there is not just one correct method of putting together a sales page. You should test out different ones to see what works best for your current product.

That's why is important for you to turn to hot seller products, and no matter what kind of sales page they have, you just need to ensure they are high converting.

- **Price:**





Price matters, but it isn't necessarily the determining factor of quality or potential success. In other words, be careful not to let the price define the product.

A lower priced product can still be helpful for your customer while earning commissions, but in general, you should be on the lookout for high priced products that also convert well – these will give you the best return on your marketing efforts.

There is no such thing as an expensive product. A product carrying a higher price isn't necessarily expensive, because there is an audience for that product, and that audience already knows what these products generally cost. There is such a thing, however, as an over-priced product. These are products that have a significantly higher price tag than their equal counterparts. Don't waste time promoting over-priced products, because even if you manage to make some sales initially, this will not be sustainable. An exception to this rule is when you are promoting a product manufactured by a well-known company, e.g., if you're promoting Louis Vutton handbags, it's alright if the prices are high compared to other companies, because the people that buy Louis Vutton are aware of these prices and are willing to pay them.

- **Commission:**

There are a variety of options for earning higher commissions, and much of this is based on the product. You can earn up to 100% commissions on some products like on JVzoo.com, and some businesses pay for lead generation and referrals.

Same as price, here is where you decide how much money you want to make. Amazon's affiliate program offers a really low commission rate but getting 10%





of a \$3,000 product like a laptop (which sells well on Amazon) is not that bad don't you think?

- **Content:**

You should make sure the content of the product is of high quality. The products you promote will tell what kind of marketer you are. The smartest thing you can do as a marketer is buy the product yourself and make sure it is of high quality, and that you are willing to stake your reputation on that product.

- **Incentives and Rewards:**

A business often runs incentive programs for their affiliates in order to increase its sales. An example may be, “Double your sales this month and get 5% extra commission”.

A business can offer a long-term incentive and a short term incentive, and both will increase sales. Long-term incentives are for a long time period like months or even a year, and short-term incentives are for a short time period like a month, week or day.

- **Testimonials:**

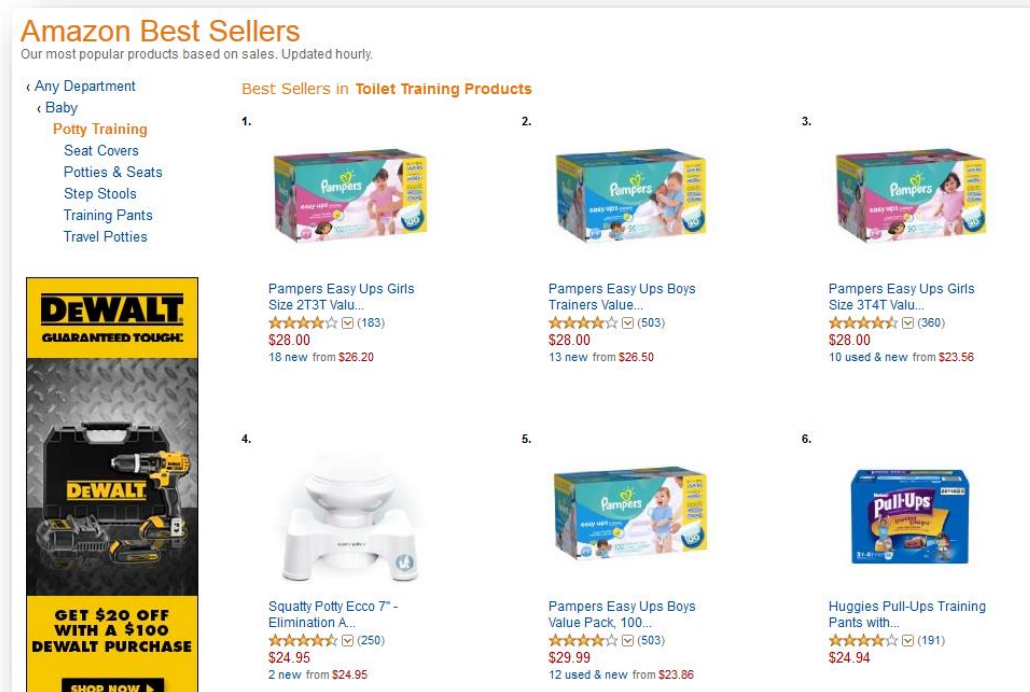
Testimonials are a very important part of a sales page. They provide proof that the product works. That's another way to tell if the product you're promoting is of high quality, without actually buying it. It's still best, however, to buy the product and test it out yourself.

As mentioned before, there are several sites that can make your product search easier. As an example, let's say that I have decided to be an affiliate in the Parenting niche:





I would like to focus on Potty Training. If I went to [Amazon's best seller page](#) then I'd click on the Baby category, along with Potty Training and I'd end up on the page below:



Something great about Amazon is that they make it very easy for people to leave reviews about the product.





Customer Reviews
BABYBJORN Potty Chair, Blue

1,058 Reviews

| | |
|---------|-------|
| 5 star: | (786) |
| 4 star: | (149) |
| 3 star: | (62) |
| 2 star: | (34) |
| 1 star: | (27) |

Average Customer Review
★★★★☆ (1,058 customer reviews)

Share your thoughts with other customers
[Create your own review](#)

Questions? Get fast answers from reviewers
What do you want to know about this product?

See all 20 answered questions [Ask](#)

The most helpful favorable review

1,188 of 1,195 people found the following review helpful

★★★★★ **The MOST SUCCESS of them all!**
We are currently training our 2nd child. With our first, we had 3 in diapers, giving us MAJOR motivation to get him potty trained, so we tried almost every seat out there. Most of them were okay, but just got nasty quickly, were hard to disinfect, or were uncomfortable for my son. The ones with the removable splash guard are not gentle and can scrape a child's sensitive...
[Read the full review >](#)
Published on July 25, 2005 by E. Dustin
[See more 5 star, 4 star reviews](#)

The most helpful critical review

23 of 26 people found the following review helpful

★★★★☆ **Easy to clean, but disappointed**
I bought this potty for my 26 month old son. I agree with the other reviewers that this potty is a breeze to empty and clean, with no hidden cracks or crevices to collect bacteria. However, this potty just doesn't work for little boys. The pee guard isn't high enough and, even though he aims down, every time my son pees it runs down the front and all over the floor...
[Read the full review >](#)
Published on February 6, 2006 by Brayden'sMom
[See more 3 star, 2 star, 1 star reviews](#)

< Previous | 1 | 2 ... 106 | Next >

Most Helpful First | Newest First

1,188 of 1,195 people found the following review helpful

★★★★★ **The MOST SUCCESS of them all!**, July 25, 2005
By **E. Dustin "dustin8115"** (the Rocky Mountains) - [See all my reviews](#)
REAL NAME

Right here you can see some useful information about the product. You can even use these reviews as a guide to write your own review about the product. Unless you have a baby, you can do that in this case, because there's no use in buying a product if you can't test it properly.

You can do something similar with ClickBank by going to their [marketplace](#). This is how the parenting and family section looks like:





MARKETPLACE Find Products:

Choose from thousands of great products to promote All Categories Current Category

\$75 TO ALL NEW AFFILIATES*

PennyStockProphet.com

Advertisement

Recently Removed

Reset Filters and Attributes

Filters

Gravity

0 100+

Avg \$/sale

\$0 \$150+

Initial \$/sale

\$0 \$100+

Avg Rebill Total

\$0 \$200+

Avg %/sale

1% 75%

Avg %/rebill

1% 75%

Results [Marketplace Help](#)

Displaying results 1-10 out of 224 (pg. 1 of 23)

Results per page: 10

Parenting & Families

Sort results by: Low to High High to Low

Popularity

Start Potty Training : \$100 Bonus To New Affiliates... (view mobile) Avg \$/sale **\$29.84**

Video Scribe Sales Page Converts Like No Other On CB -- 75% On Front-end And All Up-sells! -- Converts Cold Targeted Traffic At A Constant 7% -- Visit Our Affiliate Site: www.startpottytraining.com/aff **PROMOTE**

Stats: Initial \$/sale: \$28.30 | Avg %/sale: 75.0% | Avg Rebill Total: \$19.77 | Avg %/rebill: 75.0% | Grav: 140.57

Cat: Parenting & Families : Parenting

Pregnancy Miracle(tm): Top Pregnancy/Infertility Book On Cb* \$45/sale! (view mobile) Avg \$/sale **\$35.03**

New 2014: Top Quality Animated Video! The Highest Converting & Paying (\$27-\$45/sale!) Holistic Infertility Cure Book On Cb. Proven 7%-16% Conversions. We Have Rebrandable Reports, A Promotional Video & Bonus Payouts. Pregnancymiracle.com/affiliates.php **PROMOTE**

Vendor Spotlight

Stats: Initial \$/sale: \$35.03 | Avg %/sale: 75.0% | Grav: 148.98

Cat: Parenting & Families : Pregnancy & Childbirth

Top Converting Pregnancy Product - Planmybaby Avg \$/sale **\$33.01**

The #1 Converting Pregnancy / Baby Guide Just Got Better! Now With A Great Converting \$47 Front End Product And Three Otos (one Recurring), Expect Your Earnings Per Referral To Rocket! Complete Affiliate Tools At <http://www.planmybaby.com/affiliates> **PROMOTE**

Vendor Spotlight

Something great about ClickBank is that you are able to sort the products by different factors.

Parenting & Families

Sort results by: Low to High High to Low

Popularity

Popularity

Avg \$/sale \$/sale

Initial \$/sale **29.84**

Avg %/sale

Avg Rebill Total

Avg %/rebill

Gravity **PROMOTE**

Start Potty Training : \$100 Bonus To New Affiliates (view mobile)

Video Scribe Sales Page Converts Like No Other On Cb -- 75% On Front-end And All Up-sells! -- Converts Cold Targeted Traffic At A Constant 7% -- Visit Our Affiliate Site: www.startpottytraining.com/aff

Stats: Initial \$/sale: \$28.30 | Avg %/sale: 75.0% | Avg Rebill Total: \$19.77 | Avg %/rebill: 75.0% | Grav: 140.57

Cat: Parenting & Families : Parenting

The way you can if a product is a hot seller is with the value called “Gravity”.





This is what ClickBank says about Gravity:

Grav: Short for GRAVITY™ performance statistic, this number represents a unique calculation by ClickBank that takes into account the number of different affiliates who earned a commission by promoting this product over the past 12 weeks. Since more recent transactions are given a higher value, this number can give you an idea of what products are “hot” at the moment, in terms of being promoted by many affiliates and making a good number of sales. However, high gravity can also indicate that there will be a lot of competition in promoting this product. [Source](#)

By sorting my results according to gravity, I found a great product related to the Potty Training Niche:

Parenting & Families

Sort results by: Gravity Low to High High to Low

Pregnancy Miracle(tm): Top Pregnancy/infertility Book On Cb* \$45/sale! (view mobile) Avg \$/sale **\$35.03**

New 2014: Top Quality Animated Video! The Highest Converting & Paying (\$27-\$45/sale!) Holistic Infertility Cure Book On Cb. Proven 7%-16% Conversions. We Have Rebrandable Reports, A Promotional Video & Bonus Payouts.
Pregnancymiracle.com/affiliates.php

PROMOTE

[Vendor Spotlight](#)

Stats: Initial \$/sale: \$35.03 | Avg %/sale: 75.0% | Avg Rebill Total: \$0.00 | Avg %/rebill: 0.0% | Grav: 148.98
Cat: Parenting & Families : Pregnancy & Childbirth

Start Potty Training : \$100 Bonus To New Affiliates... (view mobile) Avg \$/sale **\$29.84**

Video Scribe Sales Page Converts Like No Other On CB -- 75% On Front-end And All Up-sells! -- Converts Cold Targeted Traffic At A Constant 7% -- Visit Our Affiliate Site:
www.startpottytraining.com/aff

PROMOTE

Stats: Initial \$/sale: \$28.30 | Avg %/sale: 75.0% | Avg Rebill Total: \$19.77 | Avg %/rebill: 75.0% | Grav: 140.57
Cat: Parenting & Families : Parenting





Grav: 140 means 140 different affiliates have earned a commission by promoting this product over the past 12 weeks. That number is not telling how many sales were generated, but it's highly unlikely that each affiliate only made one sale.

Another great thing about ClickBank products (different from Amazon) is that product owners create a special page for you as an affiliate, referred to as the Affiliates Page or Joint Venture Page.

For the Potty Training Product, here you can see a really nice example of an Affiliates Page:



Here you will get access to all kinds of great promotional tools created by the owners of the product. Be sure to make use of these tools as product owners





usually invest quite a bit of time and money to provide you with tested resources that will make your job as an affiliate marketer much easier.

There are two more affiliate networks worth mentioning. You might've heard about them before, these places are mostly for products related to the Internet Marketing Niche, which is one of the hottest and most profitable niches over the web.

Jvzoo.com is an instant commission sellers' platform that features a wide variety of products. JVzoo sponsors products not related to internet marketing as well, but very few of them ever reach best-seller status.

Following the same procedure as before, you can visit their [products page](#) to search for a product that fits your chosen niche. In my example, I searched for parenting products by clicking on Parenting/Children/Family:





The screenshot displays the JVZoo Consumer Marketplace interface. At the top, there's a navigation menu with links for Home, Affiliates, Sellers, MarketPlace, Providers, My Account, and Support. A prominent banner for 'JVZOO TOP PICK Powerful WordPress Plugin' is visible. The main content area lists several products with their titles and brief descriptions. On the right, a 'SEARCH & NAVIGATION' sidebar includes a search bar, a 'SEARCH' button, and category selection dropdowns for 'Primary Category' (set to 'Parenting / Children / Ft') and 'Subcategory' (set to 'All Subcategories'). Below the search bar, there are promotional links for 'Step by Step Blueprint to \$2,724 a Day Online' and 'Watch this Video to See How to CRUSH IT Online!'.

The only way you can check on detailed stats about a product –things like sales, conversion rates, EPC, commission percentages, and refund rates is by being approved as an affiliate of the product, and to gain approval you usually first need to procure an invitation.

There are 2 ways to get that invitation. The first one is by going to the sales page of the product and going down to the button of the page. Most of the time they will have an affiliates section where you can request an invitation.





ights Reserved 2014
H Minden NV 89423 USA
pliance | Anti Spam Policy | Disclaimer | Support [Affiliates](#)

For products that don't publicly show this page, you should contact the owner of the product by email. At the very least, you should be able to find an email address for their customer service/support department somewhere on the sales page.

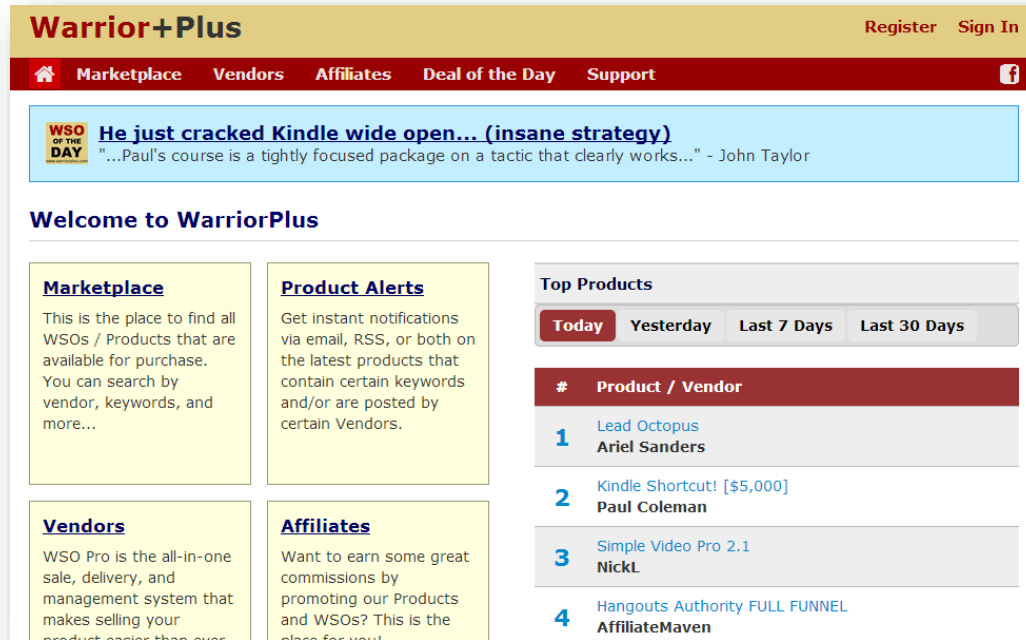
To find the best-selling products on Jvzoo, have a look at the [Top Sellers](#) and the [Featured Section](#) Pages.

Jvzoo.com has a really nice tradition of showing the top-selling product of the day right at very top of their website. In the featured section you will be able to find the best seller for every day and for every month dating back to 2011.

Here, you will see that the products listed as top sellers are most often related to Internet Marketing.

[WarriorPlus](#) gives you even more options when it comes to staying up to date on new products and promotions.





Not only do you get to take a look at new products and launches, you can also have alerts sent to you, and they have a special place and program for affiliate marketers as well. They are in some degree very similar to JVzoo.com.

There is one more important thing to mention before we move on to the next step. This is a useful trick used by marketing gurus that will help you skyrocket your affiliate sales.

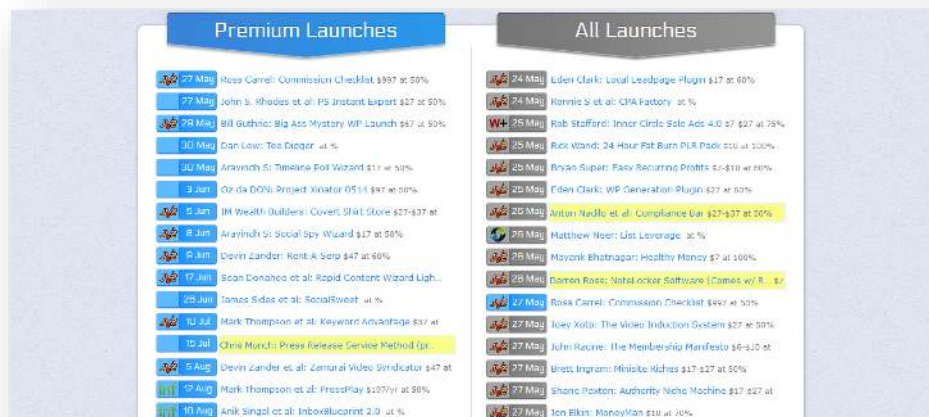
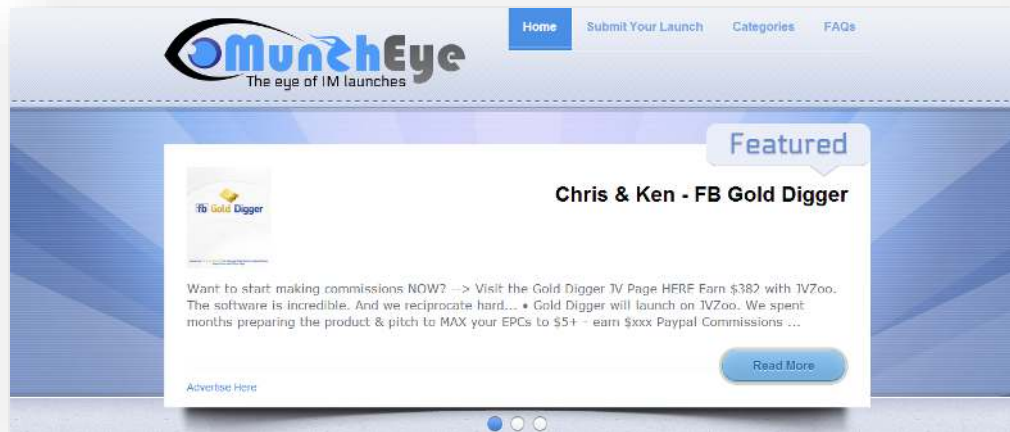
As an affiliate, it is important to know when new products within your niche are about to be released. When you know about a new product in advance, you can begin promoting that product, take advantage of presales, and get a jump on your competitors.

There are several sites that help you to stay informed regarding new or upgraded product launches.





The first one I want to talk about is [MunchEye](#)



Merchants can set up a launch on MunchEye for free, and affiliates can go there, choose the category of their niche, and stay up to date on new products that are about to be launched as well as keep an eye on their competitors.

It can give you an edge when it comes to promotions, special incentives, and increase traffic and actions on your page.





[JVNotify](#) is also a great site for the affiliate who wants to stay informed and gain an edge in marketing.



In addition to information about products and launches, assistance for vendors and merchants, and programs for affiliates, JVNotify has excellent forums as well.

In their own words, “The main focus of JVNotifyPro 2.0 is the ongoing task of maximizing the Win - Win using Joint Venture Marketing as the vehicle to get there.”

Step 3: Additional Affiliate Product Research

You might be asking yourself why there are 2 steps that seem very similar. Well, the answer is: because this is what will allow you to make money as an affiliate marketer.





You've already determined the main product you would like to promote. But, there are so many great products that are profitable to promote, that it's often difficult to choose just one. Here's the good news; you can successfully promote multiple products at once, and that's what this step is all about.

Your main affiliate product is the core product you will start promoting and to which you will dedicate most of your advertising efforts. After promoting that product, there's a way to promote other related products to this same audience with very little effort and zero cost. Here's how:

First of all, all of your traffic will be sent to your Squeeze Page which will be to collecting the contact information of visitors that are interested in the topic.

Then, besides sending your subscribers straight to your main affiliate product, you will start sending out emails focused on building a relationship with your list and preselling your main product.

After this, you can also start promoting some directly related offers that should appeal to your subscribers, since they have already shown interest in your niche by subscribing. All these emails can be scheduled in advance by using an autoresponder, and this can continue for days, weeks, months and years to come – almost 100% automatically. This is what's referred to as 'making money on autopilot' and that's what we'll discuss in the coming steps.

You already know how to search for high converting products to promote. A important piece of advice to take into consideration is that the topics of your main product and the additional products you promote doesn't have to be exactly the same. To reap the full benefits, you must stay well within your

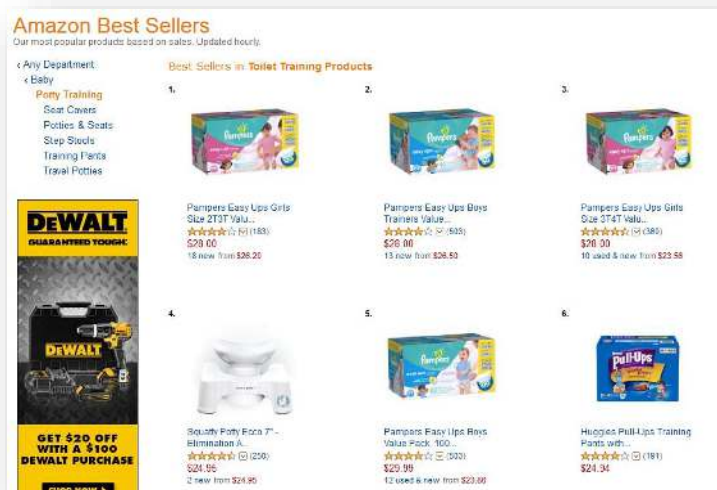




chosen niche, but you could cover other areas of your niche without advertising something 100% related to your main offer.

For example, I will be promoting a potty training product from ClickBank as my main affiliate product, and I don't feel it's necessary to promote a second product on potty training. In fact, you should always avoid promoting more than one product on the exact same topic. Doing this, will confuse your subscribers and cast you in a bad light as an advertiser. Promoting other related products, however, will help to more fully satisfy the needs of your clients.

In our example, other products that I can promote might be something like potty training chairs or diapers. Anything really that speaks to the principal need of the topic. Amazon will give you a great list of ideas all centered on the same topic:



I can also promote other products to this very same audience that are related to the more general niche of parenting:





Step 4: Squeeze Page Set Up

Now, it is time to talk about the Landing Page where you will be sending all your traffic, so that you may build your list and start setting the foundation for your success. Remember, the bigger your list, the greater your income will become ('the money is in the list').

List building is a very important part of successful affiliate marketing, and while we do cover some of it in this course, it really is an entire subject on its own. Therefore, we have set up the following special surprise for all our students in this affiliate marketing course:

Build a Big & Profitable Email List of Loyal Subscribers

This is another MindMekka course that's available on Udemy. As one of our treasured students, you are entitled to a 90% discount on this course, meaning you can enroll for just \$5. For those of you who are interested, you can take advantage of this discount by using coupon code: **MMSTUDENTREWARD90**, or you can click [here](#) to be taken directly to the course.

Please note that this course is scheduled to be updated early in May. At this time the price will increase quite significantly. You will still be able to purchase the course for 90% off, but the remaining 10% will be a higher amount than before.

A squeeze page is a landing page created to solicit opt-in email addresses from prospective subscribers. [Source](#) There are all kinds of ways to create a squeeze page, but we will focus on the easiest one. It's not necessary to spend too much time on this. Remember, Internet Marketing is all about testing. You will have to do a lot of testing in order to find a niche, affiliate products and a traffic channel that all fit together to create a profit-generating machine.





There is a very useful website where you will be able to quickly and easily create a squeeze page, free of charge.

This service is called [90 Second Squeeze Page](#) and they allow you to create your squeeze page without having to deal with any coding.



The service is extremely easy so use. They even have a very detailed video on every step of the process.

Using the affiliate tools provided by the owner of the product, I was able to create the following squeeze page by using the 90 Second Squeeze Page Online Software.

<https://90secondsqueezepage.com/sp/abinadisuaresz/PottyTrainyourKidsin3Days>





Who Else Wants To Be Able To Potty Train your Kids in 3 Days or less?

Life becomes so much easier the second your child becomes potty trained and you start to wonder why you didn't just get it over with sooner...

- ✓ *Would you start potty training right this weekend if I handed you a guide that guaranteed to get your child out of diapers in just 3 days?*
- ✓ *How much money would you save this year if you never had to buy diapers again?*
- ✓ *When your child is potty trained, you save on average \$1200 each year. What could you do with all that extra money?*
- ✓ *How amazing would it feel to know the next dirty diaper you change could be the last one you would ever have to change?*
- ✓ *Most parents potty train using trial and error and *prolong* potty training by months instead of just days if they had used a proven plan. Would you like to have access to that proven plan?*

Submit your name and email and get direct access to the exact method which has helped thousands of parents potty train their child in only 3 days. You will even get access to the tools you can immediately use to get your child on their potty and never change a dirty diaper every again.

email privacy'."/>

Name:

Email:

SIGN UP NOW!

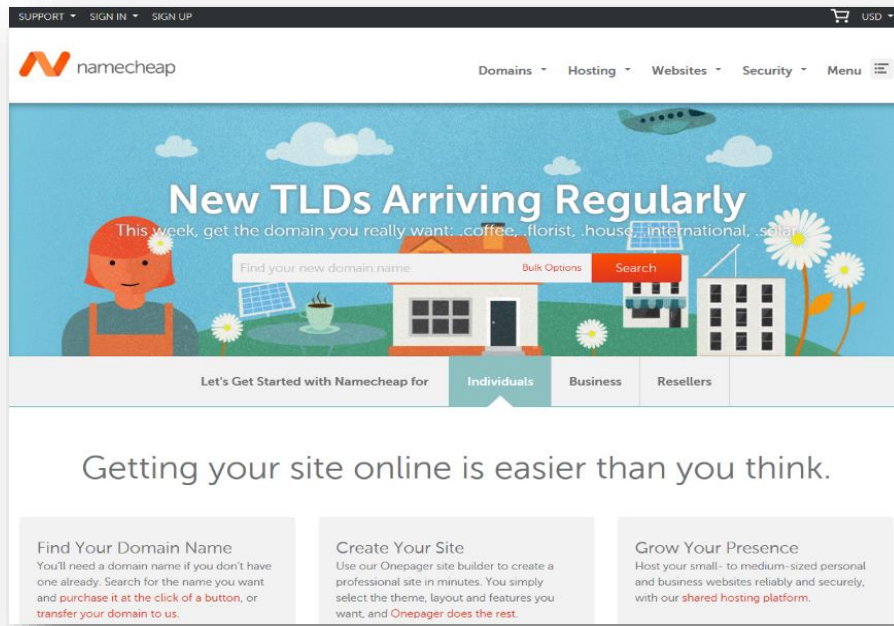
We respect your [email privacy](#)

Something important to take note of is that you will experience difficulty promoting that long URL on several advertising channels. To solve this problem you need to register a domain name and redirect traffic to that url. Here's how:

A **domain name** will be the address of your website. You will need to buy a domain name that is directly related to the topic of your main affiliate product. Try to make it something that's easy for people to remember, so that they can remember your domain and go back to your page to purchase your offers.

There are many domain registrars you can use to purchase your domain. One that I can recommend is [Namecheap](#). Over the years, I've personally bought dozens of domain names on this site and I've never experienced a single problem with any of them - they have great offers as well on occasion.





Just follow the steps shown to you in the buying process and presto; you are now the proud owner of a brand new domain.

Inside the settings of your domain name you will be able to forward your domain name to a URL.





The screenshot shows a 'Modify Domain' page for 'howtopottytrain.org'. On the left is a navigation menu with categories: General, Websites, E-mail Management, Host Management, Advanced Options, and Miscellaneous. The 'URL Forwarding' option under Host Management is highlighted with a red box. The main content area shows a table of DNS records:

| HOST NAME | IP ADDRESS/ URL | RECORD TYPE | MX PREF | TTL |
|-----------|---------------------------|-------------|---------|------|
| @ | https://90secondsqueezepi | URL Frame | n/a | 1800 |
| www | https://90secondsqueezepi | URL Frame | n/a | 1800 |

Below the table is a 'Save Changes' button, also highlighted with a red box. A note explains that '@' means none and provides an example of a sub-domain.

NOTE:
@ - means none. i.e., @ equals http://howtopottytrain.org without www.
HOST NAME is the part that comes before your domain name. For example, in http://**news**.howtopottytrain.org, **news** is the host name (sub-domain).

Step 5: Autoresponder Set Up

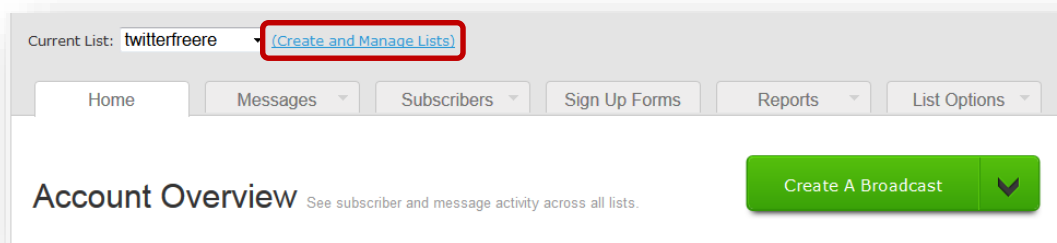




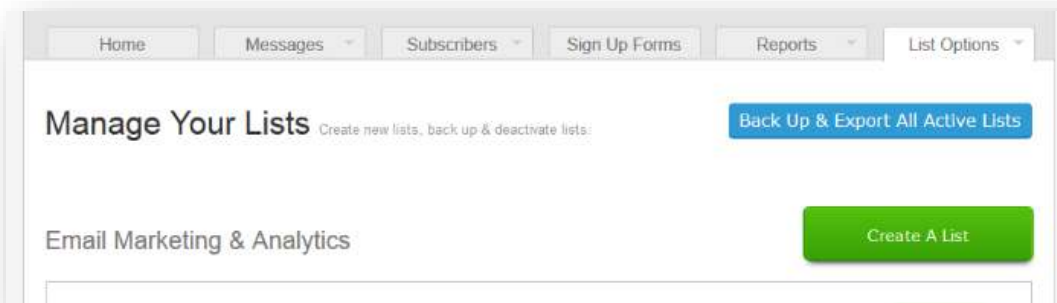
Here, we will discuss two important things. Firstly, we'll go over setting up your autoresponder lists and sequences, and in the second part we will be creating the sign up forms. Once again, there are quite a few autoresponder services to choose from. In this example, we will be using AWeber.

- **Setting up your autoresponder lists and sequences**

Login to AWeber and click where it says create and manage lists.



Click on “Create list”...



Here we will be creating the list for all of our Potty Training Subscribers.





1 Basic Information The bare essentials for your list.

List Name *
pottytraining
Unique List ID: [awlist3459583@aweber.com](#) [whats this?](#)

List Description
Potty Training Subscribers

"From" Name **Address ***
Potty Training in 3 Days contact@howtopottytrain.org

Contact Address *
Avenida Monagas Casa 103, La Cejita, Valera, Trujillo 3149,
VENEZUELA

* required

💡 List Name will help you distinguish this list from others. It can be up to 32 characters long.

1. Basic Information

List Name: Just type a name of your choice, this will be used for personal reference only.

List Description: Any description, this is for personal reference too.

“From” Name: Here, you have two options. You can put your own name. This is important if you already have a personal presence among your list. The other option is to use the topic or name of your product.

There’s not really a right or wrong choice here. Using your name is good for forming a personal connection, but in that way they won’t know the topic right away. Using the topic allows subscribers to know what the email is about, but it’s impersonal. You could also use your name for the ‘from’ part and then place the topic in the subject line, but remember that the thing most readers look at





before opening an email is the sender. There are pro's and con's to each approach, you will just have to find out what works best for you.

Address: This is the email that will be shown to them as the sender. If someone replies to your email, that message will be sent to this address. Using a domain specific email is best, for example, if I bought the domain pottytrainingteacher.com, then I can use the following email:

frans@pottytrainingteacher.com. This makes you look professional and it reinforces your domain in the minds of your subscribers.

Contact Address: Here, is where you will type your physical mailing address, this is optional.

Click Save Settings.

2. Personalize your List

1 Basic Settings Name and describe your list, set up notifications.

2 Personalize Your List Tell us about your company, set social media, etc.

3 Confirmed Opt-In Personalize your confirmed opt-in message.

1 Company Branding Give your messages and pages a personal touch.

Company Name

Website URL

Email Signature

Please Upload Your Logo

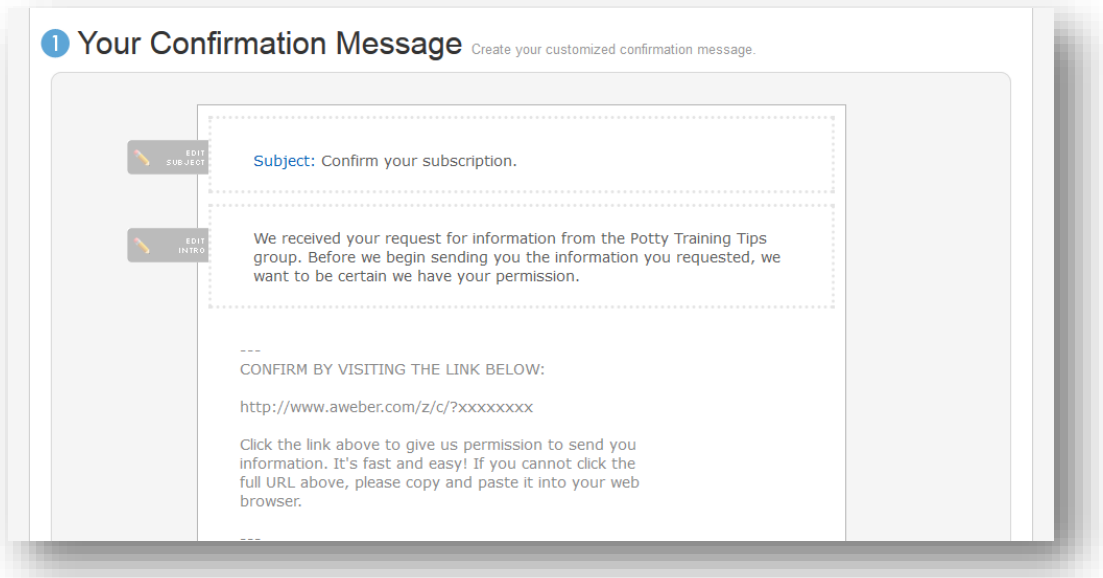
UPLOAD YOUR LOGO





Here, you will insert your Company Information, Social Information and snippets. Personally, I don't really use this area, but feel free to use it if you wish.

3. Confirmed Opt-in



This is something I don't use either, but in general, it is recommended that you use a confirmation message, also referred to as an opt-in confirmation.

The purpose is for you to confirm that the people in your list are real people with real emails. Once they sign up, they then need to go to their email accounts and click on a confirmation link AWeber will send to them automatically in order to get access to their Free Report. This is what is called "Opt-in confirmation."

If you decide to use this feature the confirmation message is the email your subscribers will get right before they become part of your list. It is advisable to





edit the name of the list displayed here and put something like the name of your Free Report, which is the same name as your product.

Furthermore, you will also be asked to provide a “Confirmation Success Page URL.” This is the URL your subscribers will be taken to once they click on the confirmation link.

2 Require Opt-In on Web Forms We strongly recommend leaving confirmed opt-in ON.

ON OFF All subscribe methods require Confirmed Opt-In to ensure only recipients who have specifically requested to be on the list are subscribed. This means you have proof someone opted-in, fewer unsubscribe requests and far fewer spam complaints.

3 Success Page What page of your website do you want to send people when they confirm?

Confirmation Success Page URL

Pass subscriber info for [personalizing](#) this page. (Not recommended for WordPress users)

Save Settings

If you decide not to use the confirmation process and want to make sure that every subscriber gets put directly into your list to start receiving your email, you can just turn it off. Click save settings and you are good to go.

Now let’s start inserting the emails into this list.

You will go to messages and select Follow up series and click “create your first follow up”...

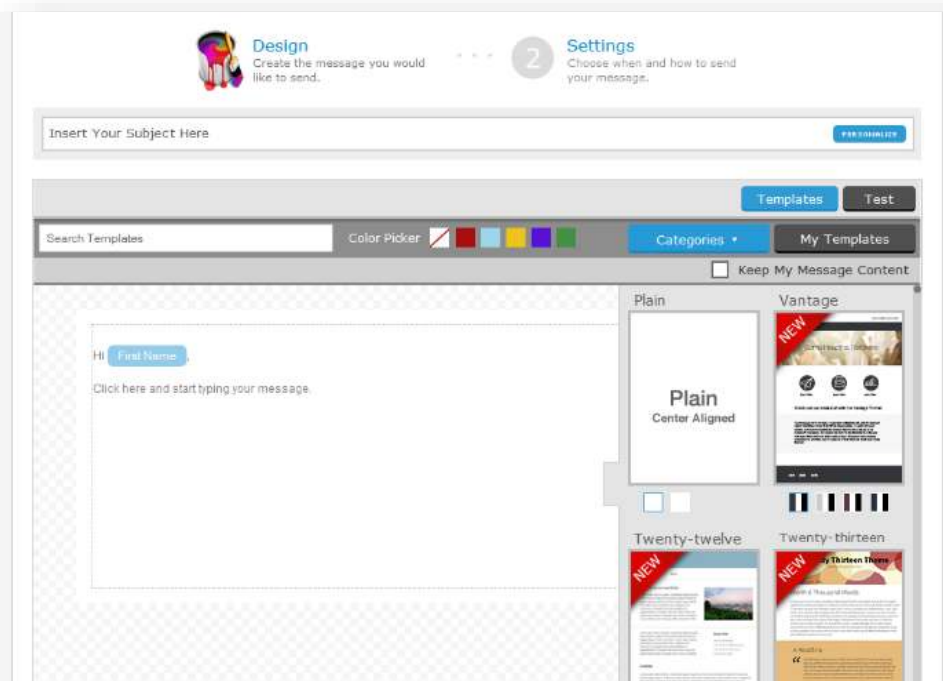
Home Messages Subscribers Sign Up Forms Reports List Options

Follow Up Series
Broadcasts
Blog Broadcasts
Email Template Manager

Automatically deliver a series of emails to new subscribers.

Create Your First Follow Up

What's New? Contact Us



Here is where you will create all emails promoting your Front End Offer to your Special Free Report Subscribers.

The first email will be used to thank your subscribers for their interest, and then you will invite them to check out the main affiliate product.





The emails that follow should be used to invite them to check out your main affiliate product and/or your additional affiliate products.

The following chart shows a good example of an advertising plan for sending follow-up emails to your subscribers.

| | |
|------------------------|--------------------------------|
| Days 1, 3, 5, 7, 9, 11 | Main Affiliate Product |
| Day 13, 15 | Additional Affiliate Product 1 |
| Day 17, 19 | Additional Affiliate Product 2 |
| Day 21, 23 | Additional Affiliate Product 3 |
| Day 25, 27 | Additional Affiliate Product 4 |
| Day 29, 31 | Additional Affiliate Product 5 |

You will be able to choose exactly when you want to send out which email and schedule all of this well beforehand. The schedule shown above is a typical schedule used by many affiliate marketers. Personally, I would use a schedule that looks something like this:

| | |
|------------------|--------------------------------|
| Day 1, 7, 15, 25 | Main Affiliate Product |
| Day 5, 9, 21, 27 | Additional Affiliate Product 1 |





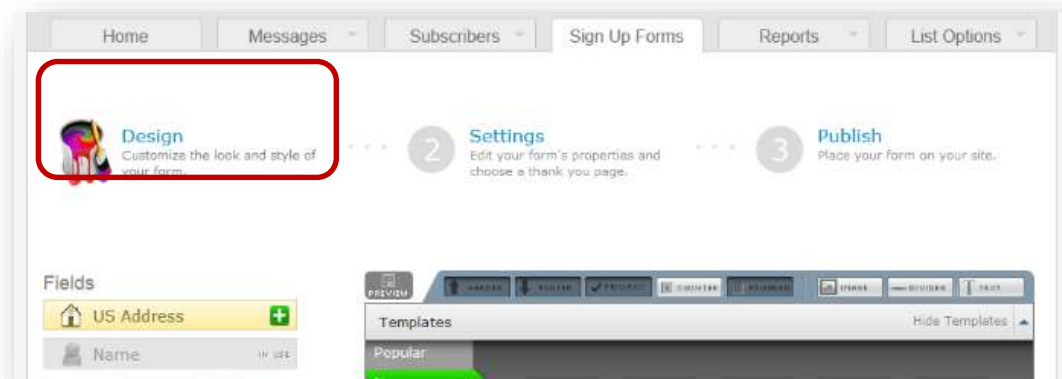
| | |
|--|--------------------------------|
| Day 10, 16, 22, 29 | Additional Affiliate Product 2 |
| Day 13, 17, 24, 30 | Additional Affiliate Product 3 |
| Day 2, 3, 6, 8, 11, 14, 18, 19, 23, 28, 31 | Informative |
| Day 4, 12, 20, 26 | Additional Affiliate Product 4 |

The only major difference between the two schedules is that the second allows for informative, relationship-building emails to be sent. These emails can contain anything from free reports or eBooks, interesting new developments in your niche or a link to an interesting niche-related article. I believe my schedule will yield greater success in the long-term, but schedules similar to the first one are used successfully by many affiliate marketers.

- **Creating the sign up form.**

Now, make sure the Subscribers' list you have just created is selected. Click on sign up forms and click on "create your first sign up form."

1. Design

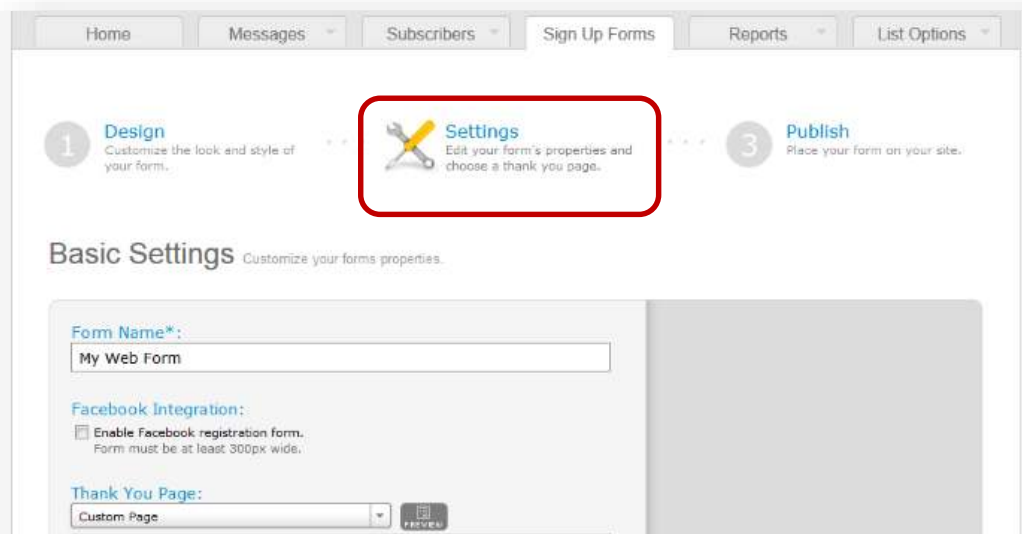




Here you will have the chance to edit the signup form however you want. You can even pick among the different templates that are already there. Just design it in a way fits nicely within the layout and style of the squeeze page.

There's nothing wrong with using templates for the visual aspects (the 'pointer' template is quite popular), but **don't** use templates for your content – create your own unique message.

Settings



Take care with the details you enter on this page. You can name the sign-up form for you to identify it, then you can insert the URL where your subscribers will be redirected once they enter their name and email. Here, you will place your Affiliate URL promoting the Main Affiliate Product.

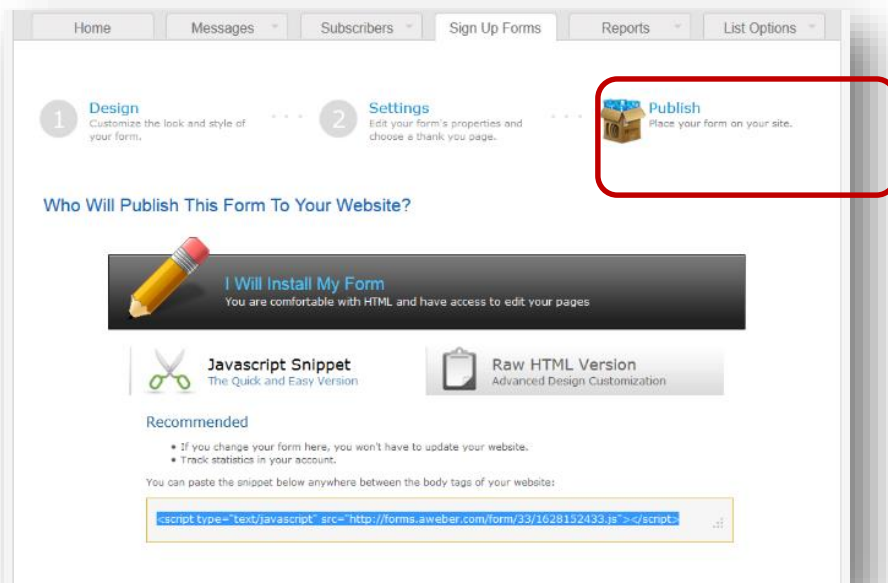




Once they enter their name and email, they will be redirected to what is offered in the squeeze page content, which is the main affiliate product.

Click on “Save your Form” and click on “Go to Step 3.”

2. Publish



This is the code you will embed into the autoresponder optin code section inside the go Second Squeeze Page designing area.





```
Autoresponder Optincode:
<!-- AWeber Web Form Generator 3.0 -->
<style type="text/css">
#af-form-112746505 .af-body .af-textWrap{width:98%;display:block;float:none;}
#af-form-112746505 .af-body .privacyPolicy{color:#000000;font-size:11px;font-family:Verdana, sans-serif;}
#af-form-112746505 .af-body a{color:#880303;text-decoration:underline;font-style:normal;font-weight:normal;}
#af-form-112746505 .af-body input.text, #af-form-112746505 .af-body textarea{background-color:#FFFFFF;border-
color:#919191;border-width:1px;border-style:solid;color:#000000;text-decoration:none;font-style:normal;font-weight:normal;font-
size:12px;font-family:Verdana, sans-serif;}
#af-form-112746505 .af-body input.text:focus, #af-form-112746505 .af-body textarea:focus{background-color:#FFD666;border-
```

It's advisable to test it out. Put in your name and a test email. See if it redirects to the main affiliate product and also go to your inbox and check if you've received the first email from your autoresponder series. Finally, make sure all your links are working by clicking them and confirming that they take you to the right destination.

For those of you interested in learning more about email marketing and how to properly use AWeber, we recommend that you have a look at ***Email Marketing Made Easy With AWeber***. This course covers the whole AWeber setup process in detail and it also has some nice bonuses that you will no doubt find useful for your affiliate marketing efforts. Use coupon code: **DREAMBIGAF7** to get it for only \$7. For direct access to the course, you can click [here](#).

Step 6: Advertising

One of the most important elements of success in affiliate marketing is ensuring you send high-quality traffic to your offers.

You could be promoting the greatest product ever, but if you send 1 million low-quality visitors to your offer you will be wasting your money, time and effort.





Here is a list of 15 traffic generation methods you can use, as well as where to find these services.

1. Pay per Click: Pay per click (PPC) is a form of Internet advertising that directs traffic to a website, and the advertiser then pays the website owner when someone clicks the ad. So, instead of bidding on keywords relevant to their target audience, the PPC displays, which is usually some sort of banner ad, are placed onto either search engine results or websites that have related content.

[Pay Per Click Networks](#)

2. Pay per Call: Pay-per-call is a type of performance based advertising somewhat similar to Pay per Click. The main difference is that instead of there being a fee for each click, the business must pay their service provider a fee for each call when the customer calls the connected phone number.

[Pay Per Call Networks](#)

3. Email Newsletter: Email newsletters are updates that a business sends out to customers who have signed up to receive various notices from that business. They are sent out on a regular basis and could include tips, facts, savings, and special offers. Some include HTML hyperlinks to go to the business website for more information. The content is written by a copywriter and the newsletter is designed by a graphic designer.

<http://buysellads.com/buy/allsites/by/email>

4. Solo Ads: Solo Ads are an email centered advertising method that works through a system two marketers have agreed upon that is used to reach the subscribers. The Internet marketer sends out emails to the subscribers on the





behalf of the other marketer in order to show their offers or ads. It usually has between eight and 10 lines of text.

<http://www.soloadirectory.com/>

<http://safe-swaps.com/>

5. Podcasting: Podcasting is a method of sending out audio files via RSS. It is done just like any other RSS feed except that the feed subscribed to consists of audio only. The resulting podcast can be listed on a website by a clickable link.

<http://mashable.com/2008/10/03/audio-ad-networks/>

6. Traffic Agencies: Traffic agencies are services that create, plan and manage advertising and other promotions for their patrons. They can also handle marketing and branding plans for their clients.

<http://trafficadv.com/>

<http://trafficagency.biz/>

7. SEO/Organic: search engine optimization (SEO) is the process of improving the visibility of a website or a webpage in a search engine's "natural" or un-paid ("organic") search results. In general, the earlier (or higher ranked on the search results page), and more frequently a site appears in the search results list, the more visitors it will receive from the search engine's users. SEO may target different kinds of searches, including image search, local search, video search, academic search, news search and industry-specific vertical search engines.

<http://moz.com/beginners-guide-to-seo>

<http://searchengineland.com/guide/what-is-seo>





<http://www.seobook.com/>

8. Banner Media: Bash banners that employ images, text, sound and video. Sometimes they are also interactive between the customer and the advertiser, i.e. asking the customer to play a game, go to certain pages, etc. It uses technology like flash, java, JavaScript and DHTML.

<http://buysellads.com/buy/allsites>

9. Social Media: Social media is a type of interaction between people where they generate, share or exchange data, pictures, etc. via sites such as Facebook, Twitter, Pinterest, Google Plus, etc.

<https://www.facebook.com/>

<https://twitter.com/>

<https://plus.google.com/>

<http://www.pinterest.com/>

<https://www.linkedin.com/>

<http://buysellads.com/buy/allsites/by/tweets>

10. Mobile: Mobile marketing is a type of marketing where the advertiser sends out ads to a person's mobile device, i.e. a smart phone or other Internet capable device. Mobile marketing provides patrons with all kinds of information on the advertiser's goods, services, coupons, etc. It has become a very popular advertising media since many people own mobile phones and will continue to grow in importance in the future.

<http://www.hongkiat.com/blog/mobile-app-monetizing-networks/>





11. Content Syndication: Content syndication is a form of syndication where the content is available for other users and websites to access. This may be done via web feeds, forums, etc. It is also a kind of licensing for website content that allows other websites to use the same material.

<http://searchenginewatch.com/article/2049167/Content-Syndication-How-to-Get-Started>

<http://contentsyndicationservices.com/>

12. Video: Video is a type of advertising where short video content is compiled to send out either on the web or to mobile devices. The nature of these advertisements comes in several different forms and can be used for information, entertainment, how to, or sales opportunities.

<http://easyvideosuite.com/launch/>

<http://www.vidcaster.com/>

13. Offline Media: Offline media refers to the traditional forms of advertising such as newspaper, flyers, or any type of advertising that is not digital.

<http://www.vishwamart.com/OfflineMedia.html>

<http://advertising.about.com/library/weekly/aa111300a.htm>

14. Traffic Exchanges: A traffic exchange is a website that provides website owners with some type of service in exchange for them getting traffic. The website gets transmissions from website owners when they join traffic exchange networks. Then, the one who submitted the website must browse other member's sites listed on the network to get credits, and those credits allow their websites to be seen by other network members. This, in turn, helps all participating sites to get more traffic, and thus possibly more profits.





<http://www.traffic-exchange-monitoring.com/traffic-exchanges-top10.html>

<http://advsites.net/top+10+traffic+exchanges>

15. RSS Directories: RSS directories are comparable to website directories, however, they have lists of RSS feeds instead of lists of various websites. An RSS feed contains full text or a summary, as well as metadata such as the publication date and the name of the writer.

<http://www.rss-specifications.com/rss-directory.htm>

http://www.feedzilla.com/gallery?cc=en_us

<http://buysellads.com/buy/allsites/by/rss>

We simply can't finish this section without me mentioning one of the best places on the web to find any service imaginable at rock-bottom prices. Yes, I'm talking about Fiverr.com and if you've never used this service, or never heard of them, I want you to stop reading this report immediately and click the link to go there. You'll thank me later.

Step 7: Get the most out of your Traffic

The smartest way and most effective way to get the most of your traffic is by **retargeting**.

- **What is Retargeting?**

Retargeting is also sometimes referred to as remarketing. When you use retargeting, you place a piece of code on your website, and every time someone visits your site, this code drops a browser cookie.





This cookie is also referred to as a browser tag, and it is a snippet of JavaScript code that allows them to be “followed” as they surf the web. This allows your retargeting provider to know when to use ads and ensures that your ads are served to people who have visited your site.

This trafficking tool is effective because it more effectively focuses your advertising. The people who see it are already familiar with your brand and have recently shown interest in it.

Therefore, when a visitor comes to your site but leaves before making a purchase, the retargeter shows them your ads on other sites they visit so that they are repeatedly exposed to your product.

**This can result in a return to your site, an
action, and even a sale.**

There are several different types of retargeting out there, and it’s important to learn about all of them.

Site Retargeting is the best known, and that is the type of retargeting where your banner ad will appear on other pages as recent visitors surf the web.

There is also **Email Retargeting**. In this method, a visitor who, for example, placed things in a shopping cart and then left the site will be sent an email asking them to come back and consider purchasing the items.

In **Search Retargeting**, a search engine user is targeted with ads that are based on their searches. In this case, they may not have previously visited the site, but they have expressed interest in the topic.





Contextual Retargeting allows websites who share similar customers to partner and share cookies. If the visitor leaves site A and visits site B, then an ad for site A may appear there.

- **Why Retargeting?**

Let's face it, with your initial advertising efforts, you are simply casting as wide a net as possible to get those initial visitors. However, with retargeting, your advertising efforts are focused.

The people who see your ads are people who have already visited your site. This also focuses your advertising spending so that it is used to bring in people who have already shown interest.

Think of it this way. Initial web site visits can be like a billboard. Many people see it. But, retargeting is like the flyer you get in the mail after you visit a specific store. You've been there, and the flyer reminds you what you saw and may encourage you to return.

It has been said that it takes seven contacts or interactions to close a sale- retargeting is the easiest way to facilitate those separate contacts. When they see ads for a site they have already visited, they are reminded of that site. It's another interaction. It plants another seed.

There are many reasons someone may abandon a site, from realizing they are running late to a pot boiling over to a child needing dinner.

In our busy lives, we may forget all about that great site where we saw that amazing item. Retargeting reminds the visitor of their former interest.





Kimberly Clark is a globally known, highly successful corporation. Listen to what Jeff Jarrett, the vice president of global marketing, has to say about retargeting:

“We do retargeting because it is clearly an opportunity to target an interested customer... If a consumer visits our property and expresses an interest, there is an opportunity to take advantage of that interest...Customers who visit the brand site are 20% more likely to act on a message than a consumer who has not expressed this interest.” [Source](#)

Where Do I Go to Start Retargeting?

There are a variety of retargeting services out there, some being better than others.

Here are a few of the top-rated retargeting services along with a bit of information on each.

AdRoll: www.adroll.com

AdRoll was started in 2007, and they have had lots of success with their services. Their basic plan offers site retargeting, contextual retargeting, and behavioral retargeting.

The basic plan does not have a minimum spending requirement. However, the plus plan requires you to spend about \$10K, and the pro plan requires about \$20K. Of course, as you go upgrade your plan, you get access to loads more services as well.





AdRoll 1-877-7-ADROLL

Features About Us Pricing **Try it out** Login

Reach Your Customers. Everywhere.

AdRoll is the most widely used retargeting platform in the world. More brands trust AdRoll to retarget site visitors with ads across Facebook, Twitter, mobile, and the web.

TRY US FOR FREE

15,000+ brands choose AdRoll, the global leader in retargeting

More screens, more options

Your customers live in a multi-screen world. Reach them with the right ad at the right time wherever they go: Facebook, Twitter, mobile, or web.

Flexibility and ROI

Our platform lets you test strategies for any marketing objective. We have no minimum spend and no contracts, so you can figure out what works for you.

Intuitive dashboard

Need advanced customer segmentation and robust analytics? We made them easy to use, because even the most sophisticated technology should feel simple.

Have a question?

FetchBack: www.ebayenterprise.com

This service has their own patented technology, which is aptly named FIDO. It analyzes information on your visitors sent by smart pixels.

They are advertiser specific, so you have to contact them to get a quote specific to your needs. They do have several pricing models available, and they also work with revenue-sharing.





The screenshot shows the eBay Enterprise Marketing Solutions website. The main navigation bar includes links for ABOUT US, COMMERCE TECHNOLOGIES, OMNICHANNEL OPERATIONS, **MARKETING SOLUTIONS**, ALLIANCE NETWORK, CLIENTS, and RESOURCES. The page title is "MARKETING SOLUTIONS". The breadcrumb trail is "Home / Marketing Solutions / Display & Retargeting".

The left sidebar contains a list of categories: MARKETING SOLUTIONS, MARKETING SERVICES, COMMERCE MARKETING TECHNOLOGY SUITE, AFFILIATE NETWORK, ATTRIBUTION, DATABASE & CRM, **DISPLAY & RETARGETING**, Site Retargeting, Look-Alike Targeting, Intent Targeting, CRM Targeting, EMAIL, MOBILE, SEARCH ENGINE MARKETING, SOCIAL, and TRUE ACTION.

The main content area features a large blue banner with the text "FETCHBACK IS NOW" and the eBay Enterprise logo. Below the banner, the heading "Display & Retargeting" is followed by a paragraph: "Targeted display is a crucial piece of any well-rounded online marketing campaign. Whether you're creating an online push to raise brand awareness or an effort to increase conversions, our comprehensive suite of targeted display solutions can help to keep your company ahead of its revenue goals and one step ahead of your competitors."

Below this paragraph is another paragraph: "At eBay Enterprise Display & Retargeting (formerly Fetchback), our goal is to provide you with customized campaigns, world-class tools and unmatched expertise to help you every step of the way. You'll have access to our award-winning creative team, high-touch account management and expert optimization to help grow your brand and ensure your success."

The final paragraph states: "Backed by the power of eBay, deep analytics, and partnerships with some of the strongest ad exchanges, DSPs and SSPs in the space, we'll blanket the web with your brand, fetch back lost customers and help grow your prospect pool."

On the right side of the page, there is a "PRODUCT LOGIN" section with a "Select Product" dropdown menu. Below that is a "CONTACT US" section with an email input field and a "Submit" button. The phone number "866.343.6411" is also listed.

Retargeter: retargeter.com

This service offers site retargeting, social retargeting, and email retargeting. They are also closely integrated with sites like SlideShare and KISSmetrics.





They have a package that is devoted to site retargeting and a package that is display-focused, targeting visitors based on location, content, and demographics. Both of these packages start at \$500.

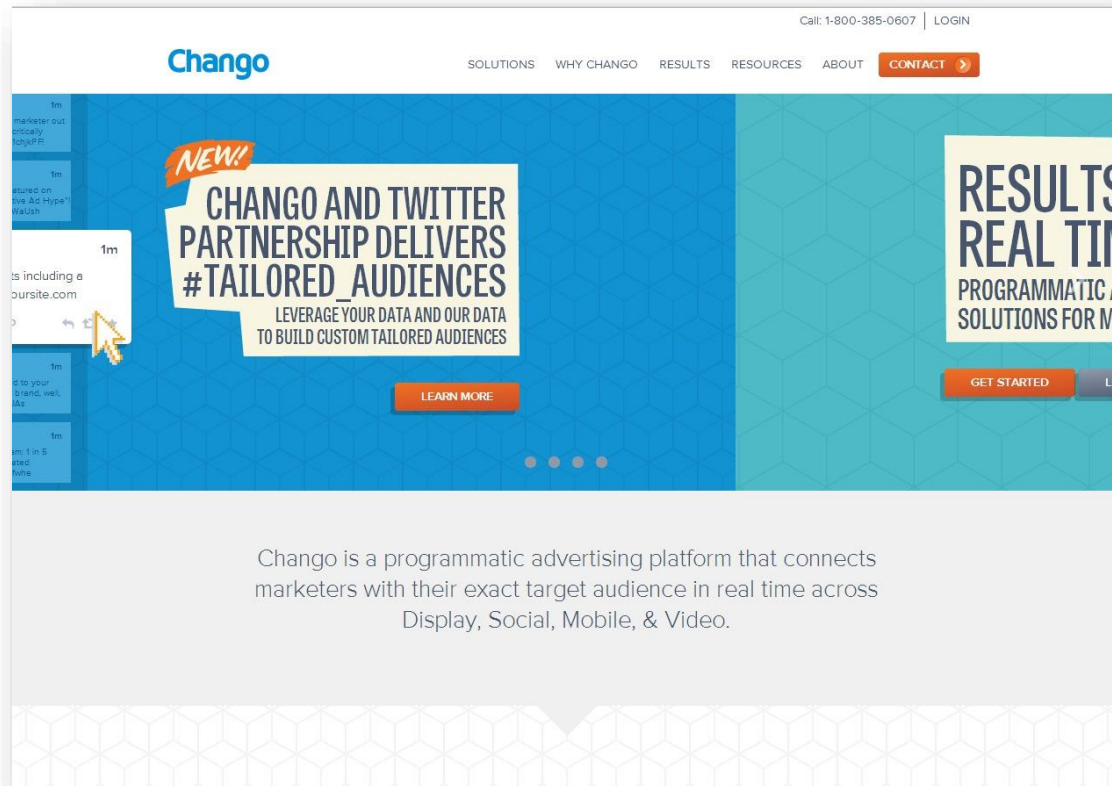
The screenshot shows the ReTargeter website homepage. At the top is a dark navigation bar with the ReTargeter logo on the left and links for 'WHY RETARGETER?', 'PRODUCTS', 'PRICING', 'CASE STUDIES', 'RESOURCES', 'CONTACT', 'GET STARTED', and 'LOGIN' on the right. The main content area features the headline 'TARGETED DIGITAL ADVERTISING SOLUTIONS' in large, bold, black letters. To the right of the headline is a large graphic of an orange dart hitting the bullseye of a target. Below the headline is a short paragraph: 'ReTargeter optimizes your ad spend with highly targeted, real time digital advertising solutions and the best account management in the industry.' Underneath this is an orange 'Get Started >' button. The bottom section is divided into two columns. The left column is titled 'AGENCIES' with the sub-headline 'Wow your clients' and a paragraph: 'Agencies get proven, highly effective RTB solutions for their clients and our commitment to white glove service.' The right column is titled 'MARKETERS' with the sub-headline 'Target better than ever to get the competitive edge' and a paragraph: 'Whether its re-engaging your Website visitors across our massive network or creating a targeted...'. Each column includes a small image: a woman working at a computer for agencies and hands pointing at a tablet for marketers.

Chango: www.chango.com





This provider specializes in search retargeting. They are a media-buying platform that offers full-service search retargeting along with limited site retargeting . As with FetchBack, you must contact Chango for a price quote.



Perfect Audience: www.perfectaudience.com





Perfect Audience is a great option for marketers who want to keep things as simple as possible.

You insert a simple code into the body of your website, list the types of visitors you want to attract, design campaigns to target those segments, and your ads will begin to appear on visitors' screens. And because you do not have to pay a setup or maintenance fee, this is an ideal choice for someone on a strict budget.

The screenshot displays the Perfect Audience website interface. At the top, there is a navigation bar with the company name "PERFECT AUDIENCE" and several menu items: "Advertisers", "Agencies", "Customers", "Resources", and "Company". On the right side of the navigation bar, there are two buttons: "Start Free Trial" (highlighted in red) and "Sign In".

The main content area features a large green banner with the text: "The easiest way to retarget across the web, Facebook, and Twitter". Below this, it says: "Retarget lost visitors everywhere from one simple dashboard. Setup takes just minutes. Try it today and get a \$60 credit." A prominent red button labeled "Start Your FREE Trial" is positioned below the text.

To the right of the banner, there is a simulated social media interface. It shows a list of users on the left and a main feed on the right. The feed contains several posts, each with a "Your Ad" overlay. The ads are for various products like an ice cream cone, a t-shirt, a hat, and a computer monitor. Each ad has the text: "Bring back lost customers to your website". A blue circular callout bubble with white text says: "When people leave your website, we serve your ads right here".

At the bottom of the page, there is a white section with the text: "One solution for all your retargeting needs". On the right side of this section, there is a dark button that says "Send us a message! +".





Conclusion:

From finding your niche, to selecting the best products, to researching the network that is your perfect fit, this guide and the accompanying video lectures have provided you with all tools you need to succeed as an affiliate marketer.

Before starting to apply your wealth of newfound knowledge, however, be sure to work through the rest of the course where we will cover certain aspects of this section in more detail, and introduce you to CPA marketing.

We're thrilled that you have chosen to enroll in this course, and we wish you amazing success. Thank you for the time you have dedicated to learning how to become an All-Star Affiliate Marketer.

Yours in learning,

Frans Du Plessis





Resources

Videos

- <http://www.youtube.com/watch?v=bedxiZxtxKo>
- <http://www.youtube.com/watch?v=mfj6lkzCkxs>

Tools

- <http://www.offervault.com/scoop/2013/02/20/38-affiliate-marketing-tools/>
- <http://retiredstudent.com/useful-affiliate-marketing-tools/>

Training

- <http://www.usanfranonline.com/programs/certificates/internet-marketing/advanced-specialized-certificates/advanced-affiliate-marketing/>
- <http://www.toptensocialmedia.com/social-media-business/ten-affiliate-marketing-training-programs/>

Blogs

- <http://adamriemer.me/>
- <http://affiliatetip.com/>

Forums

- <http://www.abestweb.com/>
- <http://affiliate-marketing-forums.5staraffiliateprograms.com/>

Programs

- <http://www.yeahmobi.com/?gclid=CNKmjOWRwL4CFW4R7AodnB8Aeg>
- <http://blog.intuit.com/marketing/4-highly-profitable-affiliate-marketing-programs/>

Demographics

- <http://www.alexacom/siteinfo/www.cj.com>
- <http://www.alexacom/siteinfo/www.affilorama.com>



