

Introduction And What You Will Learn



Using affiliate marketing it's possible to make a small or even big fortune with zero up front investment, zero creative process and zero marketable skills. This might sound too good to be true but in fact there are plenty of examples of precisely this happening. Look up affiliate marketing online and you'll find a whole culture of people who have private jets and yachts, who travel around the world and who have almost celebrity like status online.

And this isn't a rarity. Affiliate marketing is a process that is highly repeatable – there's a *blueprint* for using it and it can reliably earn you big money *every time*.

So the big question is: why isn't *everybody* doing it?

Why Affiliate Marketing? The Facts And Figures You Need To Know



To begin with then, what precisely is affiliate marketing?

Simply put, affiliate marketing means marketing as an affiliate. This basically means selling products in order to get commission – just as you might do as a door-to-door salesman for cable TV.

Of course the life of a door-to-door salesman is a rather unpleasant one because they're travelling around all day, getting doors slammed in their face and only earning money if they get fortunate enough to land a sale. As a salesman you live and die by your ability to persuade a cynical audience and you invest huge amounts of time to try and make the sale.

whereas about 20% were on \$50K+. Not bad! (Data from Three Ladders Marketing).

More data from Webprom shows us that UK businesses earned 14 billion GBP in 2013. This was up 15% from 2012, showing more growth still.

The bottom line? Digital marketing is a highly lucrative job that appeals particularly to young entrepreneurs. There's a lot of money to be made and the industry is only growing with time.

Affiliate Marketing vs Selling a Product

If there's a downside to affiliate marketing, it's that you won't keep 100% of the profits you generate – which can be disheartening. The percentages you get for affiliate marketing actually are very good and in some cases you get more of the profit than the creator – a lot of suggest that creators and producers give their affiliates 60% of the income as the *starting point* in fact. And it's unusual to see affiliate marketing get you much less than 40%.

But then again, this still isn't *100%*. So now the question becomes, why would you choose to use affiliate marketing when you *could* be getting all the profit by creating and selling your own product?

There are many answers but the first is that you don't have to go through the lengthy process of creating a product to sell. The sorts of things that sell very well online are quite often digital products – which means e-books, online courses and software. Any of these things take a lot of time to create and a lot of skill – if you're not a proficient writer, then you might struggle to create an e-book that people are going to be happy to pay for. Likewise, if

How Affiliate Marketing Works



Now you know why affiliate marketing is so appealing, it's time to look at how affiliate marketing works, both from a technical perspective and from a practical one.

Affiliate Marketing In Technical Terms

Essentially, affiliate marketing relies on cookies. Cookies are small files that you can store on the computer of any online web user. These cookies can then be used to identify that user at a later point or to retrieve information about them. Cookies are what enable sites like Facebook to keep you signed in for example and they can also be used by advertising companies to show you ads relevant to your browsing history.

Browse through ClickBank, WSO Pro or JVZoo and you'll find that the majority of what's there falls into this category.

That's fine to an extent but it does limit your niche choices somewhat and it also means that this particular market is one that is very saturated. There are a billion e-books on making money online and there are a billion different people selling them. Your challenge here is to find a way to stand out.

If you want a broader range of products to sell then, you might choose to look to other options as an affiliate marketer. Here you have a few:

Finding Products Online

One option is simply to find products online and this will open you up considerably in terms of the types of products you end up selling. Take a look on the web for protein shakes, for orthotic shoes, for diabetes treatments and you will find that many of them have the option to 'become an affiliate' listed right down the bottom. Now all you need to do is sign up through their site and again start selling in the exact same way with your own link.

The same also goes for a lot of services. Gambling sites, stock brokers and more will often offer you commission on referrals and the best part of this is that often this commission is for the lifetime of that membership. What this means, is that if someone signs up to a binary broker online using your referral link, you'll then get a percentage of *all* the profit they make subsequently. This means you can feasibly stop marketing completely eventually and still be making a huge profit while you sleep... forever!

MARKETPLACE

Choose from thousands of great prod



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 - ▶ E-BUSINESS & E-MARKETING

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Home

Affiliates

Sellers

MarketPlace

Find Digital Products to Promote

Home → Affiliates → Find Digital Products to Promote

Category: Select One...

Subcategory: Must select a Category at

Filter

Display

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Recent Best Sellers: [Today](#) , [Past 7 Days](#) , [Past 30 Days](#)

Quick Links: [Clear Filters](#) , [WSOs Only](#) , [Newest Launched WS](#)

PRODUCTS LISTED ON JVZOO

Product Title	Promote
ProThemes Add On Membership - VideoMakerFX   by: Peter Roszak 	GET LINKS Sales Funnel

How it works

\$200K sales
21% conversion rate



Original page

\$349K sales
52% conversion rate



Modified page

VS

Create and A/B test different versions of your website to continuously discover the best performing versions that increase your online sales.

TOOLS INCLUDED



Testing &
Experimentation



Research &
User Feedback



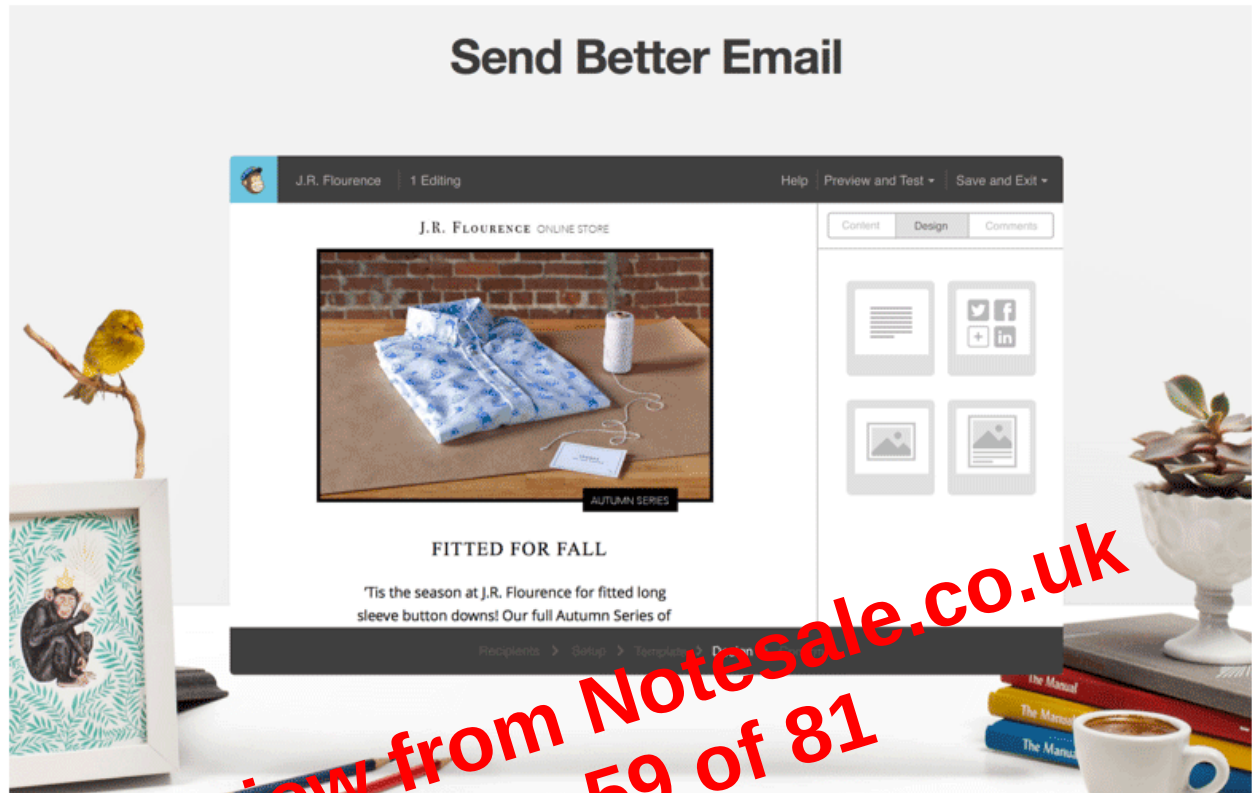
Analytics &
Reporting



Targeting &
Personalization

The sorts of changes and tweaks you can experiment with vary but they include alterations to the text, the headers, the colour schemes and more. You can automate this with a number of WordPress plugins, one of the best is Optimizely (<https://www.optimizely.com/>) and Visual Website Optimizer (<https://vwo.com/>).

MailChimp:



Subscribers	Monthly Fee
500	\$10
1,000	\$15
10,000	\$75
20,000	\$150

Paid Advertising

The most obvious way to get your link out there *immediately* is with advertising. The best option here will be to use a form of PPC advertising, which means 'Pay Per Click'. With this type of advertising you only pay when someone actually clicks on your ads. This amount is predefined by 'bidding' on advertising space and by setting an advertising budget.

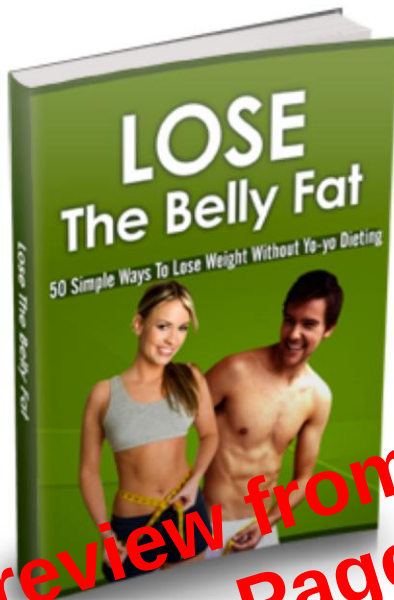
As a general rule though, you'll usually only pay a few cents or a few dollars at most for each click. This then means that if you're getting \$30 per sale on your affiliate product, you'll be able to make a lot of 'mistakes' before you stop breaking even. In general you can have less than a 2.5% success rate and still make a profit.

What's more, if you use your advertising platforms correctly, you can target your audience and thereby ensure that you're only advertising to people who are likely to want to buy your product.

With Facebook Ads for instance, you can target your audience based on their age, sex, location, marital status, job description and even hobbies. That means you can make sure that your fitness e-book ad only gets seen to be people who are young, male and who list 'fitness' as their hobby. Likewise, you can ensure that it's managers who see your advert for an SEO e-book aimed at small business.

BONUS #4

LOSE THE BELLY FAT - Full PLR!



50 Simple Ways To Lose Weight Without Yo-Yo Dieting

Includes:

- **100% Full private label rights**
- High quality eBook
- Professionally-designed graphics
- Done-for-you 104-page Ready-made Salesletter
- Start reselling it for 100% profit!

Valued at \$27.00!



As you can see, this bonus eBook is highly related to the main product being promote – Healthy Business, Healthy Life.

Conclusion And Plan of Action



So there you have it: a ton of different methods you can use to start making money from affiliate products. That's a lot of information to swallow though, so as a more direct guide, just try to follow these key points:

- Choose your product by very carefully considering the target audience, the state of the market and the potential 'routes to market' that you could advertise through.
- Think as well about the product that will offer you the most profit in the short and long term.
- If you have a channel already with a big audience, start selling through that.

- Otherwise, set up a way to start making direct and immediate profit: most likely this will be through Google or Facebook ads.
- Now at the same time, work on creating an audience for yourself – begin by creating a blog in the correct niche.
- Now use a combination of social media marketing, content marketing, video marketing, influencer marketing and more to build trust and authority in your niche.
- You should also take this opportunity to collect e-mails.
- Eventually you can start selling directly by recommending the products you've selected to your audience.
- Then try another product.
- If you're interested in going one step further, you can also take your existing products that are selling well and swap them with a product that you've actually created.

And there you have it! That's really all there is to it – you just need to know how to really persuade your audience and you need to stick at the process so that you fine-tune your approach. Eventually, you can be making BIG money while you sleep from products you didn't even create!

IMPORTANT: To help you further take action, print out a copy of the *Checklist* and *Mindmap* I provided. You'll also find a Resource Cheat Sheet with valuable sites, posts and articles that I recommend you go through.