

# **AFFILIATE**

## **MARKETING EXCELLENCE**



## Contents

<b>Chapter 1: The Life of an Affiliate Marketer: What to Expect .....</b>	<b>4</b>
How Much Does an Affiliate Marketer Make?.....	5
The Affiliate Marketing Lifestyle: What Does Affiliate Marketing Involve? .....	6
How to Approach Affiliate Marketing .....	11
<b>Chapter 2: The Mechanics of Affiliate Marketing: How it All Works.....</b>	<b>15</b>
Types of Affiliate Program and Choosing the Best Product .....	17
Some More Tips for Choosing Your Affiliate Product .....	20
Why do Product Creators on Digital Affiliate Networks Give Away So Much Profit? .....	23
Your Beginner Strategy: Don't Reinvent the Wheel .....	24
Scaling Up.....	26
<b>Chapter 3: Making Things Sell.....</b>	<b>27</b>
What is a Sales Page? Creating the Layout .....	29
Writing Your Sales Script.....	32
Value Proposition .....	38
<b>Chapter 4: More Platforms for Selling .....</b>	<b>41</b>
Blog Posts.....	42
Email Marketing.....	43
Affiliate Marketing in Person .....	44
Using Your Existing Routes to Market .....	45
Influencer Marketing.....	46
<b>Chapter 5: Marketing Your Blog, Mailing List and Sales Page .....</b>	<b>49</b>
The Power of Content Marketing.....	49
PPC .....	51
<b>Chapter 6: Conclusions: The Secrets You Have Learned .....</b>	<b>54</b>



# CHAPTER 1

---

**THE LIFE OF AN AFFILIATE MARKETER:  
WHAT TO EXPECT**

# Chapter 1: The Life of an Affiliate Marketer: What to Expect

If you're looking to make a ton of money online, then the best option for the widest selection of people is undoubtedly affiliate marketing. This is the online business model with the lowest barriers to entry that anyone can learn and anyone can master. At the same time, it is potentially one of the most profitable business models you can use online and certainly much more profitable than blogging for AdSense revenue or similar.

And this is a point that advertisers on Facebook often like to labour. Chances are that you'll have seen plenty of adverts for online money making schemes and 'programs'. And no doubt 9/10 times, they'll be based around affiliate marketing.

You'll know these ads if you see them. They're the ones where people talk to you from their private yacht and tell you how they make a 6-figure salary in just a few hours of work each week.

Likewise, you'll have probably have seen the videos of online 'billionaires' talking about their money-making systems while wearing smart suits in very pimped-out offices. They've created a 'digital empire' all their own using affiliate marketing techniques and now they're rich and powerful and you probably want to be them... But is this all true? Can you really accomplish all that through affiliate marketing? Is it really that easy? Or is there more to it than that?



## How Much Does an Affiliate Marketer Make?

First of all, let's assess the claims about earnings. We don't have to guess at this. During the 2014 Affiliate Summit over 1,800 affiliate marketers answered a survey describing everything from their methods to their earnings.

How much were they bringing in?

Well, only 46% earned less than \$20K while 8% earned \$50K-\$100K and 12% earned \$100K+. At the very least, this shows it's certainly *very* possible to earn big money. (The rest were around the middle, but note that 19% elected not to answer at all.)

What's also interesting here though is the sheer *spread* of earnings. Affiliate marketing is bringing in from \$20K to \$100K and beyond, which you just don't find in traditional careers.

So what's making the big difference here?

It's the *skill* of the individual.

As an affiliate marketer, you're self-employed and working alone. There's no need to 'climb the corporate ladder' or to compete for promotions. You can get to the top overnight if you have the right skills because it's *all on you*.

And in this book, we'll be looking at the secrets you need to really start earning the big bucks as an affiliate marketer.



### **The Affiliate Marketing Lifestyle: What Does Affiliate Marketing Involve?**

Perhaps the biggest draw of affiliate marketing though is not the money. Instead, for many people the appeal lies in the fact that this is a completely 'passive' business model. Once you've set everything up such as your sales funnel, your affiliate network account and your blog/sales page, then you can literally be earning money while you're sleeping or while you're on holiday.

But again this can get twisted. This lifestyle is what you can achieve once you're at the top of your game as an affiliate marketer – it doesn't come overnight.

In fact, affiliate marketing is likely to *initially* involve a lot of work. The idea here is that you put in the work up front so that you can sew the seeds of your labor further

down the line. To begin with, you need to be willing to put in a lot of hours for very little reward.

Specifically then, what does affiliate marketing involve?

If you're reading this book, then there's a good chance you have a general idea but we'll recap in a little more detail for those who do not.

Essentially, as an affiliate marketer, you sell products for commission. This means you'll be finding products online and promoting them using your own affiliate link. If someone clicks on your link and *then* buys the product, you'll get a cut of the profit. Often, affiliate marketing involves selling digital products and you can expect your cut to be as much as 50% all the way up to 75% of the RRP.

There's no risk involved for you because you're not creating the product and there's nothing for you to ship or for you to store. All you have to do is sell but you earn *more* than the creator.

The hard part though is in doing that selling. This is where the 'marketing' part comes in and your job from here is to find yourself a large audience through a blog, through an e-mail campaign, through advertising or through social media; whichever tool you find the most effective.

This is why there's no steep learning curve or barrier for entry for beginners. All you're literally doing is making sure people see your affiliate link. There's no product

creation and no investment. You can get started tomorrow in minutes and it won't cost you a penny.

If you're a big blogger and you already have an audience of 10,000 readers a day then you're going to find this very easy. All you need to do is put some very persuasive text on your website along with the link and you'll start driving traffic. If this is your first attempt at affiliate marketing though, then you may well find this process a little more complex and little more hard going.

**You now have two options:**

- Build your own audience
- Advertise

(Actually, there are other methods and growth hacks you can use which we'll come to later, but for now this will suffice.)

**Advertising**

If you're going to use the route of paid marketing, then that means you're going likely going to be using PPC. This is 'Pay Per Click' and basically means that you pay for every person who clicks on an ad and thus gets sent to your site. The more you pay, the more visitors you get.

If you design your site well and you can really convince people to buy your products, then you should be able to convert a predictable amount of visitors into buyers. This in turn means you can work out your precise ROI. So if you pay a certain amount per visitor, and N percentage of those visitors earn you X amount of money, you can tell whether or not your strategy is profitable.