

The background of the top half of the image is a solid blue color. Overlaid on this background is a grid of circular icons. Each icon is a lighter shade of blue and is contained within a circle. The icons include a magnifying glass, a computer monitor with a pencil, a group of three people, and a gear. These icons are arranged in a repeating pattern across the entire blue section.

QUICK START GUIDE TO

AFFILIATE MARKETING

*affi*lorama

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Welcome to Affilorama

By simply signing up for our free membership, you've taken a huge step forward in your journey to becoming a successful affiliate marketer!

In the following report, we will carefully guide you around common obstacles faced by fresh affiliate marketers, saving you both time and money.

Are you ready? Let's get started!

CHAPTER 1

WHAT IS AFFILIATE MARKETING?

Affiliate marketing is an online business model where you can earn a commission for selling someone else's products. You do not own the product or the service you are promoting on your website. But you do receive a piece of the pie for every paying customer you send to the merchant.

Let's consider this process as analogous to buying a home. When you are interested in buying a new home, who shows you around? A real estate agent. But does the real estate agent actually own the property he or she is trying to sell?

No, but the agent does receive a commission for every home sold.

Check out this example of the marketing cycle:



As you can see, there is a mutually beneficial relationship among the customer, the affiliate and the merchant.

CHAPTER 2

WHY IS AFFILIATE MARKETING SUPERIOR TO OTHER STRATEGIES?

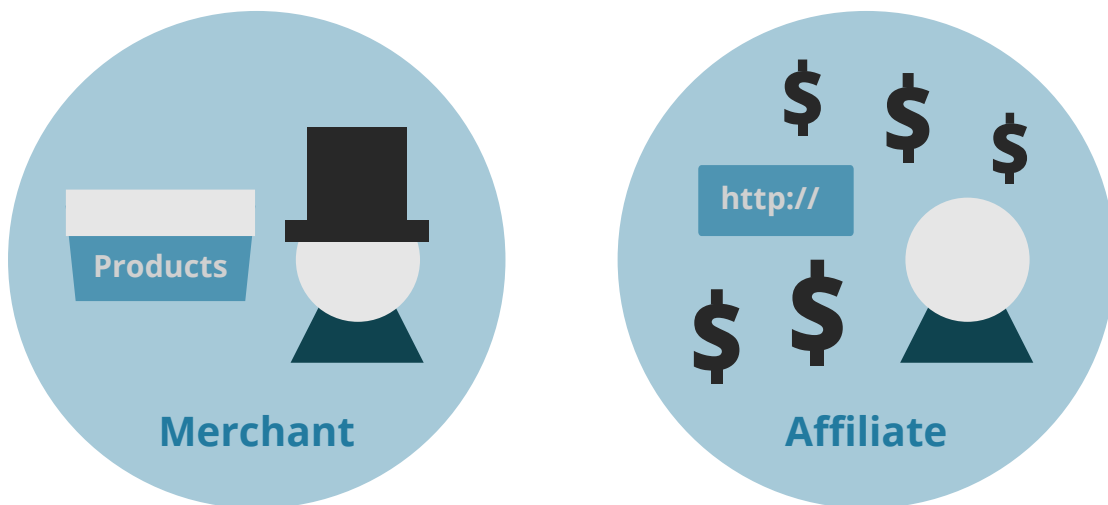
For people who want to make money online, affiliate marketing outshines other online business models. Here's why:

Simplicity

You don't have to create, produce, store or ship the actual products you are selling.

Basically:

- You don't have to buy inventory.
- You don't have to store goods.
- You don't need to figure out how to accept credit card payments.
- You just have to send visitors to another website.



You're not going to drop thousands on an idea, only to find out later that it doesn't work. It's minimal investment, with a high potential for income.

No Limits to Expansion

Affiliate marketing is flexible. Within a day or two, you can add another ten products to your website or expand into a totally new niche.

Smooth Learning Curve

Here are a list of skills that you **don't need** to become an affiliate marketer:

- You don't need to be the best at web design.
- You don't need to be an award-winning writer.
- You don't need specialized knowledge of any kind.
- You don't need to know the code that builds a website.

Of course, having any of these skills won't hurt, but you don't need them to be successful with affiliate marketing. You don't need to be an expert in what you are promoting either. Here's all you really need to succeed in affiliate marketing:

- Basic computer skills.
- An internet connection.
- Determination.
- The ability to identify a profitable niche (which we will help you to do).
- Basic knowledge of what does and doesn't work.

Low Startup Costs

In terms of startup expenses, all you will need to purchase is a domain name (\$10/year) and web hosting (\$100/year).

An autoresponder email service (\$20/month), and outsource labor are both optional costs. You can do pretty much everything yourself without spending any more, but a lot of affiliates choose to hire people to do things like write articles, design graphics, etc. It can often be a good investment to stop yourself from getting stuck on things you're not good at.

Too Good to be True?

Some of you may be wondering: Is this a scam? It seems too good to be true.

Affiliate marketing is far from a scam. It's been around for a long time, and it's actually the reason behind a lot of the content on the Internet. Now that you're an affiliate, you'll start spotting other affiliates everywhere.

For instance, did you know that one of the oldest affiliate programs on the Internet is run by Amazon.com? There are hundreds of thousands of websites on the Internet that promote products available on Amazon. Every time someone clicks on one of those products and purchases something — anything — on Amazon, that website gets a commission.

CHAPTER 3

WHAT IS INVOLVED IN THE AFFILIATE MARKETING PROCESS?

The process of getting a website set up for affiliate marketing has many puzzle pieces that make up the big picture. Generally though, they can be categorized into these four major phases:



Market Research

The first step is to figure out what you're going to promote, how you're going to promote it, and whether it will be profitable! This is market research. This is a really important step, because if you get it wrong you could end up devoting months of effort to something that won't ever make you money.



Build Your Website

Having decided the topic and products you're going to focus on, you'll continue by building your website. This isn't as difficult as it might sound. There are a lot of simple tools these days that give you a professional looking website.



Get Visitors to Your Website

No visitors = no sales. This is likely to be where you devote most of your efforts after you've built your website. There are lots of strategies for getting people to visit your site. Some will give you an instant traffic boost, while others are longer-term strategies.



Optimize Your Website for Sales

A few tricks can make it so that visitors to your site are more likely to buy something.

CHAPTER 4

HOW TO GUARANTEE SUCCESS AS AN AFFILIATE

To succeed as an affiliate marketer, you need to equip yourself with the right mindset from the word “go.” Here’s how:

1. Set a Goal and Keep it in Focus

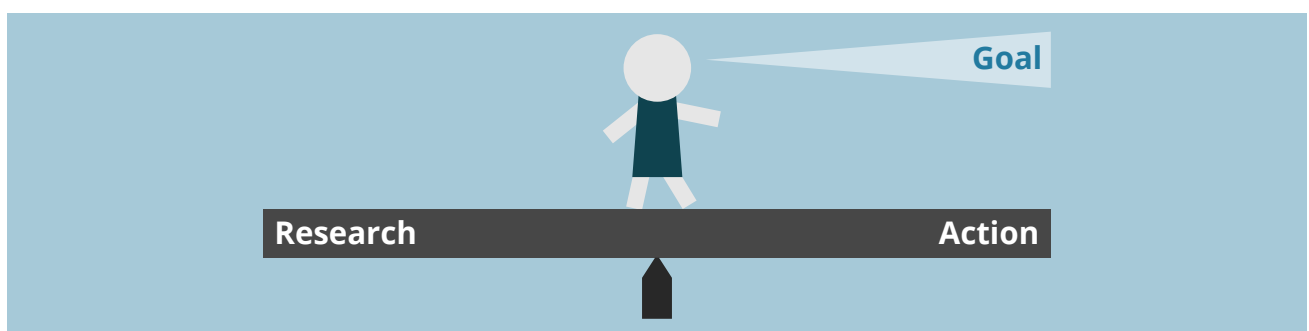
Give yourself something to aim for. Write down where you want to be in six months: How much passive income do you want to be generating? How many websites do you want to create? How many articles do you want to write for your blogs?

2. Balance Research and Action

There are a lot of resources, websites and experts on the topic of making money online. There are also hundreds of different ways to do it, but the only way you’ll ever succeed with any of them is to see one through to the end.

We’re not saying to keep a closed mind to new ideas and strategies, but make sure you balance your research with real, tangible action. Try to spend 20 percent of your time learning, and 80 percent of your time actually DOING.

If you purchase a course, or subscribe to a particular strategy, make sure you actually go through with it. Don’t fill your computer — or your head — with courses you’ve never completed.



3. Be Patient and Enjoy the Ride!

Your affiliate empire will not come about after a few days sitting in front of your computer. Give yourself a chance! Stick with it. There is no point worrying about what might or might not happen in the future. If you hit a setback, take it in your stride.

CHAPTER 5

AFFILIATE MARKETING PITFALLS YOU NEED TO AVOID

To avoid becoming discouraged by common affiliate pitfalls, make yourself aware of them and their solutions before you come across them.

1. Analysis Paralysis

The Pitfall: Rookie affiliate marketers procrastinate over the tiniest details and delay endlessly. They are searching for the ever elusive hole-in-one, yet they don't have the courage to swing the golf club!

The Solution: The only way ahead is through experimentation; try new strategies and throw yourself in the deep end. Conquer that debilitating fear that screams, "I'm not ready yet! Let's correct this tiny detail first!" Catch yourself when you procrastinate, and take action instead.

2. Shiny Object Syndrome

The Pitfall: Affiliate marketers find one system or training product and start following it. But before they get through to the end and complete the project, they get distracted by other products with other promises and drop everything to pursue this new direction. They end up with a whole bunch of unfinished projects, incomplete knowledge, no money and no income!

The Solution: Finish what you start. If you start a training course, make sure you work it all the way to the end. This is the only way you'll really get any benefit about it. If you're following a system... finish it. Half-finished systems won't make you any money! Look at how many tools and training products you've bought, versus how many you've completed. If necessary, cut down on the number of mailing lists you're on, or the number of blogs you read. There are hundreds of ways to make money on the internet, but at this point you only need ONE. Choose one, and then give it a chance to work!

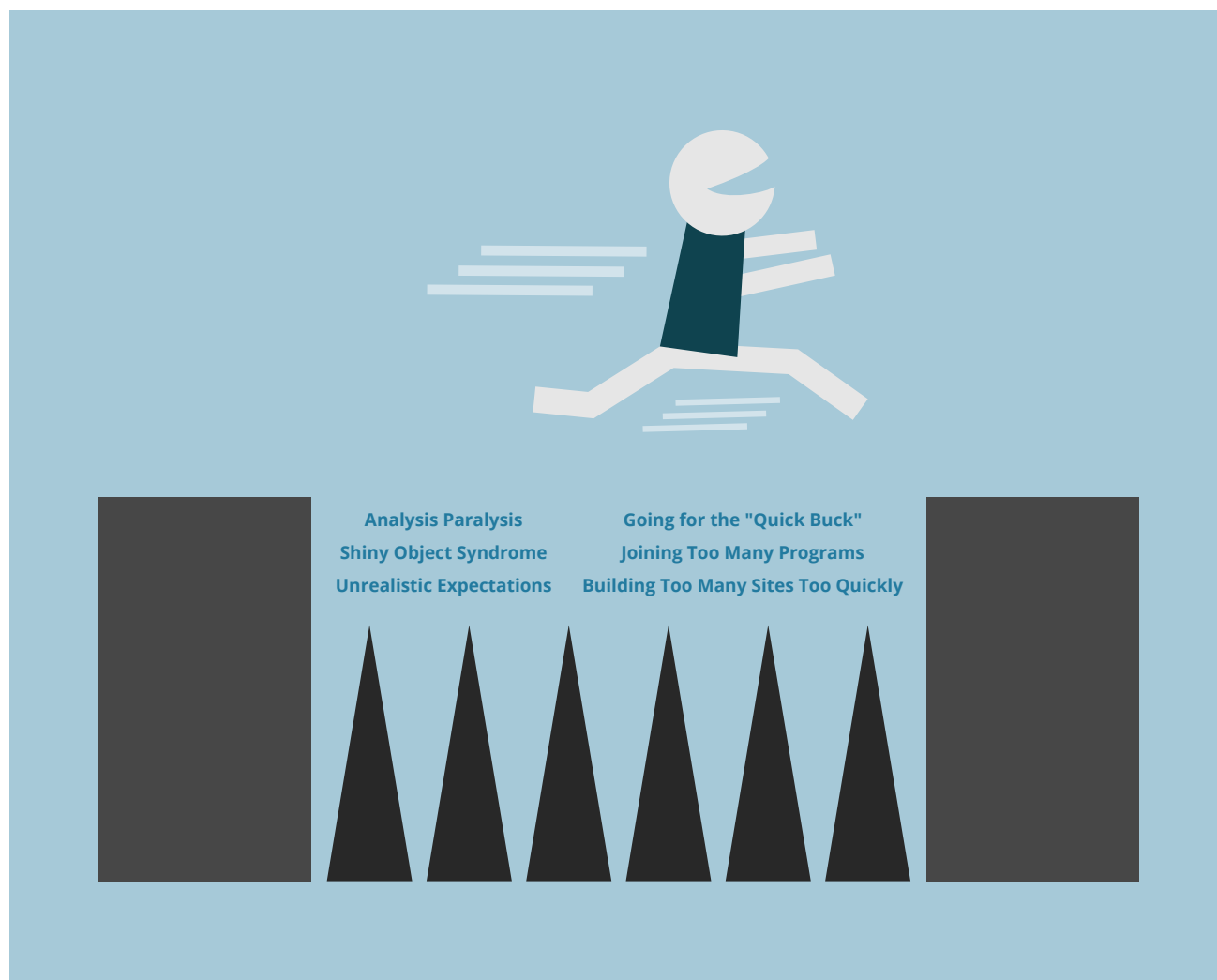
3. Unrealistic Expectations

The Pitfall: When starting out, many affiliates dream of becoming millionaires overnight. Unfortunately, affiliate marketing is not a magic pill. It takes work, dedication, and patience. Many give up too soon because they haven't earned as much as they would like straight away.

If you were pursuing a large income by studying to be a doctor, you wouldn't give up after the first month, complaining that you weren't seeing any money yet. Becoming an expert affiliate doesn't take as long as getting a medical degree (and it doesn't cost as much, either) but there's still a bit of learning to do, and it can still take some time to start seeing results.

There's certainly the potential to earn as much as our doctor friends. The problem is that some people will claim that you can earn millions overnight with one simple trick. This is like promising that you can get a medical degree in the mail for \$19.95, and that you will then be able to earn big bucks as a doctor. It's just not realistic.

The Solution: Stick with it, set realistic goals, and view success as a marathon, not a sprint.



4. Going for the “Quick Buck”

The Pitfall: Trying to find “loopholes” or fast ways to get results. You will see a LOT of products that claim to be “the secret XYZ doesn’t want you to know about.” But if something is promising you fast results that you probably don’t really deserve, it will either a.) not work, or b.) be a temporary boost that won’t work for very long — and then you’ll be back where you started.

The worst are the “quick buck” strategies, which involve spamming your links all over the Internet, or using misinformation on your site to falsely lure in customers. Both could get you banned from your affiliate program, and lose you any potential commissions that you may have made.

The Solution: Be wary of claims that a particular tool or strategy will result in money pouring into your accounts overnight. Even (or perhaps especially) on the Internet, if it sounds too good to be true, it probably is. Don’t spam links wherever you can get them, be able to back up claims made on your website, and include a simple and friendly affiliate disclaimer (FTC requirement). Going after the “quick buck” via any means possible, ethical or not, isn’t worth it.

5. Building Too Many Sites Too Quickly

The Pitfall: Building multiple sites straight away thinking, “more sites will make more money.” Then, when none of the sites have been given the full attention needed, they flop.

The Solution: Start with just one affiliate website, and build it like a home. Would you haphazardly lay the foundation? Would you slop the dripping paint brush widely all over the wall so that the carpet is stained? Of course not! Build your website to last. Once it is established and optimized, then move on to the next one.

CHAPTER 6

PICKING A NICHE

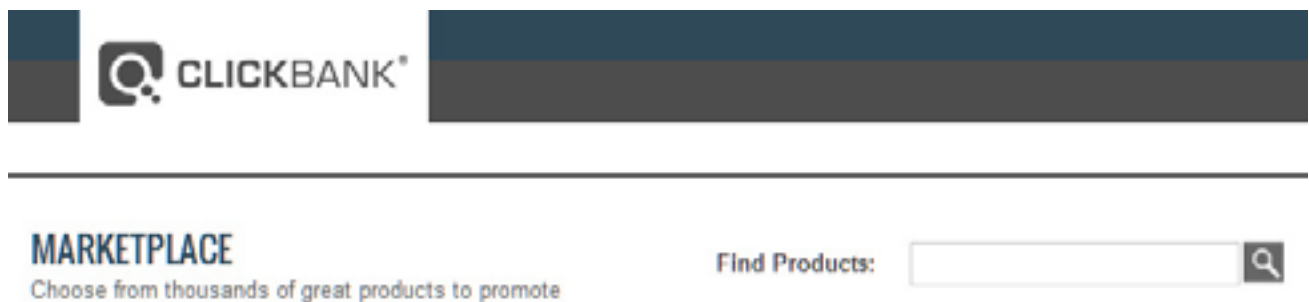
Now we are ready to get started and dive into one of the most important aspects of affiliate marketing — niche selection and keyword research.

Niche Research

Don't be tempted to build a website around a topic you love before you've checked whether there are any decent affiliate products that you can promote. Just because you love something, doesn't mean it will make you money!

The easiest way to ensure that you're going after a topic that can make you money is to look at the affiliate products first. If there are lots of products that you can promote, and they look like they're going to sell well, then you're onto a winner.

A good place to start is at [ClickBank.com](https://www.clickbank.com)



For more information on exactly what you should be looking for here, the free Affilorama lesson [“7 Steps to Finding Profitable Affiliate Niches”](#) covers this chapter's topic in much greater detail.

Categories

- ARTS & ENTERTAINMENT
- BETTING SYSTEMS
- BUSINESS / INVESTING
- COMPUTERS / INTERNET
- COOKING, FOOD & WINE
- E-BUSINESS & E-MARKETING
- EDUCATION
- EMPLOYMENT & JOBS

Reset Filters and Attributes

Filters

Gravity

Avg \$/sale

Initial \$/sale

Avg Rebill Total

Lots of products,
go ahead!

Not many products,
try another.

Look at categories and their sub-categories

Use the gravity filter to check for viable products

Finding Profitable Products

Make sure to pay attention to the Gravity filter when searching for products in ClickBank, as it is basically a measure of how many different affiliates are making sales from a given product. We suggest setting Gravity to 6–25 as your range, as ideally that will avoid products with an overwhelming level of competition, while ensuring that the products have proven potential to make money.

Another important thing to consider is how much you make on average for each sale. There are three figures that are interesting here:

- **Initial \$ Per Sale:** This is how much you earn per sale before any “back-end” purchases are included. It’ll be your cut of the purchase price that you see on the sales page for the product.
- **Average % Per Sale:** This is the commission percentage that you earn. The \$ per sale is the cost of the product x the commission (with Clickbank’s cut taken out too).
- **Average \$ Per Sale:** This is the important figure. Often products will make offers to their customers after they have bought the first product. They might upsell them to a “professional” version of software, or offer great deals on their other products to purchase as a bundle. Products might also sell on a subscription, which earns you monthly commissions rather than a one-off commission. All these come together to give you the average \$ per sale. This is the average amount you could expect to earn from every customer. It’s often a LOT more than the initial commission you earn, so it’s a more important figure to consider.

The screenshot shows a ClickBank product listing for 'Eformula Evolution'. The product name is in red. Below it, there is a description in blue text: '748 Commissions Per Sale. Massive Epc... And Low Refunds. \$25k... Cash For The Top Affiliate. Cart Closed June 24th. Http://www.eformulaevolution.com/'. To the right of the description, there is a box containing 'Avg \$/sale' and '\$435.08'. Below this box is a red 'PROMOTE' button. Below the 'PROMOTE' button is a link that says 'Vendor Spotlight'. At the bottom of the listing, there is a 'Stats' section with the following information: 'Initial \$/sale: \$435.08', 'Avg %/sale: 49.0%', 'Avg Rebill Total: \$0.00', and 'Avg %/rebill: 1.0%'. The 'Initial \$/sale' and 'Avg %/sale' values are highlighted with blue boxes. Below the 'Stats' section, there is a 'Cat:' field with the value 'E-business & E-marketing : E-commerce Operations'. At the very bottom of the listing, there are several icons: a US flag, a dollar sign, a globe, a magnifying glass, a padlock, and a document.

Eformula Evolution (view mobile)
748 Commissions Per Sale. Massive Epc... And Low Refunds. \$25k...
Cash For The Top Affiliate. Cart Closed June 24th.
Http://www.eformulaevolution.com/

Avg \$/sale
\$435.08

PROMOTE

[Vendor Spotlight](#)

Stats: Initial \$/sale: **\$435.08** | Avg %/sale: **49.0%** | Avg Rebill Total: **\$0.00** | Avg %/rebill: **1.0%** |
Grav: 48.03
Cat: **E-business & E-marketing : E-commerce Operations**

US \$ 🌐 🔍 🔒 📄

When you’re looking for products to promote, look for products with an average \$ per sale of at least \$15, but ideally more. We’d also recommend looking for products with an average % per sale of at least 50 percent.

It doesn't matter if not all your products meet all these criteria, so long as at least a couple of them do. But the more products you can find that meet these criteria, the better your chances of making good money.

Why You Need More Than One Product to Promote

While it's certainly possible to make money with just one good affiliate product to promote, it's a case of "putting all your eggs in one basket." If that product doesn't end up selling well for you and you don't have any others, you're limiting your chances of making good money.

Another reason it's good to have a few products to promote: You can make multiple sales to your visitors! This becomes especially lucrative if you run a newsletter, where you're constantly emailing people about different products – more about that in Chapter 9.

Once you've found at least three good products you want to promote, and they're all around a certain topic, you've found your niche! The next step is to have a look at what else is going on in that topic, so you can see how competitive it is.

Competition Research



The (unsurprising) fact is that where there's a lot of money to be made... there will usually be a lot of other people trying to get their slice of the pie! This means that the usual avenues that affiliates use to get visitors to their websites will be jam-packed, like the freeway on a holiday weekend.

This doesn't mean that it's impossible to make money in a niche. It just means that instead of taking the freeway, you might need to get off the main route and take a few backcountry roads.

The easiest way to dodge the competition in a competitive market is to get a little more specific. Instead of focusing on a topic like "weight loss" (a very lucrative and very competitive niche), you can focus on "weight loss after pregnancy," or "weight loss for men." This is called a "sub-niche."

A sub-niche of a massive niche can be wonderfully profitable, and still have a LOT of interest. So if you find a niche that seems to be ridiculously competitive, see whether you can dig a little deeper.

Is Your Niche Evergreen?

Your website is only ever as relevant as the niche. As soon as people stop being interested in that topic, you're dead in the water. If you built a website 10 years ago promoting VCR repair guidebooks, you might find business is a little flat these days.

It's good to focus on topics that people are ALWAYS going to be interested in. For instance, there will always be people wanting to lose weight. There will always be people having trouble with badly behaved dogs. There will always be people with relationship troubles. These are what we call "evergreen" niches. If you want to build a website that will earn you money for years and years to come, go with an evergreen niche.

Quick Tip: The more urgent or important a product is to its potential market, the easier it will be to sell. You want to choose a niche where the products are not only relevant, but important enough to customers that most of them are already looking to buy when they start their search. More on this in Chapter 10: How to Make More Sales.

If you are looking for an option where all this niche research is done for you, [AffiloJetpack](#) comes with a detailed niche analysis report, well-researched keywords, and content ideas for a variety of proven profitable niches.

CHAPTER 7

BUILDING YOUR WEBSITE

The next phase of affiliate marketing involves building a website from which you will promote your affiliate products.

These days it's actually pretty easy to get a website online, even if you've never done it before. There are a lot of tools available that make it a lot less daunting.



Registering a Domain Name

A domain name is your website address, as in www.yourdomain.com.

The good news is that domain names are inexpensive (typically around \$10/year), and help give your website an air of authority and credibility. The bad news is that a lot of the good ones are already taken.

Choosing a domain name is an important step since it is essentially your business name from here on out, so a lot of people end up getting stuck on this step — analysis paralysis strikes! If you need a little help brainstorming and buying a good domain name, check out this lesson, "[How do I chose a domain name?](#)" on Affilorama.

Web Hosting

Once you have purchased your domain name, it's time to start looking for a web host. After all, what good is a house without land to put it on?

A few things to be on the look out for when selecting a web hosting provider:

- What is the web host's advertised uptime? 99.9 percent uptime is the bare minimum you should accept.
- What is the quality of their customer support? Submit a few queries and call their customer support team before handing over your money.
- How much storage space will you have? Aim for a minimum 5 GB of storage space.

Be careful not to get hung up on choosing a hosting provider. At the end of the day, most shared hosting providers will be adequate for getting started. Once your site gets bigger and more popular, you might want to think about whether you're happy with your hosting, but in most cases you won't be able to tell the difference between providers.

If you're nervous, opt for a month-to-month payment plan (rather than buying for a whole year up front) until you're sure you're happy. If you do decide you hate your host later on, you can move your site to a new host. Often your new host will be happy to help you migrate everything over.

For more information on web hosting, as well as how to register your hosting and link your domain name to it, look at the "[What to Look For in a Hosting Provider](#)" lesson.

Site Building with WordPress

WordPress is a content management system (CMS) that makes it easy for even the biggest technophobe to build and run a professional-looking website.

It's essentially a software that you can install on your website that allows you to add content and change your website settings, all from a friendly admin panel (rather than staring at screens of code). WordPress is free, and it has a huge community behind it, so you'll find a lot of tools and support to help you.



Installation: Most hosting providers will have an option inside your hosting control panel to install WordPress on your website. One of the most popular installers is called “Fantastico,” although lately many hosting companies have been creating their own installers. Check with your hosting provider.

Learning WordPress: We recommend that you spend some time on [the official WordPress lessons database](#): These lessons cover every topic imaginable related to WordPress.

Forums	Topics	Posts
Installation – Problems with getting it running.	42,338	173,403
How-To and Troubleshooting – Once it's running	451,142	1,576,833
Themes and Templates – XHTML and CSS	173,866	621,050
Plugins and Hacks – Extensions and modifications	626,263	2,010,208
– Hacks – For Plugin Coding and Core hacking discussion	10,641	33,907
WP-Advanced – Beyond Codex Questions	953	4,768
Multisite – Problems running a network of WordPress sites	14,491	83,272
Localhost installs – If WordPress is or will be installed on your computer	2,598	11,330
Your WordPress – Shut your stuff.	13,947	46,129

CHAPTER 8

CREATING CONTENT

The content on your website serves two main purposes:

1. To attract people to your website
2. To convince people to purchase the products you're promoting!



You can either write it yourself, or outsource it to someone else (which we will guide you through).

How Does Content Attract People to Your Website?

If you write an article on dog aggression, there's a chance that people searching for "dog aggression" in the search engines might find your site. By writing articles on different topics, you can attract people looking for information on those topics. (The way you make it more likely that these people find YOUR page is called "search engine optimization," or SEO.)

If you create particularly good, useful, entertaining or informative content, you might also get other people sharing your content with their friends and audience. You will get visitors from these referrals, and these links to your website can also help improve your search engine rankings.

You are more likely to succeed in both instances if your content is good — not simply re-hashed content that doesn't make any sense to a human reader.

How Do You Convince People to Purchase Something?

If people are having a problem (e.g., dog aggression), and the product you're promoting solves that problem (it's a dog training guide), then you have a match made in heaven. Create an article talking about dog aggression (or any of the different kinds of dog aggression), and then somewhere in your article you could mention this really great guide for solving dog aggression problems.



Your content lures in the prospect with the problem, and you make the connection between problem and solution! If the prospect clicks your affiliate link and buys the product, you earn a commission.

In addition to solving people's problems with products, you can also write product reviews for people who are already interested in buying something to solve their problem. Reviews attract people who are already on the verge of buying something, so they can be very lucrative.

There is a free Affilorama lesson where you can [learn about writing product reviews](#).

What If You Can't Write?

If you're "time rich but cash poor," writing your own articles will probably be your first plan of attack. But if you don't have much time (or writing isn't really your strong suit) then hiring someone else to write your articles is a good way to keep the ball rolling.

We call this "outsourcing," and you'll be surprised how easy it is. Some sites where you can hire writers include the following:



[iWriter.com](#): Specifically for writers.



[Fiverr.com](#): A site where everything costs \$5 to start with.



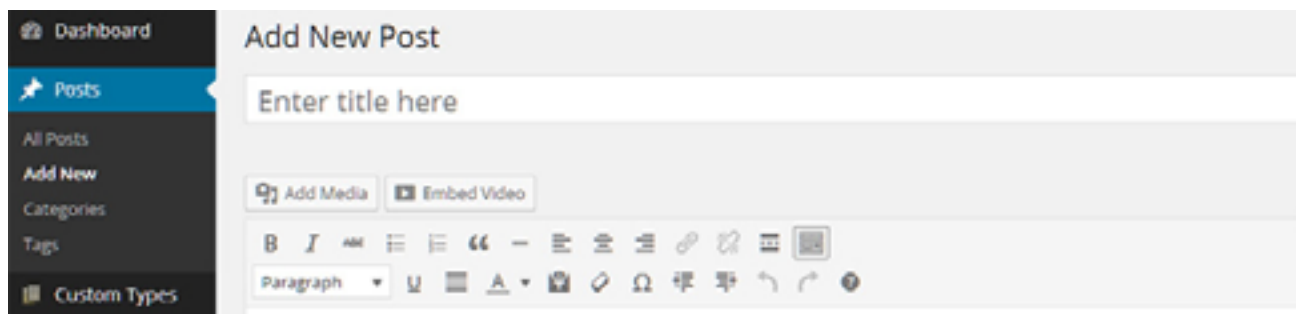
[oDesk.com](#) and [Elance.com](#): The originals.

Not just writers here, but freelance professionals of all kinds.

If you need more help with getting content that you don't have to write yourself, there is a free lesson on Affilorama that can help called, "['But I'm not a writer!' Easy ways to get content for your site.](#)"

Posting Your Articles

The final step in the content creation process is simply to post your articles on your website. Go to “Add new post” in WordPress, enter the title and content for your post, and you’re ready to go!



You’ll want to add some high-quality images to your post. You can search Google for “free stock images” or “free stock photography” and a lot of sites will pop up for you to explore.



You can also go to sites like [iStock](#) to can buy images. Comparatively, sites like [Creative Market](#) supply fewer images, but they are in general very nice and artistic, as well as large and inexpensive. Sometimes you will be able to find what you need at [Free Images](#).

You should never steal images from other websites. Not only is it unethical (how would you like someone making money by stealing the hard work you’ve done?) — using copyrighted material that you don’t have permission to use can get you into legal trouble.

Other Types of Content

Articles and blog posts are the most common content types for affiliate marketing, but feel free to branch out and experiment with other media types if they appeal to you. You could look into more visual formats such as:

- Infographics
- Comic Strips/Cartoons
- Video Blogs (Vlogs)
- Webinars

The main goal is to give your audience something of value to them. Do they want to be entertained? Do they want a solution to a problem? Is there something they could really use?

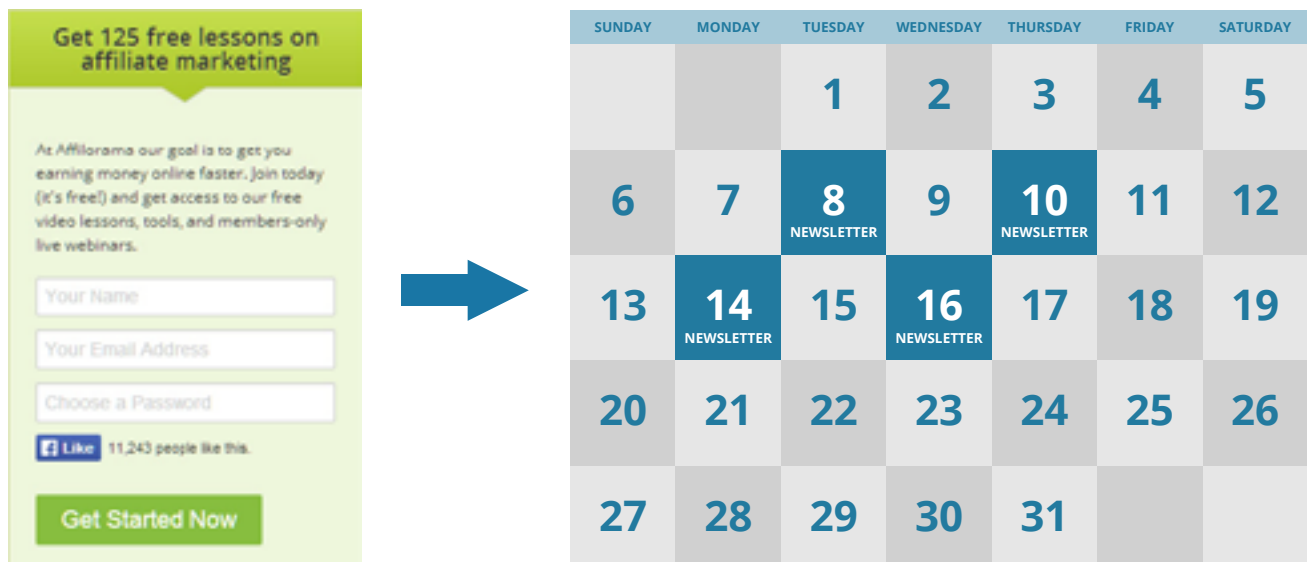
CHAPTER 9

EMAIL MARKETING

Email Marketing is a tried and true method of continuously selling to a target market. If you want to make the most out of your site visitors, the following information is very important:

What is Email Marketing?

If you send an email with a commercial message that has the intention of generating sales, you are engaging in email marketing. The ultimate goal is to build a targeted mailing list, and produce for them a series of well-written newsletters that lead to sales.



Why Should You Do It?

To give you a taste of email marketing done right, one email newsletter that Mark Ling sent out made him a quarter of a million dollars (that's \$250,000) in four days flat. It doesn't happen that way straight off the bat of course, but obviously there is very strong potential in this method of marketing.

Basically, here are the benefits:

- You can make multiple sales from a prospect.
- You can keep people coming back to your website.
- You can continue talking to people even if they never come back to your website.
- If your traffic sources dry up (e.g., if your search engine rankings drop), you still have your list, so you still have a business.

- People are more likely to buy from you when they trust you, and they'll trust you more if they hear from you often.
- You can generate a massive cash flow for your business by piggybacking on product launches. You can build hype and excitement with your list, so that when launch day comes around, everyone is ready and waiting to buy. (This is how you make really big money as an affiliate.)

What Do You Need to Get Started?

Email marketing doesn't take much to get started, but here are the basics:

Basically, here are the benefits:

- **A signup form, and a compelling opt-in:** This is an incentive for people to sign up to your mailing list, and the means for them to do so. An opt-in usually takes the form of a free report, but free e-books, interviews, courses and giveaways are also popular. You are giving away something of value to potential customers in order to collect their email.
- **An autoresponder:** This drip-feeds your content to those who have signed up so that you don't need to manually send out each email. The most popular services for this include Aweber, MailChimp and FlutterMail. You can continue talking to people even if they never come back to your website.
- **The content for your newsletter list:** This is the hardest part, and why [AffiloJetpack](#) was created. You have similar options with creating these as with any content creation: Either write them yourself or outsource them.

Want to learn more?

- Check out the free lessons on Affilorama to [help you with email marketing](#).
- [Affiloblueprint](#) shows you how to do it in detail.
- [AffiloJetpack](#) gives you all the content.

Final Words on Email Marketing

The most important point to take away from this chapter is that your newsletters must be high value to be effective: The first 10 newsletters in particular must be immaculate. Aim for 500 words per newsletter, with the occasional in-depth 1,000-worder.

Also, remember that the aim here is to inform and instruct. Subtlety is required when selling, so make your offers fit seamlessly into the newsletter.

CHAPTER 10

GETTING VISITORS TO YOUR WEBSITE

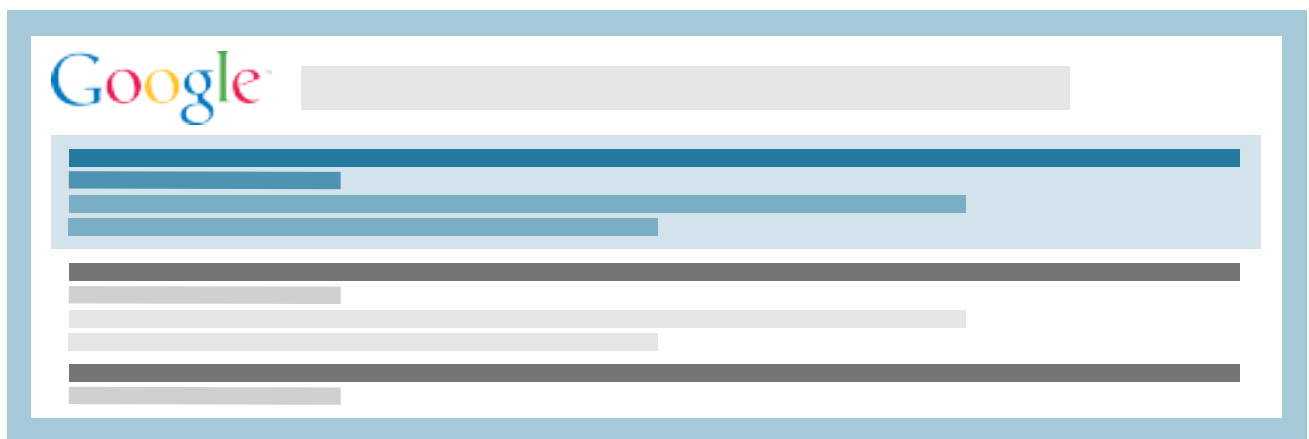
The more traffic you get to come to your website, the higher your potential for sales! Because of this, affiliates have spent a long time developing and refining methods to do exactly that, including:

1. Search Engine Optimization (or SEO)

Pros: It's free. You can get a lot of visitors if you rank well for popular search terms.

Cons: It can be difficult, if you're in a competitive niche. It's not instant, either. In fact, it can take months to see movement in your rankings. The biggest thing to do is still build links. (Having awesome content that people naturally want to share makes it easier!) SEO is also vulnerable to algorithm updates, more so if you use tools or strategies designed to improve your rankings quickly (so you could see your traffic disappear overnight). If it's too easy, chances are, it'll stop working eventually and kick you in the teeth on the way down.

Where You Can Learn: Affilorama has a whole section of [free lessons all about search engine optimization](#).



2. Paid Traffic

Pros: It's instant, so you can start getting traffic sooner. It can be very targeted as well. You can see which ads and keywords perform best, so you can focus on those. It's scalable... basically, once you find something that works, you can just pour in more money (more exposure) to get more money out.

Cons: It costs money. You need to make sure you're earning more than you're spending. It can take some trial and error before you find the right keyword/ad/landing page combination that makes you a profit. If you're new to affiliate marketing, you might not know which area you're going wrong in.

Note: The main type of paid advertising you will come across is pay-per-click advertising (PPC). This is a large topic, so for more information check out the [series of free lessons](#) on PPC at Affilorama.

3. Social Media Marketing

Pros: Your potential to reach a large audience on social media is almost limitless. If you can get social media users to share your content, then their friends will trust the recommendation, and hopefully even pass it on to their own friends. This sharing-ripple-effect gets your content out there, and if that content contains a link to your website, your chances of getting more traffic increase dramatically.

Cons: It requires a little time and effort, as you have to keep it up! Which do you pay more attention to, friends that you hear from often, or people that haven't made the effort to keep in touch? Post regularly to get the most out of it.

The main social media platforms are as follows:

- **Facebook:** Facebook is the big boy on the social media block. It is the second most-visited website in the world (only Google receives more visitors than Facebook). You need to start a page for your website as a brand, and become active. You need to upload media-rich content such as images and videos, alongside interesting snippets.

The goal is to entice targeted traffic from Facebook through to your website.

For more information, take a look at the Affilorama lesson, "[How to Use Facebook for Affiliates](#)."



- **Twitter:** Twitter is the home of bite-sized information sharing amongst friends. There's a maximum of 140 characters per tweet. Create an account for your website as a brand, and make use of #hashtags and @mentions to get your website noticed.

For more information, take a look at the Affilorama lesson, "[How to Use Twitter for Affiliates.](#)"

- **Google+:** Google+ has a "+1" system for liking content, which has a correlation with high rankings. It also allows you to use Authorship, which places your name and photo next to content you have produced in search results. This does wonders for your credibility and increases the click-through rate for your articles. Authorship is the reason that you will operate on Google+ as yourself rather than a brand.

For more information, take a look at the Affilorama lesson, "[How to Use Google Plus for Affiliates.](#)"

Specific Strategies

In terms of traffic generation, it pays to consider the two additional methods below. More information on both strategies, as well as a couple of others can be found in the free Affilorama lesson, "[5 'forgotten' traffic methods you can use today.](#)"

4. Kindle E-Book Traffic

You can write or outsource short reports and e-books to attract traffic from the Amazon Kindle marketplace. You will place links to your website within the content wherever relevant, and mention your brand in the header or footer notes.

This strategy is especially powerful when you partner up with the Amazon KDP Select program, whereby you grant Amazon exclusive rights to distribute your e-book for three months. With this program, Amazon allows you to give away your e-book for free for the first five days, which can do wonders for your traffic.

5. Brand Building

Subtly associate all distributed media and helpful community input with your brand to build it as a recognizable entity online. If you do this well, others will identify and trust your content or input more readily.

When your website is all set up, and your articles are ready to go, your virtual property is 95 percent finished — the scaffolding has just been removed. Now it is time to optimize your website for sales.

CHAPTER 11

HOW TO MAKE MORE SALES

Getting people to your site is one thing, but if you can't convince them to go through to the merchant and buy, you won't make a cent. So how do you get the ball rolling?

1. Make Sure You Add Your Affiliate Link

The bare minimum you need to do to start earning commissions is just to add your affiliate link to a page where your visitors can click on it. You can grab your affiliate link by visiting the affiliate program website (or ClickBank, if it's a ClickBank product). Note that affiliate links can often look a little strange.

`http://ef494bjvco1n1q4o1bbbx5zzdx.hop.clickbank.net/`

Copy the following HopLink HTML code and add it to your web page:

`<a href="http://ef494bjvco1n1q4o1bbbx5zzdx.hop.clickbank.net/" target="_top">Click Here!</a>`

In this case, you can either grab the top (black) website address and add it into your website using the “insert link” button, or if you have access to your website's source code, you can grab the bottom (blue) link and just paste it into your code. Just change the words “Click here!” to say whatever you want the link to say.

That being the bare minimum, if you want to increase the chances of making more sales, there are a few extra steps you can take...

2. Build Your Link Into Your Articles

Do you have an article on your website that talks about how you can stop a dog from digging? Do you know of an affiliate product that ALSO talks about good ways to stop dogs digging, and a whole lot more besides?

Why not try casually mentioning this in the course of your article? *“I’ve given you a few tips to help stop your dog digging, but since digging can be a sign of deeper issues in your dog’s behavior, I highly recommend **DogTrainerProExpress**. It gets the root of your dog’s behavior problems, and offers a much more detailed guide to stopping digging problems.”*

In one little paragraph, you've made the connection between the problem your visitor is having, and the product that will solve it. Your audience is much more likely to click on that link than a big flashing banner at the top of your page.

3. Be Careful with Banners

Most savvy web users these days have seen a banner or two in their lifetimes. There's a term, "banner blindness," that describes how we've learned to tune out those banners, no matter how much they flash and pulsate and (occasionally) sprawl across the screen.

If you really want your visitors to pay attention to the product you're recommending, you need to show them why it's relevant to what they need RIGHT NOW. The best way to do this is to just to tell them, in words. Explain to them like you'd explain it to a friend. *"You're having this problem? Oh, here are some things you can do, but if you really want to get to the bottom of it I'd recommend XYZ."*

4. Have a Link Toward the Top of the Page

Don't assume that visitors to your page will read all the way down to the bottom. A lot of people are in a hurry, or just don't like reading! Don't be afraid to put a link closer to the top of the page as well as at the bottom.

5. Give People Something to Do at the End

When someone reaches the bottom of a page on your website... what do you want them to do next? Many affiliates waste this opportunity by leaving it empty. Visitors finish reading an article and then just hit the "back" button because there's nothing else for them to do!

If you'd like people to click through to an affiliate product, have a quick blurb (like the one above), telling them about the product.

If you'd like them to sign up for your newsletter, have a signup box (and explain why it will help them with the problem they're currently having).

If you want them to read more articles on your website, have a link to a few other articles they might be interested in.

Don't leave them hanging, or you'll lose them!



6. Target the People Who Already Want to Buy

As mentioned in chapter 6, “Picking a Niche,” this starts right from the beginning of planning your website and creating your content. You want to try to grab the low-hanging fruit — the easy sells. And the easiest people to sell to are the people who are already interested in buying, and are just looking for someone’s opinion on what they should buy.

People who already know about a product and have probably already seen the product’s sales page will often search for “Product X review” or “CompanyName review” before they buy to check whether the product has a good reputation. If you can create a review of that product that convinces them that, yes, it would be a good purchase, that’s an easy sell.

People who don’t know about a particular product, but know that they need something will often search for things like “best dog training books” or “best online Spanish course.” They’re looking for someone to tell them which one they should buy. If you could create a list of good options, with a blurb about who they’re suitable for and why they’re great, and then link to the merchant’s website, that’s an easy sell, too. Not quite as easy as the “product X review,” but still pretty easy.

A lot of affiliates make most of their sales from product reviews. These sorts of keywords are often quite easy to rank well for too.

CHAPTER 12

WHERE TO FROM HERE?

This report is only the beginning of the knowledge to be gained on Affilorama. So what happens from here?

Print and Follow the Attached Roadmap

As was mentioned earlier, action is the only way forward, so you need to get started right away. That's why we've created a roadmap for you to follow. Print it out, and tick things off as you accomplish them. This will simplify the process and keep you on track. It also means that you only have to focus on the one step at one time, which is much easier than trying to think of everything at once!

Make Use of the Report and Free Lessons

As you go, use this report as a guide, as well as the series of free lessons that have been linked to throughout. It always pays to research the particular process you are about to apply yourself to, and then get right into it. Trial and error is your friend, and while research is important, analysis paralysis can inhibit you. Make sure you push through it!

Affilorama Support and Forums are Ready for You!

If you ever have any questions, curiosities, or general points of discussion on affiliate marketing, both [Affilorama support](#) and the [Affilorama forums](#) are there for you. Feel free to make contact with the support staff or other affiliates on the forum at any time.

Further Training

If you are looking for more in-depth knowledge, [AffiloBlueprint](#) (Affilorama's paid step-by-step video training service) is designed for exactly this purpose. Each detail is laid out in front of you as you go, so you don't have to think — you can just do.

If you want most of the hard grind done for you, [AffiloJetpack](#) provides research into profitable niches, as well as a variety of content (newsletter series, e-books, and articles) done for you, making setup a lot faster and easier.

If you just want some free tools to get started with, [AffiloTools is free for you to access](#). You can dig deeper into your search engine rankings, check up on your competitors, build better backlinks faster, and check the health of your website, all in the one place.

Good luck with all of your affiliate marketing adventures, we hope you succeed with this endeavor!