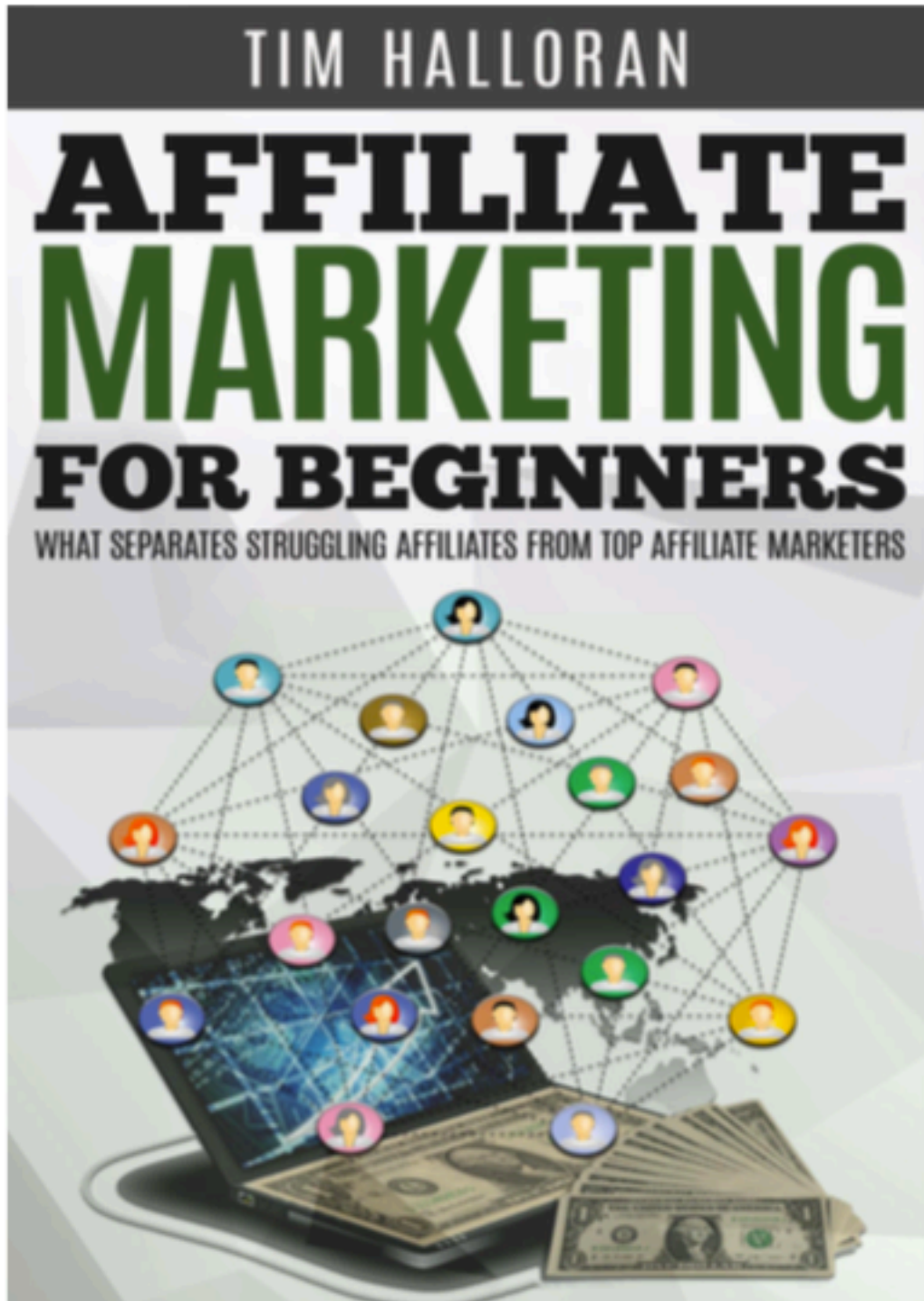


Affiliate Marketing For Beginners



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Affiliate Marketing For Beginners

Affiliate Marketing For Beginners:

**What Separates Struggling
Affiliates From Top Affiliate
Marketers**

By Tim Halloran



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For more information and training visit
affiliatemarketingmentoronline.com

Affiliate Marketing For Beginners

Introduction

Affiliate marketing is a business model which lets anyone profit by selling other people's products on the internet.

Amazon, for example offers one of the biggest affiliate marketing programs and you can link to any product on Amazon to earn commissions based on your sales.

Before we get into the 'nitty gritty' of how to set up an affiliate marketing campaign, let's take a look at some of the benefits which an affiliate marketing model can give you, (if you're successful).

I say 'if you're successful' because not everyone who attempts to build an affiliate business is successful, and you need to be aware of this.

Because affiliate marketing is very low cost and easy to start, anyone can 'have a go'. But not everyone makes a successful full time income from affiliate marketing. In later chapters we will discuss why this is the case too.

For now let's take a look at some of the reasons why affiliate marketing is such an attractive business model for many who start it.

What's So Great About Affiliate Marketing?

Affiliate marketing is a great business for a number of reasons:

You can start it from anywhere – all you need is a laptop and an internet connection.

It's relatively low cost compared to almost any other business.

You don't need to pay for business premises, staff or products.

Products are delivered by the 'vendor' - the product creators/owners

Customer service is taken care of by the product owners

There are no products to deliver or store yourself.

You can build up your affiliate business around existing work until your income grows

You can scale an affiliate business up with tools available online

You don't have to trade your time for money with affiliate marketing in the same way as you do in a normal job.

Automation can allow you to earn more without working more.

Automation lets you make sales in your sleep and grow your business with online advertising, content creation and through various other means.

So What's Not So Great About Affiliate Marketing?



It's easy to reel off all the positives about affiliate marketing and never say anything negative. But of course it's not all plain sailing. There's work to be done. There are things to learn.

So here's a list of things which *are not so great* about affiliate marketing:

It's performance related. This is double sided and is great once you're making those sales. But initially it can be tough.

You don't get paid unless you make sales. This isn't a job. It's a business.

It takes time to learn and then you need to implement that knowledge. The timescale for this can be different for everyone.

Like any business there are tough times. Some people quit when things get tough. The ones who don't quit are the achievers in affiliate marketing.

You can spend a lot of time doing things which *don't* move your business forwards without realising – (focus on money producing activities and don't get distracted)

Unless you personally know successful affiliate marketers it's not so easy to get personal training and mentoring.

If you already have a full time job you need to find time to run your business alongside it.

It won't be profitable immediately. Some struggle for years with affiliate marketing and others have success much earlier.

You get out what you put in. Don't expect everything to fall into place without a good deal of hard work.

It's up to you. You can't coast in affiliate marketing and make it successful. Your success is determined by you entirely – but you can get a head start with the right knowledge.

Chapter 1 – A Cautionary Tail

Shiny Object Syndrome

I started learning about affiliate marketing several years ago. I jumped from one 'shiny object' to another.

Every different 'guru' taught a different method. I kept changing tact so often that I didn't stick at any direction for long enough to make it work.

Even though some results were coming through, I abandoned many strategies to make money online before they had a chance to come to fruition.

It takes time to build a solid and sustainable business online and you shouldn't expect too much too soon. Find a strategy which works for you ***and stick with it!***

Of course you also need to work at your online business regularly. Long term consistency beats short term intensity. Try and spend time on your online business every day and make it a habit. Given time and the right activities it will start to produce results.

As your confidence grows you will naturally start working more at the ***most important tasks which produce the best results*** – providing you keep an eye on where sales come from with tracking.

Pareto's Principle

The Italian economist Vilfredo Pareto discovered that 80% of effects come from 20% of causes. This is known as the 80/20 rule or as Pareto's Principle and it's important for affiliate marketers.

If most of your sales come from 20% of your activities, it's a good idea to focus ***on just those activities, once you discover your best performing activities.***

The Busy Fool

It's quite exciting starting your own affiliate marketing business. You can get to choose your working hours, work from home (or anywhere) and do whatever you want.

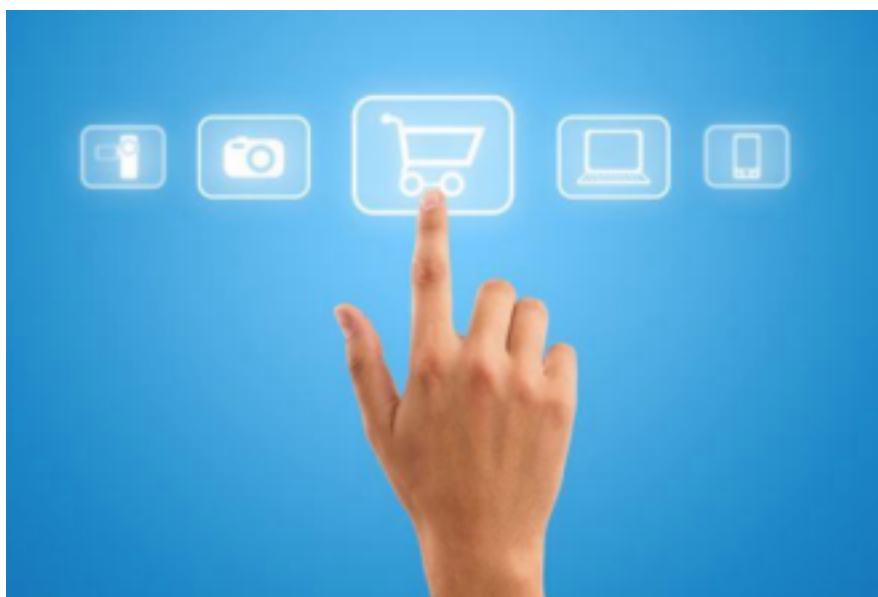
This is also a big danger because it can mean you waste a lot of time being a 'busy fool'.

Sharpening your pencils, watching TV and browsing and chatting on social media are all obvious activities which ***won't move your internet business forwards***. Given that social media platforms are ***intentionally trying to addict you to them***, you need to be very discerning with your time online.

Some activities you might do in the full belief that they will move your business forwards even though they don't.

This is called being a busy fool and it takes a wise affiliate to seek the wisdom out to ***learn which activities to pursue and which to abandon/outsource***.

Chapter 2: The Right Business Model For Success Online - Digital Products



Not all business models are equal in affiliate marketing. Physical products, for example, pay you a much lower commission than digital products.

Digital products allow you to earn more because there are fewer costs involved for storage, delivery and manufacture. Digital products can be delivered automatically over the internet with no delivery charge at all.

Storage of digital products too, is very cheap unlike with physical products. The savings can be passed on to affiliate marketers who typically earn 30-40% commissions on the sale of digital products.

Physical products typically pay between 1-10% commission by comparison.

Membership Products

Membership products let affiliate marketers earn regularly from ***sales they made previously***. If you create content which will promote and sell products over and over again, wouldn't it make sense for those products to offer you regular commissions, rather than just one per sale?

By choosing products which offer more value, affiliates can ***earn recurring commissions from every sale they make***. This is far better than selling single products for only one commission per sale.



High Ticket Products

High ticket products let affiliates earn more per sale than typical digital products.

A typical digital product might sell for £75 (\$100), for example. An affiliate might earn 40% of this or £30 (\$40).

However, if the same affiliate were to promote products which sold for £1000 (around \$1323), **they would receive commissions of £400 (or \$529)**, given the same percentage commission.

Choosing high ticket items to sell therefore ***allows you to make more per sale.***

Even though it may not be as easy to sell a high ticket item, you would need to sell ***10 times the amount of products*** of a lower valued item. It isn't 10 times more difficult to sell a higher valued item online.

Plus higher priced items let you scale up more efficiently, when using paid marketing because they help you recoup your advertising budget more quickly.

Multi -Tier Commissions

Some affiliate products even offer multi-tier commissions. This means you can earn commissions based on the sales generated by your referrals.

This is similar to multi-level marketing, or network marketing. This gives you an extra income based on the efforts of your referrals.

Up-Selling

Up-selling is the process of selling further products (from a range) ***to existing customers.*** If you have ever been to

McDonalds, KFC or Burger King you will have been offered the opportunity to 'go large' or been asked 'do you want fries with that?'.

The reason is that it's a business model which makes millions of dollars for the big franchises such as McDonalds. Even the small change difference means big companies earn much more over all the chains worldwide.

Even small affiliates can add to their income stream opportunities ***by choosing products which offer automated up-selling.***

Instead of just making your basic commission, *you can earn multiple times from existing customers.* Choose an affiliate program which offers a built in sales team **who close these sales for you.**

Chapter 3 – Mindset



One of the main reasons people are attracted to affiliate marketing is because they can work for themselves.

However, this comes with some inherent problems. Working for yourself can be incredibly satisfying but it can also be lonely and frustrating too.

Unless you get yourself into the right mindset, an online business can become more of a burden than a blessing. You must make a priority of your online business or it may never work. This means ***working on yourself and*** your business. Your business can never grow beyond your own thinking.

If your thinking is limiting your business, it will never grow – ***because you don't grow.***

Subconscious Programming and Self Image

Your subconscious programming is largely in control. If you don't believe something is possible, *it won't be possible for you because you won't pursue it.*

You can easily sabotage many of your best intentions if you don't become aware of this.

Learn how to program your unconscious mind and use your unconscious mind to better help you with your online business.

Overcome your old self image, negative beliefs and self sabotage. Create a new success oriented self image which is better prepared for success.

Money Producing Activities



Focus on daily activities *not results*. It can be easy to look for results before you have even done the basic steps; particularly if you are new to affiliate marketing. If this becomes a habit it can lead you to become demoralised easily.

Don't look for results too soon! It can easily put you off when you have nothing to show. Instead, focus on ***concentrating on activities each day***.

In particular, focus on money producing activities. As you become better with your affiliate marketing business you *will know which activities are the most appropriate. As a beginner this is more difficult.*

Chapter 4 – Traffic Generation

There's one guarantee with affiliate marketing. Without traffic *you won't make any sales.*

Without sales you won't make any profit.

Therefore it is traffic generation which makes or breaks an affiliate marketer.

There are several ways to generate traffic to your online products and they all fall into two categories:

- **Paid Traffic**
- **Free Traffic**

Paid traffic is fast. It is like turning on a 'tap'. Free traffic takes much longer. Free traffic can be generated by creating content and sharing it online.

Depending on your particular circumstances, you may decide to choose one method over another or a combination of both. Not all traffic is equal either.

All traffic doesn't convert to sales. You need *targeted traffic* to get the right people to your products.

Targeted Traffic



Targeted traffic is the kind of website visitor ***who wants exactly what you have to sell.***

If you are spending time or money creating content and advertising to sell affiliate products on the internet, you need to make sure you are promoting to the right people. You want ***buyer traffic***, not just any old traffic.

There's a massive difference between the two. Targeted traffic to your website (or offers) is more likely to turn into a sale. Random traffic is less likely to.

Make sure you spend time focusing on creating content and advertising to ***the right audience*** for your products. Otherwise you can end up wasting a lot of time, effort and/or money.

Content Creation

You can generate traffic to your website by creating and sharing content and this is probably *the cheapest way to get started as an affiliate marketer*.

By writing compelling website copy and sharing on social media and through an email list you can generate interest in your chosen topic and bring visitors to your products from social media platforms and from the search engines.

This does take time and you need to write a lot of content (and in a certain way) to get regular traffic to your website.

Buying Traffic – Pay Per Click

Buying traffic and sending it directly to your website, your products or down your sales funnel (more on this later) is the fastest way to build an affiliate business.

Within a few hours your adverts can be sending targeted traffic *directly to your affiliate offers*.

There are a number of online platforms which allow you to do this and they allow you to ***test and measure*** all aspects of your online marketing.

Google Adwords, Facebook, Bing and Yahoo all have paid for advertising programs which anyone can join. The fastest way to start an online business is to use a product with multiple income streams and which lets you benefit from a pre-built

sales funnel. You can then simply send paid for and well-target traffic directly to your offers.

Pay per click advertising allows you to build up your advertising expenditure slowly at a rate you can afford.

Once you are seeing a good return *you can more easily scale* paid for advertising than content creation. Simply increase your daily budget.

Chapter 5 Affiliate Marketing Basics

Although you don't strictly speaking need a website to be an affiliate marketer, many affiliates have one, if not many websites.

A website allows you to build your own 'online real-estate/property' from which you can start selling affiliate products.

Building a website is now much easier than it used to be. There's lots of programs which can help you build your own website with a few clicks.

Ideally use your own hosting and buy a domain name which you think is a good match for what you want. Free websites often get lower rankings with Google.

You can get an affiliate website together with hosting and a range of high ticket affiliate products to sell through the step by step training accessible through this website:

affiliatemarketingmentorsonline.com

Sales Funnel

Your own personal sales funnel allows you to automate the sale of various products and services to your subscribers via email messages.

You will need to purchase an email auto-responder service and then start to generate subscribers. This can be done with the methods of content creation and/or advertising mentioned above.

A sales funnel allows you to ***control your traffic*** so you are not trying to sell at the 'whim' of Google's search algorithm or of paid for advertising.

Once you have a subscriber in your sales funnel, you can continue to offer value (and your products) for potentially years to come through automated email messages.

Choosing Affiliate Products

You can choose from thousands of affiliate products available online. Simply search Google for "Your Interest' Affiliate Program"

However as already mentioned, it's a good idea to choose products which offer:

- High ticket commissions
- Memberships – (for recurring commissions)
- A range of Up-sells/related products (for multiple income streams)
- A built in sales team (selling to your members on your behalf)

Multi-tier sales (This can depend on your position in an affiliate system).

If your affiliate program offers all of these you have a much better chance at building a sustainable and dependable business than by promoting “one-time” only commission products.

Chapter 6 – Getting Started

Starting your own affiliate marketing business is much easier that it used to be; 10 years ago you would need to learn all kinds of skills:

- Coding skills for website creation
- SEO skills to get your website found (Search Engine Optimisation)
- Knowing which affiliate companies to join
- Even creating your own products to sell online
- Navigating the paid for marketing platforms alone

Today you can use tools, systems and technology to start your own online business from scratch using step by step modules and be up and running in a matter of days.

Visit affiliatemarketingmentorsonline.com and join my email list for more details on getting started.

The online platform and mentorship program will talk you through the getting started process step by step. There are simple modules which allow you to quickly build and access your own:

- **Website** – ready built with affiliate links and products
- **Sales funnel** – with pre-built email templates
- **Affiliate links** – pre-built into your website and funnel
- **Email series** – with ready made template to copy

- **Affiliate Products** – including subscription and high ticket
 - **Email Auto-responder** – your email marketing service
- Most of this process has been done for you to make it simple to set up your sales funnel.

There is also an online training platform where you can learn all aspects of online marketing to get your business off the ground in the quickest possible time.

Visit affiliatemarketingmentorsonline.com and sign up for access using the pop up form.

Final Words

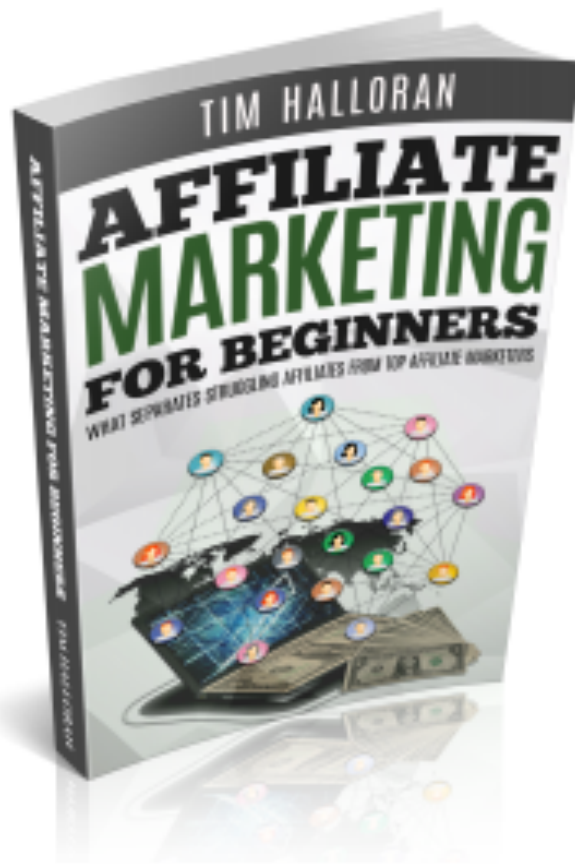
Remember, this online business system has been set up to make an online business setup very simple. Setting up your sales funnel is *just the beginning* though and *you must promote your website and landing pages with online marketing*, which you will need to learn.

You will be given access to training videos, mentors and seminars which will help you understand how best to build a successful online business through online marketing strategies.

To take the first step, visit my website affiliatemarketingmentorsonline.com *and sign up using the pop up form.*

You'll get more information and be able to access the training. Reply to any email and I'll get back to you! Good luck!

Tim Halloran



Further Resources:

Visit affiliatemarketingmentorsonline.com and sign up using the pop up form for more information and to join my email list.