

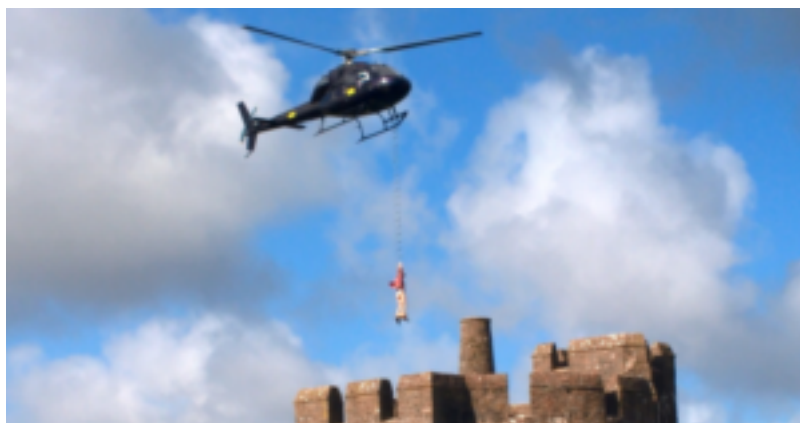
**Affiliate Marketing Secrets – By Tim Halloran
(affiliatemarketingmentorsonline.com)**



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In this affiliate marketing secrets pdf I'm going to share some of the "secrets" I've discovered over several years as an affiliate marketer.

My journey as an affiliate began back in the early 2000's and initially I tried to sell an ebook about "how to become a stuntman". This was my background before finding affiliate marketing - see my [about me page](#).



Me doubling Jack Whitehall on Bad Education

My ebook didn't sell and I created some problems within the stunt industry to boot! Anyway I digress! The stunt business was very "hit and miss" (no pun intended), so I needed another income stream.

I thought affiliate marketing would fit the bill since it would give me a means to earn money when I wasn't working as a stunt performer. Plus, I could easily drop it when the phone rang!

Affiliate Marketing Secrets PDF

I started out learning about affiliate marketing after looking for courses which would help me promote my own ebook. Realising that affiliate marketing was better, I quickly change tactics and started promoting other people's products instead. One of my first online sales was from selling a product called XSite pro. This was a website building software which I managed to sell from a review I had written of it on the free blog site Hubpages.com.



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Despite this small early success I wasn't able to repeat it. I jumped [from one course to another](#) all of which taught different tactics. As such, I didn't get anywhere fast!

One week I was building websites attempting to rank on Google. The next week I was learning how to run advertising campaigns on Adwords. There was

no continuity in what I was doing and this was, in part, because I was desperately grasping for success!

Desperation brings its own set of problems with it. It's less organized than calmness! Of course I didn't know I was working against myself at the time and I had little help besides the courses I had bought and the "gurus" I had trusted.

Affiliate Marketing Secrets PDF

But as a newbie affiliate marketer you don't know what you don't know. I was super enthusiastic but also super naive too.



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The "experts" were telling me then how easy it was to make money with affiliate marketing. They sold a lot of courses telling people this of course! The truth simply wouldn't sell as many courses! Affiliate marketing is tough, especially if you're going it alone. There's simply too many strategies and avenues for you to get lost down. You need help; bottom line.

After several years of struggling I eventually found an online community. You'll find it on this site if you sign up to my email list. Or get started straight away [here](#). Here's some of the affiliate marketing "secrets" I discovered.

Affiliate Marketers Secrets PDF - Don't Do It Alone

Yep! Affiliate marketers who succeed don't do it alone. They get help! Affiliate marketing is tough and *especially tough* if you're scouring through video after video trying to do it all for free!



At an affiliate meeting in Chester, UK with other affiliates.

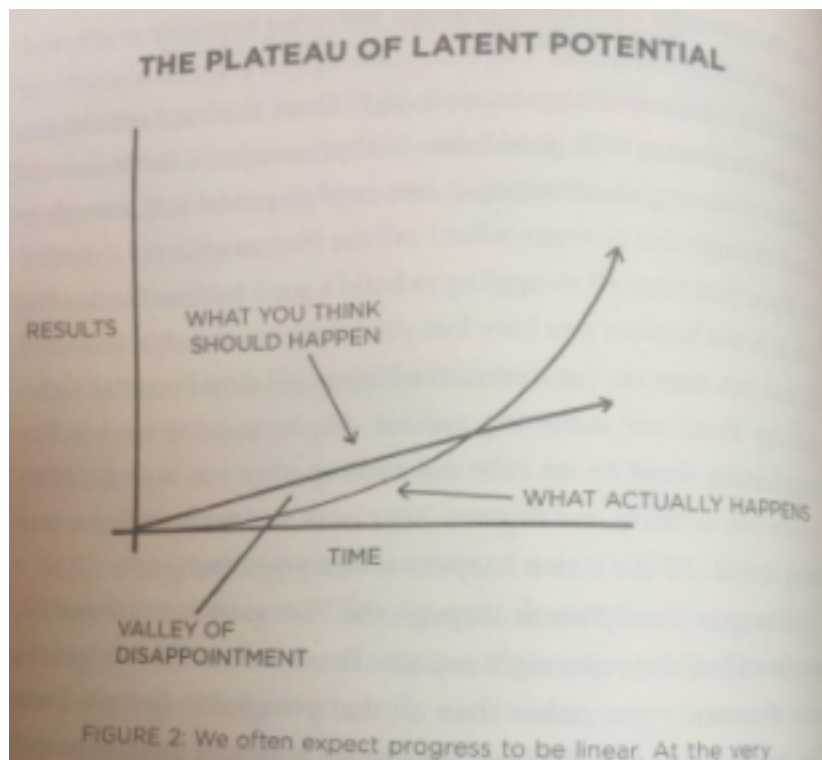
Save yourself some time and get access to an online community of affiliates who are already succeeding. Model success. Modelling success is how anyone succeeds at anything. Of course there are some trail blazers in any field, but you're much better off with the help and support of an online community.

Since joining a community my affiliate business has taken a massive leap forwards. It still wasn't plain sailing of course, but knowing your direction and using a system and strategy which is proven gives you massive confidence in what you're doing.

Belief In What You're Doing

Affiliate marketing for a newbie is incredibly difficult for a number of reasons. Firstly you're overwhelmed with information. Secondly all your family and friends are undermining your confidence in what you're doing! They all say it's

a scam and it'll never work. As you keep on you'll experience self doubt and wonder whether it will ever actually work.



From James Clear's Atomic Habits affiliatemarketingmentorsonline.com

Keeping your belief high under these circumstances is very hard. As your belief dwindles, so does your work output. Since affiliates are only paid on a performance basis, no sales equals no commissions. So you enter into a feedback loop at this point. **You doubt** affiliate marketing works, **you don't do the work** and there's no results/commissions! You wonder [why affiliate marketing does not work](#). But it's because of your belief, work output and surroundings/ (circle of influence).

You need to create a positive feedback loop **which encourages you to move forwards**. This is done through taking the right actions, celebrating the small wins (such as a hit on your website, or a lead), and rewarding yourself for the tiny achievements on the journey. If you can [join a community](#) of other affiliates who are working towards the same goals, this can also give you some **accountability** and **change your circle of influence**.

Choosing A Business Model

There's many ways to do affiliate marketing and not all affiliate models are alike. When I first started out as an affiliate, I was using the wrong methods and products. I was promoting physical products from eBay and Amazon and

earning pocket change when I made any sales. Plus, I would work really hard creating hundreds of websites which never got any traffic.

One of the best business models I've found is the [SFM Digital Business System](#). This business model has a variety of products which you can choose to put in your "digital store". Choose from the following:

1. Subscription products - memberships which offer recurring income commissions
2. High ticket products - using high value digital products gives you a much larger commission per sale.
3. A range of products - using a product range gives you the ability to earn commissions when your referrals purchase other products at a later date.
4. Multi-tier sales - multi-tier commissions allow you to earn from sales made by your referrals.
5. Digital products pay you from 40-100% commissions in some cases.

Now, compare this business model to that of Amazon, for example, which will pay you only 3-11% on a sale. Once you've referred a sale to an Amazon product, the customer belongs to Amazon too. You don't get any credit for having passed on the customer after they purchase a product. With [a good business model](#), your initial referral can allow you to earn commissions on later purchases.

Marketing Your Products

Amazon does of course have thousands of products which you can market online for a share of the sale value. However, the small commission level of Amazon products means you'll struggle to use paid marketing methods and come out with a profit.

As such you'll mostly have to use free marketing strategies or experiment with very cheap paid strategies and attempt to squeeze out a profit. This is very difficult especially with the massive competition for free marketing strategies such as video and website blogging and using social media accounts.



One of the other benefits of using a high ticket product range is marketing. With a high ticket product range it's much easier to run paid marketing and come out with a profitable business model. For example lets use the comparison between a \$1000 product and \$100 product which each pay out 40% commission (\$40 per sale).

With \$400 commission, you can afford to test a few adverts and even spend up to your \$400 to break even. Then, you can tweak your advertising to get the cost down and come out with a profit. With the \$40 commission, you only have \$40 to spend before you're at a loss. So *there's much less room* for experimentation and testing of paid marketing.

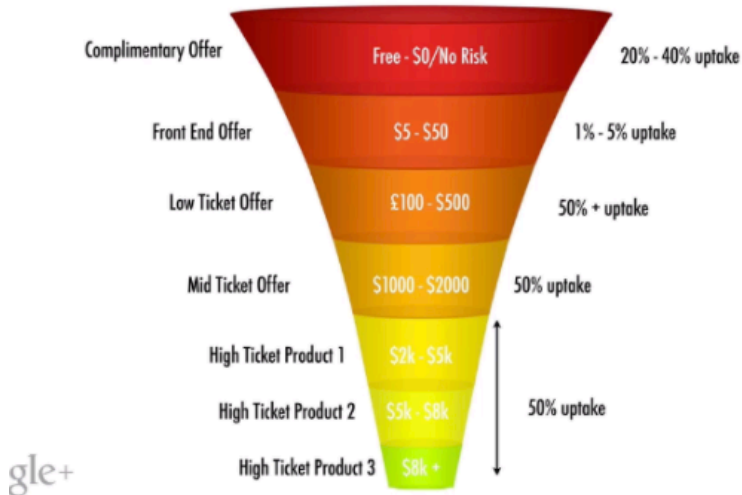
Scaling Up And Becoming Profitable

With a business model which only gives you a \$40 commission for each sale, it's much harder to expand your business and scale up. As we've just seen, it's difficult to run paid marketing and come out on top. So you're generally stuck with cheap or free marketing strategies with low value items. Free marketing is slow and unpredictable too, so you're in it for the long haul with this strategy.

With [high ticket affiliate programs](#) though, it's different. With a mastermind program which sells for \$20,000, for example; affiliates can earn \$8000 per

sale using the [SFM digital business system](#) (if they invest in the product themselves).

THE SIX FIGURE (PLUS) FUNNEL



This means they can afford to spend a lot more on paid marketing given their potential return on investment. Once they find a working strategy too, they can run it automatically and start increasing their budget too, once their campaign is proven to be profitable.

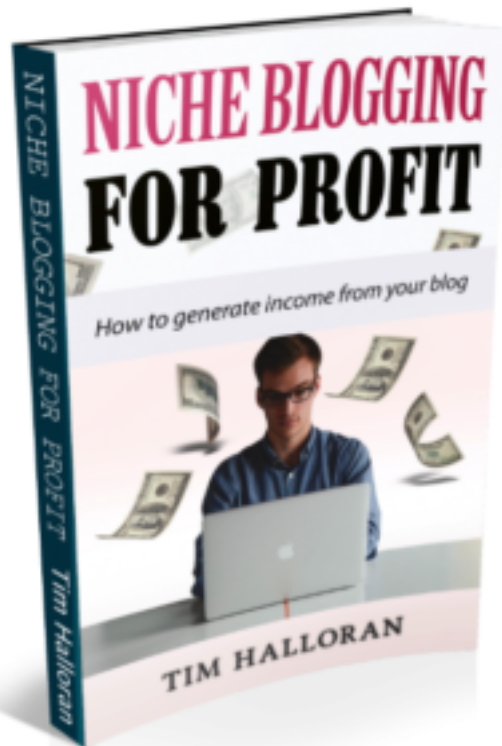
You might think that it's a lot easier to sell a \$100 product than a \$20,000 one and you'd be right. But consider how many \$100 products you'd need to sell to make the same \$8000 as selling **just one** mastermind experience course. You'd need to sell **200 of the \$100 items** in order to **make the same as just one of the \$20k products**.

So, although it may be more difficult selling the larger valued item, it's not 200 times more difficult. In fact many of the same strategies are used to sell both items. Except that with the larger value item you can afford to use paid marketing more effectively and this means it's also **easier to scale up and automate your business**.

Choosing Your Marketing Strategy

As you can see, certain business models lend themselves more to paid marketing strategies which are faster and more scalable than the free ones. But it really will depend on your product range and how you want to proceed with a marketing strategy.

With a lower value product range you'll likely need to use free strategies. Ideally choose products which at least offer recurring income commissions. I'm a keen blogger and this article is an example of a piece of content. Blogging is a long term strategy however. If you have the time and passion for blogging, it's a great cheap strategy. But others prefer uploading YouTube videos or using social media accounts to build an audience.



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If you want to build an online business in the quickest possible time, you'll need to invest in a product range and use paid marketing. Otherwise, it's a longer term process if you want to do things more cheaply.

Recap - Affiliate Marketing Secrets

So here's a quick recap of the affiliate marketing secrets pdf from what I've learned over several years of being an affiliate marketer:

1. Don't go it alone - get help. Join an online community [here](#).
2. Accept what you don't know - empty your "cup" and use the [beginners mind](#)
3. Get into a positive feedback loop by making small goals and giving yourself rewards to the tiny achievements on the journey
4. Use a business model which rewards you for future sales and gives you recurring commissions
5. Choose a marketing strategy which suits you and which you can sustain for the long term

Click on the image below to learn more about building your own affiliate business from scratch.

Free Video Series Reveals How to Launch **Recession Proof Income Streams from Scratch...**



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