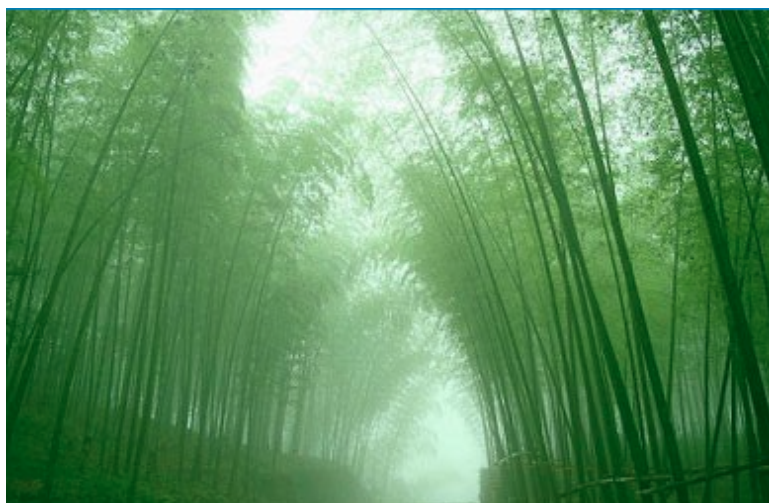


A Practical Guide To Affiliate Marketing PDF – by Tim Halloran www.affiliatemarketingmentorsonline.com

A practical guide to affiliate marketing pdf should contain some marketing strategies. But, your marketing strategy will depend on your particular situation and the product or products which you promote. So before I go into marketing ideas, I'm going to discuss affiliate products.

When I first started out as an affiliate I ran ahead without getting the right knowledge. I promoted anything and everything; convinced I was going to "make it" quickly! I was wrong! It was years before I even earned a regular income from affiliate marketing. So I also feel duty bound to also discuss *some of the mistakes I made*, so you don't have to make the same ones!



A Practical Guide To Affiliate Marketing PDF

Affiliate marketing is the business model which lets you sell other people's products and services online for a share of the profit. It's a great business model too because it can allow you to replace your existing income, work from anywhere and grow your earnings over time in an uncapped way - and without having to trade time for money.

But initially there's a lot of work involved and you'll need to keep going for long enough to break through. Before you hit the breakthrough stage, it's easy to think that what you're doing is a waste of time. A good analogy of an affiliate business is the Chinese Bamboo tree.

[The Chinese Bamboo tree](#) doesn't show a peep for four years. When you plant the seed, it would be easy to think you have a bad seed and to quit nurturing it. But come the forth year, within 1 week it grows up to 90 feet!

I know this article is "a practical guide to affiliate marketing pdf", and you're probably thinking, where's the practical advice? But this is one of the most important things to understand with affiliate marketing. All the practical knowledge in the world is no good to you if you quit when nothing happens in the first few months, or years (depending on your route).

A Practical Guide To Affiliate Marketing PDF - Products

I'd be doing you a massive disservice if I didn't mention products. The products you choose to promote as an affiliate marketer are vitally important. Choose the wrong ones and your time is wasted. You can spend months or years, as I did, working hard to promote affiliate products which outright don't sell. Even if your products do sell, you could earn peanuts from those sales. So here's a short look at some affiliate products and what they mean to your business:

1. Physical products (e.g. Amazon) - pay you between 3% and 11% commissions
2. Digital products - pay upwards of 40% commission
3. [Recurring commission affiliate products](#) - pay you ongoing commissions for customers who maintain their membership (potentially for years with the right products and customers)
4. [High ticket products](#) - pay you upwards of \$1000 per sale.
5. [Multi tier products](#) - Earn from sales made by your referrals
6. **A product range** - lets you earn commissions from products purchased later by your referred customers

So, if you're going to be working for months or years on a marketing strategy, which products would you prefer to have? Of course the answer should be those which pay you the most. See [highest paying affiliate programs list](#).



The Golf Cart Hovercraft
\$58,000.00



The Two Person 60 MPH
Hovercraft
\$19,500.00

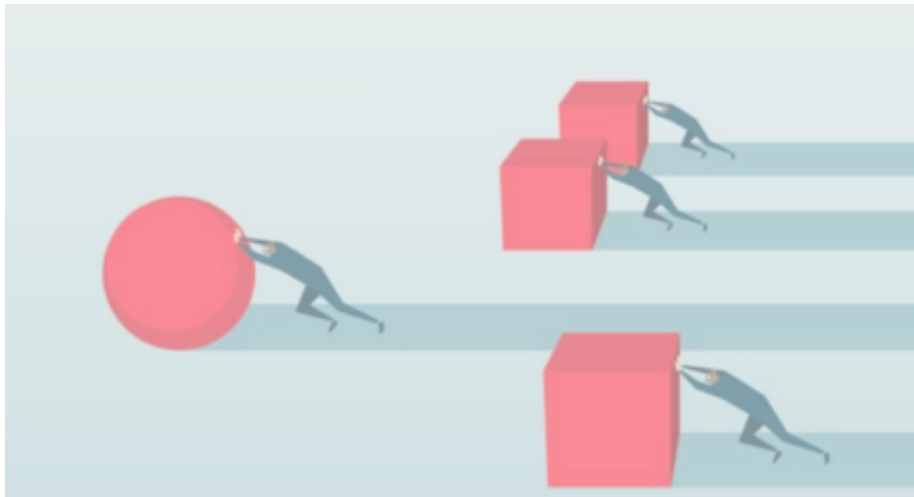


The Flying Hovercraft
\$190,000.00

Product Choice

Of course your choice in products will depend on a number of factors and not just income. But if you're wanting to make affiliate marketing pay, it's advisable to go for the kinds of products *which at least offer recurring commissions*.

Your marketing strategy and budget will also be a factor in the products you choose to promote. High ticket product ranges which offer multi tier commissions will require an investment. Whereas lower value affiliate products can be sold without purchasing them yourself.



But if you want your affiliate business to replace an existing income more quickly, you'll need a [high ticket product range](#) in order to more effectively use paid marketing strategies. Otherwise you'll be stuck using free marketing strategies which take a lot more time to work.

Ideally, choose a product to promote which you, yourself would purchase. You're much better aligned with a product or service if you're using it yourself. Plus, you can't very well create content and write, or create videos about a product you know nothing about.

If you're going for a cheaper marketing strategy such as blogging or content creation, choose something you know about or at least have an interest in. That way you are aligned with your content from the start. It's difficult coming up with fresh content about something you have no interest in.

Blogging For Profit

Blogging is a simple cheap strategy you can use to make affiliate sales. You can use free blogging platforms such as Hubpages.com, Wordpress.com or Wix.com. But if you're serious about affiliate marketing you should [build your own blog on your own website](#).

Google and other search engines will give more credit to own-hosted sites over the free ones. Free hosted websites tend not to do very well in the eyes of the search engines and traffic can therefore be a problem.

Once you have a site up and running, ([see this article](#)) you can use blogging to find potential customers. One strategy is to find long tail keywords which are being searched for and which relate to your product in some way. Do this using Google's free keyword planner. See also [Niche Blogging For Profit](#) for more on this strategy.

Blogging is most definitely a slow strategy and you should expect to create a lot of content before you see any results. It can take years to become a successful affiliate through blogging alone.

A similar route is to use YouTube. Upload videos regularly for several months or years and over time you'll see more people seeing your videos. If you build a following you can then recommend products and services to your followers.

Using Paid Marketing As An Affiliate

Using paid marketing is a strategy which can build an affiliate business much more quickly than with organic marketing (blogging or v'logging). However,

you'll need a good business model such as the [SFM Digital Business system](#) in order to be profitable while spending on advertising.

With paid marketing, affiliates send traffic to products to make commissions. Initially they will test and measure their advertising until they find a campaign which brings in a regular profit. Then they can scale up their marketing to make more sales.

Read more about paid marketing in the ebook [The Ultimate Guide To Online Marketing](#).

Get Started

Access step by step practical affiliate marketing training and use an existing digital business model to generate online sales.

[Start here by accessing a free video series to learn more.](#)

More information at www.affiliatemarketingmentorsonline.com