

Affiliate Marketing 2020 How To Start Profitable Affiliate Marketing Business.

A Step by Step Guide for Beginners By John Tolani

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Introduction

Affiliate marketers help merchants accomplish their business goals by promoting their products and services. The affiliate is compensated for every conversion that is attributed to him. The affiliate can work under the merchant, or they may work through an affiliate network, which usually partners with many merchants. In as much as working directly with the merchant pays more, new affiliates like to operate within an affiliate network, as it is safer, and they have the luxury of options. Most people admire the idea of becoming an affiliate marketer because if their business takes off, they can earn enough money to

allow them quit their corporate job, and achieve true liberation. This is why you'll see most successful affiliate marketers traveling to exotic places around the world, and reminding everybody that they only have to wake up, open their laptop, push a button - bingo! The Benjamin start rolling in.

This book looks at what it takes to become an affiliate marketer. By the time you have read through you will have sufficient knowledge to become successful at it.

Chapter 1.

What Is Affiliate Marketing? Let's say you're looking to buy a mattress. You log on to an e-commerce store and make a purchase. When you use that mattress for a few days, you realize that it is extremely comfortable. You know about five guys who wouldn't mind to spend on a good mattress. So, you log on that e-commerce store and check to see whether they allow anybody else to sell on their behalf. You get a referral link and send it to your friends, convincing them that you found the best mattress ever. These friends of yours trust you enough to not even think about it. They make the purchase. And you receive a commission. Congrats. You just received your first affiliate commission! Would you want to keep on? Affiliate marketing is an

arrangement whereby companies or affiliate networks compensate marketers for fulfilling a specific business goal. It could be making a sale, providing a lead, increasing brand visibility, or any other metric that the company wishes. Affiliate marketing is a very lucrative business. Apart from the fact that it could fetch you a lot of money, affiliate marketing also gives you freedom. Many people who are trapped in demanding corporate jobs find themselves deeply attracted to affiliate marketing because of the promise of freedom.

The merchant This is the creator or the owner of the product. The merchant could be a big business that produces tanks. Or it could be an individual that creates online courses. An affiliate marketer will be promoting products that were created or that are owned by the merchant. The merchant may decide to run an affiliate marketing business on himself or he might decide to involve an affiliate network. If he chooses to run one himself, he simply invites qualified individuals to apply, whereupon he lets them know the rules, and then they may begin to promote his products. Generally, an affiliate marketer earns more commissions when they are dealing directly with the merchant.

Affiliate network These are companies that have gathered many merchants together. An affiliate network might be tailored for a certain niche or it may take them all in. Merchants contact affiliate networks

and sign up the products that they want to be promoted. It is upon the affiliate network to look for people or institutions that will market those products. Affiliate networks normally advertise for marketers, but then they make sure that these marketers fulfill certain requirements before they begin work.

Merchants may agree to pay affiliate networks either a lump sum amount or percentage. Affiliate marketer This is the person or entity that helps the merchant to accomplish his business goals. Assuming that the merchant is an owner of a dating website, he might be looking for sign ups. He wants people who are looking for love to sign up to his website, because it is a dating website. The affiliate marketer goes out to look for people who are interested in such websites. He may publish content and include an affiliate link. He may send out an email to a target audience. Or he may invest in all manner of ads. But for every person that he brings to the merchant's website, he receives a commission. Steps to becoming an affiliate marketer

Step 1: select your niche In the affiliate marketing world, there are many niches. But in order to increase your odds of success, you must select one or a few that you will focus on. Various people are attracted to different niches. But ordinarily, people are attracted to what they know about. For instance, if you have a background in finance you are likely to be attracted to

networks that deal in business opportunities. If you have a background in building websites, you're likely to be attracted to affiliate networks dedicated to website building tools.

Step 2: select your network or program

In order to be an affiliate marketer, you must join either a program or a network. If you join a program, you'll be dealing with the merchant directly, but if you join a network, you will be handled by your network manager. For a beginner affiliate marketer, it is advisable to join a network, because they run many offers, and you can experiment with them until you find what you are comfortable with. But if you are a more established affiliate marketer, and you know your stuff, it might be more profitable to stick with a merchant.

Step 3: build a website

It is not always necessary to have a website, but you'll find that many affiliate networks want marketers who have websites. If you have a website that has sufficient traffic, it becomes all the easier to earn. You just have to look for an affiliate network that caters to your audience. Then you put the affiliate links in your content, and watch your earnings grow. Nowadays, you can put up a website without any technical support. There are very many platforms you can use to create a powerful website under a budget.

Step 4: create awesome content

It is not enough to just have a website. A powerful website must have many links in the search

engine. In fact, search traffic is one of the most targeted, and its conversion rate is very high. But in order to get your website indexed, you have to create awesome content. Create a schedule for publishing content, and as soon as you attract a following, you may monetize that traffic. Step 5: scale your revenue

Don't be content with making money off of your following. There are many customers who may not have access to your website, and if you decline to use other channels to tap them, you are leaving a ton of money on the table. It is important to indulge in other forms of advertising. For instance, you may engage in media buying, where you buy traffic from other webmasters, traffic networks, or social media sites, and channel this traffic to your optimized landing pages. Most successful affiliate marketers have mastered how to leverage paid advertising and that's how they make big bucks

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Chapter 2.

Benefits Of Affiliate Marketing

If you are looking to enter the affiliate marketing industry, you may be wondering to yourself, whether or not it's a good decision. There is a world of good for your joining the affiliate marketing industry. The following are some of the upsides It is a lucrative industry. The affiliate marketing industry is worth billions. That is right. There is a vast array of products that you could promote in every niche that you can think of. This means that anyone has a chance to get a slice of the cake as long as they're

willing to put in the work. The big question is are you willing to put in the effort? Inasmuch as affiliate marketing is lucrative, you cannot dispute the fact that you will need to be extremely hard-working in order to realize substantial profits. There are so many people who have given up on affiliate marketing because they found out it was not as easy as they imagined. If you come in expecting to make a quick windfall, you'll be extremely disappointed. It is a low-cost business opportunity

Assuming you want to start a business, what do you need? You need tons of cash, or in other words, capital. Let's say you want to start a real estate business. You need to put together a team that will construct houses and you have to provide the raw materials. If you want to start a store, you need the cash to buy stock. Or at least, you need to be financially secure enough for the bank to trust you with its money. But that is not something that can be said about a lot of people. The wider majority of people are up to their necks in debt. The bank wouldn't trust their ability to service a loan. The beauty of affiliate marketing is that you need almost no capital to get started. You only have to set up a website and start creating content. Once you start attracting the traffic, that's it. You may now monetize it and start making big bucks. There are stories of very many successful

affiliates who started out homeless, relying on public wi-fi, and using free blog platforms, but at present they are worth millions of dollars. But then you have to understand something, just because you started out small, you don't have to live that way. Once you realize success and start making money, you ought to reinvest those dollars into powerful advertising campaigns, so that you may attain true financial freedom. You don't have to be an expert. When you look at many professions, expertise is valued. You have to be an expert in a certain domain before you can monetize it. If you want to be a therapist, you must have degrees on psychology, then the state and the people will trust you enough to give you their money. When it comes to affiliate marketing, there are experts too, and they make big bucks, but then anybody else is free to try out and become a success story too. It's not like there are gatekeepers. If you wanted to become an affiliate marketer today, you only had to log on to an affiliate marketing network and get started. But don't be lied to, there are secrets when it comes to affiliate marketing, and the more you are aware of the secrets, the higher your odds of success. Affiliate marketing experts are aware of these secrets. So, when you start out as green, you must be always looking forward to expand your mind, to make

yourself knowledgeable about affiliate marketing. The more information you have the more power you have. It can supplement your income. When you think about having careers, you can only go in one direction. If you are conflicted about the path that you want to take, ultimately you will have to give up one career path. If you choose to become a pilot, you'll have to forgo your dream of becoming a politician. If you choose to become a teacher, you will have to forgo your dream of being a medical doctor. But when it comes to affiliate marketing, you can keep your primary job. You can be a pilot and an affiliate marketer at the same time. Which means affiliate marketing can be a very good supplementary source of income. Once you put in sufficient effort in the beginning, and utilize automation tools, you can earn passive income. For instance, if you put in the effort to start a blog and create awesome content, which pulls in the traffic, search engines will put your blog at the top results. This means that even as you go on with some other work, the search engines will be bringing in the traffic to your affiliate links.

Independence When you have a teaching job in a private school, maybe you are given a comfortable enough salary, but then you don't have any freedom. You cannot skip work unless you have a valid reason. You are answerable

to the powers that be. It's the way of the corporate America. Most people who are trapped in the rat race are very attracted to affiliate marketing because of the promise of freedom. At first, they are happy that affiliate marketing can supplement their income, but once they scale their affiliate marketing business, they make enough money to allow them quit their jobs. That's why you see that successful affiliate marketers are world travellers. They don't have to show up to an office, because they have a rigid system of earning income passively. All they have to do is open up their laptop, send an email to their subscribers, and watch their bank balance crunch up by the thousands. If you put in the necessary work as an affiliate marketer, you will soon be in a position to quit your job, and attain true financial freedom. You don't have to come up with your own marketing kit Most affiliate programs and affiliate networks are fully fledged. They will supply you with all the material you need to become a successful affiliate marketer. Merchants make sure that they have great landing pages which helps in boosting the conversion rate. They will also give you resources that you can share with your audience in order to pique their interest about various products that you are promoting. For instance, if you are promoting a project management software, you

might be able to share their blog posts through a personalized referral link. So, once a member of your audience reads the blog post, and converts to a lead or sale, you are credited. There are limitless ways of marketing. Think about any professional job. There are rules about it. You may not deviate from these rules, but if you do, there is hell to pay. For instance, if you are a junior investment banker, you must always submit reports about various accounts to your senior manager without fail. If you display any signs of incompetence, your job is on the line. But when it comes to affiliate marketing, there are countless ways of pulling off your job. You may decide to monetize your blog traffic, you may decide to engage in media buying, or you may decide to grow your email list. Depending on how creative you are, you can always find your own way of bringing traffic to your offers.

Chapter 3. Factors To Consider When Selecting An Affiliate Program Or Affiliate Network

As an affiliate marketer, you have decided that you want to sell other people's products and earn a commission. But then you must be careful about the affiliate program or affiliate network that you decide to work with. If you make the wrong decision, it could

ruin your chances. These are some of the factors you are supposed to consider when selecting an affiliate program or affiliate network. Demand for the product

As an affiliate marketer, your end goal is to make a profit. You cannot possibly make a profit on a product that is not selling. Thus, you must be careful to study the demand for the product before you decide to promote it. One of the factors that affects the demand of a product is price. Goods and services that are priced too high will be beyond the reach of most people, and naturally there'll be a lower demand for such products. Goods and services that have a global customer base tend to have higher demand, and you are likely to earn more by promoting such goods and services. If you have a website, ensure that the products you select matches with the needs of your audience. The quality of the product, You can scam a few people sometimes, but you cannot scam everybody all the time. There are very many scammers prowling the internet, eager to make a quick buck. But their earning periodic always short lived, because people are much cleverer than they imagine. If you want to attain financial freedom as an affiliate marketer, you must be honest. But one of the factors that allows you to be honest is promoting products of superior quality. Sometimes it is important to purchase the product yourself, and check to see whether it is of

superior quality, before you start recommending it to other people. If you have doubts that the product could be a scam, you may want to visit various relevant forums and websites, to clear the doubts.

Commissions: Some merchants and affiliate networks are out to exploit the affiliate marketer. They pay extremely little commissions. You want to watch out for those. After all, the primary reason you are involving yourself with affiliate marketing is to make as much money as you can. You have to gauge the amount of work you have to put in against the commission that you earn. For instance, if you are engaging in media buying, which is a very costly affair, you should ensure that the commissions are pretty high, so that you can make a good profit.

You also have to consider the frequency of paying commissions. If you sign up to an affiliate network that pays commissions every once in a blue moon, you are obviously selling yourself short. The best affiliate networks pay out on a weekly basis. And then you'll find some affiliate networks have ambiguous procedures for releasing your money; stay away from them.

Payment method

Some affiliate marketers who are eager to earn a commission might fail to check whether or not they have access to the payment methods offered by the affiliate network. With the exception of PayPal, not all other payment gateways have a global presence. It would suck to put in the work and earn a commission and then fail to withdraw your money. Usually, affiliate networks make their payment method known, so that anybody who has a problem with that, can move on to some other affiliate network that will accommodate them.

Support and marketing tools

Successful affiliate networks ride on the backs of successful affiliate marketers. For that reason, an affiliate network should be able to give the affiliate marketer all the necessary tools you select matches with the needs of your audience. The quality of the product You can scam a few people sometimes, but you cannot scam everybody all the time. There are very many scammers prowling the internet, eager to make a quick buck. But their earning periodic always short lived, because people are much cleverer than they imagine. If you want to attain financial freedom as an affiliate marketer, you must be honest. But one of the factors that allows you to be honest is promoting

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Commissions

Some merchants and affiliate networks are out to exploit the affiliate marketer. They pay extremely little commissions. You want to watch out for those. After all, the primary reason you are involving yourself with affiliate is to make as much as possible that he will need to attract customers to their offers. Some of these marketing tools include text links, banners, graphics, and landing pages. An affiliate marketer also needs professional support. For that reason, you should check to see that an affiliate network offers their affiliate marketers an account manager. The affiliate marketer can ask an account manager any question that they have concerning offers. And if they have any dispute, they can resolve it with the assistance of an account manager. Market reputation You have to do your due diligence before you decide to join an affiliate network or an affiliate program. If they are peddling products that have a poor reputation, you

are less likely to succeed. Nowadays, internet scammers cannot stay under the water for far too long, without being exposed. So, if you attach yourself with an affiliate network or an affiliate program that is known for conning people, you are only hurting your chances of making money. In order to know what the world thinks of a particular brand or network, you may have to visit various relevant forums and websites. If they have scammed someone in the past, you are likely to see bitter posts in those forums and websites.

You can make money as an affiliate marketer as long as you know what you're doing. But the fact is, it is harder to make money in some niches, which is down to the level of competition there. For instance, website building tools attract heavy commissions, and for that reason, so many people want to promote these products. If you sign up to an affiliate network that promotes website building tools, just be aware that there are too many of you. And this means that you cannot afford to make mistakes, or else you will suffer huge losses. Take your time to study the level of competition on various niches and products before you select your best affiliate network or program.

The reputation of the affiliate network

Some affiliate networks exist to rip off their marketers. They may do so by waiting until your account is bulging with funds before they terminate you. Or they may steal your money by not crediting a number or all of the conversions brought about by your traffic. You may want to investigate the history of an affiliate network before you decide to work with them. You will know more about an affiliate network by visiting forums and sites that warn affiliate marketers about affiliate networks that scam marketers. In as much as it is natural to have some people finding fault with nearly every affiliate network, the red flag comes up when literally everyone says nasty things about this affiliate network. Flexibility in promotion methods In as much as the affiliate marketing industry is designed to let the marketer use various promotional tools and their creativity to bring customers, there are some affiliate networks with very restrictive rules.

They may restrict marketers against using certain marketing methods which clearly have no negative impact. You might want to stay away from those affiliate networks because they are nothing but trouble.

Chapter 4. Profitable Niches

Your success as an affiliate marketer is heavily influenced by the affiliate niche you select. An affiliate niche is simply a product or service that revolves around your expertise or business. For instance, if you operate a website that teaches women how to groom themselves. Your affiliate niche will be beauty products, clothes, shoes, fashionable bags, and pretty much anything that fashionable women are interested in.

To ensure your long-term success, you want to select an affiliate niche that will stand the test of time. You don't want to market products or services that are seasonal. You want to market products and services that will always be needed. Here are some of the most profitable evergreen niches.

Beauty

Every person walking the face of the earth to look and feel good. No question about it. People have this misconception that it is only women who are interested in beauty. They couldn't be far from the truth. Men are just as interested in grooming themselves. All the products in the beauty niche have a ready market. One of the tricks of succeeding as an affiliate marketer with beauty products is to

utilize Instagram. For instance, if you are promoting an anti-aging cream, post a photo of a flawless face, then put the affiliate link in the description. People will see this photo and want to attain that level of beauty which will lead them to buying your product.

Health and wellness Everybody wants to be healthy. But they are not necessarily interested in taking the long hard way. When we talk of the long hard way, we're talking about exercising, observing a great diet, getting sufficient sleep, and getting checked on the regular. Most people have very unhealthy lifestyles, which complicate their lives, bringing about various nasty conditions like loss of libido, and weight gain. Such people would gladly buy products that would help them feel better about themselves. For instance, if someone has gained a ton of weight, and they are looking to slim down, such a person is ready to buy a pill that promises to quicken his metabolism rate, so that he may reduce the kilos. If he has gained excessive weight, maybe he has grown man breasts, which has caused him to develop a negative self-image, and thus he is ready to buy a specially designed vest that will slim him down and give off the appearance of a normal chest. People are looking to live as long as they can, and so, they are careful to load their bodies

with essential nutrients. Not everybody has the financial muscle or instant access to foods that nourish their bodies with all the essential nutrients. That is why supplements are in such a huge demand. You could make a killing selling supplements to people who are conscious about their health.

Hobbies

This is what you have to remember about most people; they are trapped in jobs that they hate. They are always looking forward to the weekend so that they can run away from their jobs. Most people get rid of their stress by indulging in hobbies. For this reason, hobbies are a very lucrative niche. You can create a website tailored to a particular hobby, for instance, camping, and start publishing content giving away ideas on how to pull off great camps. In this way, you will attract an audience that is interested in camping, and once you capture their emails and names, you can start sending them emails selling them on camping equipment such as tents, blankets, electric bikes, and even bags. It can be extremely tiring to put up a website

about camping and load it with sufficient information, but if you can manage to pull it off, you're going to make profit off of it, for the next several years, because camping is a timeless hobby. People go to camps now, but 20 years down the line, people will still be going. Alternative health products that nourish their bodies with all the essential nutrients. That is why supplements are in such a huge demand. You could make a killing selling supplements to people who are conscious about their health. In a study by an American publication, most American women revealed that they have more love for their pets than their spouses. You can bet that they're willing to spend as much money as they can to make their pets comfortable. Instagram is a very important tool when it comes to promoting pet-related products. For instance, if you're promoting dog merchandise, post images of dogs in that merchandise on your Instagram. Those people who appreciate pets that look awesome will be interested in replicating that look on their pet. And so, they will click on the affiliate link, and buy the merchandise.

Chapter 5.

Organic Traffic

Organic traffic is simply the traffic that is referred to your offers by the search engines. Most affiliate marketers who are starting out have a website. Let's say they pick up a non-competitive niche like mountain climbing gear. So, every day they see to it that they publish a post about various mountain climbing gear for three months running. Google spiders crawls this content-laden website and ranks most of the pages at the top for related niches. So, what happens is that most people looking for mountain climbing gear will click on this website, and this is what we call organic traffic. It is simply the most profitable traffic you can ever bring to your offers because it is insanely well targeted. These are some of the things you can do to increase your organic traffic. Write quality content There are millions of websites. But only a tiny percentage of these websites make an income. Most people end up abandoning their websites because they were

low quality to begin with. The one thing that makes a website valuable is not the design or the hefty amount of hosting charges, but rather, it is the value that it offers the website visitors.

A website could be inter-webs. This means you not only have to create a great blog but you must promote it widely. One of the best resources at your disposal for promoting your blog is your social media. Start out by sharing your blog with your followers, and encourage them to share widely.

This activity not only boosts the visibility of your blog, but it promotes the search engine ranking of your website, because of the link juice.

Guest posting means that you are writing content for other webmasters. Let's say that you are in the business opportunities niche.

Obviously, there are many other bloggers who are in the same niche as you. You may have to reach out these bloggers with the request of publishing your post on their blog. If you are someone worth of their respect, not to mention if they have no jealousy, of course they will let you. But when you guest post, ensure that you link back to your website, and in this

way, their audience will get to discover you.

Guest posting is one of the ways that improves your search engine ranking because of building backlinks. Listen to your subscribers When you set up a blog, and the traffic starts trickling in, the next step is to create an email list. Nothing wrong with that. In fact, as the say in internet marketing, "the money is in the list!" most marketers start right away bombing their subscribers with offers that they forget to consider the needs or wishes of the subscriber. So, it does not hurt to send out an email asking for feedback. Granted, not all of it will be positive feedback, but it helps to have an idea of what your subscribers want. You are in a position to tailor your content in a manner that fits them.

Create relationships

As an affiliate marketer, you can set up a website, load up content, and start earning huge commissions in silence. But there is something that you could do that would make your earnings even bigger, which is, forming relationships with other affiliate marketers.

Aside from the fact that you will know about new affiliate programs that are even more profitable brother, You must remember that people are social animals, which means they prefer spending their money on someone that they are comfortable with.

Use videos

For some reason, affiliate marketers seem to care only about writing blog posts. Having your page indexed on google is great, but then you must remember that YouTube is a traffick giant as well. For every page that you publish on your website, ensure that you create a vita too. You may link back to your website, or

publish an affiliate link. Studies show that people are very much distracted on the internet,

which means they are less likely to spend a lot of time or reading a blog, but they could very well watch a video from start to finish, because the information is very well condensed.

Interview thought leaders

You must remember that most people are bored, and they would appreciate a different way of looking at things. If you write in such a

boring way, that's even worse. One of the ways to make people warm up to you is by bringing interesting characters to your website. So, make a habit of interviewing key people in your industry. In actual fact you can set even a schedule, and you will see your blog traffic spike up, every time an interview is scheduled. When you get to interview thought leaders, your brand grows, and in turn you are held as a thought leader as well. Remember that starting a business is not just about making money but it is also about making a positive impact in the lives of your audience and customers.

ing awareness for your brand but also converting leads into sales. One of the reasons why advertisers are drawn to Facebook is because of the many targeting options such as age, income brackets, country, city, hobbies, and sex.

Google AdWords

Google is the largest search engine, which means you can target anyone you could ever

want through google AdWords. But two major reasons why people stay away from google AdWords is they are too costly and also their targeting metrics are not as great as say Facebook.

But if you have a decent budget, there is a lot of money to be made off of google AdWords.

Bing ads

This is the primary search engine for Microsoft. It is not very much different from google except that it is not as famous. There are many marketers out there who swear by Bing. One of the advantages of Bing ads is the fact that it is far cheaper than any other major search engine. They also have great targeting metrics.

Buying traffic is without a doubt the best action towards scaling your affiliate earnings. But then you have to be properly educated about what you are doing or else you'll suffer a major, depression-inducing loss. These are some of the things you must do to maximize the profitability of your paid traffi

Key words are practically the terms and phrases that customers are using to look for various products. One of the mistakes that affiliate marketers do is to imagine that they know better than the customer. In order to save yourself unnecessary losses, ensure that you are aware of the terms and phrases that the average customer is using, when looking for various products. You are in luck because some of these keyword research tools are free. Of course, if you would want to capture more data, you might have to use the paid version.

Craft an honest marketing message

Remember that most online customers are apprehensive. It can seem as though they are looking for a reason to hate or dislike you. For that reason, ensure that your marketing message, matches your offer. If you're selling fashionable items, and you put up wonderful banners, ensure that the glossiness is reflected in the product. There are too many dishonest marketers on the internet, but when you start

practicing dishonest marketing gimmicks, you are tarnishing your merchants' brand, something that could cost you your earnings.

Create an awesome landing page

Lazy affiliate marketers have a tendency of direct linking their offers, which always affects their earning potential. You have to craft an awesome landing page so that you may give

your potential lead all the power. When you direct link an offer, you take away the visitor's power, but when you use a landing page, you allow them to make up their mind as to whether or not they want this deal. When we talk about awesome landing pages, we're not talking about shiny little things. Just stick to the basics and use a good font and an agreeing color scheme.

Use photos

Online shoppers are very impressionable. One of the things that easily catches the eye is a

great photo. For instance, if you are marketing fashionable items like watches or suits, post a high-quality photo. Chances are, shoppers will first look at the photo, and then your marketing message. Facebook allows you to even post videos. If you have sharp video creating skills, there's no reason you should create a wonderful video explaining your products, and ending with a powerful call to action.

Improve your website speed

Studies show that the average online shopper is a very restless individual. They hate delays. If someone was interested in your advert, and upon clicking the link, your website took so long to respond, chances are they're going to abandon the sale. Ensure that your website loads quickly. You can achieve this by first

purchasing quality hosting, and also ensuring that your website is free of malicious code.

Use the element of scarcity

For some reason, people tend to respond well

- to marketing messages that bear an element
- of scarcity. For instance, if you are promoting
- designer leather jackets, don't make it seem
- like you have a bottomless supply of these, but
- instead mention that you are about to clear
- stock. This should alert anyone who is inter-
- ested in these jackets and push them to buy
- immediately. But then you have to be careful
- of the product that you are saying is scarce.
- Some products just don't take well to the threat
- of scarcity and it might make you seem decep-
- tive.
- Include your contact information
- You'd be surprised at the number of people
- who are extremely careful about making a
- purchase. They don't rush into buying any-
- thing. Such people have many questions that
- they need to be answered. When you include
- your contact information, you give them a
- chance to contact you and ask away their
- doubts. By developing strong relationships

- with your customers, you make them trust
- you more, and it helps in bringing them back
- to you even in the future.
- Test various ads
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29%

- You have to keep testing various ad formats
- before you decide which one works for you.
- You will decide that the profitability of an ad
- is influenced by a number of factors. The im-
- portance of testing is that it helps you decide
- which advert will pull in the greatest profits.
- It also gives you an insight into customer psy-
- chology and helps you appreciate the trends of
- that industry.
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- Chapter 7. Email Marketing

- Email marketing is one of the best digital
- marketing strategies. Many studies have found
- that email marketing is far more profitable
- than every other form of advertising. When
- you have an email list, you may connect with
- your leads in a direct way, nurture them, and
- ultimately turn them into loyal customers.
- Email is the number one communication
- channel
- Most consumers around the world use email1
- as their primary communication channel. At
- least 999% of these consumers must look at
- their emails every day. This makes email mar-
- keting one of the most profitable market-
- ing method. Inasmuch as email marketing is
- 4 mins left in chapter

30%

- profitable, to a certain extent, it depends on
- your targeting abilities. You want to collect
- emails of people that you're sure are interested

- in your product and have purchasing power.
- For instance, if you're running a website that
- teaches people how to camp, you want to at-
- tract not only people who are interested in
- camping, but people who can fork out money
- to buy the things that you are promoting.
- The email list is your property
- Another reason why email marketing is great
- it's because you own the list. When you think
- about all other platforms that an affiliate
- marketer can utilize such as Facebook, twit-
- ter, LinkedIn, or Instagramm, you have to re-
- alize there is the possibility of being ejected.
- If you're kicked away from these platforms
- it means that you have lost your audience,
- which greatly affects your earnings. But when
- you have an email list, it is forever yours. You'll
- always have the access to these people and you
- may keep on selling to them. Most people who
- make the big bucks through internet market-
- ing have a large email list.

- Email buyers spend more
- Various studies have found out that people
- who receive offers through their emails tend
- to buy 140% more than people who buy
- through other marketing means. You have to
- also understand that when you have a respon-
- 4 mins left in chapter

30%

- sive email list, you can have a customer buy
- many times, as opposed to say a banner that
- gets clicked just once, and it's over. Market-
- ing through the email gives you a chance to
- explain your products more, which cannot be
- said about putting up banners, or using any
- other advertising model.
- Lead magnets
- The successful internet marketers understand
- there's no such thing as free lunch. That's why
- you never hear them tell you, send me your
- email for the sake of it. They have mastered

- the art of attracting leads. They do it by use
- of lead magnets. A lead magnet is more or less
- a bribe. An internet marketer may ask you to
- give them your email, so that they can send
- you some important resource that you need.
- Some of the popular lead magnets that inter-
- net marketers use are eBooks, resource lists,
- case studies, free trials, webinars, free consul-
- tation, coupons.
- But then you have to understand that, just be-
- cause you have a big email list doesn't mean
- anything. You must put in the work in order
- to get sales. These are some of the things you
- must do to maximize the profitability of your
- email list.
- Know your audience
- Don't be the type of marketer who just
- bombards his subscribers with never ending
- 4 mins left in chapter

31%

- emails without first understanding who they
- are or what they want. If you really want to
- understand your audience, you must ask for
- their feedback, and you must always encour
- age them to write comments on your various
- platforms. You may also want to conduct sur-
- veys on your audience. Just shoot them an
- email and ask them to participate in your sur-
- vey.
- Send regular emails
- All successful affiliate marketers have one
- thing in common; they have mastered the
- art of marketing through emails. They under-
- stand that they cannot send one email and
- then wait for weeks before sending another
- email. Let your subscribers get used to you.
- Create a schedule for sending emails. But don't
- be the lazy type that sends one email over and
- over again. Increase your creativity and play
- around with words and entertain your sub-
- scribers. You don't want to come off as too

- busy.
- Write a great subject line
- If you are experiencing low open rates, one of
- the problems might be that you sound like a
- robot. People will take interest in you if you
- sound fun. But then you don't have to use
- tacky words. Having a great subject line means
- that your subscriber will look at it and go
- whoa! Always advance yourself in other ways
- 3 mins left in chapter

32%

- by reading books, magazines, because it will
- help you acquire more ideas, and help you be-
- come an outside-of-the-box thinker.
- Keep your email so short
- When your subscribers open your emails, you1
- don't want to give them the impression that
- they are reading a novel. Ensure that you use
- vivid language to capture what you mean. But
- even though we're saying your emails should

- be short, they must still include all the im-
- portant tenets of what you are promoting. Re-
- member that withholding any relevant infor-
- mation from a buyer is a form of fraud. Never
- let your customers feel cheated, because they
- would be mad about it, and most certainly
- unsubscribe. But if your customers feel well-
- treated, they will become loyal buyers.
- Don't shout
- You are addressing people that support your
- business, and the least you can do is show
- them respect. When you write in capital let-
- ters, you are most certainly not showing them
- any respect. Just use normal language, and
- normal structure. This will show your sub-
- sscribers that you are well grounded and re-
- spectful.
- Know how to resolve conflict
- At the end of the day, we are mere mortals.
- When you are handling a huge email list, you
- might be unlucky enough to have to deal with

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33%

- a crazy person or crazy people. If you're poor it
- handling a crisis, you might see yourself sending
- out a nasty email to all of your subscribers,
- which will put a strain on your relationship.
- Remember that online buyers don't owe you a
- thing, and if they feel disrespected in the least,
- they could very well click on the unsubscribe
- button. If you come across someone who is not
- pleased with how you are running your business,
- first of all give them some attention to
- see whether there is any truth to it, but if you
- find out that they are driven by pure malice
- and a jealousy, you had better cut them out.
- Don't always send offers
- Don't be the desperate affiliate marketer
- who is always bombarding his subscribers
- with offers. Sometimes, give your subscribers
- something to think about, something to enter-

- tain them, or even something to worry about.
- This is a very powerful marketing technique
- because it is a way of letting a subscriber think
- about you. Don't be fooled, we are human be-
- ings, and each one of us is interested in what
- we can get from anybody else. So, if you're that
- person who is providing value to others, you
- will be held in high regard.
- 1 min left in chapter

33%

- Chapter 8. Social Media Traffic
- 8 Social Media Markeing
- Twitter Marketing
- Yaho Internet Marketing
- Facebook SEO
- IntmerSOClaliMediä!
- SEOFacebook LinkedIn
- Yahoo Google
- Intemet Marketing
- Twitter Marketing.

- Blogging LinkedIn Web
- Blogging
- Web
- The beauty of affiliate marketing is that you
- don't necessarily need a website to get started.
- As long as you have access to the internet,
- you can look for an affiliate network that will
- accept you, and start making commissions.
- Some of the platforms you can use to launch
- your business are your social media accounts.
- Successful affiliate marketers know how to
- leverage their social media.
- You have to understand that the average per-
- son spends a lot of time on social media. You
- only have to craft your marketing message in
- such a way that will attract this person. The
- language that you could use on LinkedIn is
- not the same language that you could use on
- Facebook or Instagram. People on Facebook are
- looking for fun, it doesn't matter how seri-
- 5 mins left in chapter

34%

- ous your product might be, but as long as you
- come up with the correct language, you will
- create leads.
- Facebook
- Every has a Facebook account, but in order to
- start earning affiliate commissions, you have
- to spruce it up a bit. These are some of the
- things you might have to do to increase the
- profitability of your Facebook account.
- Create a Facebook page
- When you have a Facebook account, you nor-
- mally post your personal stuff, but when you
- start to mix it with your affiliate offers, it
- might make you seem unprofessional. Exec-
- utives at Facebook understand that Facebook
- is not a platform for fun only, but there is a
- business side to it. And for that reason, they
- created pages, so that anybody can create a per-
- sonalized page for the business or company.

- When your Facebook page attracts a fan-base,
- you will start earning a passive income.
- Set up a Facebook group
- With a Facebook group, you will gather to-
- gether like-minded people. You don't have to
- pay for it. This is a free feature on Facebook.
- Just create a Facebook group and invite the
- people that you think are interested. Encour-
- age these people to keep on inviting others as
- well so that the group may compound. You
- 4 mins left in chapter

35%

- may promote your affiliate offers to these peo-
- ple, and earn a commission. One of the clever
- ways to market your group, is by mention-
- ing it casually in other people's . But
- you have to be sure that you are not spam-
- ming.
- Instagram

- This platform is owned by Facebook, and it has
- been a world-changing product. Every person
- both old and young is on Instagram, showing
- the world how perfect their life is. But clever
- affiliate marketers understand that Instagram
- can be turned into a cash cow as long as you
- use it the right way. These are some of the
- things that you must do in order to maximize
- your earning potential on Instagram.
- Use high quality photos
- Nobody will take you seriously if you're using
- a cheap camera to take your images. Grainy photos
- are a big no. They make you look cheap. Let's
- assume you're promoting a clothing brand.
- You need to ensure that the images are of high
- quality, else people will not take you seriously.
- If you're not good at taking photos yourself,
- you might have to work with a professional
- photographer. In this age of the internet, there
- are many tools that help you to increase the
- quality of a photo, and if you have these skills,

- you can very well utilize them. People are al-
- 4 mins left in chapter
36%
- buy. And you have to understand that people
- on the internet are pretty apprehensive.
- Twitter
- Most people love using this platform, includ-
- ing the 45th president of the USA, Donald
- trump. Users post short messages. People love
- twitter because it is information rich. Once
- you log on, you will soon know about every
- trending topic on the face of the earth. As an
- affiliate marketer, you can earn a ton of money
- by directing twitter traffic to your affiliate
- offers. These are some of the things you must
- do to increase your earning potential on twit-
- ter.
- Use great language
- Twitter messages are short, which means peo-
- ple will be inclined to read them. People take

- notice of colorful language. Ensure that you
- are communicating in an awesome manner.
- When you use vivid language, you will stir
- people's thoughts, and they will become at-
- tracted to what you are promoting.
- Utilize hashtags
- Don't just make a simple post and assume that
- it will reach the relevant audience. You have to
- use hashtags, for they help in bringing a mes-
- sage closer to the intended audience.
- YouTube
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- Video content is projected to become the most
- popular in the coming years. In actual fact, it is
- one of the most popular forms of content, con-
- sidering that YouTube is second to only google
- in terms of traffic. Affiliate marketers are cash-
- ing in out of YouTube videos. If you want to
- start generating income out of YouTube as an

- affiliate marketer, these are some of the things
- you must do:
- Use a high-quality camera
- If I went on YouTube, and upon clicking
- a video, some low-quality video appeared, I
- would immediately click away, and I believe
- everybody else would do the same. You might
- not have the budget to create Hollywood-quality
- videos, but what you need to create a quality
- video is a good phone, and nobody is asking
- you to own one.
- Create powerful content
- Don't be the sort of marketer who slaps together
- a video and throws it on YouTube. People
- will recognize it for the trash that it is, and
- down vote it into obscurity. In order to create
- powerful content, all you need is the right
- information. So, ensure that your research
- is widely on what you're talking about.
- Make your content easily shareable
- One of the things about social media is that

- hard work is rewarded. How many times have
- you ever seen a powerful video and saw your
- 2 mins left in chapter

38%

- self share it with your friends? If you are cre-
- ating awesome videos, you want to make it
- easily shareable. In the instant that other peo-
- ple find it interesting and awesome, they will
- have an easy time sharing it with your friends,
- which means more visibility, which will boost
- your earnings.
- Encourage people to comment
- Don't be one of those thin-skinned people who
- cannot handle criticism. Instead, encourage
- everyone to provide feedback for your videos.
- Granted, you will find some amount of criti-
- cism, but for the most part it is bound to be
- positive things. And when your subconscious
- hears positive things about you, it will em-
- power you to become even more confident as

- an affiliate marketer.
- 1 min left in chapter
39%

- Chapter 9. Success Tips
- For Affiliate Marketers
- There are many people who are making mil-
- lions of dollars in affiliate commissions. And
- the funny thing about most these people is
- that they had humble beginnings. Most of
- them are self-taught. But one thing is clear.
- They must be doing something right. What
- are the things that one must do in order to be-
- come a successful affiliate marketer?
- Be one step ahead of your competi-
- tion
- This is the cold hard truth; nothing worth
- having ever comes easy. If you are looking to
- make thousands of dollars in affiliate commis-
- sions in a month, you have to be ready and

- willing to outsmart the competition. There are
- very many affiliate marketers out there, and
- you are competing for the same limited au-
- dience. If you're not smart, you may end up
- making only a few sales, or making no sale at
- all. One of the things that can help you stay
- ahead of your competition is through creating
- a powerful website. You may upload resource-
- ful content on your website and have it in-
- dexed on the search engines. This means that
- when the other affiliate marketers are looking

• 4 mins left in chapter
40%

- to buy media from traffic networks, you are al-
- ready receiving organic traffic from the search
- engines, which is the most insanely targeted
- traffic you could ever bring to your offers.
- Staying ahead of the competition means that
- you have to keep your ears on the ground,
- so that you may take advantage of every new

- trick that is designed to help you get better re
- sults. Creating strong relationships with your
- customers is also helpful in the sense that it
- makes your customers loyal.
- Always research
- One of the things that inspires customer con-
- fidence is knowing that they're dealing with
- an expert. For instance, if you are promoting a
- web host, potential customers might approach
- you wanting to know more about the web
- host. For instance, they might want to know
- about the various capabilities of that web host
- that make them outstanding. You must be in a
- position to answer these questions or else you1
- will come across as someone who has not done
- their homework. When you are writing a blog
- post about a product that you are promoting
- people can tell whether or not you know what
- you're talking about. So, always ensure that
- you perform your research.
- Select profitable programs

- One of the mistakes that most people make
- when selecting an affiliate program is running
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- behind a big name. I can tell you for free that
- there are so many profitable affiliate programs
- that are not known for fancy names. In order
- to ensure that a product is profitable, you want
- to select a program that truly matches with
- your niche. For instance, if you own a web-
- site about fashion, specifically women fash-
- ion, it is not okay to advertise suits on that
- website. But it is very much okay to advertise
- fancy dresses, because the readership consists
- mostly of women. If you come across an affili-
- ate program that pays recurrent commissions,
- that's even better. This usually happens for
- digital marketing tools. If you refer a cus-
- tomer, you get to earn commissions periodi-
- cally for as long as that person stays with that

- company.
- Promote products that you believe in
- It is very easy to look at the money aspect and
- ignore everything else. But don't be tempted to
- do that. You want to stick with products that
- have meaning. Something that you truly think
- will bring a positive impact on people's lives.
- At the end of the day, running a business is not
- about just making money, but it is also about
- uplifting lives. If you are in a position to buy
- the product, that's even better, because it gives
- you a personalized taste of what the product is
- really like. If you find out that the product is
- 41%

3 mins left in chapter

- a waste of resources, you might want to move
- along.
- Start out small1
- If you're starting out in affiliate marketing,
- there's no need to burden yourself with finan-

- cial hardships in the form of making very
- many tools purchases. You had better start out
- small. For instance, if you require an email
- list building tool, instead of going for the pre-
- mium option, just select the freemium. When
- you use free tools and you turn in a profit, you
- are now at liberty to reinvest these profits and
- buy even better marketing tools. You have to
- consider the fact that most successful affiliate
- marketers who are rolling in money right now
- more often than not began small too. When
- you have only invested a small amount of
- money into your affiliate marketing business,
- losses that result from your ignorance are not
- especially heartbreaking.
- Work with reputable affiliate net-
- works
- The bitter truth is that some affiliate networks
- are out to take advantage of affiliate marketers.
- There's no point in putting in a lot of effort
- only for your commission to be stolen by the

- dishonest affiliate network. If you want to find
- out whether or not an affiliate network is rep-
- utable, you only have to visit relevant forums
- and websites. There are many websites dedi-
- 2 mins left in chapter
- 42%
-
- cated to exposing scams. If the affiliate net-
- work has scammed other people before, you
- are bound to find their bitter complaints in
- various scam advisory websites.
- Stay away from black hat techniques
- For some reason, people with beginner level
- programming skills seem to think that they
- can outdo technological giants in matters pro-
- gramming. So, they start indulging in black
- hat techniques, expecting to earn the number
- one spot on google. But this is a stupid move
- because once they are caught that could be
- very well the end of their website. Even if risk-
- ing is a good thing, such a risk is not worth it.

- Talk to your manager
- You will find that every affiliate network as-
- signs an account manager to their affiliate
- marketers. For some reason, affiliate mar-
- keters act as if they are scared of their man-
- agers, which should not be the case. Make
- habit of talking to your manager, finding out
- what is going on, and asking them to point you
- towards the most profitable affiliate programs.
- Of course, you cannot rely on your affiliate
- manager for everything, but it helps to have a
- positive relationship with them. In the event
- that a dispute arises, it will be much easier to
- resolve it, because you have respect and under-
- standing for each other.
- 1 min left in chapter
- 43%
- cated to exposing scams. If the affiliate net-
- work has scammed other people before, you
- are bound to find their bitter complaints in

- various scam advisory websites.
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- programming skills seem to think that they
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- what is going on, and asking them to point you
- towards the most profitable affiliate programs.
- Of course, you cannot rely on your affiliate

- manager for everything, but it helps to have a
- positive relationship with them. In the event
- that a dispute arises, it will be much easier to
- resolve it, because you have respect and under-
- standing for each other.
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43%

- desperate person, and any respect they had for
- you will be gone.
- Promoting in irrelevant places
- Promoting an affiliate link on Facebook groups
- can be profitable, as long as those Facebook
- groups are well targeted, and most impor-
- tantly, active. But you'll find some affli-
- ate marketers posting their affiliate links on
- countless dead Facebook groups. And to make
- the process even easier, they tend to use auto-
- mation tools. So, this tool keeps on blasting an
- affiliate link into a group that no one looks at.
- Not only this is a waste of time, but it could

- encourage Facebook to strike you off their platform.
- Always ensure that you are promoting an affiliate product in a relevant and active forum or website. For instance, if you have baby products, you might have to advertise on platform where parents, and especially moms, hang out.
- Thinking they are going to get rich quickly
- Some affiliate marketers, especially when they are starting out, seem to think that they are going to earn millions in their first month, only for them to start the business, and go for even months operating on a loss, and then they become disillusioned. To some extent, how long it takes for an affiliate marketer to make a profit depends on how well prepared
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44%

- they were. For instance, if they had educated
- themselves on starting a blog and creating rel-
- evant information, they will attract organic
- traffic to their offers and make bank. On the
- other hand, if they believe themselves to be
- cleverer than all the search engines combined,
- they may start indulging in black hat tech-
- niques, and end up sabotaging their earning
- capabilities. Google is especially ruthless with
- users who engage in black hat techniques in
- an attempt to climb up the search engine rank-
- ings. The penalty can amount to total de-list-
- ing of the website from google rankings.
- Assuming people will come to your
- website anyway
- Some affiliate marketers act as if the world
- owes them success. They think that simply be-
- cause they have published what they consider
- the blog post of the century, everybody else
- will come running and share in the glory of
- this blog post, or website at large. Of course,

- they are wrong about it. People don't owe you
- anything. Once you publish a blog post, you
- must engage in promotional work to ensure
- that more people come to your website. Oth-
- erwise, you risk having your blog post disap-
- pear into obscurity. Some of the things that
- an affiliate marketer must do to increase the
- visibility of their website include social media
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- marketing, link building, and showing up in
- interviews.
- Not providing sufficient information
- Affiliate marketers are often told to be concise
- about their message. But this is not to mean
- that they should exclude important informa-
- tion, simply because withholding important
- information from an audience is deception,
- and to an extent, fraud. The best affiliate mar-

- marketers are good on customer psychology. They
- start out by putting themselves on the shoes of
- the customer. For instance, if they are selling
- baby products, it's obvious that the mother
- will be curious about certain key things in re-
- lation to their baby. The clever affiliate mar-
- keter ensures to include this important piece
- of information so that the buyer can reach a
- quick decision.
- Not analyzing campaign perfor-
- mance
- Some affiliate marketers have an extremely
- cavalier attitude about their job. As long as
- they turn in a profit, they couldn't care less
- about anything else. Obviously, this is a terri-
- ble mindset. Even if you are making a profit
- from your promotional efforts, ensure that
- you study the real performance, because this
- is the only way you can make improvements.
- If you are making profits already, when you
- analyze your campaign performance, you will1

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46%

- gain more insight into customer behavior,
- which will help you to target even more effectively, and as a result, you will increase your
- earnings.
- Not keeping an eye on your competi-
- tion
- If you are not a smart affiliate marketer, your
- earning potential could be greatly compro-
- mised, and you can only blame yourself. In
- order to avoid this possibility, ensure that you
- are always aware of what your competition is
- up to. Check to see whether they have taken up
- new tactics that are giving them an edge. And
- you may also have to check to see whether they
- are doing anything that you consider harmful.
- Healthy competition is actually good because
- it raises the standards in the industry. If your
- competitors fall on tough luck, don't ridicule

- them, but rather take a lesson from their failure. It is also important to keep the respect for each other.
- Not creating quality content
- It takes a considerable amount of time to come up with content. If you sit down to create something, it may as well be helpful. Affiliate marketers who have a cavalier attitude only care about coming up with a new blog post, without questioning the impact of that blog post. Remember, people can come to your website quite easily, but the big question is
- 2 mins left in chapter

47%

- whether they will stick around or they'll be forced to abandon your website. When you have awesome content on your website, people will be more than happy to stick around. But when you have trash in your website, people will just click away.

- Not understanding what you are
- selling
- Another pitfall that affiliate marketers experience is a tendency of not understanding what they are promoting. They may have come across a fancy name, and decided to start promoting that product or service. When you promote a product that you are not familiar with, you are bound to give misleading information, which in itself is fraud. Always ensure that you understand what you are promoting. Even if it 's something that you haven't personally used, you can always refer to the internet and engage in basic research.
- Chapter 11. Affiliate Marketing Mindset
- Being a successful affiliate marketer is not merely about what you know. You might have great potential as an affiliate marketer, but if you have a poor mindset, ultimately, you'll hit
- 1 min left in chapter

47%

- a wall, or leave a ton of money on the table.
- You should build a great mindset while you
- improve your other marketable skills. The fol-
- lowing are some tips to help you build a mind-
- set for success in affiliate marketing.
- Embrace failure
- For some reason, most of us are very averse
- to failure. We encounter failure in the first in-
- stance and give up hope. The internet is a big
- scary place. It is important to harm yourself
- with knowledge about what your journey as
- an affiliate marketer will be like, but then your
- experience might be totally different, because
- internet trends are so unstable. What is in
- today is out tomorrow. If your plans don't go
- your way, don't give up. Learn what you can,
- and find a way of turning a profit no mat-
- ter the conditions. Very many people give up
- on their first loss making campaign, but make

- sure that you're not that kind of an affiliate
- marketer. Before you achieve anything worth
- having, you must encounter some degree of
- failure.
- Never stay in your comfort zone
- One thing about the super successful people,
- they never become comfortable about where
- they are. They believe that there's always
- a room to make their circumstances better.
- Complacency and comfort are some of the
- greatest enemies to success. If you discover a
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- a wall, or leave a ton of money on the table.
- You should build a great mindset while you
- improve your other marketable skills. The fol-
- lowing are some tips to help you build a mind-
- set for success in affiliate marketing.
- Embrace failure
- For some reason, most of us are very averse
- to failure. We encounter failure in the first in-

- stance and give up hope. The internet is a big
- scary place. It is important to harm yourself
- with knowledge about what your journey as
- an affiliate marketer will be like, but then your
- experience might be totally different, because
- internet trends are so unstable. What is in
- today is out tomorrow. If your plans don't go
- your way, don't give up. Learn what you can,
- and find a way of turning a profit no mat-
- ter the conditions. Very many people give up
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- a room to make their circumstances better.
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- greatest enemies to success. If you discover a
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- marketers must lose before they ever make a profit.
- So, when the moment arrives for you to make
- a profit, greet it with the celebration that it de-
- serves. This is not to mean that you should col-
- lect your meager profits and go out on a night
- of debauchery, but then you should be able to
- treat yourself to a few delights. Always ensure
- that you take note of your wins, because they
- will motivate you to become even better.
- Form relationships with other affili-
- ate marketers
- Can you isolate yourself and still become
- successful as an affiliate marketer? Yes. But
- you would experience even greater success if
- you learned how to form relationships with
- other affiliate marketers. You must remember
- that nobody knows it all. Even if you con-

- sider yourself an expert, you still don't know
- everything there is about affiliate marketing,
- simply because the online world is ever chang-
- ing. When you have strong relationships with
- other affiliate marketers, you will always be
- receiving unfiltered information. It will help
- you stay one step ahead in the game.
- Strive for having customers
- me to
- you
- In order to be a successful affiliate marketer,
- you must have great persuasive skills. If you
- launch an online campaign and collect peo-
- ple's emails, in order to make a sale, you will
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- will make a ton of money, especially if you
- have no resources to back up that wish.
- Be patient
- Most of the successful affiliate marketers you

- know about today, have been at it for years.
- They never started out and struck gold in an
- instant. They have provided a lot of value to
- the world before they could start making the
- big bucks. It takes a while to create something
- worthwhile. Don't be the sort of person who
- publishes a single blog post and then expects
- to make a profit by the end of the week. It
- can take months, sometimes years, before you
- start to make a sustainable income off of your
- affiliate marketing efforts.
- Increase your knowledge
- Acquiring knowledge is important, but what
- is even more important is to apply it. Remem-
- ber that the more knowledgeable you are, the
- more options at your disposal. You
- tire of expanding your knowledge, because
- the online business world is always changing.
- When we talk about increasing knowledge, we
- don't necessarily mean going to school. In the
- age of the internet you have access to more

- knowledge than you can accommodate. So,
- watch informative videos, read eBooks, sub-
- scribe to journals, and become a member of
- professional bodies, because there's a lot to be
- learned from your mates too.

- must never

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- Chapter 12. Why You

- Need An Email List

- You may have read in many places that as an
- affiliate marketer, you need to have an email
- list. An email list is simply that -a list of emails
- for which you have permission to send emails.
- If you have published a lot of content on your
- website, and there is considerable traffic, you
- have to capture the visitors' emails, because
- they have high interest in your services or
- products. You may use various email market-
- ing software to capture these emails. Alterna-

- tively, if you have the budget, you can run ads
- on search engines, social media or traffic net-
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- works, and capture the emails of your leads.
- One of the best tricks to have more people sub-
- mit their emails is by offering them a bribe,
- also known as, a lead magnet. You may bribe
- your subscribers in the form of a free eBook,
- a report, an informative video, or even limited
- membership to your membership website.
- As they say, "the money is in the list!" these are
- some of the reasons why having an email list is
- essential:
- It allows you to send personalized
- content
- Online customers can be very emotionally un-
- balanced. They hate to receive messages that
- seem to have been sent to a majority. But
- when you have the email of your potential

- customer, you can customize your message,
- which encourages them to convert. By sending
- a message that is highly personalized, your
- leads will have a good attitude, and it encour-
- ages them to take you up on your offer. Always
- ensure that you segment your customers bas-
- ing on their preferences, for this will help you
- send out personalized messages.
- It boosts credibility
- You have to remember that there are a lot
- of scams in the online world. Unfortunately,
- very many people fall for these scams, driving
- them to become extra-cautious. For that rea-
- son, you'll find that many people buy online
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- the next few days, sell them on your product,
- they might decide to take you up on your offer.
- Email marketing is perhaps the most fruitful
- method of making money for internet mar-
- keters. This is not to mean that you should

- abandon other means marketing platforms,
- but actually, you should use other means of
- marketing to enable your email marketing.
- For instance, if you are using social media
- traffic, instead of direct linking the offer, first
- have them opt in your email list.
- Better customer relationship
- When you consider other marketing plat-
- forms, a single message is presumably shown
- to thousands or millions of people, which
- makes the message somewhat impersonal. But
- when it comes to email marketing, the cus-
- tomer always has the chance of contacting
- you. If they need some clarifications, ideas, or
- any information you can think of, they only
- have to write you back. This is a great chance
- for you to totally win the trust of your cus-
- tomer. You must always ensure that you reply
- to your customers inquiries, else they may run
- away from your business.
- It saves your resources

- Email marketing allows you to make the best
 - use of resources. It is estimated that for every
 - dollar you spend on an email, you earn back
 - up to \$50! That's a crazy return on investment.
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- This allows you to save on advertising costs.
- You have an opportunity to make more money
- through upsells and revisiting your older cus-
- tomers with new offers and thus making them
- buy from you many times over. If you realize
- that your list is not responsive anymore to
- your offers, you can try to find out what they
- are into by conducting a survey, and then look-
- ing for products that will cater to their new
- taste. With an email, your potential is limit-
- less.
- Boost traffic to your website
- You don't necessarily need a website in order
- to become an affiliate marketer, but if you aim

- to hit the big numbers and take-home large
- checks, you must build an engaging website.
- But a website means nothing if people are not
- coming to it and converting. If you have no
- traffic, you have no chances of making busi-
- ness. Email marketing is one of the clever ways
- to boost traffic to your website. For instance,
- you may publish a very resourceful article on
- your website, and then share the link with
- your subscribers. The article may receive more
- likes and shares which means your search en-
- gine ranking will improve, and your website
- will become more visible.
- It builds excitement
- You must understand that your customers are
- not all the same. They have different tastes
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- and preferences. By reaching them through
- their email, you have a chance to modify the

- content to their tastes and preferences, and as
- a result, it causes them to develop a positive
- attitude toward your brand. They will always
- look forward to your next email because they
- believe you are going to offer them something
- of value. On the other hand, most marketing
- platform send out a uniform message and it
- becomes a hit or miss depending on various
- audiences, and you never have the chance to
- cater to people's varied tastes and preferences.
- It is easy to get started
- When you look at most other marketing plat-
- forms, you will need a considerable budget to
- get started, so that you may be able to test the
- campaigns and see which one is profitable. But
- when it comes to email marketing, it is way
- cheaper when the traffic is flowing from your
- website. Actually, you only pay for the email
- marketing software fees and that's all. People
- who come to your email list as a result of find-
- ing your website first have a high interest in

- your services, which means you only need to
- send the right offer their way, and they will
- convert into customers.

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- Chapter 13. How To
- Build An Email List?
- Now that you understand that an email list is
- one of the most essential tools for an affiliate
- marketer, the next question might be: how do I
- build my email list?
- You may build an email list by sending traffic
- to a form. The traffic may be paid or organic.
- But organic traffic accounts for the most tar-
- geted traffic you could ever receive, meaning
- that the leads that you capture from organic
- traffic are far likely to convert than those you
- technically buy.
- Just as it is important to get more people to
- subscribe to your email list, it is just as impor-

- tant to get them to stay. These are some of the
- things you have to do to grow your email list.
- Always get their permission
- For some crazy reason, some people imagine
- that the average buyer is stupid. so, they pur-
- chase bulk email addresses and start email-
- bombing these people, which is very frustrat-
- ing on the other end. Such behavior usually
- ends in a lot of complaints lodged against the
- marketer and they get penalized. Never think
- that people are not aware of the email lists
- they have subscribed to. You cannot hijack the
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- notice that most comments on their websites
- calling on their intervention are unanswered!
- Granted, it wouldn't be practical to answer to
- hundreds of comments, but take it upon your-
- self to acknowledge your customers' opinions
- and concerns in the comment section, for it

- shows you are a kind person, which in itself
- may attract them to you.
- .Use business cards
- When you're out and about, don't forget to
- bring along business cards. It goes a long way
- in promoting your business. But then again
- you must not be aggressive about it. Just go
- around, giving people your business card, and
- you will see an increase in the number of sign
- ups. Ensure that you write in the business
- cards what your business is all about, after all,
- the sole aim of coming up with business cards
- is to get as many people as possible to know
- about your business.
- Host an event
- Remember that your website is just one
- among millions. There are very many other
- websites tackling the same subject or speaking
- to the same audience as you. This means that
- you have not exhausted all your opportuni-
- ties of growing your email list, simple because

- there are so many other people who have taken
- a portion of your audience. But these people
- can be reached through other means besides
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- automation tools at your disposal to make sure
- that you utilize them to the maximum, for far
- many marketers under-utilize their marketing
- automation tools.
- Make signups less invasive
- This is just basic decency. If you are promoting
- a website building tool, and you are perhaps
- offering a free eBook on how to drive traffic to
- a new blog, the lead will land on the opt in
- form and have to fill it out and submit. Ensure
- that you are asking for only relevant infor-
- mation. When a potential customer lands on
- the opt in form and finds that you are ask-
- ing for more details than necessary, you may
- send them away to your competitor. In order

- to avoid such scenarios, just stick to asking for
- the name and email address.
- Utilize testimonials
- Have you ever wondered to yourself why re-
- view sites are such a hit among online buyers
- It's because reviews give them a chance to
- see what another person is saying of a par-
- ticular product or service. We human beings
- are social animals, and we want to see what
- everyone else is saying about something be-
- fore we make a decision. Testimonials might
- not be the same as reviews, but they are a
- way of backing up your products nonetheless.
- When you find a customer that is extremely
- impressed by your products and services, ask
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- them to write something positive, and then in-
- clude it in your marketing message. But then
- make sure that you are honest. You don't want

- to come up with fake testimonials because if
- you are caught out it will look very bad on you.
- .Use great lead magnets
- The reason why some marketers have a hard
- time building their email lists is because they
- offer "useless" lead magnets. You will find
- some people offering eBooks that they down-
- loaded for free from a malware ridden web-
- site, or offering some ancient list of resources
- about dropshipping merchants, or some other
- low-value things. If you want to get the atten-
- tion of people, you must be offering something
- of great value, something that will drive them
- to hand you their email address without giv-
- ing it a second thought. So, spend some time
- thinking about what you must offer your cus-
- omers in return for their emails and it had
- better be worthwhile.
- .Promote the opt in form aggres-
- sively
- For some reason, marketers seem to only put

- their opt in form on their website alone. This
- means they leave a lot of money on the table.
- You should promote the opt in page aggressively. You may even reach out to fellow internet marketers and purchase their email traffic for the purposes of increasing your email list.
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- online marketing. One of the ways you can reach these people is through hosting an event. Granted, hosting an event doesn't come cheap, but then again, the advantages outweigh the disadvantages.
- Improve your charisma
- At the end of the day, human beings are social animals, and they are drawn to someone who looks charismatic. Some people have the misconception that you have to be born charismatic; nobody ever is. Being charismatic is a learnable skill. But the key areas you have to

- work on are your communication and groom-
- ing skills. The more charismatic you are, the
- easier it will be for you to talk to people, and
- people will come away thinking that you are
- brilliant, and they'll want to check out what
- you're doing. Nothing beats having a great rep-
- utation among people.
- Be creative
- One of the reasons why internet marketers
- witness a high percentage of unsubscribing
- from their email lists is because of their ten-
- dency of being pushy. They may send out a
- message today, asking their subscriber to per-
- form a certain action, but then the subscriber
- may decline it. But the internet marketer will
- not take it lying down. The following day he
- sends out the same message. And then it be-
- comes routine. And the subscriber ends uap
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- concentrate on creating strategies to expand your business. But when you have many administrative tasks, your creativity is usually watered down, it becomes harder for you to expand your email list.
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- Chapter 14. Tips On

- Optimizing Your Blog
- PIIMIZATBA
- REI SEANEI
- ARCHEARCH SEARC
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- A website is just about the most valuable asset
- of an internet marketer. Most successful in-
- ternet marketers have launched their affiliate
- marketing business on the backs of their suc-
- cessful websites. Block traffic is the lifeline of

- a website. If nobody is visiting your website,
- you can be sure that you won't make a buck.
- But there are certain things that you can do
- to ensure that your website is not only ranked
- higher in the search engines, but it attracts
- as much traffic as possible. The following are
- some tips for optimizing your website.
- Do your research
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- As an affiliate marketer, when you publish a
- post, you're not just aiming to provide value to
- your target audience, but to also get them to
- convert into customers. But then you have to
- remember that your customers are using cer-
- tain phrases and words to look for the prod-
- ucts or services that you are advertising. If
- you take a guess, you can almost never get it
- right. For that reason, it is always important
- to be sure about what you are doing. Always

- perform your keyword research so that you
- can create content that will attract your highly
- targeted customers. There are various free and
- paid tools to help you conduct your keyword
- research.
- Improve your writing skills
- If you've ever taken your time to look at
- the top web pages on search engines such as
- google and Bing, you will realize that these
- posts are as eloquent as they are resourceful.
- You go through these posts and it is obvious
- that a lot of thought went into creating these
- posts. When you have great writing skills, peo-
- ple will enjoy reading through your work, be-
- cause people love neatly presented thoughts
- and ideas. In order to have great writing skills,
- you have to read more and write a lot more,
- there are no shortcuts. It takes a lot of practice
- in order to become a great writer.
- Structure your content
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- You don't want people landing on your web
- page and coming away with the thought that
- some mad men is behind that website. This is
- what happens when your thoughts are every-
- where. Your content should have structure to
- it. Start with a good headline. In order to come
- up with a good title for your blog post, you
- must give it a lot of thought, and ensure that
- it has a long tail keyword, so that it might at-
- tract as many people as possible to your blog.
- You should also use headings and subheadings
- in your content. Google loves well-structured
- content and this improves the search engine
- ranking of your website. The body of your con-
- tent should be packed with sufficient material.
- You should also ensure that you link back to
- articles on your website and outside of your
- website. And then create a powerful conclud-
- ing paragraph and a strong call to action.

- .Use images
- Some marketers are too lazy, and all they want
- to do is write a half-baked article and throw it
- into the interwebs, hoping that someone will
- find it and convert into a customer. But you
- have to recognize that the competition is way
- tough nowadays. So, you cannot afford to have
- a cavalier attitude about improving your web-
- site. One of the ways you may improve your
- website content is by using powerful images.
- Ensure that you credit them if there is need,
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- and also ensure that you put keywords in both
- the file name and description box.
- Use social media
- When you look at some of the popular social
- media networks, you realize they have jaw-
- dropping traffic. For instance, Facebook has
- more than one billion users around the world.

- Granted, social media is mostly used for fun
- things, such as catching up with family and
- friends, and contributing to some fun discus-
- sions. If you are creative enough, you can al-
- ways come up with an angle of making your
- content relate to social media users. It's all
- about creativity, folks. Do not get left behind in
- tapping into the social media traffic.
- Keep an eye at your competition
- Your competitor is not your enemy, but even
- then, you should keep an eye on what they are
- doing. If you develop a cavalier attitude about
- your competitors, they might get an edge over
- you, and steal away your customers. From
- time to time, look at the competitors who are
- ranked higher than you for your target key-
- words, and then figure out a way of outdoing
- them. Find out what their tactics are and im-
- prove on them. The more you keep close watch
- over your competition, the better chances you
- will have at making more money through or-

- ganic traffic.
- Create some controversy
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- When we talk about being controversial, we
- are not suggesting that you become tacky and
- disrespectful to other people or even yourself.
- The right kind of controversy can gain you
- some attention which in turn can be mone-
- tized. The kind of controversy we are advocat-
- ing for is the one that gets people to think. For
- instance, if you are in a niche that is riddled
- with various stereotypes, you might want to
- take a stand against these stereotypes, which
- will get people to talk, but amidst it all people
- will also notice your brand. If you look at most
- successful elite socialites and influencers, you
- will realize that they made a career out of con-
- troversy.
- Purchase good hosting

- I can tell you for a fact that there's a lot
- of valuable information that is not accessible
- by the average internet user, and this is not
- because the search engines have conspired to
- frustrate the owner of the website, but rather
- because the websites are hosted on free plat-
- forms. If you want to rank high on search en-
- gines, you must be prepared to invest in great
- web hosts. Some people imagine that buying
- hosting packages is expensive, but that's just
- a misconception. Skip a few coffees and you
- will have enough money to buy a great hosting
- plan. As your website grows, you will have to
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- invest even more, so that your customers can
- have great experience on your website.
- Invest in a good theme
- You must understand that website users can
- be a bit flaky. They can land on your web-

- site and hate how your website looks and
- then click away. It's sad that online customers
- judge a book by its cover, but then you cannot
- afford to ignore this reality or else you will
- lose money. In order to have a great design
- for your website, you must first of all have a
- great theme. Ensure that you read various re-
- views about which theme works perfectly for
- the average online customer. Carry out exten-
- sive research and settle on a theme that works
- perfect, as opposed to changing themes every
- now and again. Aside from the design aspect
- of themes, you must also pay attention to the
- functionality.
- Stop loading your website with ban-
- ners
- When a website is plastered with banners, it
- can slow down the loading. But then again
- banners make your website look cheap. You
- might want to find alternative ways of mak-
- ing money from your website besides putting

- up banners. Actually, there are almost no ben-
- efits to using banners on your website, and
- if it's about the money, you can make way
- more by utilizing other advertising means. For
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- instance, you can direct link your content to
- offers, which is a non-invasive way of advertis-
- ing. Or you may capture the emails of your po-
- tential customers and contact them later withh
- offers.
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- Chapter 15. Top Affiliate
- Marketing Myths
- One of the reasons why most beginners hit the
- wall is because they have the wrong beliefs
- about affiliate marketing. They might have

- run across various myths and misconceptions
- that caused them to develop these wrong be-
- liefs. In order to become a successful affiliate
- marketer, you not only have to have the right
- beliefs, but also the right information, which
- always go together anyway. The following are
- some of the myths and misconceptions that
- various people have about affiliate marketing.
- It's a walk in the park
- There are some people who seem to think
- that affiliate marketing is very easy to pull
- off. They must have read about someone who
- started out and made immense profits within
- months. Although there are odd instances
- when beginners crunch up to five-figure or
- six-figure profit in the first month, for the
- most part, it's a struggle. There are very many
- things that the beginner ought to learn first
- before they can make a profit. You might have
- the knowledge, but still the expertise will not
- come until you have experienced what it is like

- to be an affiliate marketer. For that reason, it is
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- not easy at all in the sense that you can start
- today and by the end of the month you'll be
- making hundreds of thousands.
- More traffic means more profits
- Let's say you go to Saudi Arabia and open a
- pork butcher shop. You are obviously ignorant
- of the fact that Muslims don't eat pork. Al-
- though there might be very many people com-
- ing across your butcher, you would not make
- any sale because they are not in the least bit
- interested. The same case applies to internet
- marketing. Some affiliate marketers focus on
- bringing more traffic to their website, under
- the impression that they'll make more money,
- and the outcome is far different. It is more
- important to focus on targeting your ideal cus-
- tomers, and creating a perfect marketing mes-

- sage.
- In order to become successful, you
- must promote popular products
- For some strange reason, most affiliate mar-
- keters seem to only want to promote prod-
- ucts that are already widely popular. There's
- no harm in entering popular niches, but it
- does not necessarily mean you will make more
- money. In actual fact, there is a possibility
- that you will earn less money than you could
- have with other niches, simply because the
- competition is tough. A small tweak in your
- marketing campaign might cause tremendous
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- losses. On the other hand, if you focus on prod-
- ucts that are not as popular, there is a very real
- possibility that you will make a lot of money,
- because the competition is low.
- Success in affiliate marketing is

- about good luck
- Some people have such a wrong mentality,
- that they think that anyone that makes it in
- affiliate marketing is just lucky. To an extent,
- one can be lucky in the sense that your offer
- can be very well timed. But that's just about it.
- The successful affiliates have gotten up there
- because of their sharp marketing skills. If you
- come into affiliate marketing thinking that it
- is all about luck, you are going to create a psy-
- chological impediment to success. There are
- various things you must do and there are vari-
- ous things you must not do in order to become
- an affiliate success story. It's not about luck.
- Being popular on social media
- means you'll make more as an affili-
- ate marketer
- For some reason, people who have a decent
- following on social media seem to think that
- they can flourish as an affiliate marketer, but
- then they start out and they discover that the

- opposite is true. But let's be clear about it. If
- you have a decent following on social media
- you have great potential. But in order to close
- that sale, in order to turn a lead into a loyal
- 70%

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- customer, you must be excellent with target-
- ing your audience with the right offers, and
- persuade them to convert. So, if you have a
- large following on social media, don't be in a
- haste of throwing an affiliate link around, but
- take your time to understand what your audi-
- ence is really looking for.
- .Only professionals with a marketing
- background can excel
- For some odd reason, people stay away from
- affiliate marketing because they think that it
- is only someone with a marketing diploma or
- degree who can succeed. They couldn't be far-
- ther from the truth. When you look at the

- most successful affiliate marketers, you will
- realize that they have varying professional
- backgrounds. Some of them were teachers in
- their former lives, others were recruiters, doc-
- tors, cashiers etc. But then this is not to mean
- that everyone is cut out for this line of work.
- There are certain skills that you must acquire
- in order to be a successful affiliate marketer.
- But then you don't have to go to school in order
- to learn the skills, all it takes is an effort on
- your part.
- You need a ton of money to get
- started
- Some people get discouraged from getting
- on with affiliate marketing because they are
- under the impression that they need immense
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- capital. In actual fact, an affiliate marketing
- business is one of the businesses you could

- start without a lot of capital. With a budget of
- about \$100, you could have the basics covered,
- and set up systems that will bring you profits.
- But then you have to understand as your busi-
- ness grows, you must reinvest your profits
- back into the business, so that your customers
- will have a great experience on your website.
- Most successful affiliate marketers started out
- with limited budgets. But then you also have
- to remember that, even if you have a huge cap-
- ital, it does not automatically mean that you
- will become a successful affiliate marketer.
- You have to be shady in order to suc-
- ceed
- Some people strangely believe that they have
- to engage in shady deals in order to succeed.
- They couldn't be farther from the truth. When
- you engage in shady business practices, you
- might take advantage of a few people, but ulti-
- mately you will ruin your business. In the age
- of the internet it is very easy to alert people

- about affiliate marketers who are scamming
 - others. And once your reputation is ruined, it
 - would be very hard to overcome that. You have
 - no reason to be involved in unfair business
 - practices. Try to operate within a moral code
 - and you will succeed.
 - The competition is tough
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- Most people who are recent comers into the
- affiliate marketing industry appear to be giv-
- ing up quite easily, and their main complaint
- is that the competition is way tough. But you
- have to remember that almost any business
- opportunity you can think of is riddled with
- competition. Despite the competition in the
- affiliate marketing industry, some people still
- make a seven-figure profit, but then the vast
- majority find it too hard, and they bail out.
- Inasmuch as the competition is tough, as long

- as you are a resourceful marketer you can succeed.
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- Chapter 16. Secrets Of
- Affiliate Millionaires
- Very many people have managed to become
- millionaires through their affiliate marketing
- business. You might be wondering to yourself
- whether you have a chance at all to become
- a millionaire as well. And the answer is a big
- yes! Technically, becoming a millionaire from
- your affiliate marketing efforts is about scal-
- ing. Sadly, far too many affiliate marketers get
- complacent once they start earning passively.
- These are some of the things you may have to
- consider in order to make millions.
- Solve people's problems
- When you are marketing products, don't ap-
- peal to people's sympathy, but rather, craft a

- marketing message that shows people you are
- trying to solve their problems. For instance,
- if you're selling supplements that relieve peo-
- ple of pain, instead of just putting up banners
- on a website telling people to buy the product,
- instead target those who are suffering from
- muscle and joint pain, and have them know
- that you have the solution to their aching
- muscles and joints. By using the right words
- in your marketing message, you will be in a
- position to manipulate their emotions, show
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- them that you have what they need, and they
- will convert into customers. It doesn't matter
- what product or service you are promoting;
- your marketing message should be crafted in
- a manner that shows you are offerirng a solu-
- tion.
- Hire an assistant

- If you are fortunate enough to have a busi-
- ness that can sustain itself, there is no rea-
- son why you should not bring employees on
- board. Depending on how big your agency
- is, you can always hire one to ten people to
- help you run the business. These people will
- manage all the administrative areas such as
- replying to customer emails, scheduling inter-
- views, balancing accounts, and handling tax
- issues. When you manage to free up your time,
- you now have sufficient mental clarity to de-
- cide on where you want to take your business.
- You even gain inspiration on how you should
- run the business. For any business to prosper,
- there must be proper delegation. Think about
- Steve Job's Apple Inc. Part of the reason he suc-
- ceeded is because he had a great team behind
- him.
- Specialize
- One of the reasons why most affiliate mar-
- keters have a hard time making a profit, let

- alone becoming millionaires, is because they
- are simply everywhere. They market products
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- belonging to various niches, and you can say
- that they are really taking their chances, hop-
- ing to get lucky. But if you're serious about
- scaling your profits, you must specialize on a
- niche or product. The importance of specializ-
- ing is that it makes people look up to you as an
- expert. It also gives you enough time to gather
- all the important information that is critical in
- building your business.
- Over-deliver
- You cannot become a millionaire when you are
- average. You need to stand out. But in order
- to stand out you have to have exceptional
- products and services. Aim to deliver qual-
- ity services so that your customers may be
- impressed. When you have extremely pleased

- customers, they will begin to praise you, and
- that means your reputation will become great.
- Always work on ensuring that your customers
- are fully satisfied. In order to find out what
- your customers exactly want, engage them,
- and solicit feedback.
- Go for the high-ticket affiliate pro-
- grams
- Did you know that some affiliate programs pay
- thousands in commission? This is the biggest
- secret in the world of affiliate marketing. Let's
- say you're promoting a product that will bring
- you \$1000 in affiliate commission per sale. In
- order to make \$1000000, you only have to sell 1
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- They had to endure the pain of multiple fail-
- ures, they had to put together a website that

- provided a ton of value to its target audience,
- and once they earned their trust, it became so
- much easier to earn the big bucks.
- They ask you to pay money upfront
- Make no mistake, affiliate networks make
- money when you make money. But honest
- affiliate networks don't require you to pay
- money before you join their network. When
- you run into an affiliate network that re-
- quires its members to fork out money so that
- they may join the program, just run for the
- hills. They are practically stealing from you,
- Chapter 18. Risks And
- Challenges Of Affiliate
- Marketing
- As an affiliate marketer, the going is not al-
- ways smooth. In fact, there are a number of
- challenges that you'll have to overcome before
- you become successful. Some of these chal-
- lenges include.
- Dishonest "networks"

- The internet is a largely unregulated world.
- Anybody can set up a website and start claiming to be what they are not. Sadly, there are
- many con men posing as affiliate networks,
- and affiliate marketers sign up to their websites thinking that it is a legitimate network.
- After putting in their hard work, and making
- enough money to withdraw, they get banned
- from the network. The con man escapes away
- with their earnings. There are very many affiliate marketers who have been victims to fraud
- affiliate networks. The much they can do is to
- warn everybody else about this is scam affiliate networks.
- Persistence
- If an affiliate marketer starts out with a limited budget, it is going to take time before they
- ever see a profit. Assuming that they have a
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-

- and once you complete the transaction, they
- will log you out of their program. Besides
- the money, they are also aiming to steal your
- credit card information so that they may go to
- shop with it or sell it off.
- They seem to have no goal besides
- making money
- We all know that every business exists to make
- money. But established businesses must look
- beyond the money and wonder to themselves
- what role they have to play to make the world
- a better place. For that reason, most businesses
- are focused on other things besides making
- money. They might want to furnish people
- with knowledge about making money online
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- Chapter 18. Risks And
- Challenges Of Affiliate
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- ate networks.
- Persistence

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- website, the first of all have to create content, and wait for the search engines to index their web pages. It is not enough to publish a few blog posts and expect that the sales will start trickling in. It is usually a persistent effort before you ever see a profit. Most affiliate marketers find it to be an extreme challenge. They want to get started today, and make a profit tomorrow.
- Time factor
- Most people have insanely tight schedules. Assuming that you are a professional, add you have a 9 to 5 job that consumes most of your productive hours, it can be quite difficult to adjust to the demands of an affiliate marketing

- business. When we talk about creating con-
- tent, you obviously need a lot of time, so that
- you can come up with quality content for your
- website. But it becomes very hard to main-
- tain such a schedule when you have a boss to
- worry about. Most people are unable to main-
- tain their affiliate marketing business simply
- because they cannot strike a balance between
- the demands of their professional work and
- running a business.
- Being overwhelmed
- When it comes to selecting a profitable niche
- or a profitable product, an affiliate marketer
- can easily be overwhelmed. Most people start
- by going to forums and asking what is the
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- most profitable product or niche, but then
- they forget that the results depend on a lot of
- factors. It is very easy for such people to be-

- come overwhelmed about which products to
- promote. Such an affiliate marketer will keep
- on stumbling from one product to another,
- and in the process waste a lot of money. If you
- find yourself being overwhelmed by the prod-
- ucts, take a break, and try to look at these prod-
- ucts with objectivity, and you will soon find
- the best product or niche to promote.
- Shiny object syndrome
- There are always those products that come
- around and everyone is running behind them.
- So many affiliate marketers get caught up in
- this. The problem with promoting most shiny
- objects is that they always end up being a big
- disappointment. Most shiny objects are por-
- trayed in a deceptive manner. So, ensure that
- you conduct your own research before you
- start throwing money at shiny objects.
- Lofty expectations
- For some reason, some affiliate marketers who
- are only starting out expect to earn huge

- profits in their first month. But usually, this
- is more of a delusion because they have not
- put in place a system to attract those earn-
- ings. There's nothing wrong with having ex-
- pectations, but you have to be realistic about
- it. If you have too high expectations for your
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- business, and you come short of these expect-
- tations, it is very easy to get discouraged, and
- maybe even give up. Always put in the work,
- and have realistic expectations about what
- you can earn.
- Too much failure
- Most successful affiliate marketers will tell you
- one thing; they are not scared of failure. They
- have failed many times over before they found
- their footing and shot up. When you're start-
- ing out, expect many of your campaigns to
- fail. But some people have such a bad attitude

- towards failure. They cannot seem to over-
 - come the fact that they have not achieved what
 - they wanted. Such an attitude is very crippling. Ensure that you always keep up hope
 - no matter what your circumstances are. The
 - more you fail, the more you learn, and the better your chances of achieving success.
 - Information overload
 - Normally, when an affiliate marketer is starting out, they will try to get as much information as they can. Nothing wrong with that.
 - But then at one point they have consumed so
 - much information and they do not know what
 - decision to take. They might actually end up
 - making the wrong decision. It is okay to acquire as much knowledge as you, but when it
 - comes to making a decision, try as much as
 - you can to be objective. Being objective means
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- that you must always consider the things that
- you hold in highest regard.
- Lawsuits
- The days of long ago when the government
- didn't care about online business practices are
- long gone. Every country seems to be updat-
- ing their laws so that they can include online
- activities. As an affiliate marketer, if you fail to
- observe certain rules, you could very well end
- up getting sued. The worst thing about hav-
- ing a lawsuit is not even that you will spend
- thousands, but you will have a lot of your
- time wasted. Always ensure that you are using
- lawful marketing techniques. If you have not
- begun to pull in the huge profits, you may re-
- main relatively unaffected, but once you start
- swimming with the big sharks, you have to be
- very careful about what you do.
- Too many rules
- Most people are attracted to affiliate marketing
- because of the promise of freedom. They are al-

- ways looking forward to the day they will start
- making enough profits so that they can resign
- from their job. They are basically tired of being
- told what to do. But when it comes to affiliate
- marketing, inasmuch as you are in control of
- your business, you have to play according to
- the rules of the merchant. The problem is that
- some merchants can be very strict. If you de-
- viate from the rules, you could be denied your
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- earnings, which is a pretty unfortunate situa-
- tion to be in.
- Constant campaign monitoring and
- shifting
- The thing with affiliate marketing, you must
- keep on making changes. One moment you
- could be making a lot of money from a certain
- campaign, but the next moment you could
- be making zero, despite the fact that nothing

- changed on your part. So, to avoid making
- any more loss, you must tweak that campaign
- again, so that you can make money. As an
- affiliate marketer you have to keep constant
- watch, and ensure that everything is work-
- ing as expected. The need to constantly check
- campaigns makes some affiliate marketers un-
- comfortable.

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- Chapter 19. Why 90% Of
- Affiliate Marketers Fail
- To be honest, affiliate marketing is quite com-
- petitive. According to statistics, about 90% of
- affiliate marketers fail. They end up abandon-
- ing their websites, and abandon their earnings
- in affiliate networks. Here are some of the rea-
- sons that drive affiliate marketers to give up.
- Huge competition
- You have to understand that a lot of people

- are attracted towards affiliate marketing. They
- want to taste what it is like to set up a system
- that guarantees passive income, and once they
- scale these earnings, they can make enough
- money to allow them to quit their job. Consid-
- ering that affiliate marketing holds the prom-
- ise of securing the average person freedom, it
- normally attracts so many people, and then
- the competition becomes tough. For an affil-
- iate marketer who's only starting out, it can
- be quite hard to become successful because of
- the tremendous competition from established
- affiliates.
- Lack of discipline
- Some people come into affiliate marketing
- thinking it's going to be a bed of roses. They
- imagine that they can slap together a website
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- or skills, and they end up failing to manage

- their businesses as needed.
- They are dishonest
- In order to succeed as an affiliate marketer,
- you have to win your customers' trust. You
- get to achieve this by delivering quality prod-
- ucts and services. But then some affiliates
- might be so greedy as to want to make a buck
- without thinking about tomorrow. They have
- no qualms about taking advantage of their
- customers. Of course, the customer swears to
- himself never to transact with that business,
- and they take it a step further by warning oth-
- ers about the affiliate marketer, which causes
- their reputation to suffer, and once their repu-
- tation has been damaged enough, they strug-
- gle to get any business.
- They don't understand the products
- they are marketing
- Some affiliate marketers think that simply be-
- cause they don't own the products that they
- are marketing, they have no need to want

- to know more about them. Of course, that's
- the wrong mentality. An affiliate marketer
- ought to thoroughly understand the prod-
- ucts and services that they are promoting so
- that they can inspire confidence in buyers. If
- the customer reaches out to the affiliate mar-
- keter, their concerns should be addressed, and
- doubts eliminated. But if an affiliate marketer
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- is too lazy to acquire all the information about
- the products he's promoting, it can affect their
- sales, and ultimately drive them into closing
- shop.
- Not forming relationships
- Some people can thrive as loners. They can set
- up an affiliate business and start crunching
- the big numbers in a matter of months. But
- for the most part, the average business owner
- needs the support of a community in order to

- succeed. Some affiliate marketers are averse to
- forming relationships with other affiliate mar-
- keters, which means they have no one to guide
- them down the road, and if they make a heavy
- mistake, as they are wont to, there'll be no one
- to help them, bringing about their end. An
- affiliate marketer must strive to create positive
- relationships with other affiliate marketers no
- matter which stage he's at.
- Failure to specialize
- Another reason why most affiliate marketers
- "go home" is because of their failure to spe-
- cialize on one niche. Their habit of being ev-
- erywhere is driven by their greed. They don't
- want to miss out on anything, and for that
- reason, they pick up every offer that comes
- their way, but sadly this attitude brings them
- significant challenges. It is far easier to pro-
- mote products you have specialized on, since
- you have more value to offer your audience,
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- ing pages are far direct and they help in mak-
- ing the leads convert.
- They build credibility
- You have to understand that in the online
- world, credibility is huge. People want to be
- sure that they are dealing with a legit business.
- There are enough horror internet stories going
- around to make people a little more cautious.
- A web page laden with 2000 words doesn't
- seem too inviting. But a landing page that is
- tastefully done and there is a good amount
- of creativity invested in the landing page, it
- causes the affiliate marketer to look credible.
- The template of most landing page is opti-
- mized to get the potential customer to convert
- into a customer.
- They can be easily tested
- The one thing about affiliate marketing you

- must respect is that testing is everything. You
- can never seem to pick up anything and
- it work. It's all about testing it first to see
- whether it works well or not. For instance,
- landing pages that have videos have been
- found to convert much better than landing
- pages without videos. You may tinker around
- with the landing page in order to optimize its
- design, layout, and content. Considering the
- fact that landing pages can be tested on a num-
- ber of metrics, this leads to an increase in the
- rate of conversion.
- make
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- easier to convert a sale. On the other hand, if
- you send your potential customers to a "dry"
- web page, they are likely to lose interest, and
- look for someone else to spend their money
- on.
- They capture information

- Most inexperienced affiliate marketers have a
- tendency of direct linking their offers. The po-
- tential customer clicks on a link and he's taken
- to the product page. He may convert into a
- sale or not convert but that's beside the point.
- Nothing is as valuable as acquiring the con-
- tact information of your leads because you
- could always contact them again in the future
- and offer them supplementary or complemen-
- tary products and services, thus making more
- money off of the same customer. But then in
- order to capture their emails, you need to have
- a great landing page.
- They are direct
- A landing page is not the same as a blog
- post. You must use direct language and pow-
- erful words in order to convey your intentions
- as clearly as possible. With a blog post, you
- usually take your time, explaining away the
- concepts and breaking down various concepts
- and theories. But when it comes to landing

- pages, they are pretty much direct, and the potential customer has no questions whatsoever about what they are expected to do. The land-
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- Chapter 20. Benefits Of
- Using A Landing Page
- One of the best tools an internet marketer must know to utilize is the landing page. It is basically a web page that helps the marketer to capture important information about the leads. For instance, if you are promoting a certain product, instead of direct linking to the product, you first send your lead to your landing page, so they may offer you their email, and once they subscribe, they will receive a link to the product that had brought them.
- Landing pages are essential to your success in affiliate marketing. These are some of the benefits of having a landing page.
- They create a great impression

- You have to remember that the average online
- customer is somewhat pretty. They are moved
- by the slightest of things. So, it helps to have
- pull out something that is going to entertain
- them. Not to mean that landing pages play an
- entertaining role, but they certainly drive the
- message home much better than a generic web
- page would have. Thus, by sending your leads
- to a landing page, they get the impression that
- you know what you are doing, and since they
- have a great first impression, it becomes far
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- The internet marketer is interested in acquiring
- as much information as they possibly can.
- A landing page might not be as well-defined as
- google analytics, but still it helps you analyze
- how people are interacting with your website.
- The more you learn about customer behavior,
- the more you understand their needs, and it

- becomes far easier to target them with better
- products and services.
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- Chapter 21. How To Manage
- An Internet Marketing Team?
- If you get everything right as an affiliate mar-
- keter, your sales will experience a boom, but
- then in order to scale your business into a
- powerhouse, you need professional assistance.
- So, don't be scared of looking for employees;
- yes, the expenditure on salaries can be a little
- too much, but with their input you are going
- to make even much more. If you are thinking
- about hiring people to help your business take
- off to the next level, these are some of the im-
- portant things you must consider.
- .Understand team roles
- You don't want to be the employer who doesn't
- understand the kind of support you need. But
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- if you find it challenging as to what kind of
- personnel you need you may want to refer to
- this resource that outlines the various roles
- and responsibilities of a web marketing team.
- When you understand the roles of your per-
- sonnel, it will become easier to delegate work
- and have everyone play their part in order to
- help the company achieve its important busi-
- ness goals. When the roles and responsibili-
- ties are well-defined, it becomes easier to spot
- the hard-working employees and as well as the
- lazy ones.
- Plan your marketing strategies
- Ideally, your company should have more than
- one marketing strategies, which ought to be
- informed by what you are aiming to ac-
- complish. For instance, if you are promoting
- a product whose merchant aims to increase
- brand awareness, you may have to utilize ban-

- ners and pay per a thousand impressions as
- opposed to buying PPC ads. The personnel
- should have extensive knowledge about these
- marketing strategies and be on the same page
- when it comes to execution. Planning your
- marketing strategy empowers you to make the
- best use of your resources.
- Know your limits
- If you are the overambitious type, you can eas-
- ily frustrate your employees by having lofty
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- expectations, and thinking that you can reach
- for the stars when you clearly have no re-
- sources to do that. There's nothing wrong with
- having big dreams as long as you recognize
- them for what they are. Otherwise, if you keep
- pushing people to their limits, it will only in-
- crease their detestation of you, and in worst
- case scenarios, they could desert you at your

- highest hour of need. Knowing your limits al-
- lows you to utilize your resources maximally.
- Decide whether to have permanent
- or contract employees
- Depending on your company goals and re-
- sources, you may select which works best for
- your company. Most employers are conflicted
- about which route to take because either deci-
- sion carries its own advantages and disadvan-
- tages. If you decide to employ people on a per-
- manent basis, they might be too secure, and
- fail to put in the effort, and if you hire people
- on a contract basis, they might be too inse-
- cure about their job security, and keep looking
- for other jobs, not paying enough attention to
- what they have been employed to do.
- Solicit referrals
- Actually, this is how most managers fill out
- vacancies. Instead of spending a fortune ad-
- vertising on media about vacancies, they just
- contact their trusted recruiters and ask them

- to send candidates. Now they don't have to
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- sort through dozens of job application let-
- ters. You have the best chances of landing
- a great employee by way of referrals. Hiring
- from interpersonal recommendations helps
- you strengthen your ties with other people.
- But then again, you must not take on board
- every tom, dick, and harry suggested just for
- the sake of it. Ensure that you have your own
- way of vetting these people before they be-
- come employees.
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- way of vetting these people before they be-
- Come employees.
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- Chapter 22. How Outsourcing
- Can Help You Succeed
- As your business starts to grow, you will find
- yourself increasingly needing help from other
- people. Apart from hiring employees, you
- could very well decide to outsource the tasks
- with which you need help. Some of the com-
- mon tasks that are outsourced include: coding,
- design, marketing, search engine optimiza-
- tion, accounting, legal stuff, lead generation,
- customer support, logistics, and fulfillment.
- You cannot run a moderately large business on
- your own. Company executives are outsoure-

- ing most of their tasks and it's really helping
- them cut back on their expenses. This is some-
- thing that you could also try. But then what
- are some of the benefits associated with out-
- sourcing tasks?
- Allows you to work with experts
- You may not have sufficient funds to hire
- an expert on a permanent basis, but when
- it comes to pulling off a one-off job, you
- can readily afford their services. This means
- you have the advantage of working with the
- brightest mind for a relatively small fee. To cut
- on costs even further in the future, you might
- send a junior employee to master the skills of
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- 94%
- the expert, so that next time you may pull it off
- on your own. When you work with experts,
- you have a perfect chance to create something
- of outstanding quality, and become the best in

- your industry.
- Frees up your time
- Can you imagine what it is like to run a successful affiliate marketing business on your own? It would be exhausting, to say the least.
- One moment you are on the phone, answering an irate customer's questions, and the emails start bleeping; more customers needing some clarification or mad about something. You have to oversee the running of the company and everything. Even if you loved the job, you could very easily become stressed out of your mind. But then when you outsource various tasks, it frees up your time and you are free to indulge in the things that you like and even take care of your family.
- It is easier to outsource than to hire
- The hiring process is not as easy as most people imagine. There are various things that one must do in order to ensure that they got everything right. For instance, you are not only

- supposed to look at the technical skills of a
- potential hire but also their personal beliefs
- and goals. You have to ensure that they will
- become a good fit in your business. Some peo-
- ple make the mistake of hiring with a strong
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- Chapter 23. Essential
- Affiliate Marketing Tools
- In order to succeed in affiliate marketing, you
- have to take full advantage of various tools.
- These are some of the tools that will help your
- affiliate marketing business.
- Flippa
- Building a website and attracting an audi-
- ence is not an easy job, especially not now
- when nearly all the industries are saturated.
- If your budget allows, you might want to skip
- the whole thing about building business from
- scratch, and just bid for websites on flippa
- that have a strong backlink profile. This means

- your webpages will be indexed a lot faster and
- enable you to earn faster.
- Cj affiliate
- When affiliate marketers are starting out, they
- can be very conflicted about which programs
- to join. Cj affiliate connects affiliate marketers to merchants and they have a wide pool of niches meaning that you can easily find what interests you. In as much as affiliates earn ore by working directly with merchants, it helps to have a network that cares about your well-being as an affiliate marketer.

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are likely to have a higher rate of conversion as opposed to a campaign that receives a low click-through-rate.

Tracking link - this is a very important link the owner of the traffic you are sending to your offers. A faulty tracking link could very well

mean "no pay!"