

AFFILIATE MARKETING SECRETS CHECKLIST



Affiliate Marketing Secrets

Checklist

Want to become a superstar affiliate marketer and start earning a good living from the comfort of your own home? It's actually a lot easier than you think.

In fact, at the very most fundamental level, affiliate marketing simply means:

- Finding an affiliate product
- Promoting it to an audience
- Profiting

It's really that easy – though of course there are many smaller factors and steps involved if you want to really maximize your profits. Read the full eBook to learn about these in detail, or check-out this check-list to see them all laid out for you.

This is *everything* you need to start being a highly effective affiliate marketer...

Product

The first unavoidable thing you will need is your product.

Choose a product that ticks the following boxes:

- Caters to a specific demographic/target audience
- Solves a simple problem and provides a clear USP
- Is in a small enough niche that you won't have too much competition
- Is in a subject matter you find interesting
- Has a history of selling well
- Provides you with a good commission (ideally 60-75%)

You also need to decide whether you want to sell a physical or digital product. The best advice here is to start with a digital product which will pay more and which will give you more options.

To find the best product, you need to look at the most affiliate networks. Some of the best affiliate networks *in order* are:

- JVZoo
- Clickbank
- Amazon Associates
- WSO Pro
- Commission Junction
- ShareASale

Signed up and got your product? Time to move on...

Landing Page and Website

Next you'll need to create a landing page for yourself. This is where you will promote your affiliate link and where you will make the product sound amazing. From there, your business can practically revolve around sending people to that sales page and getting them to 'convert' into buyers.

To create your landing page and website, you need:

- A webhost – to store your files
- A domain name – your web address/site name
- WordPress – the number one CMS for building websites and managing files

Now to create your landing page itself, you might want to consider:

- OptimizePress – A theme for WordPress specifically designed for selling digital products and affiliate products
- Though we didn't look into it in detail in the eBook, you should also consider looking into Optimizely, which is a tool used for split testing landing pages

A good landing page is:

- Vertical in layout
- Devoid of external links
- Filled with highly engaging content using
 - A narrative structure
 - Facts and figures
 - Rhetorical questions
 - Emphasis on a 'value proposition'

Branding and Marketing

You'll want to start promoting your landing page and your website and this means building a brand that you can use to sell lots of products going forward.

Use WordPress to create an attractive design for your main website and then use the following to build a following and an audience:

- Social media
 - Facebook
 - Twitter
 - Instagram

- Pinterest
- LinkedIn
- Google+
- SEO – Search Engine Optimization activities including guest posting and creating link bait, as well as optimizing your website itself

You should also create a mailing list. Mailing lists are often described as being one of the single most effective tools for generating a following that can subsequently be converted into buyers for your digital products. To create a mailing list, you need to sign up to an autoresponder service. The best of these are:

- GetResponse
- Aweber
- MailChimp

From here, you can create your optin form and you should also consider some additional methods to get more people to sign up:

- Pop-overs using tools such as ‘SumoMe’
- Incentives such as mailing lists

Using your mailing list and landing page you can also create a ‘sales funnel’. This is a ‘five stage’ process that should lead the potential buyer from having no knowledge of your brand, to eventually wanting to buy from you.

PPC Advertising

The best way to generate direct sales for your affiliate products is through PPC advertising. PPC is Pay Per Click and there are two excellent options here:

- Google AdWords
- Facebook Ads

A third possible option is to use Google display ads: Google AdSense.

Either way, the objective is to pay a small amount per click, such that you will earn more over time than you spend resulting in an overall ROI for your efforts.

To accomplish this it is very important to ensure your ads are highly targeted to your target audience (which you can accomplish by targeting the information Facebook has about users, or targeting specific keywords).

Protection

One last tip is to make sure you protect your affiliate links. You can do this by ‘cloaking’ your link through a redirect. This way, you can then make sure that people don’t follow the link *without* using your affiliate code (affiliate bypassing) or that they don’t set up their own affiliate account in order to get the product at a ‘discounted rate’.

Growth and Scaling

Once your system is in place, your aim is to grow and expand to increase profits.

Gradual growth will be accomplished by using marketing techniques to build your own audience. These techniques include:

- Providing high value through your social media accounts
- Providing great quality content on your blog
 - Blog posts should be unique with engaging titles
 - 1,800 words is the recommended average length for an in-depth post that will be Google friendly
 - Share to social media and encourage your visitors to do the same with plugins such as shareaholic
- Note: you can embed affiliate links directly into your content as well in order to profit directly from your content marketing activities

For more rapid growth, consider the use of some growth hacks: one of the most effective is ‘influencer marketer’. To use this:

- Engage with influencers through social media
- Network with potential affiliates in real life
- Pay for solo ads

The best strategy of all for growth?

Simply *repeat* the business model. You can repeat the affiliate marketing business model as many times as you want to exponentially increase your profits!