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Affiliate Marketing Secrets

Cheat Sheet

Affiliate marketing is a type of marketing that allows for a truly massive passive income. Once you've chosen the right product and found an audience for it, you can literally earn money while you sleep or while you're off on holiday. Better yet, it's a business that's so simple that you can literally copy and paste someone else's exact business model and start profiting. Oh and that also means you can repeat the exact same strategy over and over again to start earning mega bucks.

Of course it's not as easy as all that though. Actually, it requires a fair amount of work to set up not to mention a very business-savvy mindset to avoid the common mistakes that beginners often make.

That's why Affiliate Marketing Secrets is such a valuable eBook – it talks you through the entire process and gives you tons of 'growth hacks' so you can start profiting much more quickly.

But once you've learned the ropes, you'll want to put everything into practice. This cheat sheet will show you precisely how to do that with some simple steps you can follow.

This will recap everything you know and talk you through setting up and maximizing a profitable affiliate marketing business model. This is how easy it *can* be.

What is Affiliate Marketing?

Affiliate marketing simply means selling a product for commission online. To do this, you need a couple of elements:

- An affiliate product
- An audience
- Advertising/Marketing
- A landing page

These elements can be changed and mixed around in order to maximize sales but they will be present no matter what it is you're selling or how you're selling it.

Finding Your Affiliate Product

The best affiliate products are *digital product* (if you're a beginner). These offer as much as 75% commission and there are a huge selection of them on the biggest affiliate networks.

The big affiliate networks to check out are:

- JVZoo
- ClickBank
- Warrior Special Offers
- Commission Junction

JVZoo is the easiest to start out with.

An Audience

Your audience will be determined by your product. This is your target demographic – the people who are most likely to be interested in the product you're selling.

You should choose your product based on who you want to sell to. Ideally this should be an audience for which you already have a 'route to market' AKA an easy way to reach. It should be a market that isn't overly saturated and it should be a niche that you enjoy writing about.

You can also build your own audience through blogging, through social media and by building a mailing list.

To build a mailing list, you will need to sign up for an autoresponder. To create a website you will need a webhosting account and domain name. Using WordPress is the easiest way to create a great website.

Post good content to your blog and to your social media channels and provide value in all the content you create. This will eventually encourage more and more people to sign up and subscribe.

Add affiliate links to your blog posts and subtly promote them in the body of your text. Have an audience in mind for each blog post and share them to online communities through Google+, Reddit etc. This can bring in some more direct sales.

Marketing/Advertising

Before you have built your own audience, you can make direct sales through advertising. Likewise, you can use advertising to accelerate the creation of your audience.

The best form of advertising is PPC. PPC stands for 'Pay Per Click' which means you only get charged when someone actually clicks on the adverts. As long as enough of your visitors are becoming customers, you can profit from the money spent on your adverts.

PPC should be highly targeted meaning that it reaches someone based on their hobbies and interests or based on what they're currently searching for. This can help you to make your ads even more efficient in terms of ROI. The best PPC options are Facebook Ads and Google AdWords.

Landing Page

Finally, you need to create landing page which will essentially act as a site that promotes your product and doesn't do anything else. There should be no links to external pages and all the content should revolve around selling the product.

Some useful tips for making your sales pitch effective include:

- Using a narrative structure
- Appealing to facts and statistics
- Quoting authority figures
- Addressing the reader's concerns
- Using short paragraphs and sentences with lots of spacing and headings
- Focussing on the emotional 'value proposition' that will make people want the item
- Writing as though you're speaking to someone directly
- Using rhetorical questions
- Adding some time pressure at the end to encourage a quick sale

You can build landing pages easily using WordPress and OptimizePress.

KISS!

The secret to success in affiliate marketing?

Not trying to change the world. KISS stands for 'Keep It Simple, Stupid' and is something you should consider to be your maxim for effective marketing.

Specifically, how do you go about keeping it simple? One example is that you shouldn't shy away of simply using someone else's ready-made marketing materials. If you can see they're selling lots of copies of their product using their landing page and e-mails, then it would be folly not to take exactly the same tact. Don't be vain about it!

Likewise, you should keep it simple in terms of your product selection. The best products are those that solve a simple, single issue. So for example, you want to help

someone to avoid a certain problem they may be having in their line of work, or you want to help someone to achieve something specific.

At the same time, you should try to target a small-ish niche that isn't over saturated with similar products. It's tempting to choose 'make money online' products but often it makes more sense to target specific careers, weddings, age groups, hobbies etc.

Keep this in mind and don't overcomplicate matters and you will find it's easier than you think to be a successful affiliate marketer!