

The
**AFFILIATE MARKETING
BLUEPRINT**



**HOW TO GET RICH SELLING
OTHER PEOPLE'S PRODUCTS**

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Introduction

For many, the ultimate career goal is to achieve a passive income. A passive income is one which requires little to no work to achieve, leading to a whole range of amazing opportunities whether it is an early retirement, or simply the freedom to live your life however you please without the typical nine to five workday tying you down.

There's no doubt that the chance to earn a passive income and forget about having to work eight hours a day, five days a week is something that most of us would jump at. Do you want to retire 20-30 years before everybody else that you know? Or, perhaps you want to be able to travel the world and jet off at your convenience. Either way, a passive income is the key to achieving the type of life that you've always dreamed of.

But, how does one achieve a passive income? For many, it seems just a nice dream. But, this doesn't have to be the case. If you want to achieve a passive income and start living the life that you've only been able to imagine before now, you may be surprised to hear that it is closer to your reach than you think. With online shopping becoming more and more popular across the globe, affiliate marketing is becoming the pathway of choice for those looking to reach the goal of a passive income. With an increasing number of companies selling their goods and services online, affiliate marketing allows regular people to start home-based businesses and achieve a passive income by simply promoting and selling other people's things.

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In this book, you'll learn:

All about the basics of affiliate marketing;

How to get started as an affiliate marketer;

Why choosing the right niche is so important;

How to start an affiliate website;

How blogging can aid your success;

How to promote other people's products successfully using different methods;

How to build a strong brand and brand image;

How to use social media and create a good online presence;

How to eventually earn a passive income from affiliate marketing, and much more!

It is important to understand that when starting out as an affiliate marketer, you should not expect a passive income immediately. Affiliate marketing can often start off slowly and take a while to become a huge success, and it will take patience, knowledge and understanding for you to make it to where you want to be. In order to make money selling other people's products or services, it's essential that you are willing to put in all the time and effort required. With affiliate marketing becoming more and more popular

as a method of making an income, new affiliate marketers need to up their game in order to ensure that they have an edge over the competition. In this e-book, you will learn exactly what you need to do to ensure that your new business venture in affiliate marketing has the right foundations and framework to become a success and be the ticket to the lifestyle that you have always dreamed of.

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Chapter 1: The Basics – Everything You Need to Know About Affiliate Marketing

Affiliate marketing has become one of the most popular ways to make money online, but what is it exactly? Simply put, affiliate marketing is a method of making an income by which you advertise other people's products and services. As an affiliate marketer, you will set up a blog or website which you will use to display advertisements provided to you by the companies which you represent. Each time a sale is made through your affiliate site or blog, you are paid a commission. Depending on the popularity and success of both your website, the products and services that you promote and the company or companies which you promote for, there is a lot of money to be made from affiliate marketing, which is why it's important to get it right.

Getting Started

Most affiliate marketers start off by using an affiliate program, for example Amazon Associates, which is highly recommended to both first-time and experienced affiliate marketers. Choosing a reputable company such as Amazon is very important, as the visitors to your site are much more likely to make a purchase from an organisation which is a household name and is well-known for being trustworthy, professional and good value. The second reason why programs such as Amazon Associates are so popular is that they offer a diverse range of products to promote and advertise.

Before you dive straight into being an affiliate marketer, there are a lot of things which should be taken into consideration. In order to be successful at affiliate marketing, it's important to have a good idea of how to create and maintain a website, understand how search engine optimisation works, and have a good working knowledge of social media and social media marketing. Staying up to date on all of these topics is absolute key to ensuring that your new affiliate marketing business venture doesn't end up going nowhere.

Does Affiliate Marketing Work?

If you've been trawling the web for methods of making money online, you have probably come across more than just a few which appear to be quite dubious. When it comes to making money from the internet, there are many methods advertised as being sure fire, quick ways to make money when in reality, they are nothing but a scam. So, if you're wondering whether or not affiliate marketing actually works, we don't blame you. The good news is, yes – affiliate marketing absolutely works as a genuine way to make your income online. There are usually no fees to set up as an affiliate marketer, with a number of different programs available which allow you to get started making money for free.

Who Benefits From Affiliate Marketing?

You may be wondering who else affiliate marketing is beneficial to. Other than yourself, of course, affiliate marketing has some great advantages for a number of other people. This includes both businesses who are looking to sell their products and services online, and the customers who are look-

ing for the items that you promote. Affiliate marketing is a popular choice amongst business owners who are looking to advertise their products, as it is hugely cost effective since they do not need to pay to display the advertisement on your page, but rather only pay when a sale is made. When it comes to customers, affiliate marketers can make it easier for them to find the products and services that they need.

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Chapter 2: Choosing a Niche - What Should I Market?

Choosing which products and/or services to market is one of the most important tasks faced by new affiliate marketers. With so many different product niches out there, choosing one which you think will be the most profitable can often be a very confusing and daunting task.

Many affiliate marketers make the mistake of choosing a product that sells well, but they have little knowledge of. Although choosing a product which sells well is a good step, it's important to take a step back and think about how much you actually know about the niche, and whether or not you are interested enough in it to market it to others successfully. Do you really want to spend the rest of your life selling products that you have little to no interest in? The most successful affiliate marketers are those who promote products that they love, as they find it easier to dedicate the time and effort into promoting them.

Every Niche Has a Market

When starting out as an affiliate marketer, it's important to understand that every single niche has a market. Whether you choose one of the larger niches such as the casino and online gaming niche or decide to promote a smaller and more unique niche, there is always the potential to hit it big. It's not about the niche that you choose, it's about how well you reach out to your target audience and promote the products and services of the businesses which you are affiliated with.

With this in mind, it's a good idea to make a list of the kind of things that you yourself are interested in. For example, if you are a huge fan of beauty, you might be interested in setting up an affiliate site which promotes make-up and other beauty products. Or, if you're a die-hard gamer, why not set up an affiliate site which promotes products related to your favourite game? If you are interested in the products that you sell, you will be able to write more compelling descriptions of products and explain them better to potential customers.

Cheap or Pricey?

One of the biggest questions which new affiliate marketers face is whether they should promote products which are expensive, or go for cheaper products that more customers will be attracted to buy. A big mistake is to think that advertising cheap products is going to earn you more money as an affiliate marketer. Although you may well get more sales when you promote affordable, cut-price products, it's important to remember that as an affiliate marketer, you will earn a percentage of the price of the item which sells. Therefore, if you promote products that have a larger monetary value, you will earn a larger amount of commission per sale. Let's say, for example, that you promote luxury cars. By advertising a car priced at \$10,000 with a 10% commission rate, you will earn \$1,000 per sale. Compare this to advertising an item priced at \$10 with the same commission rate – you would need to make 1,000 sales before you earn the same amount.

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Go With What You Know

Choosing a niche is a hugely important part of becoming an affiliate marketer, but in general, many new affiliate marketers make this process a lot harder than it should be. As mentioned above, going with what you know is the best option for becoming an affiliate marketer.

If you're already using the internet to talk about things that you enjoy, for example if you are a blogger, have a YouTube channel or have a social media page which discusses a theme, niche or product, tying your affiliate marketing venture in with this is a great way to get started.

If you're unsure, make a list which includes a variety of things that you're interested in – what you studied at college, what you enjoy doing in your spare time, and other things that you are knowledgeable and skilled about. Do people always come to you for financial advice? Why not market financial products? If you're struggling to come up with a niche, look around you and the answer will be there.

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Chapter 3: Getting Set Up - Your Affiliate Website

Once you have decided which products and/or services you are going to promote as an affiliate marketer, it's time to get your advertisements out there on the web. In order to do this, you will need to set up a website, blog, social media page, or all three. The majority of affiliate marketers start off with a website, since the majority of affiliate programs will provide HTML codes for the advertisements which you will be displaying to your users.

Choosing a Domain Name

These days, setting up a website for the purpose of affiliate marketing is easy. Before you set up your website, however, it's important to come up with a good domain name which your site will be known by. When choosing a domain name for an affiliate site, it's important to choose one which is both easy to remember, pronounce, and spell. Your domain name should also reflect the type of items which you are promoting on the site. For example, if you are creating an affiliate site to market online casinos, you could choose something like 'toponlinecasinos' or 'bestonlinecasinogames'. This not only makes it easy for your visitors to quickly determine what the site is about, but it is also relevant, easy to remember, spell and pronounce, and good for SEO.

Coming up with a domain name can be trickier than you think, especially when there are limited domain names available with .com. When choosing a domain name it is always important to go for .com rather than any other

top-level domain. This is because not only do many people still assume that there is only .com available, it's also easier to remember, harder to confuse your site with others, and opens up your site to global visits from search engine results.

Setting Up Your Website

Once you have chosen your domain name, it's time to set up your website. It's vital that this stage is given a huge amount of thought, planning and effort as after all, it is your website where your affiliate ads will be displayed. To get the best results from your site, it needs to be not only appealing to visitors, but also easy to navigate and quick to load. You can use site-making software, for example WordPress, to easily create your site if you have no prior knowledge of coding or HTML. In this case, it's advisable to purchase a premium WordPress – or other site-creator – package so that you have more freedom when it comes to using themes or making customized edits to your site.

You may also want to speak with an experienced, professional web designer about getting your site up and running. For many affiliate marketers, it's a good idea to pay a professional to design and set up your website, as they will have a good idea of the types of web designs which are the best for affiliate marketing and also how to design your website in such a way that it is beneficial for search engine optimization.

Web Hosting

If you do not choose to use software such as WordPress to host your site, you will need to find a web host. When it comes to choosing a web hosting provider, there are many different options to choose from and each of these must be taken into consideration. These include:

Free Hosting

Shared Hosting

Cloud Hosting

VPS Hosting

Dedicated Hosting

Free hosting, no matter how appealing, should be avoided at all costs. This is because even though it will not cost you, the actual cost of hosting your website is often subsidized with advertisements, which could interfere with the advertisements that you post on behalf of affiliate programs. Websites hosted with free hosting providers also tend to be slow to load along with a number of other potential issues which could cause problems for your business.

Shared hosting is usually quite affordable, and is a popular choice for affiliate marketers. With shared hosting, your website will share a server with others. However, bear in mind that if you choose this option, there is always the danger of your site being slow, or even unreachable, during peak times.

On the other hand, opting for cloud hosting, which often costs around the same as shared hosting, is a better option as your site will be hosted on a number of virtual servers, meaning that there is little chance of server overload.

VPS hosting, or virtual private server hosting, is a type of hosting which is similar to both shared and dedicated hosting. It allows for more space than standard hosting, but is less costly than dedicated hosting, where your website essentially has a server to itself. This type of hosting usually costs more, and is only ideal if you expect to expand significantly, therefore needing extra server space, in the future.

Whichever type of hosting service you decide to go for, it's important to keep a few main factors in mind. This includes customer service – it's absolutely vital to go for a hosting provider which provides excellent, round-the-clock customer service so that you know for sure that if anything goes wrong with your website, you can get in touch and have it fixed straight away.

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Chapter 4: Setting Up and Optimizing Your Ads

Now that you have chosen a domain name, a web host, and have designed your website it's time to get to the fun part. By now, you will have chosen the type of products that you would like to advertise in order to make money, and will have found a suitable affiliate program (Amazon Associates is a great start, but there are many others out there which you might prefer). Once you have signed up to your chosen affiliate program and have been approved to advertise on their behalf, it's time to get down to business.

The majority of affiliate programs will provide you with pre-designed and pre-approved advertisements which you can then use on your affiliate site. These are usually easy to place directly onto your site via the use of a HTML code which you will simply need to copy and paste into your site's code. Many programs will provide a range of advertisement types, including banner ads of all different sizes, pop-up ads, text ads and more. The ones which you choose will depend on the design of your website and how you plan to promote the product or service.

However, simply placing an ad on your site is not enough to effectively promote it. When buying a product, customers like to know as much information possible about not only the product or service which they are considering, but also about the business or brand. For this reason, it's important to write product descriptions for the items which you promote. A good affiliate marketing site will have a different page for each product that they

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