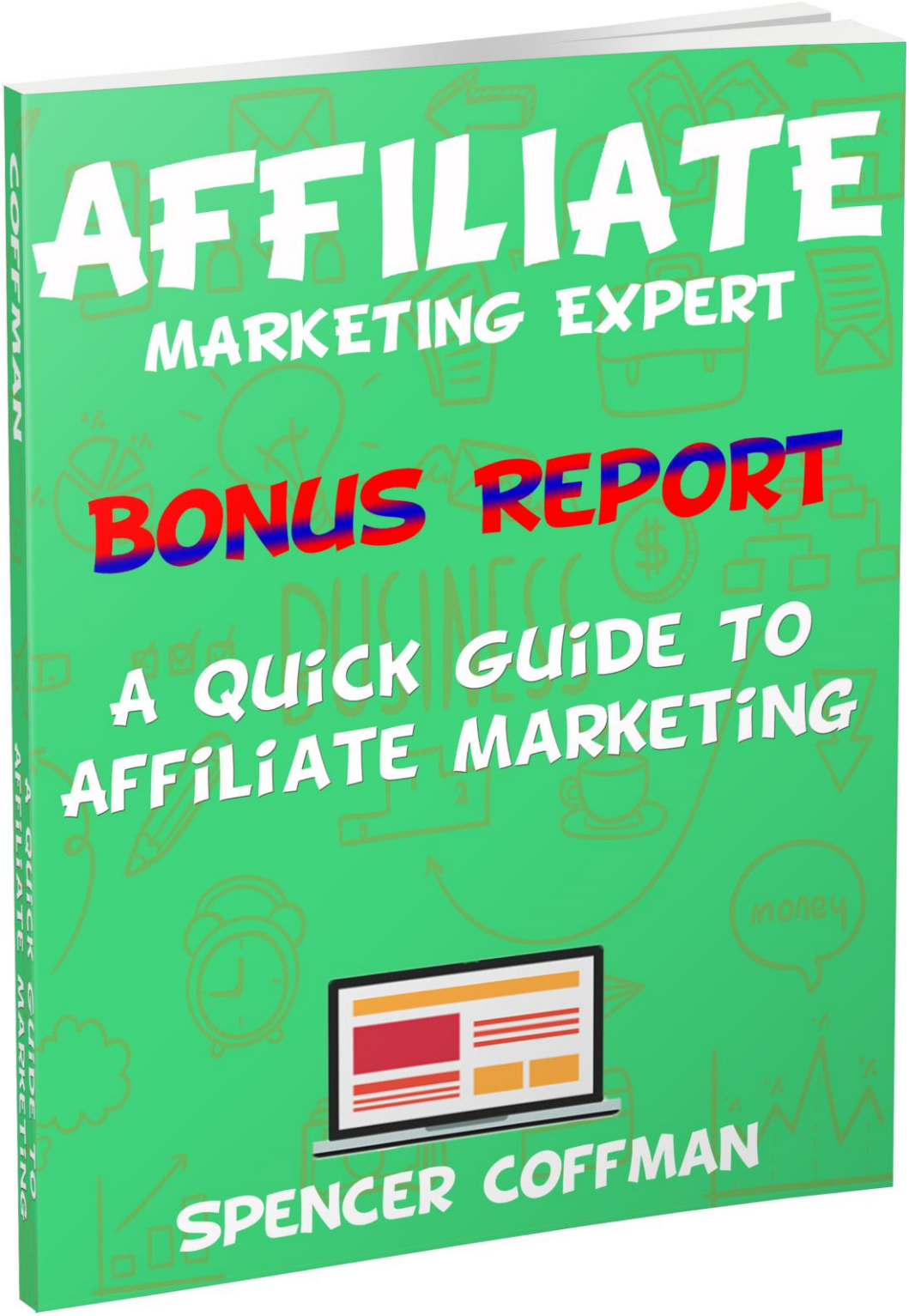

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A QUICK GUIDE TO AFFILIATE MARKETING

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Thank you for downloading A Quick Guide To Affiliate Marketing! I really hope you will be able to put this information to use and allow it to help you start making more money online.

Of course, this is only a quick list of ideas that you can use. So be sure to take a look at Affiliate Marketing Expert By Spencer Coffman for more great information that you can use to build your affiliate marketing business.

In addition to the eBook, there are many other great resources on SpencerCoffman.com.

Without further ado, here is A Quick Guide To Affiliate Marketing that you can use to help you with your affiliate marketing endeavors.

Introduction

There is no doubt that affiliate marketing is one of the very best ways to quickly start making money online. It is something that anyone can do without any experience. In addition, it only takes a few hours to get started and there are absolutely no start-up costs. It is really one of the easiest businesses to start and has the potential to become very lucrative.

You most likely already know what affiliate marketing is but in case you don't, it is basically the action of selling products or services for a commission. You sell someone else's product or service and they pay you a commission on the sale. The more products you sell the more commission you make. Essentially, you are a commission only salesman.

The amount of your commission can vary depending on the type of products or services you sell. If you sell physical products, your commission will be lower. However, if you sell digital products, your commission can be 50, 75, or even 100 percent! Of course, this depends on the selling platform and the seller of the product.

In most cases, product creators are more than happy to share 75 percent, or more, of his or her, take with affiliates. The reason is that by sharing more of the money they are able to encourage more people to help sell the product. This is huge because if more people sell the product then a lot more sales can be made. If more sales are made then a lot more money will be taken in, and it is better to have 30 percent of 1000 sales than 90 percent of two sales.

It is a win win situation. The more affiliates a seller has, the better chance he or she has of making sales, and the more money he or she has the potential to make. Even though the product creator is only making 30 percent on each sale,

over thousands of sales this will really add up. It is also really great for affiliates because they have the incentive to sell products for a 70 percent commission. All they have to do is promote the products. No creating, no start-up costs, no marketing materials, simply promote and make the money.

Of course, there are many different ways to promote products. If you do it successfully, you will have a much greater chance of making money. In addition, if you promote good products you will also have a much better chance of making a sale. It is also important to promote products with high commission rates. For example, if you promote my eBooks, I'll give you 100 percent of the sale! All of these things will be touched on in this quick guide. In addition, for more in-depth information, be sure to check out Affiliate Marketing Expert.

Many people who get starting with affiliate marketing do so with the intention of changing more than their world. They attempt to change the entire world and make millions of dollars doing so. They try to create some exciting new app, a huge website or get all kinds of marketing tools and other software products to play a part of their grand master plan. They have the hopes of becoming some kind of Internet sensation or celebrity.

Although this level of determination is admirable, it isn't really achievable. Therefore, take care not to bite off more than you can chew. In other words, don't spend all of your time building websites, or purchasing tons and tons of software products to help you with affiliate marketing. Doing so will only cause you to become overwhelmed because sooner or later you will lose track of everything you have thereby becoming counterproductive.

Instead, what you need to do is focus on creating a supplemental income, then worry about improving your methods and creating some type of big shot software or website. Take the easiest possible route and start small. Then you can grow. If you try to start out at the top, without laying the foundation then you will fall. You cannot build a house from the roof down. You must build from the ground up.

Once you achieve this mindset, you can begin affiliate marketing. You also need to understand that making millions isn't going to happen right away. It may be *years* down the road. Therefore, strive to keep your day job and use affiliate marketing as the means to a greater end. Remember, affiliate marketing is easy, so keep it that way. Repeat the same process over and over again using a passive business model that will allow you to generate income while you work your day job and even while you sleep!

Think of how much easier your life could be if you had an additional five thousand a year. How about an additional ten thousand? Or more…

Placing yourself in this mindset is very important because if you set out to become a superstar on day one then you *will* fail. Therefore, look for the easy, guaranteed ways to make money and set up income streams. That is how you can succeed with affiliate marketing. Remember to keep it simple and you will go far.

When getting started in the world of affiliate marketing, many people tend to head over to the big name stores like Amazon, eBay, Commission Junction,

Click Bank, Wal-Mart, et cetera. While this is okay, there are several disadvantages. The first is that your commission rates are rarely above ten percent. That's terrible! Another problem is that since so many people go to these platforms you are going to have tons of competition. In addition, why would someone go through your affiliate website or affiliate link when they can simply go straight to Amazon?

If you can come up with great solutions and answers to these questions that make you feel great about promoting products on these big name sites then go right ahead and start promoting their products. However, if you would prefer *higher* commissions, *less* competition, and *more* people going through your links then you should check out some alternative options.

Platforms like JVZoo and Warrior Forum are great places for you to start because their commissions are usually 50 percent or more. You can also check out lesser-known places like TradeBit. However, those commissions will be a little lower. These sites will contain all sorts of digital products like eBooks, courses, software, website plugins, themes, et cetera. Go ahead and browse the products to see what the commission payouts are and then request to be an affiliate for any products you believe you can sell.

One thing to be careful of is to choose products that are in the right niche. It is very likely that you are going to find loads of products in the fitness, dating, or money-making industries. In addition, many of these sellers may be offering high commissions so you may be inclined to start promoting their products. While this is okay, it is not the easiest or most guaranteed way to make money affiliate marketing.

The reason is because you've chosen to promote products within the most popular niches. These are also the most oversaturated niches, which means they have thousands or millions of people creating and promoting products within these niches. This means you will have a *lot* of competition. Therefore,

even though your audience is massive since you are starting out it will be nearly impossible for you to reach out and compete with the big dogs.

For example, if you choose to promote a fitness product then you will need to build up an audience of people who are interested in fitness. The trouble is, that since many people love fitness there are so many products out there. You will be competing with big names like Jenny Craig, Nutri System, and Weight Watchers. Therefore, it isn't going to be so easy.

Not only that, but it will be very hard to rank your search terms and pretty expensive to promote your site. Ranking your fitness promotion with keywords like "weight loss" or "get in shape" is going to be nearly impossible because there are other people spending tens of thousands of dollars to rank for those same keywords.

Paying for AdWords in these niches will be super expensive. In case you are unfamiliar, AdWords ads appear if they win the "bid", which means everyone tells Google how much they are willing to pay to have their ad display for a particular keyword. If someone outbids you, then your ad will not be shown. This means you'll have to pay more to get your ad seen meaning your budget will dissipate more quickly and your ad will appear much less often.

For example, if your conversion rate is one percent and you pay 50 cents for each person who clicks on your ad then it will cost you 50 dollars to get one person to buy your product. Even if your conversion rate is two percent then it will still cost you 25 dollars to make a sale. This is insane!

Okay, so for the sake of argument, let's say you skip the AdWords and decide to do email marketing instead. You email some large blogs to try and get your content featured so you can build a list. In addition, you send out your email to hundreds of people promoting your fitness product. The trouble is, those large fitness blogs probably receive a million messages a day. In addition, all of the people that you will be emailing also receive many messages each day.

Therefore your product and message will be overlooked unless it is phenomenal and off the charts.

Thus, the solution is to select a smaller and much more targeted niche. Find something that solves a specific problem or something that you can directly market to specific people. You want to find something that is highly targeted and that has a community of people within the nice. If you do this, then you will be able to run Google AdWords campaigns at a much more affordable cost. This, in turn, will enable you to reach many more people and greatly increase your conversion rates.

Not only that, but because there will be fewer blogs out there within the niche, you will find it much easier to work with bloggers. When you contact them, they might be excited to work with you because you will be bringing something new and interesting to the table. If this happens, you will suddenly increase your exposure to hundreds, if not thousands, of people.

Basically, you want to avoid being a small fish in a big pond. You want to get into the idea of becoming a bigger fish in a small pond. Find a specified niche and promote your products there. Then, repeat the same process with other products in other small niches. Pretty soon, you will start making some money. When you do, start reinvesting back into your business. Before you know it, you'll have a nice extra income.

Remember that keeping things simple is the key. If you do this, then earning money with affiliate marketing is pretty easy. If you are logical and systematic

then you will be much more successful than if you merely shoot from the hip with crazy plans like everyone else.

Another thing you need to learn is that product selection is also very important. When you select a product you need to make sure that you are choosing one that you will be able to sell. That means you need to like it and believe in it. You need to want to tell people about it. Of course, you will want to tell others about it because then you will make money. However, try to find a product that is so great you would promote it even if you weren't being paid. Do this, and you will be miles ahead of everyone else.

Another thing you need to do to make things easier is to think about all of the different ways you can market your chosen products. You need to find your "direct routes" to marketing, that means, anyplace that you already are set up to promote products. This would be places like social media, groups, friends and family, et cetera.

Most people are already going to be connected in some niches and areas. You probably are interested in something and engage in discussion somewhere. Therefore, when selecting your first product, select a product that is related to your interests. That way you will be able to promote it much more easily. Not only that, but it will be more enjoyable for you as well.

You want to choose a product that will work for you, not a product that makes you work. It needs to suit who you are. Don't try to sell something you don't like because it won't mesh with who you are. Make sure you are knowledgeable and well versed in the product niche. It will greatly help you with your affiliate marketing endeavors.

Another thing you should do to make your affiliate marketing life easier is to look for products that offer promotional materials along with the product. Find products that come with images, text, and maybe even some email swipes that you can use. This is great because it means you can use a proven business

model and marketing approach to help you with your affiliate business. All you have to do is "copy and paste" and you are good to go. If you find a product that doesn't come with any marketing materials, try contacting the developer and see if they have anything available. Often times, they can come up with something for you to use. They know that their success is dependent upon your success and will often do whatever they can to help you.

Of course, everything covered so far is only one method to affiliate marketing. There are many more ways that you can sell other people's products. In addition, your affiliate marketing business doesn't have to be limited to products. You can sell services, memberships, information, or virtually anything.

A great method to help you sell is to build your reputation as a "guru". This means making yourself an authority figure in the niche so that people will recognize your knowledge and expertise. They will then buy your promoted products because they trust your advice. Doing this can take a long time and it is definitely a long-term business model. Therefore, work on this at the same time you are working on your instant affiliate marketing business.

However, if you already have a huge audience, website, mailing list, et cetera then you will be able to do this much quicker than if you are building from scratch. Either way, it will still take a lot of time and effort to become an authority figure in any niche. This is why the best approach is to build your audience while still selling affiliate products. This way you can use the profits to boost your long-term business plan. This will help create more opportunities for future sales and partnerships.

Physical products are a great way to get into affiliate marketing. Usually, signing up is very quick and easy. In addition, you generally don't need approval and can begin promoting products in a few clicks. What's even greater is that many physical product sites give affiliates tons of banners, images, and other marketing materials. The downside is that, as previously mentioned, the commission is rarely above 10 percent.

Using Amazon Associates you can sell anything from computers to blenders to tools to groceries. This is good because there are tons of products that you can promote. In addition, people trust a big name like Amazon and are much more likely to give them their business. What's more, is that they most likely already have an account and their payment information is already stored with Amazon. Therefore, checking out is fast and easy.

Once again, though, that is the incentive for someone to go to Amazon, or any other affiliate site, using your link rather than navigating to that site directly? You can see the challenges of promoting products on a large site. Pretty much the only way to successfully promote products on an online store is to have a blog of some type where you feature these physical products. This usually means writing reviews or making videos and then promoting those products within your blog. Doing so will take time and effort but it is possible. There are plenty of people out there that make a living solely by blogging about physical products.

When you are selling affiliate products you want to get in front of as many people as possible. This is especially true with physical products because you need to sell a lot more physical products to make the same commission you would on one digital product. You are, therefore, going for quantity. That means blasting your link out all over the place so that people will click on it and make a purchase. Whereas with digital products, your goal is to promote to specific audiences of people who are directly interested in that product niche.

Therefore, if you have a website that has posts getting 500 to 1,000 views a day then all you have to do is drop a few affiliate links on there. People will click those links and hopefully, make a purchase. If you start adding relevant product suggestions and have established yourself as an authority figure then you have a recipe for making lots of affiliate sales. This is great because with lower commission you need to focus on getting as many sales as possible.

However, if you don't have a website, and aren't yet an authority figure, then you need to start posting your links on social media. In addition, try guest blogging and dropping a few links on those posts. Start making videos on YouTube and get some product links out there. Do whatever you can to get more people to click on your links. Remember, with physical products you want clicks because when they land on the site you will get credit for anything they buy as long as they used your link.

Another option is, of course, to create your own products. Although this isn't really affiliate marketing because now you will be promoting to keep your own money. For every product you sell, you will keep 100 percent of the profits. However, once you begin to create your own products you can solicit affiliates to sell the products for you. If this happens then you will be able to make money by having other people make the sale. This is something that you can work towards later on. It is like the long-long-term plan because creating your own products take a lot of time and a *lot* of money.

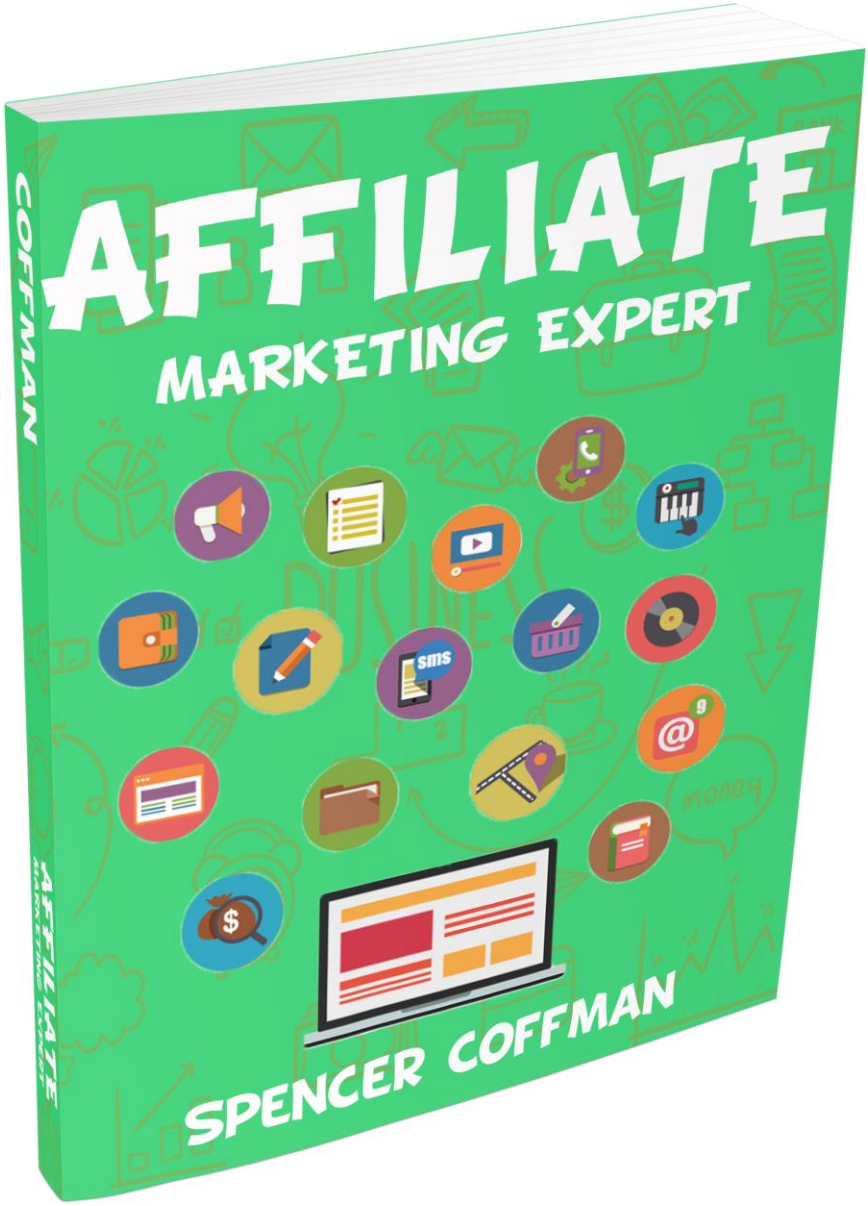
However, if you create good products, support them well, and provide marketing materials, you have the chance of making a nice income without having to promote anything. You simply need to establish a loyal affiliate base and then they will promote your products for you.

Conclusion

Hopefully, this quick guide will have helped you to look at affiliate marketing in a new light. It is simply a quick example of the many ways that you can begin to make money affiliate marketing. There is so much more when it comes to selling affiliate products. This is why affiliate marketing takes time because there is so much to learn. You can either learn as you go, by trial and error, or you can have foresight and learn before you begin. The fact that you read this guide demonstrates foresight.

Keep that going by taking a look at Affiliate Marketing Expert where I go into much more detail about how you can be successful in the world of affiliate marketing. In addition, you will learn many secrets and tricks that took years to

figure out. In addition, check out the online articles that I have on my website. There is tons of great information that you can use to help you with your online business. Once you learn what works and develop your magic formula, you'll have a license to print money and nothing will be able to stop your income streams.



About The Author

Spencer has dedicated countless amounts of time, effort, and research learning the ins and outs of affiliate marketing. He knows what it takes to be a successful affiliate marketer and how to quickly achieve results. Read Affiliate Marketing Expert to learn how to do the same! To read more about Spencer, visit his website spencercoffman.com

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