



**By Davion Wong**

**Discover the Killer Secrets of Affiliate Marketing for  
Unstoppable Income**

**[www.Secrets-Of-AffiliateMarketing.com](http://www.Secrets-Of-AffiliateMarketing.com)**

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# Secrets of Affiliate Marketing

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## **1. INTRODUCTION**

### **1.1 What Is Affiliate Marketing?**

Affiliate marketing is basically in short, selling others' products as an affiliate. An affiliate is like an independent salesperson that gets a commission on each completed sale. You can be an affiliate of many affiliate programs or just one. It's your choice. And you can sell anything online from physical products like DVDs, vitamin supplements to digital products like ebooks and music MP3 files.

Becoming an affiliate is not a difficult task on the internet. There are dozens of affiliate programs online that accepts almost everyone into their program. And registration is in most cases, free.

The job of the affiliate is to expose the product to potential buyers. Making the sales however does require some work on your part as an affiliate. The whole marketing process can be an interesting one albeit challenging for some. When I first started on affiliate marketing, I too faced some difficulties in getting it right. But I soon learnt through ebooks, forums and from people who made it good.

Affiliate marketing is one of the greatest opportunity and indeed easiest ways for anyone to make a fortune online. The Dot Com boom and increasing interest and usage of the internet as the main source for information has created many opportunities for products to be sold online.

Anyone can get started and do it full time or part time. It does not matter what you are doing offline for a living. You can be a teacher, an engineer, a banker, a doctor (yes, there are doctors who switched to affiliate marketing as their new career), a retail sales assistant, a crane operator, a full-time mother or even a teen. Yes, there are some celebrity affiliate marketers who dropped out from college to pursue affiliate marketing. Surely, there must be something alluring?

Ok, by now, your appetite must be whetted. The reason why I wrote this book is to show you the killer secrets of affiliate marketing for you to succeed and not struggle as an affiliate and hopefully become the next internet marketing guru!

**It is not what you know but applying what you learnt that makes you successful!**

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## 1.2 Why You Would Love Affiliate Marketing

I have dedicated this portion to talk about the benefits of affiliate marketing and why you should not let this opportunity of this decade to slip you by.

Benefits of Affiliate Marketing:

### 1. You Do Not Need A Website To Sell The Product

Majority of affiliate programs would provide you with a ready replicated website to promote their products. This is a bonus for all newbie affiliate marketers.

### 2. You Do Not Need To Create Your Own Product

The product is already created by the product owner. You only need to market it.

### 3. You Do Not Need To Update Or Upgrade The Products

The product owner takes care of all product updates and upgrades. You as an affiliate do not need to lift a finger to handle that.

### 4. You Do Not Need To Handle Customer Feedback And Backend Support

Not everyone likes to or is good at dealing with customer feedback. All customer feedback and backend support is provided by the product owner.

### 5. You Do Not Need To Handle Transactions And Refunds

All transactions from setting up the payment processor and so on are all taken care of by the product owner. Like it or not, there will always be people who request for refunds. All such refunds are also handled by the affiliate program.

### 6. Payment Is Simple And Quick

Most affiliate programs pay you either via checks or direct payment to payment processors like Paypal.

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## **2. The Affiliate Marketer's Killer Toolbox**

### **2.1 Essential Must-Have Tools**

All successful affiliate marketers have some essential tools in their toolkit. We only have 24 hours a day and can only do this much. But using tools, more quality work can be done within the shortest time for more sales and income!

- **An email account** – You want to appear as professional as possible. Do not use a free email account such as Yahoo or Hotmail as your business email account. Godaddy.com offers a free email account with every purchase of a domain name. Imagine having an email address [contactme@yourname.com](mailto:contactme@yourname.com). Looks more professional isn't it?
- **An Autoresponder** – An autoresponder is a web-based software that sends out a series of emails to people who sign up to your newsletter or email course. A good autoresponder will also give you the ability to send out broadcasts to your list. This means that you can keep in contact with your subscribers so that you can recommend any new product to them and make sales.

You can start with a free autoresponder, such as that offered at [GetResponse](#), but a paid service such as [Aweber](#) and [GetResponse](#) is recommended.

- **Keyword Research Tools** – Keyword Research Tools are vital to finding the right keywords to target for pay-per-click advertising and search engine optimization. Read this [interesting blog](#) about keyword research tools. Some Free keyword tools you can use are:

1. Google Keyword Research Tool

<https://adwords.google.com/select/KeywordToolExternal>

2. Good Keywords

<http://www.goodkeywords.com/>

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3. WordTracker (Free trial and Paid Versions)

<http://www.wordtracker.com/free-trial.html>

<http://freekeywords.wordtracker.com/> - For 100 Related Keywords

4. Overture Keyword Tool

<http://inventory.overture.com/d/searchinventory/suggestion/>

5. The Dowser (Free and Paid Versions)

<http://www.thedowser.com/freeversion>

Paid Keyword Tools:

1. NicheBot

[www.NicheBot.com](http://www.NicheBot.com) – one of the most detailed and powerful keyword research service. You get 100 free credits every month when you sign up for [KeywordAvalanche.com](http://KeywordAvalanche.com). Each credit entitles you to a 1000 word list.

2. Keyword Elite

[www.KeywordElite.com](http://www.KeywordElite.com) – highly recommended leading keyword research tool with multiple functions for all keyword needs

- **A List of Useful Resources** – You will need to gather a list of useful resources that includes a list of content writing and formatting tools, content submission software, website builder, directories of articles, ezines, PPC search engines and so on.
- **Word Processor** – Word processing software is essential. You will use it to write website and blog content, articles, sales letters, ads, and newsletters. Microsoft Word is recommended, Microsoft Word Pad will do if you don't have Microsoft Word. Notepad is very useful as well.

Try out [Open Office](#) – a free word processor

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- **A Website and Domain for Each Niche or Market** – Most affiliate programs will give you an affiliate website which looks the same for all affiliates. It would be better if you have your own customized website with a domain name ideally for each niche. This website would contain relevant content related to the niche with affiliate links planted. Remember to also put subscription boxes to capture the visitors' names and email addresses so that you can follow up with them and build your lists.
- **Website Builder** – Website builders like DreamWeaver and Frontpage are great for building professional websites.
- **Webhosting** – All websites need to be hosted. [HostGator](#) offers some of the best deals and is highly recommended by professional affiliates.
- **Commission and Campaign Tracking Software** – Keeping up with affiliate products, affiliate links, commissions earned, commissions paid, advertising campaigns, and affiliate tracking report sites, logins, and passwords can easily become a full time job without software to organize all. Affiliate Organizer at [www.affiliateorganizer.com](http://www.affiliateorganizer.com) is highly recommended.

## 2.2 More Secret Weapons In The Arsenal

All internet marketing gurus and super affiliates own powerful tools that either makes their business look more professional, drive more traffic and sales or simplify their work. Each tool has been proven to be worth many times its price.

### Article/Content Writing/Newsletter Solutions

[Instant Article Wizard](#) – a nifty tool that creates a quality article in 8 minutes even if you know nothing about the topic you are writing

[Keyword Avalanche](#) – a private membership forum that provides 300 articles together with matching thematic web templates and 100 free Nichebot keyword credits for 100,000 keywords monthly. Also includes free bonuses.

**Tip: [My Free Website Builder](#) – “What You See Is What You Get” (WYSIWYG) website builder that does not require you to know HTML. Absolutely FREE to download and use!**

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[Content Assistant](#) – article writing tool that makes you an instant expert on any topic. Makes content research as easy as ABC and cuts writing time by 90%.

[Niche Content Packages](#) - private label rights (PLR) content membership site where you buy credits to exchange for articles

[Secret Article Converter](#) – an excellent tool to rewrite PLR articles and avoid duplicate content filters

[Instant Niche Newsletter Club](#) – 52 private label newsletters in 3 hot niches per month. Professional squeeze pages and affiliate link rebrander included.

### **Article Submission Solutions**

[Article Post Robot](#) – powerful article submission software that submits your article automatically to over 500 article directories bringing in instant traffic

[JetSpinner/JetSubmitter](#) – a membership-based article submission service that submits your article to more than 470 article directories. Comes with article spinner for unique versions, submission scheduler etc. **\$1 Trial**

### **RSS Feeds Submission**

[RSS Feeds Submit](#) - Submit your blogs and RSS feeds to over 58 Top directories and search engine submission sites, automatically!

### **Niche Blog Solution**

[Niche Empire Generator](#) – A complete niche blog solution that creates Social Bookmarking-friendly, SEO-optimized profitable niche blogs in 5 minutes. Powerful features include automatic content updating, modification of blog themes, promotion of blogs to RSS feeds directory and more.

### **Search Engine Optimization SEO Tools**

[SEO Elite](#) – leading SEO tool that can get your website to rank for your targeted keywords in Top 10 in days.

**PS: Find Out More Recommended Resource And Bonuses On Page 28**

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## **3. Choosing The Right Affiliate Program And Product To Promote**

### **3.1 Why You Should Become a ClickBank Affiliate**

Now that you have the tools, where do you find the best affiliate programs for products to promote? Well, there are multiple places that you can start looking. Generally, there are two kinds of products to promote, one the physical goods, meaning goods that are delivered via a shipping company or postal mail. Another kind is downloadable products in digital format such as ebooks and software.

[ClickBank](#) is one of the best places to find affiliate programs for downloadable information products. Many affiliates would agree that promoting downloadable products from ClickBank is the easiest and most profitable for several reasons:

1. **People love instant gratification.** To be able to pay and instantly download the product dramatically increases conversion rate, ie more visitors convert to buyers more readily. Buyers hate waiting for slow delivery.
2. Digital information products do not require inventories. This means that the **commissions can be as high as 60 to 70% per sale.**
3. There are **1,000s of products in various categories.** Affiliates have many choices to pick their niches.
4. ClickBank **pays their affiliates promptly** after the 15<sup>th</sup> and last day of the month and **handles all the transactions and refunds.**

There are also other directories of affiliate programs that could be useful to you.

- [AffiliatePrograms](#)
- [Commission Junction](#)
- [Share-A-Sale](#)
- [Link Share](#)
- [ClixGalore](#)
- [MaxBounty](#)

**Tip: To find other affiliate programs for a niche you are targeting, search “Product/Niche + Affiliate Program” in Google.**

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