



Super Affiliate Guidebook

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Affiliate Marketing Introduction

Affiliate Marketing History

The affiliate program was invented by CDNow.com at the end of 1994 and it was pioneered by Amazon.com in 1996. Affiliate programs have been referred to as associate programs and partner programs, but they are primarily called affiliate programs.

What Is Affiliate Marketing?

Affiliate Marketing is a popular method of promoting online businesses in which an affiliate is rewarded for every visitor, subscriber, customer, and / or sale provided through their efforts. It is a modern variation of the practice of paying a finder's fee for the introduction of new clients to a business on the Internet.

Affiliate Marketing is the single fastest growth industry on the Internet. It is one of the fastest and most creative ways to make money and start your own career working over the Internet.

Why Do Companies Use Affiliate Marketing?

Affiliate Marketing is one of the most cost-effective ways to generate sales over the Internet. Certain sectors rely on affiliate marketing more heavily than others, but it is a cheap way for companies to get the word out about their products or services.

How Much Can Be Made As An Affiliate?

The sky is the limit. There are affiliates that make anywhere from five to six figure every year, and many of these affiliates are considered super affiliates. A super affiliate is an affiliate with a constant flow of traffic, good conversions, and huge commissions.

Introduction To ClickBank

ClickBank is an affiliate program that connects thousands of affiliates with vendors that are selling digital products. A digital product is an e-book, video tutorial, software program, or other type of product that is digitally delivered over the Internet.

You would sign-up with ClickBank, get a free affiliate account and look for products within their marketplace that you want to begin promoting. Whenever you make a sale, your account is automatically credited with your commission. ClickBank issues checks to their vendors and affiliates every 2 weeks for commissions that were earned 2 weeks before that date.

Digital products are the easiest products to sell on the Internet because people will instantly receive the product and be able to immediately begin using the product. ClickBank is a very profitable affiliate program because many of the vendors offer a large commission to affiliates, which is often as much as 75%.

Many different affiliate programs offer smaller percentages anywhere from 5% to 25% of the retail price of the product. Digital products are easy to develop and that is why the vendors are able to offer such a huge commission to their loyal affiliates.

The ClickBank Marketplace is where you'll find all of the digital products that are available for you to promote through ClickBank. You can easily browse the ClickBank product categories or search for a specific product or keyword. Also, you can arrange the digital products using different product indicators within the marketplace.

- 1) [Ultimate Wealth Package](#). New Sales Page - Now Converting 1:20 - Affiliates Must See.
\$/sale: \$30.00 | %/sale: 75.0% | %refd: 89.0% | grav: 342.32
[view pitch page](#) | [create hoplink](#)
- 2) [SaleHoo: Wholesale Directory & Resources](#). Find Items To Sell On eBay(R) And More! Thou:
\$/sale: \$34.15 | %/sale: 75.0% | %refd: 74.0% | grav: 241.66
[view pitch page](#) | [create hoplink](#)
- 3) [SurveyScout.com - Paid For Your Opinions](#). Affiliates Earn 75% - Even On Non-CB Orders.
\$/sale: \$19.77 | %/sale: 75.0% | %refd: 87.0% | grav: 254.44
[view pitch page](#) | [create hoplink](#)
- 4) [PaidSurveysOnline.com -- #1 Survey Site](#). Join The #1 Get Paid For Your Opinion Affiliate F
\$/sale: \$21.60 | %/sale: 75.0% | %refd: 84.0% | grav: 342.25
[view pitch page](#) | [create hoplink](#)
- 5) [SurveyIncomeSystem - New #1 Survey Site](#). The #1 Paid Surveys Site Now Offers Bonus (

\$/sale: \$21.15 | %/sale: 75.0% | %refd: 90.0% | grav: 316.29
[view pitch page](#) | [create hoplink](#)
- 6) [The Rich Jerk](#). Im Better Than You. Nuff Said.
\$/sale: \$37.08 | %/sale: 75.0% | %refd: 81.0% | grav: 176.02
[view pitch page](#) | [create hoplink](#)
- 7) [The Multiple Streams Of Income System!](#) Earn 75% Of Each Sale/Upsale. Converting Like C
\$/sale: \$30.53 | %/sale: 75.0% | %refd: 78.0% | grav: 174.37
[view pitch page](#) | [create hoplink](#)

This is a screenshot of the Money & Employment category. You'll notice the indicators are listed on the second line for each product.

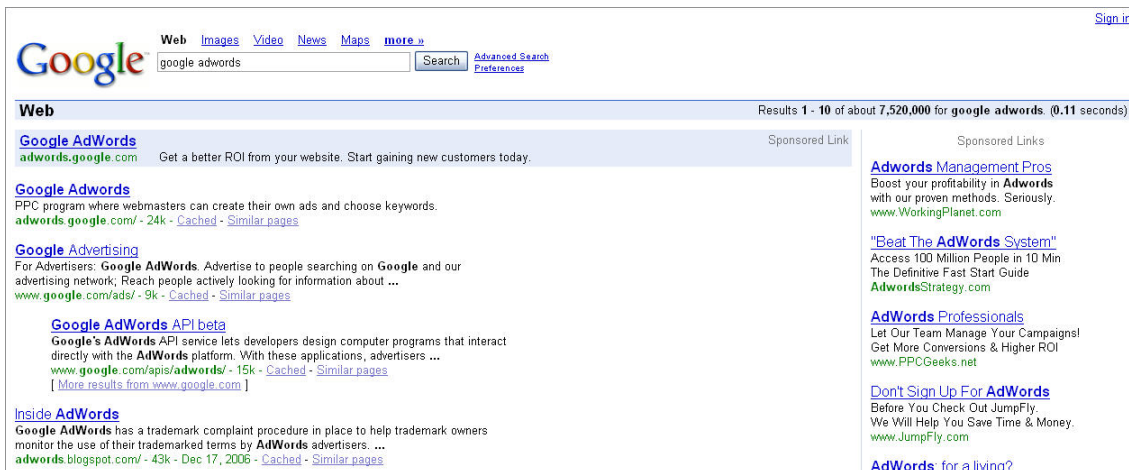
- | | |
|-------------------|---|
| \$/Sale | How much affiliates have earned per sale. |
| %/Sale | How much you earn as a percentage of the total price of the product. (Anywhere up to 75%) |
| % Referred | The percentage of sales that were made by affiliates, with the rest being made by the vendor. |
| Gravity | This number is used to compare products and see how popular a product is compared to another. |

Introduction To Google Adwords

Google Adwords is a pay per click program for the Google search engine. The Google search engine comprises of organic search results and pay per click search results that are presented on the same page for every possible key phrase combination. With Google Adwords, you are charged a small fee every time that a visitor clicks on your advertisement and visits your web site.

Adwords determines how much you pay per click by using the “click through rate” or commonly referred to as CTR. If your ad is shown 100 times and it is clicked on 5 times, then your ad would have a 5% CTR. A 5% CTR is generally good but it depends on the key phrases, your advertisement, and many other factors.

Relevancy is important with Google Adwords. In order to increase your CTR, your keywords must be relevant to what you are selling. In this screenshot, you will notice the organic search results on the left hand side, and the pay per click search results that are listed on the far right. The “Sponsored Links” section is the section where all Google Adwords advertising is shown.



The screenshot shows a Google search results page for the query "google adwords". The search bar at the top contains "google adwords" and the search button is labeled "Search". Below the search bar, the results are categorized into "Web" and "Sponsored Links".

Web Results:

- Google AdWords** (adwords.google.com) - Get a better ROI from your website. Start gaining new customers today.
- Google Adwords** - PPC program where webmasters can create their own ads and choose keywords. (adwords.google.com/- 24k - Cached - Similar pages)
- Google Advertising** - For Advertisers: Google AdWords. Advertise to people searching on Google and our advertising network; Reach people actively looking for information about ... (www.google.com/ads/ - 9k - Cached - Similar pages)
- Google AdWords API beta** - Google's AdWords API service lets developers design computer programs that interact directly with the AdWords platform. With these applications, advertisers ... (www.google.com/apis/adwords/ - 15k - Cached - Similar pages)
- Inside AdWords** - Google AdWords has a trademark complaint procedure in place to help trademark owners monitor the use of their trademarked terms by AdWords advertisers. ... (adwords.blogspot.com/ - 43k - Dec 17, 2006 - Cached - Similar pages)

Sponsored Links:

- Adwords Management Pros** - Boost your profitability in Adwords with our proven methods. Seriously. (www.WorkingPlanet.com)
- "Beat The AdWords System"** - Access 100 Million People in 10 Min The Definitive Fast Start Guide (AdwordsStrategy.com)
- AdWords Professionals** - Let Our Team Manage Your Campaigns! Get More Conversions & Higher ROI (www.PPCGeeks.net)
- Don't Sign Up For AdWords** - Before You Check Out JumpFly, We Will Help You Save Time & Money. (www.JumpFly.com)
- AdWords: for a living?**

To learn more about Google AdWords, we recommend that you check out these e-books: **Google Cash** and **Adwords 180**.

My Affiliate Experience

Let me share with you, how I was able to go from unemployed to running a highly successful affiliate business from my home.

Approximately 5 ½ years ago, I was living in government housing and struggling to find a way to make enough money to get myself out of the hole that I had dug myself into. Being from a small town, I knew that the opportunities available to me were limited and the pay wouldn't be anything more than minimum wage. I continued to struggle to find a way to make money, until I stumbled upon the opportunity to become an affiliate marketer.

I was randomly searching different online casino sites, when I accidentally clicked on the affiliate link for one of these sites. The headline read something like "Earn Up To \$5,000 A Month!" and it immediately drew me in. Knowing that it was likely too good to be true, I still decided to read through the copy and see exactly what they were expecting me to do in order to make that kind of money. After reading through the copy, I decided that I would join the affiliate program and set-up a web site to promote their service. I even visited a bunch of their competitors, signed up with their programs, and put together a web site that showcased similar services that were being offered to people over the Internet.

My first web site was a banner farm. It basically had banners for each program with links for visitors to click on. Knowing absolutely nothing about affiliate marketing at the time, I thought it was an easy way to make some money. Shortly after launching the web site, I joined a forum where all of the top affiliates in this particular niche hung out and swapped ideas on how to make money promoting these services over the Internet. Initially, I asked for a review of my web site, and I was given the advice that was needed in order to develop the site from a banner farm into a

affiliate site that effectively marketed these services to its visitors.

When I first launched my affiliate business, there weren't a whole lot of ways to promote an Internet business except through the major search engines and directories. PPC search engines were just beginning to enter the mainstream at the time. I began submitting my web site to just about every place that I could find. Tirelessly, I submitted it to different directories every single day, and I began trading links with anybody that I could find with a site in my niche.

Over the first couple of month, I made a few dollars here and there. I continued to put a lot of time into developing and optimizing the web site, and during the 4th or 5th month, I began making enough money with the web site to start working on it full-time.

From that moment on, I was able to make thousands of dollars each month and the income continued to grow every single month.

During the first few years, I concentrated on optimizing the site for the major search engines, and I began developing other sites that offered the same services but focused directly on one aspect of those services in order to attract people interested in the different aspects and in order to target a variety of different key phrases within the major search engines. By developing multiple sites that focused on different aspects, I was able to position myself well within the search engines for hundreds of different quality key phrases. By constantly developing the sites, adding new web pages, exchanging links with other prominent competitors, I was able to build this internet business into a money making machine.

Over those 5 years, many techniques have changed. The important thing was that I continued to develop my web sites. I adapted to the various marketing changes, researched new and innovative online marketing strategies, and continued to monitor consumer needs.

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