

## Earn Your First \$100 Online



## Introduction



Making your first \$100 online is easy.

Actually that's not quite true – actually **earning** your first \$100 online IS pretty easy...and what I'm going to show you in this book makes it easier;

What's hard is *believing* you can do it, and sticking with the method.

Once you've made \$100 then replicating the system is easy. You know you can do it, your sub-conscious belief system kicks into place and before you know it, pulling in \$100 daily will be a pretty simple matter.

It's that first step that takes some doing.

So much so that I think it's easier to make \$1000, \$10,000 or \$100,000 online that it is to make \$100.

Take that first step, jump that first hurdle and you'll never look back.

The best, simplest and easiest way to start is selling other people's products as an affiliate. There's very little risk, the setting up is quite straightforward with a little help (that's what this book is for) and the results usually speak for themselves.

So let's start with the first \$100.....

## CHAPTER ONE: GETTING STARTED AS AN AFFILIATE



One of the easiest ways to get started in internet marketing is to promote affiliate products. This means you get a commission for each sale of a particular product that comes from your link or referral.

It's definitely the easiest route into making money online.

You don't have to spend time and effort creating and marketing a product of your own, you don't have to deal with customer service and recruiting people to sell for you...**all that you have to do is find a product to promote and create a website or link "pre-selling" the product.**

Many affiliates choose *Clickbank.com* to start out with, for a number of reasons. They are incredibly easy to use, the merchants pay generous commissions and their products sell well.

Clickbank describes themselves as a "leading retailer of digital products"; they do not sell physical products. Everything on their site can be digitally downloaded.



So to explain to you how to get started in affiliate marketing, we are going to use Clickbank as an example, although there are many other reputable affiliate companies as well, such as paydotcom, Commission Junction, Pepperjam, and countless others.

To sign up as an affiliate at clickbank, all you have to do is go to [their home page at www.clickbank.com](http://www.clickbank.com).

At the top of the page, you will see a link that says “sign up”, and you click on that link to create your affiliate account.

When you sign up, you need to give Clickbank your physical address, because they will be mailing you a check for your commission. They do not currently have an option to pay via paypal, but they HAVE just introduced a direct to bank account system. This makes things a whole lot easier if you live outside the US.

They will also ask you to choose a nickname. This nickname is how you get your commissions, because you are going to include it in a link called a hoplink. Don't worry it's not madly complicated – this is just a web address that people can click on that includes your nickname so when you make sales, Clickbank knows who to pay.

### **When You Choose Your Nickname, Choose Wisely.**



We'll talk more about hoplinks shortly, because they're very important. They are how you get paid.

Customers will be able to see the nickname in your hoplink, so keep that in mind when choosing it. Also, once you choose that nickname, you will not be able to change it later.

**Here's how Clickbank works:** when a publisher creates a digital product that they want to promote, they are going to want as much help selling that product as possible.

The best way for them to enlist an army of salespeople is to pay those salespeople, (referred to as affiliates), a generous commission. Generally they are going to pay most of the sales price to the affiliate. A product that sells for \$37, for instance, will probably net the affiliate about \$23 per sale.

A usual commission to an affiliate ranges from 50% - 75%

If a merchant pays too low a percentage to their affiliates, the affiliates are most likely not going to feel very inspired to promote the product, and the merchant's sales will suffer.

There is a huge marketplace out there full of products that an affiliate can choose from when they decide what to promote.

From an affiliate's point of view, it makes sense to spend their time and money promoting products that pay them well.

After the merchant creates their product (which is usually an eBook on any subject but could also be a service or software), they submit it to Clickbank for approval.

Clickbank will not accept any products that make false or misleading claims, or which promote illegal activity like spamming. They will also review a product for quality; Clickbank's reputation is on the line with each product on their site, and it does not benefit them to accept a poor quality product that won't sell well.

This is of course great for us as affiliates because we know that all Clickbank products will be of a certain quality.

## How Merchants (the product seller NOT the affiliate) Get Paid



With each sale of a product, Clickbank pays the merchant 92.5 percent of the sale price, less a \$1 stocking charge. (Merchants also have to pay a one-time set-up fee of \$49.95 to open an account with clickbank if you fancy becoming a merchant)

If someone comes to the Clickbank website, looks through the 'Clickbank Marketplace' (you can find this link on Clickbank's home page), and then buys the product after clicking on the merchant's link, then the merchant gets paid the 92.5 percent of the product minus the \$1 stocking fee.

So the merchant does not have to pay any money to an affiliate in that case, because the customer found the merchant by themselves and bought directly through the merchant - they did not find the merchant through an affiliate or buy through the affiliates link.

You following this?

It's pretty vital you understand so if not read the last few paragraphs again.

However, if someone goes to an affiliate's web page and clicks on the affiliate's link, which sends them to the merchant page, and then they buy the product...Clickbank pays the affiliate their percentage, say 70 percent of the product price, and then pays the merchant the remaining amount that they are due.

It may seem surprising that merchants would pay such a high percentage of their product's price to an affiliate, but remember that this is very low-overhead product, so it's easy for a merchant to be able to afford to do this. AND it encourages the affiliates to go out there and sell, sell, sell. The affiliate is the one spending his or her time and/or money promoting the product, and having motivated affiliates will vastly multiply a merchant's profit margin.

And of course if a merchant pays your 70% of their product sale price for getting them a sale, it means they keep 30% of a sale that they wouldn't have if you weren't their affiliate.

It takes a bit of getting your head round but makes good business sense.

## HOW TO CHOOSE A CLICKBANK PRODUCT TO PROMOTE



If you look at the screenshot, you will see that next to the “Home and “Sign Up” links is a link that says “Marketplace”.

Once you have signed up as an affiliate, click on the “Marketplace” link to see all of the products that clickbank has to offer, and pick one which you want to promote.

The categories of Clickbank products are:



It's worth taking the time to click on each category to see what they have to offer, just to familiarize yourself with the clickbank marketplace.

So once you select a category to check out, you would click on the “go” button on the bottom righthand side of the screen, and you will be taken to a list of all of the products in the health and fitness category.

By default, these products are listed in terms of popularity - with the most popular products being on top.

Below is an example from the first page of the “health and fitness” category:

### Search the ClickBank Marketplace

Category:  Subcat:   
 Keywords:  Sort by:   
 Product Type:  Language:   
 Show:  results per page

Now let's take a closer look at the number one product on the health and fitness page below (please note that you, this can change at any time as new products come along):

- 1) Fat Loss 4 Idiots.** Affiliates: [FatLoss4Idiots.com/aff](http://FatLoss4Idiots.com/aff) ::: Thanks.  
\$/sale: \$30.98 | Future \$: - | Total \$/sale: \$30.98 | %/sale: 75.0% | %refd: 93.0% | grav: 609.76  
[view pitch page](#) | [create hoplink](#)
- 2) Truth About Six-Pack Abs, Total Payouts Avg \$30/sale W/rebills.** New Trial Offer Has Exploded Conversions As Of March 9! Dont Worry, Lower Front Payouts At First, But You Receive The Full Commission At 21 Days. Go To [Http://truthaboutabs.com/affiliate-info.html](http://truthaboutabs.com/affiliate-info.html) For The \$30K/month Super-affil Strategies Newsletter.  
\$/sale: \$24.14 | Future \$: \$22.27 | Total \$/sale: \$30.18 | %/sale: 75.0% | %refd: 91.0% | grav: 302.53  
[view pitch page](#) | [create hoplink](#)
- 3) Top Secret Fat Loss Secret :: 75% Commission:: Best Affiliate Toolkit.** Makes \$25-\$60 Per Sale | Converts As High As 3%-5% | We Tested Just 1 Promo & Made \$2,280/24hrs | We Give You Same Promo Free! | Sells Itself! | Get 1st-Movers Advantage | Join Now Free! | [Http://TopSecretFatLossSecret.com/affiliates.php](http://TopSecretFatLossSecret.com/affiliates.php).  
\$/sale: \$32.20 | Future \$: - | Total \$/sale: \$32.20 | %/sale: 75.0% | %refd: 92.0% | grav: 231.09  
[view pitch page](#) | [create hoplink](#)
- 4) Chopper-Tattoo - Top Tattoo Offer !** The #1 Tattoo Gallery On The Web. Converting Like Crazy! Pays 75%, Affiliates Must See. Free Music Downloads With Membership Allows Creative Marketing. New Affiliate Tracking In Email, Exit Ad, & Google Upon Request: [Chopper-tattoo.com/affiliates/](http://Chopper-tattoo.com/affiliates/).  
\$/sale: \$20.17 | Future \$: - | Total \$/sale: \$20.17 | %/sale: 75.0% | %refd: 95.0% | grav: 202.50  
[view pitch page](#) | [create hoplink](#)
- 5) No Nonsense Muscle Building, Massive \$73.48 & \$52.67 Payouts.** Write Your Own Paycheck With The Internets Highest Converting Muscle Building System! No One Comes Close. First Class Product With Superior Affiliate Support & Resource Center ...Too Many Tools To List! [Http://www.vincedelmontefitness.com/affiliates.html](http://www.vincedelmontefitness.com/affiliates.html).  
\$/sale: \$54.76 | Future \$: - | Total \$/sale: \$54.76 | %/sale: 75.0% | %refd: 75.0% | grav: 90.15  
[view pitch page](#) | [create hoplink](#)

The product is called "Fat Loss 4 Idiots" and it is a hugely popular downloadable diet plan.

First we're going to take a look at the numbers in green underneath the product name.

- 1) Fat Loss 4 Idiots.** Affiliates: [FatLoss4Idiots.com/aff](http://FatLoss4Idiots.com/aff) ::: Thanks.  
\$/sale: \$30.98 | Future \$: - | Total \$/sale: \$30.98 | %/sale: 75.0% | %refd: 93.0% | grav: 609.76  
[view pitch page](#) | [create hoplink](#)

**“\$/sale”** means the average amount of money that you will be paid for each sale of this product, minus refunds. It is impossible to predict how many customers, if any, are going to ask for refunds in any given pay period, of course. In my experience 5% is a high average.

**“Future \$:”** - in most cases this will refer to money from an ongoing subscription that a customer signs up for. This is also called “rebill revenue”. If there is no subscription, this amount will be zero.

**“Total \$/sale”** - The average amount that an affiliate will be paid per sale, including all rebills.

**“%sale”** refers to what percentage of the sales price goes to the affiliate. As you see, in the example above, 75 percent of the sales price goes to the affiliate, which is typical on Clickbank.

**“%refd”** number is how many of the product's sales on Clickbank are referred by affiliates, as opposed to how many are made directly by the merchant.

It's a good sign if this is a high number, because it means that affiliates are finding this is a profitable item to promote. If the merchant is doing most of the promoting, that means that affiliates aren't making much money off of it for whatever reason.

And finally, a product's “gravity” is a measure of how well a product is selling. It reflects the number of affiliates who have earned a commission from a product, and other factors as viewed by Clickbank.

Many affiliates shy away from any product with a gravity below 60 or 70. This isn't always the case though because there might be stunning products in there which sell extremely well yet not many affiliates have heard about them.

Some affiliates also become concerned when gravity is too high - for instance, the product's gravity in the example above is 609.

The concern is that there are so many affiliates promoting the product that the marketplace may become overcrowded, and it will be very hard to sell that product.

However, some affiliates believe that a crowded market is a sign that the product is profitable.

You'll have to decide for yourself whether "gravity" matters to you in this case, although it's a good idea not to pick a product with terribly low gravity, because there is usually a reason.

Once you have identified a few products that you are interested in, you will want to click on the link that takes you to the product's pitch page. That is the blue link located to the far left on the third line below ('view pitch page')

**1) Fat Loss 4 Idiots. Affiliates: [FatLoss4Idiots.com/aff](https://FatLoss4Idiots.com/aff) :::: Thanks.**  
\$/sale: \$30.98 | Future \$: - | Total \$/sale: \$30.98 | %/sale: 75.0% | %refd: 93.0% | grav: 609.76  
[view pitch page](#) | [create hoplink](#)

The reason that you want to do this because you need to make sure that they have a good, professional looking pitch page. You don't want to put your time and energy into promoting a product with an amateurish looking sales page that might not convert.

There is another reason that you want to do this: you need to get to know the product as well as possible.

It is of course ideal if you buy the product, but in truth, there are affiliates who make a lot of money promoting products that they did not buy.

Whether you buy it or not, you should read the "pitch page" to see what the merchant says about it, what they consider its strong points, and what customers are saying about the product in their testimonials.

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