

How To Get Rich In Affiliate Marketing

By Brian Anderson

<http://brian-anderson.us>

Contents:

1	3 Necessary Tools for the High Rolling Affiliate Marketer.....	3
2	5 Things You Must Have to Succeed in Affiliate Marketing.....	5
3	Building Affiliate Marketing Websites The Easy Way.....	7
4	Creating Multiple Streams of Affiliate Marketing Income.....	9
5	Don't Make These Common 4 Affiliate Mistakes!.....	11
6	Finding Hot Selling Products to Sell.....	13
7	Here's Why You Need To Use Landing Pages.....	15
8	How To Best Select An Affiliate Program.....	17
9	How To Continually Grow Your Affiliate Checks.....	19
10	Incorporate AdSense Into Your Affiliate Marketing.....	21
11	Using Two Tier Affiliate Programs to Your Advantage.....	22
12	Search Engine Optimization for Affiliate Marketers.....	24
13	Top Seven Ways Writing Articles Can Explode Your Business.....	26
14	Using An Ad tracker Is Key To The Affiliate Marketer.....	28
15	Using Google Adwords to Drive Traffic to your Website.....	29
16	What Is Niche Marketing, and Do I Need It?.....	31
17	Why You Should Promote Residual Affiliate Programs.....	33
18	Why You Should Find A Mentor.....	35
19	Conclusion.....	37

3 Necessary Tools for the High Rolling Affiliate Marketer

What does it take to become a successful Affiliate Marketer? What are the ingredients of an affiliate marketing success story? Is there a shortcut to Affiliate Marketing glory? All these questions play around in the minds of affiliate marketers who want to make it big in this business.

Although affiliate marketing is touted as one of the easiest and most effective ways to earn money online, it is not as easy as it sounds. The wise affiliate marketer plans every action and executes it the best way he can. He should also maximize the potential to earn by utilizing the right tools necessary for a successful Affiliate Marketing business. We have consulted some of the most successful affiliate marketers in the business and below are the top three necessary tools for a successful affiliate marketing business.

Important Tool #1: Your Own Website

The most important and indispensable tool in Affiliate Marketing is your own website. The first step in any successful affiliate marketing business is building a good, credible and professional looking website. Your website is the jump off point of all your marketing efforts. Thus, you must first build a user-friendly website, which will appeal to your prospects and encourage them to click on the links to the products and service you are promoting and make a purchase. Therefore, you must first concentrate your efforts in building a website that will cater to what your prospects need.

The most important thing you should consider is that almost all web users go online to look for information, not necessarily to go and buy something. Above all else, make your website full of original, relevant and useful content. People will love articles that are appealing and helpful. Keep in mind that, in the internet, content is still king and good quality content will not only build your credibility, it can also help you achieve a higher search engine ranking. By posting relevant and useful articles, you establish yourself as a credible expert in the field, making you a more trustworthy endorser of the product or service you promote. Establishing a good reputation is a good step in building up a loyal consumer base.

Important Tool #2: Incentives

Competition is extremely tight in the internet world. You must always be one-step ahead of your rivals to ensure that you capture a significant share of your target market. Therefore, you must use every possible means to encourage people not only to visit your site but also to click and proceed to the websites of the products and services you are promoting. Building an opt-in email list is one of the best ways to gather prospects. Offer a newsletter or an e-zine. Better yet, offer incentives to your prospects to encourage them to subscribe to your newsletters. You can present free softwares, access to exclusive services and other freebies that will be helpful to your prospects.

Important Tool #3: Link Popularity

The importance of driving highly targeted traffic to your website cannot be emphasized enough. The all-important web traffic is at the top of the list of the most important entities in the internet world.

Attracting people to your site should be the first step you should carry out. Do everything to achieve a high search engine ranking. Link Popularity is one of the factors that search engines use to determine search engine rankings. Therefore, to enhance your link popularity, you must launch an aggressive reciprocal link campaign.

One of the best ways to do this – at no cost at all – is by submitting articles, with your website's link at the resource box, to e-zines and free article sites. You will not only gain exposure, you will also have the opportunity to advertise for free, just include a link back to your site. The more sites you submit your articles to, the better your link popularity is. Make your articles original, relevant and useful so that more websites will pick it up and post it.

These are but three of the many tools that an affiliate marketer can use to maximize earning potential. The possibilities are endless and are limited only by your imagination, creativity, resourcefulness and determination. You can always explore other ideas and adapt other strategies, which you think might help you become a high rolling affiliate marketer.

5 Things You Must Have to Succeed in Affiliate Marketing

The idea of being mere passengers on a ship meant to sail to the farthest points does not appeal to people who like to put their destiny into their own hands. They have the desire of maneuvering the ships themselves, of being able to be the ones to take it anywhere they want to. Being aboard a ship on its way to a particularly great destination is something each and every one of them dreams of, and the knowledge that they have the capacity to steer it themselves is what makes them actually want to.

Perhaps this is the reason why more and more people are succumbing to one of the most popular businesses around – affiliate marketing. It is because in this business, there are no bosses to order the employees around. There are no deadlines to meet and no clutter of work to do. One only needs to be equipped with the tools needed to succeed in a business such as this, and he is bound to get what his heart ultimately desires.

Just what are the things needed to be able to succeed in affiliate marketing? What must one have within himself to be able to do well in this industry? There is a lot of competition involved in affiliate marketing, and to be able to rise above the norm, one must be equipped with just the right stuff necessary to propel him forward. There are five things one must ultimately possess if he wants to achieve the glory he is yearning for in this business, and these five things are a must for him to possess to be able to stand out among the rest.

The very first quality one must possess if he wants to try his hand in affiliate marketing is the willingness to learn and be trained. Treading through unfamiliar territory is scary stuff if one is not properly equipped, and he might get lost amidst a jungle of the unknown. Learning the tricks of the trade is also an important aspect of the game, and one's willingness to know it all will give him far better advantages in the business than he could ever imagine.

The second quality one must possess is the willingness to invest time and effort even if direct results do not seem at all apparent. Although several months may pass without good news, it is important for one who has his foot in the industry to hold on and wait. It is this quality which would save him from giving up after investing a lot of himself in the business.

The third quality one must possess is self-determination. If one wants to conquer the affiliate marketing world, he must have the ability to push himself ahead. Never having to say die is a quality each and every affiliate marketer should possess, and the ability to motivate oneself into scaling greater heights is an ability which would actually take an affiliate marketer there.

The fourth quality one must possess is discipline. If one knows how to teach himself to work everyday with all the energy he can muster, then he is close to achieving what he has set his heart to having in the first place.

The fifth and last quality one must possess is optimism. Negative attitudes and hearsays should not discourage an affiliate marketer from pursuing what he has to in order to make life better for himself and for everyone concerned. Neither should anyone influence his attitude toward the business, because once in it, it is a must for him to be the captain of his ship and the master of his soul.

The ingredients to success in a business such as affiliate marketing are diverse and manifold, but the most important thing one needs to be able to make it big lies in himself alone. It is he who has the capacity to do everything to be able to realize his prospects, and the desire which fuels his heart in doing so is the gasoline which should keep the engine going.

Affiliate marketing is all about putting one's fate into his own hands. The right attitude is the key to being able to steer one's ship into that part of the ocean where a certain kind of serenity can be found, one that permeates the atmosphere as the ship sails calmly on.

Building Affiliate Marketing Websites The Easy Way

There are some myths in affiliate marketing, which attract a lot of people to it believing they are true. First is they think managing an online business is easy and second, they think that one can make a fortune through online marketing in an instant. Probably not even 10% of those who are into affiliate marketing became rich overnight. There may be some who fortunately achieved overwhelming success in just a short span of time after setting up an affiliate program, but not a majority of them can confidently say they only had luck. Anyone who is successful in this kind of business would say he worked hard to get to where he is right now. Success in affiliate marketing takes time and hard work, but it's worth it.

If you are planning to start an affiliate program, one of the things you have to consider is having your own website, not just an ordinary website but a professional looking one. How do you build an affiliate marketing website? What are the easy steps to build one? First, you must have already decided on the theme or niche of your website. It would be better if you already have an idea what products or services to promote as this would help you plan the design and lay-out of your web pages. The next thing to do is to choose a domain name and get it hosted. The domain name is a unique name used to label the actual address of your website on the Internet. In deciding what domain name to register, look into the type of products you are endorsing and the theme of your site. Having the right keywords in your domain name would give you better chances of drawing more visitors to your website. Also, choose a top level domain or extension, such as .com because it is more popular. In selecting your web host, consider the security of servers and up time guarantees.

Now, you can start creating your webpages. Don't be disheartened when you know a little in this field. There are page generation tools and fast launch sites available online; you just have to search for them. Countless online sources could help you build an affiliate marketing website, though you might need time to study and learn the whole process. This is one of the reasons why your site or the products you are going to promote must match your interest. Building your marketing website for the first time would be a lot more fun if you know very well the theme of your site. If you don't have time to make your own website, you can use templates or purchase readily available websites. The latter, however, is a more expensive option.

Creating an affiliate website on your own would be cheaper and more interesting. In the process of building your website, you may also increase your knowledge in Information Technology and the use of computers, softwares and the Internet. As you educate yourself in these fields, you are increasing your advantage against other affiliate marketers. It helps a lot, though, if you already know the basics in web page development like programming languages and graphics softwares because you can make your site extra corporate-looking, more convenient to use or easier to navigate. Furthermore, if you are knowledgeable and skillful in this area, you can already concentrate more on the content of the page rather than the design.

The key to draw visitors to your website is to have high quality content; thus, the next thing you must pay attention to in building your marketing website is this. There may be several other factors that contribute to the success of your affiliate marketing site, but a good content tops the list. This is precisely the reason why users choose to enter your site. They want to get information and so when they don't find it, they would definitely go elsewhere. Write interesting articles related to your theme as

this would make them frequent your site. If you have already looked for affiliate programs that complement your site, add links to the business sites and other very good informative sites. Links contribute to how well you will be listed in major search engines as well. Also, create pages for the products you are endorsing, but don't just promote the products by putting hyped-up ads. Keep your readers interested by injecting lots of relevant and useful information. This would make them click the link to the business site and buy the product. Remember that no good content means no frequent visitors, no sales and ultimately, no commission.

Make your site simple yet not without a touch of class in order to make it appear more of a business website rather than a personal website. This would be pleasing to the eyes and more interesting to browse. To help you with the design, you can check some successful online stores to get an idea on how you can make your site look better. Make sure you don't place too many banner ads since these could distract some site users; and thus, instead of clicking your ad, they might just leave your site and look for other interesting websites. After all, banner ads are not the only means of advertising your products. Now your website is complete, submit its URL to major search engines to increase your traffic.

Grow from where you started. Learn about use of keywords for search engine optimization and apply them in your content. Update your site regularly or add new webpages. Make sure to inform your prospects about the latest updates in your site. You can use newsletters to accomplish this. The Internet offers a huge source of information about just anything, make use of it. Continue to educate yourself on how to improve your website and soon you'll find yourself successful in affiliate marketing.

Creating Multiple Streams of Affiliate Marketing Income

Have you ever heard or read the phrase “multiple streams of income” before? Do you know what this phrase means? For many businessmen, creating multiple streams of income online or offline is one way of securing themselves as well as their businesses in the future. They also believe that it can also save them from the so-called famine effect in the business industry. Once you are engaged in affiliate marketing business, it is advisable if you have multiple streams of affiliate marketing income so that if one of those income streams vanished, it will not upset you the way losing your sole stream would. If you depend on just one source of income and this single stream has been downsized or has lain off, you’ll surely find yourself bankrupted and hopeless. Try to ask the most successful online entrepreneurs, and you’ll discover that they have established multiple streams of online income.

There is a businessman that said and attested that the very first step you must take in creating multiple streams of income is to assess or evaluate your resources. Start by assessing yourself first. Jot down your answers to the following questions: What are the talents, abilities, strength and gears that you possess? Are you gifted with excellent and creative writing skills? Can you do well at sales? Are you good in communicating with people? Are you born with an artistic skill or unique ability that other people don’t have? Through this, you can determine the kind of business where can possibly excel.

Next, look around and write down you assets and physical resources such as computer, color printer, scanner, digital camera, cell phone, CD or DVD burner. Write these all down because it can be used as a resource. Consider also your friends and family. Find out what do they possess that you have access to. Remember that no man is an island. You can use the talents, abilities, knowledge and resources of everyone you know.

That’s basically the initial step if you want to create multiple income streams. But if you’re already a webmaster or a site owner, you definitely have an edge. Why don’t you join affiliate marketing business to help you gain extra income out of your own website?

Being involved in affiliate marketing is one of the most desirable ways to make multiple sources of income. It is because affiliate marketing programs come in various shapes and forms. There are a large number of affiliate marketing programs that you can sign on with and start gaining bucks right away. In affiliate marketing, you can make money by promoting and reselling your affiliate products and by recruiting new affiliates. What’s good about this is that you can find widest array of training materials that can enhance your marketing abilities. In affiliate marketing, you can be sure that there are genuine products to promote and sell and there is real income to make.

Either part time or full time, being an affiliate marketer is an excellent way to create multiple income streams by means of promoting products and services from web merchants. Here, you can get affiliate commission without investing big bucks in making your own product and without worrying about book keeping, customer support and ecommerce. All you have to do is to promote and resell the products and services in your site and pass on potential customer’s the merchant’s site.

In affiliate marketing, it is advisable to promote more merchants in your site so that your visitors will have variety of destinations to choose from. Using multiple merchants in the same site or niche means

only one thing – you have multiple streams of affiliate income. There is absolutely nothing wrong with this business strategy because this is one of the best ways to protect your business and expanding your horizons. Through this, you can be assured that you won't experience crisis if ever one of your web merchants closed his/her program.

However, you should choose only those affiliate programs that interest you so that you can effectively advertise and promote them. Don't ever be tempted into signing up for numerous affiliate programs in the hope that one of them will bring income. Select wisely and don't be engaged in selling products you know nothing about. Go with the stuff that jives with your enthusiasm; your passion can capture your client by the nose and guide him/her to your affiliate link.

You should also work hard to make your multiple streams of income more stable. You can do this by embracing some strategies and tactics and by developing within yourself, some traits that can help you become successful in any kind of business such as patience, persistence and thirst for knowledge.

Lastly, just remember the adage that says "Don't put all your eggs in one basket." So that if one of them is lost, you can still have some to make omelets. And what do these eggs have to do with multiple streams of affiliate income? Well, it goes without saying that the more streams of income you possess, the bigger and better your money lake becomes.

Thank You for previewing this eBook

You can read the full version of this eBook in different formats:

- HTML (Free /Available to everyone)
- PDF / TXT (Available to V.I.P. members. Free Standard members can access up to 5 PDF/TXT eBooks per month each month)
- Epub & Mobipocket (Exclusive to V.I.P. members)

To download this full book, simply select the format you desire below

