

# Building An Unstoppable Affiliate Income



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## **Introduction**

This report is about making money with affiliate marketing.

It's not about some latest craze, some big “secret” method that you've never heard about before. It doesn't contain some “secret” new way to generate traffic, or a weird “loophole” that you can exploit for overnight profits.

It contains smart, profitable ways, of implementing a time sculpted method for big, passive income results.

Oh, and it WORKS. It's been working for 5 years and it's not going to stop working any time soon.

If that's the kind of thing you're looking for, then we're going to get along just fine :)

All of this above being the case however, we're forced to start with some “not so good” news...

## **Why It's Hard To Make Affiliate Income These Days**

I realize this isn't the kind of heading that most helpful “how to” reports on making money online start with. But do you want a normal report like all the others? Or do you want the truth? Because I've got to tell you: Having people blow smoke up your butt with stupid claims about what's possible... people who haven't made money as an affiliate since 2004... is not what you need if you plan to ever have a profitable affiliate business.

There ARE some hard truths to be faced for affiliates at the moment, but only by facing them can we continue to be owners of the coolest, most freeing kind of businesses in the world. If you're trying to build a business as an affiliate right now, you can't afford NOT to know what's in this report.

So in this first section I'm going to tell you two things: Why making money as an affiliate is harder now than it once was, BUT why this is simultaneously, the biggest period of opportunity for affiliate marketers in history. You ready? Here goes...

### **Affiliate Marketing Ain't What It Used To Be**

#### **Part 1: Search Engines**

There's a lot of things that used to work in affiliate marketing, that don't work anymore. There are a lot of things that you used to be able to do as an affiliate, that you can't do anymore. Same goes for the search engines. The game's just different now.

It's almost impossible to create traditional “minisites” now – like, 5 page sites – and expect to get decent traffic from the search engines. It's almost impossible to use nothing but scraped content and expect it to generate rankings. You can't just submit articles to directories and get overnight search engine rankings anymore. It's almost impossible to quickly slap up PPC campaigns and be generating profits overnight now either. Heck it's tough to get traffic just BEING an affiliate at Adwords anymore.

Yeah, it's tough. Affiliate marketing used to be so easy that affiliates in all their zest, spammed the crap out of the internet with their lazy content and crappy websites. Same with the AdSense publishers of old. Now search engines, with a vested interest in presenting quality to their users, are trying to weed out those sites, and the people making them OUT.

That's all "algorithm updates" are. Whether it's Panda, Farmer, Caffeine, you name it... You can go into all the detail learning about each new update as it comes along, but every one has the same purpose: to improve the quality of the search results by weeding out crappy websites.

Unfortunately that weeding process isn't smooth, and a lot of the time it isn't fair. Whether it's a slap in the paid search listings, or a de-indexing/sandboxing in the organic listings, affiliates have gotten beaten up in this last 12 months. Many a good and decent affiliate has fallen victim to this process and most of the time, nothing can be done about it. This kind of thing has caused affiliates or potential affiliates to take an overly negative view of the business model in general. That's a view I believe to be unfounded.

Because guess what? There are still millions of affiliate sites ranking in the search engines. Search the keyword of any popular niche (say from Clickbank), and you'll more than likely find an affiliate site somewhere on page 1 of those search results.

No one hates affiliate marketers. They only hate idiot affiliates who are trying to put out crappy content and game the system. If you understand this, you have a bright future in online business.

## **Part 2: Affiliate Networks**

The other reason affiliate marketing is harder today than ever is because of increased competition. Now with any product that converts highly, you can be sure that all the paid listings AND most of the organic listings are eaten up by affiliates or real merchants who are better than you at SEO, PPC and probably everything about affiliate marketing.

Life is tough.

Back in the day you could grab any old product from Clickbank, slap up an affiliate site and be the only one in the market... claiming commissions left, right and center. Today, not so much.

In fact I've pretty much given up on Clickbank for promoting affiliate offers with a few minor exceptions. There's just no point. The competition is so high that your potential profit isn't even worth the money or the effort it takes to generate it.

The only way a new affiliate can succeed is by finding better and less “tapped” opportunities than other affiliates. That's the easiest way to gain an advantage and we'll talk more about that later.

In this same category, we have issues of products and their merchants coming and going. There's more regulation of selling on the internet now than there ever has been, and it means that existing merchants selling their products are frequently forced to re-evaluate, or flat out stop selling what they're selling.

New affiliate offers are here one week and gone the next, and when you've built a whole campaign around a product only to see it disappear as soon as you begin to get decent traffic... that's not so fun.

If you want to be an Unstoppable Affiliate, your model has to be impervious to devastations of this kind as well. Fortunately that kind of invincibility is easy if you know how.

### **That's All?**

You know what's great about this? That's it. We're done now with the problems. Those are the worst things you have to deal with in order to have the ultimate freedom-generating, passive income business in the world. Not so bad right?

Now they're all out in the open, all confronted, we can move on to the good news, and then the STRATEGY!

## **Why Affiliate Marketing Is More Profitable Today Than Ever**

Don't get caught in the doom and gloom. Everyone else is caught in it, and that's why they've given up. It's not that "affiliate marketing" is getting harder... it's just that "doing it crappily" is getting harder. Doing affiliate marketing properly is getting easier as all the crapsters drop out.

Let me give you a concrete example.

You've probably heard about how EzineArticles.com got badly hit in this last search engine update right? Everyone's crying about how their articles don't rank as well anymore, worrying that "article marketing is dead" and panicking that the same will happen to their site.

Me? I'm stoked about it!

Think of all those crappy Ezine Articles that were ranking above you in the search engines without doing any work?! Think of all the shitty Squidoo lenses, and associatedcontent.com pages and ehow articles that were beating you.

They're GONE now! You just lost maybe 20% of your search engine competition for all those long tail keywords!! What are you crying about?!

Doing things better than ezinearticles.com is easy. They're short, crappy, Adsense filled article pages with hundreds of outbound links on them... and most of the time NO backlinks coming in. Anyone half serious about their SEO could nail them with even mild effort.

I'm telling you: The fact that crappy results are getting blasted in the search engines is a GOOD thing.

And it doesn't stop there.

Like I said, there are more opportunities for affiliates now than ever. There are more offers, more networks, more keywords, more websites with more traffic... just more!

Lots of new companies are seeing the benefits of selling online and making the move. That means new affiliate programs opening up daily. *When a new affiliate program opens up on a product that has an existing reputation... it's like money in your pocket and there's NO competition.*

When it comes to search, that long tail that we all know about is always growing. New keywords are appearing each month even for niches that have always existed. New modes of search like mobile and tablets are growing in popularity, increasing search volume for keywords across the board too.

Whichever way you look at it, affiliate marketing is still the best online business model there is. And I say that having tried many others.

It's the easiest, it's the cheapest, it's easily scalable, it's the lowest effort, it's the most passive. If you're thinking of giving up affiliate marketing, you may as well give up online business all together, because you're not going to find anything easier.

Finally, if you think affiliate marketing is too hard, let me share a story.

One of our previous customers set up a website a year or so back. They didn't work on it much. They posted mostly other people's content, they did a tiny bit of link building, and kept their mini site updated with some RSS feeds. Not great techniques, probably not even anything that I'd recommend for the perfect affiliate marketer.

I caught up with this customer recently and found that they'd gotten some rankings for some random keywords that they hadn't even found in a keyword tool. Long tail keywords that they hadn't even specifically targeted.

They were happy because their site with only a small amount of traffic from some obscure keywords was generating a passive \$200 a month in affiliate income.

Of course that's not a lot of money, but it wasn't a lot of work either, and mostly not even the right work!

The ability to easily generate income with search and affiliate marketing is as high as it's ever been, and even higher for people who know how to do things right.

The amount of easy money you could make... the amount of passive income... the utter level of freedom you could have in your life if you could only capitalize on all of these opportunities that are available to you, is completely beyond your comprehension.

Let's talk about capitalizing on some of that opportunity.

## Unstoppable Niches

The first part of creating an unstoppable affiliate income is operating in “unstoppable” niches. What's an unstoppable niche? This is an interesting discussion.

First, an unstoppable niche is “evergreen”. It's one of those niches that is never going away. One that even in 20 years time, people are still going to be looking for information on it. They might not be looking for the SAME information, but they'll be wanting information. Evergreen is unstoppable ingredient part 1.

But telling people to enter evergreen niches in isolation is not such good advice. I've had sites in the weight loss niche that didn't make money. Ditto for dating, insurance, and many others. There's more to this puzzle.

An unstoppable market is one where there are multiple quality products to sell for a good commission. That's for a couple of reasons.

If you're in a market with only one thing to sell, you can face problems. What happens if the merchant makes a change to their page and your traffic stops converting? Or if they change the commission? What happens if the merchant removes the offer? If you don't have contingencies, any one of these things happening will result in a hit to your income. Not to mention, when something like this happens after you've spent months attaining search traffic, that's a hit to your time, and your LIFE too. The possibility of promoting multiple, quality, high commissioned products... that's unstoppable quality number 2.

Next up, BIG and DEEP markets. You might think “evergreen” and “big” are the same, but they're not. Many niches are evergreen, they just aren't that big. Gardening is something that people are probably going to do forever but compared to other markets, it's not... BIG.

A BIG market is one with so much volume that even making a small dent in it gets you big traffic and big results. A BIG market is one where big money is being made. A BIG market is

one with a lot of competition, but so many small pockets that there's always room for more. A big market is slightly harder to break into, but the reward for doing so is disproportionately high.

What about deep? A deep market is where there are a large volume of keywords and keyword groups with revenue potential. If that's not clear, I mean, a large number of keywords that get a significant number of searches. The perfect Unstoppable Affiliate site is one where you're ranking and generating revenue from a large number of keywords. This means that even if a few pages on your site got hit for some reason, the remainder would generate enough traffic that you wouldn't be significantly affected. That happens when your market is both big, and deep, because it means you've got lots of profitable keywords & rankings that are each bringing you a significant amount of traffic.

Big & Deep: That's Unstoppable quality number 3.

In fact there are more characteristics of an “Unstoppable Niche” that we can't get into here. You can head to [www.unstoppableaffiliate.com](http://www.unstoppableaffiliate.com) to find out more.

The bottom line is that when you're in the right niche markets, making money as an affiliate becomes a totally different game. Great keywords are easier to come by, rankings are easier to attain, traffic converts at a higher rate and the commissions are fatter. Entering a great market is the key to having an unstoppable affiliate income.

Though of course it's only the first part of the puzzle.

Let's move on to Unstoppable Affiliate Sites...

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