The Affiliate Masters Course

Become a high-earning affiliate champion

by Ken Evoy

Introduction

The Affiliate Masters Course is an intensive **10-DAY** course on becoming a high-earning affiliate champion.

How? By "building income through content," the proven, **C** ➡ **T** ➡ **P** ➡ **M** way!

An affiliate business is one of the easiest ways to get your feet wet in e-commerce. You send visitors (i.e., potential customers) to a merchant's Web site that you are representing. If they buy or complete a required action (for example, fill in a form), the merchant pays you a commission. Simple, right?

That, in essence, is the beauty of the affiliate concept. You can be up and building a business in record time, at minimal risk. Top-notch merchants supply everything (i.e., excellent products, ordering, credit card processing, and delivery). All you need to do is to put yourself in the path between customers and quality merchants... and earn a commission for your efforts.

So what's the best way to put yourself on that critical pathway?

Follow the natural, proven **CONTENT** ➡ **TRAFFIC** ➡ **PRESELL** ➡ **MONETIZE** process…

1) Recognize the fundamental reality of how people use the Web. Eliminate offline thinking of "location, location, location." Online, people search for solutions through "information, information, information" (i.e., **Content**). So plan to build a tightly-niched **Theme-Based Content Site.**

2) Do the critical up-front thinking and planning...

• develop the best site concept/theme, based on what you know and love… perhaps a hobby or past work experience can be your springboard.

• brainstorm the most profitable topics related to your theme.

• select the best related affiliate programs.

3) Then put yourself into the click path of your visitors. Achieve this by...

• delivering customer-focused **Content** (i.e., information that meets the needs/wishes of your target group).

• getting **Targeted Traffic** by building Search-Engine-Optimized pages that rank highly on a search results page. The higher the ranking, the easier it is for interested and targeted traffic to find you. More traffic means more potential sales, which means more potential commissions for you.

• **PREselling** (i.e., "warming up" your visitors) through valuable content that establishes credibility. Once you have that, your recommendations carry more weight. The difference in **Conversion Rates** between visitors who arrive PREsold to your merchant's site via an in-context text link vs. a banner can be as high as 20-fold.

4) Eliminate dependency on any single source of income. By diversifying into other complementary **Monetization** models beyond affiliate programs, you reduce risk and increase stability. You are protected in case, for example, your merchant partner goes bankrupt, or shuts down its Web division, or reduces commissions, or fails on its payments.

Multiple income streams also have the potential to make every visitor to your site count. A particular offer might not spark any interest but another one may be the match that lights a fire!

The **C** ➡ **T** ➡ **P** ➡ **M** process for affiliate marketing boils down to this…

Create searched-for **content** (the **"C"**) that pulls in **targeted traffic** (the **"T"**). Warm up (i.e., **PREsell**) your visitors so that they click on your recommendations with an open-to-buy attitude (the **"P"**). And then generate income through those PREsold visitors (i.e., **monetize**) using the low-risk affiliate model -- as a primary source of income (if you have no product or service of your own to sell) or as a profitable secondary source (the **"M"**).

Is this process difficult?

Not at all! But do keep in mind that this is not a "get-rich-quick" scheme. You need to bring **effort and passion** to the table. After all, you are building more than a Web site. You are building a real business!

C ➡ **T** ➡ **P** ➡ **M** works, if you work it!

Make this your affiliate business mantra and you will succeed!

SIDEBAR

Site Build It! is the only product that provides you with the **C** ➡ **T** ➡ **P** ➡ **M** **process** and all the **tools** necessary for "Top 3% Level" affiliate success.

Allan Gardyne of **AssociatePrograms.com,** the Internet's #1 affiliate authority, challenged an employee, who was also a Net marketing novice, to use the **Site Build It! (SBI!)** system to generate affiliate income. The results from his first **SBI!** site were so positive that Allan asked Rupert to build a second one. This one was even more successful.

Rupert shares full details of his experiences at…

http://www.sitesell.com/case-studies/affiliatemarketing-ag-1.html

Important Usability Tip…

In order to use internal links, or to "hyperlink" to the Web, you need to set certain preferences first. For internal links, **please click to open this preference window**. Uncheck the box beside **"Open Cross-Documents Links in the Same Window."**

For hyperlinking, **please click to open this preference window.** Then…

1) Click **Browse** (for Win users) or **Select** (Mac users). In the window that pops up, find your browser, select it, and click **Open**.

2) See **"Connection type"**? **"Standard"** is fine if your browse is not offered as a choice. Just ignore other settings. The default selections are OK.

3) Click **OK.** You're off and running!

The Affiliate Masters Course and its **10-DAY** program will show you how to execute the **C** ➡ **T** ➡ **P** ➡ **M** process on your own. Each of the **10 DAYS** has a specific **"Goal-of-the-DAY,"** a clear target that you can easily meet. By the time you finish **DAY 10**'s **Goal-of-the-DAY,** you will have a **Theme-Based Content Site** up and running and generating traffic and income.

Each **DAY** also sets an **"Ongoing Goal."** Why? **Because a Web site is never "finished."** The **Ongoing Goal** is what you should be achieving on a regular basis. The **Ongoing Goals** provide the pathway for building maximal income over the following weeks and months.

What's the bottom line? Upon completion of this course, you will have the power of **C** ➡ **T** ➡ **P** ➡ **M** working for you, helping you to build a flourishing, profitable and stable online business. **With the right process, you get the right results!**

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Be forewarned about **The Affiliate Masters Course,** though. The material we cover will be extensive in scope. It will require **effort and commitment** on your part, as does anything important that yields rewards. Most folks have to train or go to university for years to prepare to earn a substantial income stream. Your mini-university course will accomplish this by the end of this e-book.

I don't mean to scare you. **All of it is manageable.** Take your time to digest the information properly before you start to work on the prescribed action steps.

Use the **Goals-of-the-DAY** and **Ongoing Goals** as your guideposts, your beacons of light. Understanding the concepts will boost your confidence level in applying them. Even as adults, we never lose our need to know why things work the way they do.

It's critical that you finish each **DAY** of this course before you begin the next. The **DAYS** build on each other. Always keep in mind that you are following a **step-by-step process.**

Please don't feel that you have to rush. **Work at your own pace,** as time allows. **This is not a race.** Sometimes, you will be able to devote large blocks of time each day to the course. At other times, you may have only 15-30 minutes per day to spend on it. In this situation, it could take you a week or more to complete a **"DAY"** of the course. And that's perfectly normal!

It does not matter how long it takes you to complete the course. The key is to set aside a realistic amount of time each day to "do" the course. You'll find it was time well, no **best,** spent.

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Final piece of advice...

Print out a hard copy and make your own textbook! There is just too much information in the **Affiliate Masters Course** to learn by reading off a monitor screen.

Underline the important parts. Add your own notes and ideas. I promise you'll get lots and lots of great inspiration as you go along.

Please, please work with a printed version of this course. If you are at all serious about following this course to build a serious income stream, start right.

Here's a super little printing utility that will allow you to print 2 or 4 pages to a single 8.5" x 11" piece of paper. It saves you paper, space, and money...

http://www.fineprint.com/

OK. Ready to begin **DAY 1** of the course?

Sound the bell. Class is in session...

1. DAY 1
Intro To Affiliate Business Basics

Being a great affiliate is NOT about
selling... It's about **PREselling.**

Goal-of-the-DAY... This is the only **DAY** where you have nothing to **do** except
read the material. Actually, that's wrong. Your **Goal-of-the-DAY** is to
understand, understand deeply, the concepts outlined here, culminating with the
concept of **PREselling to maximize Conversion Rates.**

With this goal in mind...

1.1. Focus on Maximizing Profit

The goal of any business, including your affiliate business, is to maximize
PROFITS. PROFIT is simply your **INCOME minus your EXPENSES.**

As an affiliate, there are exactly two ways to increase your INCOME (i.e., the
amount of money your business makes)...

1) Refer more visitors to the merchants that you represent.

2) Increase the **Conversion Rate** (i.e., the percent of visitors that you refer to
your merchant… visitors who deliver the response **for which the merchant
pays,** whether that's a sale, or a lead, etc.).

Simple formula, right? If you refer **100** visitors per day to a merchant and **1%**
buy, you get paid for that **one** purchase. But if you send **1,000** visitors per day
and **3%** buy, you get paid for **30** purchases.

Yes, thirty times more! So it's pretty clear how to maximize affiliate **INCOME!**

Of course, every business has **expenses,** too. Maximizing profits does **not** imply that you must minimize expenses, too. After all, if you spend **no** money or time on a business, you have no business! You must get the **best possible traffic-building and sales-converting results** for every **dollar** you spend... and for every **hour** you spend on your business.

Let's examine **expenses** by asking two questions...

Question #1 -- What does it cost to build traffic to your merchants' sites?

Traffic-building, no matter how you cut it, will cost you... in terms of both time and money. Spending **dollars** is optional, but spending **time** is not.

There are many ways, both offline and on, to drive targeted traffic to your merchants' sites. This course will show you the most **highly profitable, time-and-dollar-effective way** to build traffic to your merchants' sites...

Build your own **Theme-Based Content Site** -- one that is loaded with **high info-value Keyword-Focused Content Pages** that rank well with the Search Engines and that get the click throughs to your merchants' sites.

Let's break that down for closer examination. For your affiliate Web site to generate targeted traffic to your merchants, it must do two things well...

1) Rank well at the Search Engines so that it pulls in lots of targeted traffic. So far, though, that traffic is still on **your** site. Therefore, it's not generating income yet. Your visitors are just "looking around." So...

2) Get those visitors to click through to your merchants. (Some affiliate program models can actually place merchant offerings on **your** Web site. In this case, your traffic does not actually visit your merchant's site. But you still have to "get the click" to generate income.)

We outline proven, cream-of-the-crop strategies in the **"Getting Started Action Guide"** which is free to **5 Pillar Affiliates.** (SiteSell's affiliate program is called the **"5 Pillar Program."**)

http://affiliates.sitesell.com/

This simple to understand resource provides all the information and strategies you need to PREsell effectively and generate substantial commission income. Naturally, the Guide focuses on SiteSell's exceptional products and tools…

http://www.sitesell.com/sitemap.html

… but you can easily and effectively apply its marketing theory/strategies to your other affiliate programs as well.

Would you like a closer look at the **5 Pillar Program** and its affiliate tools/resources? Please download a free copy of the **Getting Started Action Guide** at...

http://freetrial.sitesell.com/

OK, that wraps up **expenses and traffic-building.** Now for our second question about expenses...

Question #2 -- What does it cost to maximize Conversion Rates?

Good news! Maximizing your **Conversion Rate (CR)** is simply a question of doing things right. There is no **extra dollar or time cost** to boosting **Conversion Rates** at your merchants' sites. This course will show you how to achieve this goal, too.

SIDEBAR

Remember… when this course talks about **Conversion Rates,** we are talking about the **Conversion Rate** at the **sites of the merchants that you represent** as an affiliate. So we are talking about how **you** will maximize the percentage of referral visitors who deliver the response **for which the vendor pays,** whether that's a sale, or lead, etc.

If you think that it's impossible for you to change the sales-effectiveness of your merchants' sites, you are in for a big surprise.

Your primary goals are...

1) Maximize targeted traffic to your merchants, spending only **dollars** and **time** that maximize **profits.**

2) Maximize Conversion Rates. Do things right (no expense).

Don't do just one. **Do both.** Why? Because, as you saw above, your payment is determined by traffic multiplied by the **Conversion Rate...** not "added." Your **profits grow geometrically** when you concentrate on **maximizing both traffic and Conversion Rates.**

I have spent quite a bit of time reviewing the difference between **5 Pillar Affiliates** who refer high traffic to us and who deliver high **Conversion Rates** (% of visitors who purchase), and those who deliver low ones.

The #1 reason for low traffic and terrible Conversion Rates?

Banner ads! No content!

The futility of banners was **first** revealed by our **5 Pillar Program,** both in our original **5 Pillar Manual** and in the **5 Pillar Affiliate Reports** (our near-weekly affiliate newsletter). Retinal studies have shown that Web surfers actually **avoid** banners. Yes, their eyes look away!

Our study found that **5 Pillar Affiliates** who relied solely on banners had an average **Conversion Rate** of 0.5%. But those who used **"in-context" text links** (i.e., text links that are part of the content of the Web page) averaged over 3.5%!

How's that for a reason **not** to use banners?

Banners are cheesy and hurt your credibility. If visitors happen to click through (a big "if"), they arrive at their destination feeling "pitched" rather than informed. They have a **resisting mindset,** rather than with an **open, ready-to-buy attitude.**

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