

Super Affiliate Blueprint



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Introduction

There are two things every good affiliate strives for – making a great deal of money, and constantly improving how you make that money. It’s no secret that the world of affiliate marketing is a tricky business where the vast majority of newcomers fail, but never forget that it’s also the business where pizza delivery boys and movers are able to start making millions of dollars with no special education or training in less than a few years.

If you’re a starting affiliate marketer with the gleam of profits in your eye and a bright and beautiful future in front of you, the last thing you want to do is join the first group – the people who crash and burn in the first few weeks. No, you want to be the super affiliate – the big time cash producer who turns everything they touch into gold – whether it’s a CPA offer or a major affiliate product launch.

It’s not enough to just learn the basics and become “another affiliate marketer”. You need to tap into a reserve of passionate energy and desire to succeed and you need to have the tools and processes in front of you to acquire that level of success.

In the next few pages, we’re not just going to talk about what an affiliate marketer does – you probably know quite a bit about that already. We’re going to dig down and talk about what a Super Affiliate does and how you can make not just a profit, but unheard of amounts of money like the biggest and best marketers out there. It’s time to toss those bad habits out the window and learn what the very best are doing every day to turn each of their business prospects into pure gold.

What is a Super Affiliate?

When I say “super affiliate” I’m not talking about a marketer with an “S” on their chest and a weakness to green rocks. I’m talking about the cream of the crop – the top 10% of all affiliate marketers who not only make a living, but who get filthy rich putting the basic strategies that all marketers use to the test. They optimize their marketing strategies, push their limits, and leverage tools you probably haven’t even heard of. So, what specifically makes a super affiliate so special? It’s all in the mindset.

The Mindset of a Super Affiliate

Before you even log on to the Internet – before there are any Clickbank accounts, blogs, squeeze pages, or email lists – something extremely important goes into the creation of the top tier affiliates. And don't think the top dogs in the industry just wake up one morning, decide they must be the best and have these traits ready to go. They spend years toughing it out, making mistakes, and tweaking their mindset to take full advantage of what they can get out of their time each day. This isn't an instant pill – it's a 7 course meal and it takes time to prepare.

But, like any dedicated professional, Super Affiliates never give up. They keep trying and eventually they develop a special mindset that allows them to approach each project they take on with the clarity of vision that has made millionaires the world over. They do this by constantly taking actions towards their goals. The number one thing the top affiliate marketers never do is procrastinate. I cannot stress this enough. It's very easy to get bogged down in the educational materials that float around out there.

So and so has a new product about how to make \$10,000 a week in 6 weeks or less? Pick it up. That guy has a single tool that will triple your conversions? Download it now!

These are the reactions of someone who is too busy preparing and educating – looking for the next major toolset that will help them suddenly understand everything there is to know about the business. News flash – there is no such tool. You want to know what will help you understand everything there is to know about affiliate marketing? It's called experience. And the only way to get that experience is to keep trying, making mistakes – often times outright failing – on your path to understanding the business.

The only way to ever truly understand what you are doing is to fall on your face a few times. When a child touches a hot stove, they quickly learn that it will burn them. The same thing goes for an affiliate marketer – someone can outline every little tip they've ever learned and yet you still need to touch that stove for yourself and learn how hot it is. Some of us get burned less than others, but we all get burned at some point, and that's the only way you'll ever learn.

Optimism Pays Off

If there's one thing I've become accustomed to, it's beginning affiliate marketers lighting up forums and message boards with comments about how hard it is, how

they're about to give up, how they cannot do this or that task. Forget the obstacles, though. A true super affiliate is one who never thinks in terms of obstacles. They think in terms of opportunity and what they can do to overcome those obstacles. The single biggest example of this is paid traffic. I can practically guarantee you that no affiliate marketer ever makes a profit with their first paid traffic campaign. There are just too many variables. But, what a super affiliate does is take the data from that first failed campaign and learn what they did wrong. They highlight keywords that were unsuccessful, analyse the tools they used, and adapt their budgets and their ad groups to match. The other guys? They quit. Now, why do you think the failure rate is so high?

Beyond simply believing that you can succeed, you need to put your money where your mouth is. You need to invest the money you make in software, outsourcing, and pay per click advertising, then spend whatever is left over. Stop buying new electronics with those affiliate checks and use the money to reinvest in your business. There will be plenty of time to enjoy your spoils later on, when you're sitting on the top of the earnings charts.

Becoming a Super Affiliate

Success in affiliate marketing is all about self-belief – you have to know you can succeed. Ignore the failure stories – those are people who constantly paint everything with a pessimistic paintbrush – not getting their hopes up and assuming they will fail. Those are people who do not enjoy learning and spend their free time watching TV instead of building websites. Those are people who only dream about their dreams, rather than going out and making those dreams come true. They are people who feel guilt when they make money, instead of being happy that they succeeded.

The actual technical details and processes of becoming a super affiliate are extremely important, but let me tell you this – the absolute first thing every affiliate marketer needs to do is to challenge their assumptions about what they're doing and truly strive for excellence. Only then will they be able to succeed on a par with the truly great Super Affiliates of the world.

Creating a Process

As an affiliate marketer, nothing is more important than having a steady, regular process in place that you can follow at all times. That said, everyone's process will

be different. But, that doesn't mean there are not some very important factors to keep in mind.

1. **Daily Action** – You have to make daily strides toward your goal. That means spending time each and every day working on something that helps your business. That does not mean spending 5 hours reading emails or finding new “info products” that will help you. It means taking real, measurable action on a project and building websites. You'll never learn if you don't act.
2. **Time Management** – How you manage your time will be a big deal. By this, I mean you should have a list of things to get done each day – approximately 30% of whatever you have time for that day. If you have 10 hours to work, give yourself 3 hours of things that absolutely must get done. Everything else is a bonus. Additionally, saving email for last can be a big time saver.
3. **Getting a Staff in Place** – You'll never get anywhere if you do it all on your own. Try to set aside a good chunk of your affiliate income – I started by setting aside 50% of mine – to outsource new tasks, hire people and make sure you can balance income with new projects and results.
4. **Have Specific, Measured Goals** – Goals are vital and they help you measure how successful you're being. Set up a list of goals both for the short term and the long term and then measure how they proceed from day to day, week to week, and month to month. This mindset will be vital later on when you start testing and tweaking websites.
5. **Learning is Key** – Your knowledge base will help determine where you stand against other marketers. Spend as much time as possible reading books, listening to podcasts, and watching videos. Don't let your learning replace your action, though. Instead, supplement the websites you build and the actions you take with your learning.
6. **Healthy Body, Healthy Mind** – I cannot emphasize enough how important it is to be healthy and fit to do this job. You'll be spending hours in front of a computer. Do you know how quickly you can get sick and fall behind on your tasks if you don't exercise daily, eat well, and get sleep? Just try to be productive when you're eating a back of Doritos every afternoon – it isn't easy.

There are other things that might be important to you. You may have hobbies, volunteer activities, children, a spouse, or a deep love of a particular TV show, but

keep the above things in mind and you'll be able to find that sense of balance you've always been seeking in your business ventures.

Starting Your Affiliate Mega-Business

Every super affiliate starts somewhere. Some of them started in the 1990s when things were messier and more experimental. Some of them started three months ago and did everything right as they worked their way up. Whatever you attempt to do, know that when you get started, you won't make a fortune on day one. It will take time to be successful. That's exactly why I put the mindset chapter first. It's that important. This business can be extremely discouraging if you don't already know that it will take time and a bit of failure before something good happens.

But, when you're ready to get started and have the confidence you need to invest into the business, it is time to stop wondering what will happen and start pouring your energy into getting something done.

The Money

Okay, I've been making you wait long enough. Let's get into the thing you really want to know. How much money can you make as a super affiliate? You already know that there are millionaires out there, making massive fortunes doing this. But, what does it take to do the same thing? Let's take a look at a simple formula that most of us use:

$(\text{Traffic}) \times (\text{Conversion Rate}) \times (\text{\$ per Customer}) \times (\text{\# of Transactions}) = \text{Payday}$

Yup, there is math, but don't worry – it's not nearly as complicated as it seems. Basically, what you see above is a simplified version of everything we do. The amount of traffic you get, the conversion rate of that traffic, the amount you can make per customer and the number of transactions you pull off will equal your total payday. This is actually a formula I found in a Brad Sugars book from a decade or so ago, but it works well for just about any of us.

Here's a simple example of a weight loss website:

- Traffic – 1,000 Hits Per Day
- Conversion Rate – 0.40% (1 in 250 customers buys something)
- \$ per Customer - \$22.50
- # of Transactions – 1.5 (The number is higher than 1 because you have an email list that can upsell additional products to prospects later down the line)

Now, put all those numbers into a simple formula, and you get the following data:

- $1,000 \times 0.40\% \times \$22.50 \times 1.5 = \$135/\text{day}$

Now, while that might seem very straightforward to most of you, the truth is that many affiliate marketers forget the simple formula. They forget that they need traffic, or they forget that the traffic needs to convert, or they forget that they can actually get more than 1 transaction per customer with an email list. Your goal, and what we'll work on in the coming pages, is to develop a strategy that allows you to focus on all four factors simultaneously, keeping balance in your websites at all times. That balance will be crucial to your bottom line and is what will push you over just about every other marketer out there (yes, many people do neglect this formula, surprisingly enough).

And if you're looking at the sample numbers up there right now and saying "I really have to get 1,000 people a day to make just \$135 a day," stop and think about it for just one moment. Consider this. Not only is a 0.40% conversion rate moderate to low at best, you can have far more than 1 website building those traffic numbers.

In fact, you should count on it. If you build only one website, you'll never be a super affiliate. You might eventually snag that traffic, but you'll never be the top level marketer you're aiming to be. Consider what happens if you have 20 websites with 50 hits a day – it's the same effect, and then there is something to work toward in increasing your traffic numbers. Yes, this is doable, and yes it will make you a lot of money.

Another note I want to make is that your pages will not all convert at the same rate. Some conversions are much higher (as we'll discuss soon), and some lower. It depends on the keyword you've optimized for, who you're targeting and how eager your audience is to make a purchase. All of these are factors you must consider before making assumptions about how effective a site is.

There's No Such Thing as a Bad Website

You cannot have a bad website. You may have an underperforming website, or one that needs more content, or one that needs to be upgraded a bit, but it isn't bad as long as there are no zeroes in the formula that we've just gone over. You'll be making money whenever there is money, traffic, and conversions involved. Now, the goal is to boost all of those numbers equally across the board. When we do that, we'll be able to make a tremendous profit that can then be reinvested and turned into a viable marketing business.

Finding the Perfect Niche

Every business starts with the same thing – a good, solid, profitable niche. One of the major mistakes every failed affiliate marketer makes is not finding and sticking to a niche that works. They think they need to look for something new and exciting, the non-competitive niches, or that they need to try multiple niches over and over again to spread out their business.

Here's a secret though – most major Super Affiliates will have only two major niches in which they focus their efforts. Sure, they'll try other niches – hundreds of them in some cases. But, they only keep searching so they can find the two or three niches that are the absolute most profitable. Does it make sense to choose a niche, invest hours of time into it, make a lot of money, and then start over again? Of course not. You should take what works and do it again, rinsing and repeating to build a recurring income stream that you know for a fact works.

Of course, before you can choose a single niche and invest all your time and money into it, you actually need to go out there and research a little bit to find out which ones are going to be worth your time. That's where I come in.

Myths About Affiliate Marketing Niches

There are a lot more people out there selling affiliate marketing advice than those who have actually managed to use that advice to make their fortunes. And, unfortunately, those people are constantly aiming for ways to stand out with exciting new strategies that teach new things no one has ever seen before. They tell you all sorts of things that are generally untrue or questionable at best. Do any of these sound familiar:

- Some niches are too competitive
- You cannot make money selling “money making” products
- Clickbank is the only way to go
- High gravity means a product is too competitive

They're all false and while sometimes it might seem like they're true, it all really comes down being able to stand back and knock out the better website. There is no such thing as a niche that is too competitive. There are just websites that don't do enough to *be* competitive. There are plenty of sites other than Clickbank. High gravity is a very good thing. And money making products can be highly effective...if

you sell them properly. So, instead of just taking what you hear at face value, let's take a look at what does and does not work when researching a new niche.

The Two Ways to Find a Niche

There are hundreds of complex ways to look for a niche, but I say keep it simple. Don't try to find the "next big thing" every time you start a new site. Look for things that already sell, that have a substantial market and that have room for you to build a site. I utilize two very simple methods for finding new niches – neither of which requires an expensive membership or epic insights that only a guru would have.

Clickbank

No, it's not the only affiliate network or method out there, but it's sure one of the best and when it comes to finding profitable niches, there are few places where you can find better data. Here's my basic walkthrough for finding your niche here:

1. **Hit the Marketplace** – Go to the Clickbank Marketplace (<http://www.clickbank.com/marketplace.htm>) and search for any term. For example, enter woodworking. You'll find Woodworking4home – a site with a gravity of 145 (as of writing this)

The screenshot shows the Clickbank Marketplace interface. At the top, there's a search bar with 'woodworking' entered. Below the search bar, there's a 'Marketplace Help' link. The main content area is divided into 'Categories' on the left and 'Results' on the right. The 'Results' section shows a search for 'woodworking' with 36 results. The top result is for 'Woodworking4Home.com', which offers a 75% commission and a \$5 bonus per sale. The product description includes '14,000 Woodworking Plans With Step-by-step Instructions, Photos And Diagrams To Make Every Project Laughably Easy. Earn Up To 60\$ Per Sale With The New Backend Sale. Affiliate Center: www.Woodworking4Home.com/affiliates/'. The stats for this product are: Future \$: -, Total \$/sale: \$32.01, Avg %/sale: 75.0%, %/ref: 91.0%, Grav: 145.87, Cat: Home & Garden : Crafts & Hobbies. There is a 'Promote' button and a 'Vendor Spotlight' link.

2. **Use the Gravity** – The gravity score is an easy snapshot to see what is selling and what isn't. What the gravity score means is that there are that many separate affiliates selling the product. Every time a product is sold by a unique affiliate within a certain time period, a point is added to gravity. If someone sells 200 products, it still only counts as one point.
3. **Checking the Niche** – So, as you can imagine, when a product has been sold successfully by more than 130 people, it is clearly a good niche – one with a lot of profit potential. In fact, I tend to aim for anything with a gravity over 30. At any point, there might be between 30 and 75 products on Clickbank with gravity that high. It's always a good sign that the niche is converting and that particular product is doing well.

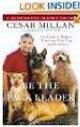
The screenshot shows a search results page for 'woodworking' on Clickbank. The page displays two product listings. The first listing is for 'Woodworking4Home.com' with a gravity score of 145.87 and an average sale price of \$32.01. The second listing is for 'MyShedPlans - Insane Conversions!' with a gravity score of 107.96 and an average sale price of \$23.88. Both listings include a 'Promote' button and a 'Vendor Spotlight' link. The search filters show 'Sort results by: Gravity' and 'Results per page: 10'.

Now, some gurus will try to tell you that the gravity score being high is a sign of too much competition. I completely disagree, though. Just think about it. Over 130 affiliates have successfully made money with that same product. How many people must have bought that guide, then? Don't you think there is a bit of room in the market for a new marketer to join? I think so.

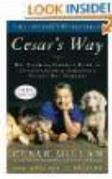
Amazon.com Research

As I said before, Clickbank isn't the only tool around. There are dozens of other affiliate networks, including CPA networks (which will talk about more soon), so using just Clickbank, where not nearly every evergreen niche is represented, isn't always best. For that in-between research, I like to visit Amazon.com and view the hot products there.

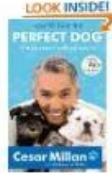
1. **Selling Off Amazon** – First off, I should mention that I don't normally sell physical products. You're talking about a measly 5% profit instead of 50%-75% from a digital product. So, obviously the real money is in info products. But, as a research tool, you don't get much better than Amazon.
2. **The Reviews** – Start by looking through any product pages or niche on Amazon.com. They sell pretty much everything in the realm of consumer goods, so you'll be able to find quite a nice selection of stuff. Your goal here is to look for products with at least 20 reviews, however.
3. **How Hot is the Niche** – So, why do we look for products with 20+ reviews, and not the wide array of other stuff that pops up on these sites? Think about it for a minute. How many people actually review something they buy? I don't have the exact stats on hand, but it's something like 1 in 1,000. So, if a product has 20 reviews, you can estimate that more than 20,000 of that product have been purchased. Yeah, I'd consider that a niche worth checking into.
4. **Researching from There** – Once you find a hot niche product on Amazon, take to Google and start searching for related keywords. For example, if you find a product on Amazon like Cesar Milan's "Becoming the Pack Leader" with 60+ reviews, go to Google and search for "dealing with dog aggression" or "being the dog pack leader". You'll find a number of products that are related to this niche. You'll find more on Clickbank too, where the dog training niche has been an evergreen favourite for years.

2.  **Be the Pack Leader: Use Cesar's Way to Transform Your Dog . . . and Your Life** by Cesar Millan and Melissa Jo Peltier (**Hardcover** - Oct. 2, 2007)
Buy new: ~~\$26.96~~ **\$17.13**
45 new from \$4.78 110 used from \$2.58
Get it by **Monday, Apr. 5** if you order in the next **4 hours** and choose one-day shipping.
Eligible for **FREE** Super Saver Shipping.
★★★★☆ (164)
Excerpt - page 144: "... then trust for them would eventually evolve naturally. **Becoming a pack leader** means earning both trust ..."
Surprise me! See a random page in this book.
Books: See all items

Take a look at what you get if you just type in dog training. Look at all those reviews. This is definitely a hot niche:

1.  **Cesar's Way: The Natural, Everyday Guide to Understanding and Correcting Common Dog Problems** (Sept. 18, 2007)
Buy new: ~~\$13.95~~ \$10.04
54 new from \$6.97 71 used from \$4.65
Get it by **Monday, Apr. 5** if you order in the next **19 hours** and choose one-day shipping.
Eligible for **FREE** Super Saver Shipping.
★★★★☆ (746)
Excerpt - Front Matter: "... was the only person in the world who believed that **dog** psychology not **dog** tra
Surprise me! See a random page in this book.
Books: See all 3,913 items

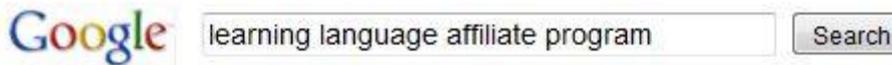
2.  **101 Dog Tricks: Step by Step Activities to Engage, Challenge, and Bond with Your Dog** by K
Buy new: ~~\$18.99~~ \$12.91
31 new from \$11.73 13 used from \$11.16
Get it by **Monday, Apr. 5** if you order in the next **18 hours** and choose one-day shipping.
Eligible for **FREE** Super Saver Shipping.
★★★★☆ (132)
Excerpt - Front Matter: "... lives, requires nurturing to keep it alive and flourishing. Trick **training** is a way to
trust, and mutual respect. It offers a way to bond with your **dog** as you strive toward common goals and del
Surprise me! See a random page in this book.
Books: See all 3,913 items

3.  **How to Raise the Perfect Dog: Through Puppyhood and Beyond** by Cesar Millan and Melissa J
Buy new: ~~\$25.99~~ \$16.97
39 new from \$14.62 7 used from \$15.64
Get it by **Monday, Apr. 5** if you order in the next **18 hours** and choose one-day shipping.
Eligible for **FREE** Super Saver Shipping.
★★★★☆ (51)
Excerpt - Front Matter: "... 50 Tips for **Training** and Understanding Your **Dog** Cesar s Way Journal: ..."
Surprise me! See a random page in this book.
Books: See all 3,913 items

I could go on and on for hours about how many other ways there are to find hot niches, but really, why? Just the two above will help you find dozens upon dozens of potentially hot, highly profitable niche options. If you're really interested in making some serious money with them, you'll be able to do so easily enough. You don't need anything trickier.

Google and Other Networks

Another very valuable tool is just to Google something and see if there are other affiliate networks that will allow you to make commissions. Type in "learning languages affiliate program" into Google to see if there are direct programs you can sign up for or any other tools that will let you earn a profit without going through Clickbank.



Web [Show options...](#) Results 1 - 10 of about 5,750,000 for learning langua

[Affiliate Program for Language Learning Software | Transparent ...](#) ☆
Become an affiliate of Transparent Language and start earning commissions today by selling language learning software with our Affiliate Program.
www.transparent.com/about/affiliates.html - [Cached](#)

[Review of Earworms Learning, language, learning, fast, accelerated](#) ☆
Hi! Welcome to the Earworms Partner Program. This will allow those of you who know the value of the Earworms method and want to be involved in spreading the ...
www.affiliatescout.com/earworms-partner-program.html - [Cached](#) - [Similar](#)

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www.affiliatescout.com/education/languages - [Cached](#)

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Join the Praxis Language affiliate program, and you can start generating an income ... that you are introducing them to the best way to learn a language.
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I prefer Clickbank in many ways, but it is not the only tool on the market – not by a longshot.

Physical Products

Again, I'm a big fan of promoting info products, but don't let that stop you from considering some physical products if the commissions are right. For example, a product like the Sunforce 50044 Watt Solar kit on Amazon.com sells for \$299 and has more than 60 positive reviews. The total commission will only be \$15, but the people who read those reviews or articles will already be primed buyers if they're searching for a specific product name (as is often the case with physical products).

Digging Up the Keywords

So, the niche research part is relatively easy. You just go where the money is. But, now we get to the part where many marketers start to stumble. Yeah, the dreaded

keyword research. There are few things less entertaining to read about than keyword research. It never seems like there are enough keywords, and if you're doing something like Pay Per Click advertising, there really aren't enough.

Luckily for you, I have a few tools and strategies I use to make this a whole lot easier. It's all about having a process and being willing to invest the time and energy into developing lists that will actually be useful to you.

Where to Get the Best Keywords

Okay, so if you've been interested in Affiliate Marketing for any longer than a week or two, you should have a good idea of how important keywords are. They are the foundation of every good website and since you'll be diving deep into a hyper competitive field, you pretty much *need* to have a good strategy in place for making sure the keywords you choose can be marketed successfully. Patience is important in this business, but you don't want to pour hundreds of hours and thousands of dollars into ranking for a simple affiliate site.

I like to find my keywords in a number of ways. In my opinion, there are three types of keywords that hold the most value:

1. Product Names
2. Author Names
3. Crisis Keywords

In addition to these three very vital, basic groups of keywords, you can also search for keywords in the following categories:

4. General Specific Keywords
5. Longtail keywords

How you use these sets of keywords will ultimately determine how successful this part of your preparation will be. To give you an idea of what I normally do though, I will focus my energies into the first three almost entirely. It's not that general specific keywords and longtails are not effective (they're vital for PPC campaigns), but they're just not going to convert as well. If you were about to buy something like a new DVD player, would you be more likely to search for "dvd players" or a specific review of a model you liked such as "Oppo DV-980H DVD Player Review"? The same goes for your info products. People will search for product and author names when they're

ready to buy, so even if the number of searches is lower, the value of those searches is much higher.

The one thing to consider when using author names or product names in your optimization is the terms and conditions of the affiliate program. Rarely but on occasion you'll find that you cannot do this, so it is important to check first, especially with some CPA programs and large companies that like to protect these terms and how they are optimized.

Crisis Keywords

When I start a Google AdWords campaign, I will often have a handful of adgroups that focus on product names and author names, and then a big collection of keywords that focus very specifically on crisis keywords. While the name-keyed phrases are very valuable because you're targeting people who are ready to buy, the crisis keywords are equally, if not more important because you're targeting people with an urgent need that are willing to buy. They might be willing to buy multiple products and will be far more likely to act on impulse when they read your call to action, rather than continuing to shop around and research.

So, how do you snag crisis keywords that will help you pinpoint the best possible potential leads? Here are some tips.

- **Ask Who Needs the Product** – Always determine who needs the products you're marketing most. For example, if you're selling guides for how to remove acne, who do you think will need that guide immediately? A 25 year old interested in preventing acne in the future or an 18 year old who wants to get rid of acne before they start a new job? The latter will always be a better prospect because they have an immediate crisis that you can solve.
- **Does the Phrase Solve the Problem?** – The keyword phrases you choose need to be things the prospect would search for to solve the problem. For example, "acne tips" is not a good keyword because it could be searched for by anyone, including children and adults helping their children. However "get rid of acne now" or "remove acne in a week" are good because they are going to be written by people who need to act sooner than later.
- **Can the Phrase Mean Anything Else?** – Finally, ask yourself if the phrase can be interpreted as something else. This is especially important for pay per click advertising, where you don't want to pay for a keyword when non-buyers will click. For example, if someone searches for "get rid of skin problems", it

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