

# Affiliate Marketing Blueprint

**S1:** Thank you for purchasing the course. You've made the right decision. I will teach you the tips and tricks to become a successful Internet affiliate and more.

You've already made the purchase for this course, which means you are serious and committed. Well done, that's the first step in becoming a successful affiliate. Keep that fire burning all the way to the end of this course, and beyond.

There are 6 modules lined up for you. Each module contains valuable lessons that will be the beacon in your online marketing endeavors. You'll learn the basics, the intricacies, and everything in between. Let's begin.

## IN THIS MODULE:

- Introduction to Affiliate Marketing
- Plans and Strategies
- How to be a Super Affiliate
- Software and Tools to build your affiliate business.

**S2:** In this very first module, you'll be introduced to the wonders of affiliate marketing. All the essentials that you need will be here. You'll also learn the plans and strategies to become a, what is described as, Super Affiliate, which is a level of

eminence in affiliate marketing. I'll also tell you the software and tools that you need to build your affiliate business. You'll be guided along the way.

## What is Affiliate Marketing?

**S3:** Before we go any further, we should have a clear picture of what we've committed ourselves to. To master something, we need to know the ins and outs of it. So, what is Affiliate Marketing?

### AFFILIATE MARKETING

- **AFFILIATE MARKETING** is like being a 'sales agent'
- When a sale is made through an affiliate marketer, they will receive commission from the vendor

**S4:** There is no simpler way to describe affiliate marketing but to compare it to being a 'sales agent'. An affiliate is, essentially an online sales agent that conducts sales to earn commission. They sell products from a vendor.

When a sale is made through an affiliate, the affiliate will receive commission from the vendor.

## EXAMPLE



**S5:** For example, when a buyer makes a purchase from your affiliate links that you provide, the payment will be made to the vendor. And the vendor, in turn, will pay your commission. This is the basic of what you need to know. Later, we'll go through these steps and you'll have a deeper understanding.

## IN A NUTSHELL...

- It's a **performance-based** marketing
- You will be commissioned only when a **user makes a purchase** through your affiliate links

**S6:** Essentially, it's a performance-based marketing. How much you earn as an affiliate to the vendor corresponds to your sales. If you were to make a lot of sales, then you'll earn a big amount of commission. If not, however, you won't earn as much. That is how this business works.

You will not lose any money if no expenditure were made on advertising. I'll explain more on that later on.

You will only be commissioned when a sale is made through the link **you** provide. You will not be commissioned for sales that were made from other links. Later on, you will learn where you can provide the affiliate links, how to drive traffic there, and many more.

It's not as simple as it sounds, but it's also not as difficult you'd think.

## WHY AFFILIATE MARKETING

- You don't have to make your own product
- You don't have to provide customer support
- Your commission is between **50% to 100%**
- Lower risk than product vendor

**S8:** Why affiliate marketing? Besides the fact that it enables you to make money online and work from home, here are also some of the pros of being an affiliate.

First, you don't have to make your own product. You don't have to go through the trouble of actually coming up with ideas and the labor of producing something. Instead, you'll be selling other people's products. Remember, you are online sales agent. Your main task is to make sales.

Also, you don't have to provide customer support for the products you sell. All enquiries or complaints will be directed to the product's vendor. The vendor is responsible for its products and customer care. They will bear the brunt if anything goes wrong. However, your reputation and credibility would be affected, too, but not as severe as the vendor's.

The commission, for an affiliate ranges from 50% to 100%. This is a very high commission rate that can rarely be found elsewhere. I know that 100% commission might seem too good to be true and doesn't make sense, but you'll understand how it works later on.

Lastly, since you do not have to spend money on making products, you are facing a lower risk than a product vendor. There are some ways which you can still suffer a loss, especially when it involves advertising. We'll get back to that later.

## What **AFFILIATE PAYOUT MACHINE** Offers

**S8:** All these knowledge you can get from pretty much everywhere. So, what's so special about this course, the Affiliate Payout Machine? Why choose this? Or more importantly, what does it offer?

### **COMMON AFFILIATE MISTAKES**

- **Doesn't** build own mailing list
- **Doesn't** know how to generate traffic
- Invest **without** making profit

**S9:** Before we get into that, let's identify the common mistakes made by other affiliates first.

First mistake an affiliate always makes is not building own mailing list. This is an extremely big mistake as the mailing list will be the foundation of your affiliate marketing endeavor. It is the basis of it all and you should regard it with the highest importance.

The second folly of a common affiliate marketer is not knowing how to generate traffic. There are various ways to do this, mainly through advertising on Facebook, Google AdWords, and many others. Generating traffic is far more intricate than what it is thought to be.

Which leads to the next point, investing without making profit. Marketing involves research that takes a long time. Finding your target audience and coming up with ways to approach them requires a lot of work on your end. An inexperienced affiliate would engage in an advertising campaign with limited knowledge of its inner workings, and, naturally, would lose more money than they gain.

## COMMON AFFILIATE MISTAKES (cont.)

- Doesn't know how to establish credibility
- Sends traffic through '**naked affiliate link**'

**S10:** An affiliate marketer should be someone the prospect can trust. After all, an affiliate is, in some aspects, a sales agent. Therefore, they need to have the prospect's trust to close down a sale. That trust is built by the affiliate marketer's credibility. There are various ways to build your credibility that I will explain in the later part of the course. You'll learn and hopefully succeed, where most newbie affiliates fail.

The last common affiliate mistake is sending traffic through a naked affiliate link. A naked link is a hyperlink where the anchor text is the URL itself. It tends to scare away prospective buyers. Instead, an affiliate should cloak it and choose a legible word as an anchor text to insert hyperlink.

Now, we don't want to make the same mistakes, do we?

## IN THIS COURSE, YOU'LL LEARN...

- How to build **credibility**
- How to **generate traffic** and finding **prospective buyers**
- Finding the **right products** to sell

**S11:** For purchasing the Affiliate Payout Machine, you will know how to avoid ending up like the unsuccessful affiliate novices. In this course, you will learn:

1. How to build credibility to win the trusts of your prospective subscribers.
2. How to generate traffic and finding prospective buyers to boost your sales.
3. Finding the right products to sell. Products those are able to make high number of sales and also provide a high commission rate.

## AND ALSO...

- How to **build an email list** and **writing follow-up emails** for unresponsive visitors
- How to **increase your commission** to earn a five-figure pay per month (Super Affiliate status)

**S12:** 4. How to build an email list, which I mentioned is a vital part in building an affiliate business. Also, writing follow-up emails to be sent to those in the email list.

5. Last, but not least, how to increase your commission to earn a five-figure pay per month and become a 'Super Affiliate'.

## Super Affiliate vs Regular Affiliate

**S13:** What is a 'Super Affiliate'? No, doesn't involve getting bitten by a radioactive affiliate. It's a next-level affiliate with high earnings, of course. The difference between a 'Super Affiliate' and a regular affiliate is, well, allow me to demonstrate.

### DISCLAIMER

- This **doesn't mean** that all affiliates will earn the same amount
- But follow **these steps** to have a higher chance at becoming a **Super Affiliate**

**S14:** However, this doesn't mean that all affiliates will earn the same amount. The exact number of sales of a product is unpredictable, which means the exact commission earning for all affiliates will differ.

I also cannot guarantee you success. *That* is up to you. On your end, you need to give your 100% just like how I did.

To be successful, you need to be:  
**Positive + Proactive + Efficient**

**S15:** You need to be positive, proactive, and efficient. Attitude will be your drive to success.

## **Now... My Super Affiliate Strategy**

**S16:** Now, I will introduce to you my 'Super Affiliate' strategy.

## WHAT OTHERS DO...

- Only directing traffic to the vendor website through an affiliate link

**S17:** What other affiliates usually do is directing traffic to vendor website through an affiliate link. They might bring a lot of traffic, too.

## BUT THE PROBLEM IS...

- If you spend on advertising and the product doesn't sell, you'll **lose**
- Conversion rate for first-time visitor is **low**
- Those who make purchase will be in the **vendor's email list**

**S18:** But the problem with this is, if you spend on advertising and the product doesn't sell, you'll lose money and gain nothing.

Also, you have to remember that conversion rate for first-time visitor is low, which means high sales is not expected.

Lastly, all those who make purchase will be subscribed into the vendor's email list and not yours. As an affiliate marketer, you want them to be in your email list, too.

## WHAT SUPER AFFILIATES DO...

- Direct traffic to **your website first** before directing them to the vendor's website through your affiliate link!

**S19:** The secret actually is to direct the traffic to your website first before redirecting them to the vendor's website. This is what Super Affiliates do.

## WHY?

- You'll **gain subscribers** by obtaining their email address before the vendors do
- You'll be able to **follow-up** with the subscribers
- You'll have the chance to introduce yourself and gain trust

**S20:** Why do Super Affiliates do this and so should you? Because you'll gain subscribers. When you direct them to your website first, you'll have the chance to collect their email address and add them as your subscriber. How to do this will be explained later on.

Even if you were not able to close down a sale, at least you are able to follow-up with them once you have them in your email list. You can still convince the unresponsive visitors to buy the product you're promoting, or even if they don't, you can keep the subscribers for future use. By then, you'll know where to find your prospective buyers for your next product.

Also, now that you have subscribers, you have the chance to introduce yourself and gain their trust. This is how you build your credibility.

## **Software & Tools to Build Your Affiliate Business**

**S21:** Now, before you can begin, you will need a few things to prepare. I will show you the software and tools you'll need to build your affiliate business.

### **WHAT YOU NEED**

- **Domain Name** – US\$10 per year (NameCheap)
- **Web Hosting** – US\$5 – US\$10 per month (HostGator)

**S22:** First of all, get a domain name for your website. You must create one and then register it. I would recommend using the NameCheap website which offers a domain name registration for 10 US dollars per year. This where you need to be creative.

After getting the domain name, it's time for you to find a web hosting for your website. A web host is a storage space for your business and it also allows access for

your buyers. For this, I recommend Host Gator that costs between 5 to 10 US dollars per month.

## WHAT YOU NEED (cont.)

- **Autoresponder** – US\$20 per month ([Aweber](#) or [GetResponse](#))
- **PayPal account** – PREMIER or BUSINESS

**S23:** Autoresponder will also come in handy. It is a program that allows you to respond emails automatically. When your email list builds up, you will have a lot of people to respond to. For this, it is recommended that you use Aweber or GetResponse. This service will cost you 20 US dollars per month.

Lastly, you will need a PayPal account. To run an online business you will need to choose between the Premier or Business PayPal account. In their website, they'll tell you the difference.

## TO BUILD A WEBSITE

- **HTML** – Dreamweaver

OR

- **WORDPRESS** – and use OptimizePress to build your website

**S24:** To build a website, you can use Dreamweaver to build the HTML. It is reliable and also a popular choice. But, it would need trainings and the know-how. So you

can choose Dreamweaver or you can go for Wordpress which is a little bit easier to learn. And, Wordpress also features OptimizePress that will help you create a landing page.

## LINK TRACKING

- Install this script – [www.YoURLs.org](http://www.YoURLs.org) (free)
- **DON'T** use TinyURL or Bit.ly! They tend to end up in your subscriber's spam folder

**S25:** Link tracking will also play a big role in your business as you would want to know how many visitors you have. It will also help you evaluate your own performance. For this, I recommend YoURLs.org. It is free to use.

Do not use TinyURL or Bit.ly when you want to send links. They tend to end up in your subscriber's spam folder.

## OPTIONAL TOOLS

- **Graphic Editing** – Photoshop or GIMP
- **Video Recording (LIVE)** – record your own video for a visual review
- **Video Recording and Editing Software** – Camtasia Studio

**S26:** These are some optional tools if you want to go the extra-mile in delivering your business. They're not necessary, of course but they do help.

For graphic editing, you can use Photoshop or GIMP. These two provide the same service, which is to design, retouch, or edit any image.

For those who want to provide a more visual experience for their subscribers, the editing software that I recommend is Camtasia Studio.