

JOMAR HILARIO

SECOND INCOMES

AFFILIATE MARKETING SUCCESS

\$ 8,423

P 98,312.03

Includes TikTok, Passive Income 2.0+ UnCommon Success Secrets

SECOND INCOME\$ **AFFILIATE MARKETING SUCCESS**

REVEALING...

**TIKTOK AFFILIATE MARKETING
PASSIVE INCOME 2.0
UNCOMMON SUCCESS SECRETS
FROM 15+ YEARS OF EXPERIENCE**

JOMAR HILARIO

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Second Income: Affiliate Marketing Success by Jomar Hilario

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AFFILIATE MARKETING HAS CHANGED MY LIFE

1. Once, a warning light shone on my car’s dashboard. I read my car book: “Service the car ASAP.” So, I went straight to the shop. Mechanic said, “That’s 12,000 Pesos to replace the *gizmo*.” Yes, I’m very car techie that way. I asked other shops for one hour. 12,000 Pesos was the cheapest & fastest. I said, “ok.” Then I forgot about the surprise expense. With Affiliate Marketing, you can add more to your emergency funds.
2. It was raining again. Visibility was zero, but I was looking out of our home’s window. I don’t need visibility.

I’ve been earning from home for more than ten years. The kids have never experienced being stuck in a flood—ever. (They’re homeschooled.)

Other parents told me last week they had to pick up the kids at 9 pm. Why? Flooding. With Affiliate Marketing, you don’t have to leave your home when it’s a river out there.

3. Ever wonder what will happen to your family if “something bad” happens to your job? Like you get retrenched?

In 2009, that's what happened to me. I got "let go" by a massive US firm. On my last day, I went shopping for **Guess? Jeans**. Why? I had never owned anything made by **Guess?** before.

Even though I had no job, I didn't have to worry about "where will I get money to feed my family?"

With Affiliate Marketing, you can augment any earnings you make because they come from different companies worldwide. You'll get multiple streams of income.

4. Ever wonder what will happen to your family if "something bad" happens to your ability to work? I mean - it's impossible now for you to earn. Like death, for example. :)

With Affiliate Marketing, I've been able to set things up so that some companies pay me monthly without me doing anything extra that month or in the future.

This is called recurring income, known as "passive income." Passive income is possible even if you're not buying a rental home, and it's all done online. It's even possible to pass this on to your spouse or children. This "passing on" can be done right now, even when everybody's still alive, and it can also be done after.

There's more, but let's start with that!

Congratulations on getting this book! It will be WORTH IT to CHANGE YOUR LIFE for the BEST.

Now, live a marvelous life!

Jomar Hilario

This book is dedicated
To MAMA MARY.

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*"If you need a **mentor** who will inspire you and push you until you become the best version of yourself, he's the man!*

I have always looked up to Jomar as a very knowledgeable man who, despite his success, is approachable, genuine, and down-to-earth. May it be technical, spiritual, emotional, lessons on the job and in life - Jomar provides all that. "

Lud Barrica, co-founder of Las Barricas, Siargao

*"I am forever grateful to Jomar for helping me to persevere. He helped me in two ways: first, he lent a hand to **change my mindset**, and second, he taught me the **possibilities of online work**, both the bad (how to avoid) and the good (how to become better at what I do)."*

Ann Peñaredondo, Marketing Strategist

*"I am a **doctor**, never a techie. During COVID-19, our clinics were closed, but I was able to get by and serve my patients through online consultations. Most doctors do not know about Facebook ads, pages, Canva, Facebook lives, etc.....but I learned these things from Sir Jomar Kaya. I'm happy and grateful to have enrolled in his classes."*

Dr. M. Noval, Cebu

*"This **course has changed my mindset in life, relationships, success, money, and a lot more!** As the course title itself, I got this "unfair advantage" because not everyone knows and does what is being mentored in this course."*

C Clemena, Cosplayer, Producer

*"**Nakabangon ako during my lowest time** dahil with the help of my mentor Sir Jomar Hilario and co-mentees. My progress is not measured by money but my progress measured by my maturity and **by winning my family back.**"*

Sheryl DT, Bohol

ZERO TO P 20K IN 30 DAYS

I picked up the large stack of unsold tickets for the rock and roll concert we promoted.

It's for a Christian Rock band from the US.

It was 2005, at the Coffee Bean and Tea Leaf, outside of Araneta Coliseum in Manila, the Philippines.

It's a 15,000-seat venue & we only sold around five thousand tickets.

So, I knew Araneta would be near-empty.

I was still an employee then.

Thirty-five days before this moment, I didn't know I was promoting something this big online.

Thirty-five days before this moment, I couldn't have predicted that this was the first time I would experience failure and success in business.

I went inside. The front act, Barbie's Cradle, was rocking the audience.

As expected, there were a lot of empty seats. It was sad. I was a late addition to the promotion team.

But for those who attended - it was a dream come true.

This was the first time a foreign and famous Christian Rock artist would perform in the Philippines.

The band was giving the fans what they wanted - and that's what matters eventually.

EMPLOYEE

But how did I get here? I had been a bank employee for more than ten years when this happened.

I was doing computer programming for credit cards.

My Bachelor's was in Computer Science, but the Internet was still in its infancy when I studied.

MUSIC

Since my college days, all I ever listened to was Christian Rock Music.

I grew up bullied for three years in high school. So, I always thought about revenge, hatred, and wrong decisions.

I knew I was messed up.

One day, a Catholic group member introduced me to the Bible but sang using a popular rock music style.

I was hooked.

I knew I needed to fix myself - and this kind of music would be the new soundtrack of my life.

Later, I climbed the corporate ladder for ten years.

Then, I was invited to a multi-level marketing company.

The leaders of this company were obsessed with Robert Kiyosaki's Rich Dad Poor Dad.

So, I read that book and read all of Robert's other books.

Five years later, in front of GMA7's Quezon City headquarters, I stopped on the street and called someone I thought was working inside to give me a tour.

In reply, she asked, "What are you doing?"

I said, "Reading 'Rich Dad, Poor Dad.'"

I was re-reading the book at that time.

"Good thing! Sama ka ('Come') we're playing Cashflow!", She said.

That same afternoon, she was going to a Cashflow 101 game (the P 15,000-priced game being sold in the Rich Dad books).

So, we arranged to meet & play Cashflow 101.

The day ended with her inviting me to a "We play Cashflow games" group in Makati, the Business District in Manila.

I saw this poster, "(Artist Name) Live in Manila March 3, 2005," at one meeting.

This band was the most prominent Christian Rock band -in the early 1990s.

Of course, I knew this fact.

I thought, "I want to be involved in this."

I asked the organizers, "How can I help?".

"Sell tickets!" they said. And so, I did.

But I did more than that.

GOAL

Their goal was to seat ten thousand people; the deadline was thirty days from that first conversation.

So, I called up a high school friend - in the US and asked her:

"How did you sell tickets to your organization's concerts in UP Diliman?"

She said, "Go to the school organizations and make them ticket sellers."

COMMISSIONS

So, I found YahooGroups and Friendster accounts of people who loved this band- in Manila, Philippines.

I asked to meet them individually to make them ticket sellers.

I would go to the MRT and LRT every night to give away the artist posters. I would also give one ticket to each Fan stranger I meet. They were to use this ticket to prove they were official ticket sellers.

I was to earn 7% from each ticket, so I told them they'd earn 4%, and I'd keep the 3% from the 7%.

Yes, we shared the commission.

At 9 pm every day for 30 days, I visited those ticket sellers multiple times in different schools and MRT stations.

Then, I would go down to Guadalupe MRT and go to an Internet Cafe.

There, I would promote the concert online.

I was joined online by ten other fans I hired for P 50/hour - until 2 am.

These other fans were outside Manila—in Laguna, Muntinlupa, and Pasig. Some were sixty-plus kilometers away.

Some of them I just met once.

Some of them I have never met.

We just shared the same passion for promoting God using this Christian concert. *That was my internal motivation.*

Four of these "volunteer promoters" were my brothers and sisters in Laguna.

PROMOTION

I crafted the message text for them to post on YahooGroups, forums, Friendster.com, and Multiply.com, reaching out to fans all around the Philippines to watch the concert with us.

Each message we sent came with a long list of cellphone numbers they could contact to buy tickets directly - from my trusted ticket sellers.

I also knew I had to sell tickets myself to earn that 7%.

I knew I needed to give them a reason to buy from me. I didn't want them to waltz into the Araneta Ticket Booth and buy on the concert day.

I wanted them to buy right now and not later.

I wanted them to buy from me so I could get a 7% commission.

WHY BUY FROM ME?

So, I burned a CD that I knew devoted fans would love.

The CD contained live recorded songs (called bootlegs) of the band.

Funny, I got these MP3 audio files from the official band website. The band was officially giving them away.

I gave a CD to each person who purchased a ticket from me directly.

Up to this point, I had paid for every expense: Internet cafes, fares, blank CDs, and food.

This was my baptism of fire.

When the concert ended with much joy from everyone present, I got the news:

The concert lost about 2 Million pesos.

But I earned P 20,000 in one month of little sleep and excitement.

It was my first brush with massive selling, massive online promotion, and non-stop marketing online.

This was also the start of the Virtual Assistant craze that I detailed in my first book, “Virtual Careers.”

This was also my very first Affiliate Marketing Gig.

That’s how it went from zero to P 20,000 in 30 days.

HOW TO USE SECOND INCOMES

This book aims to clarify the steps for those who want to create second, third, and fourth incomes and more. That's why the title is plural.

Second Incomes has four sections.U\$\$\$.

1. **Understand** - What affiliate marketing is from many angles.
2. **Setup** - What's needed for the proper setup so you can enjoy decades of benefits like I already do?
3. **Serve** - What do you do daily as an Affiliate Marketer?
4. **Success** - This section combines all the learnings, tools, objections, and the worst mistakes you must avoid in this business.

Please read this book in its entirety, then pause and reread it. There are links here; open the links to access the resources I created for this book. If you follow this book, you can, too, get started building at least two financial assets that will work for you day in and day out for decades to come.

EXPECTATIONS OF YOU

Affiliate Marketing, as described in this book, is not the "100% free" kind. It's challenging to succeed consistently in this 21st-century business if you use purely free resources.

For example, years after my "Concert promoting days," I invested in an email marketing app priced at \$29/month.

The steps here will require you to invest in tools and time.

I'm not expecting you to be a YouTuber in this book.

A lot of Youtubers earn affiliate income on the side. That's not the only process in this book.

So, rest easy if you think you must say, "Hey Guys!" In videos every week. You don't have to. You can use AI to do that for you.

This is also a workbook. There are parts where you must write, solve and underline. Follow my lead. Reading while writing will help you understand more.

SECTION 1: UNDERSTAND

You're a non-techie, but you want to get Second Incomes.

Here are the concepts. Guaranteed to help you understand.

Plus actual proof of earning. Plus stories. Plus How-tos.

“People don't buy what you do;
they buy what you stand for.”

Simon Sinek

“Being an affiliate marketer is very cost-effective.
You don't have to put much money in an affiliate
program to gain a lot.”

Russell Brunson

#STATS

Affiliate Marketing before 2024:

- It accounts for 16% of global e-commerce sales, more than email and social media combined.
- It generates 15% to 30% of all advertising sales and is the best channel for 20% of marketers.
- The average commission rate is 10.1%, and the average order value is \$106.
- The most popular categories are fashion, sports, health, beauty, travel, and education.
- It was resilient during the 2019 pandemic, with 56% of programs **increasing** revenue during the lockdown.

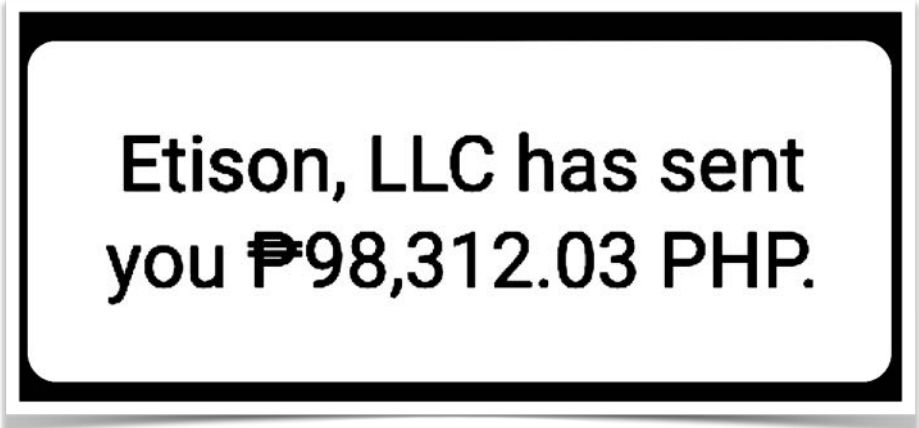
(Sources: Google each item above, especially the numbers, and you'll see where they come from. These are lifted directly online.)

WHY DO AFFILIATE MARKETING?

Imagine all this is yours - on top of your monthly salary:



Below is a non-typical but possible from the Philippines:



**Etison, LLC has sent
you ₱98,312.03 PHP.**

Below is my **first** affiliate income. Big things come from small beginnings. Always. Tell your heart to accept that.

Payment Details

Amount: \$52.90 USD

Transaction ID: 4ED633414X359492R

Subject: Affilliate Commissions

Custom Note: Jose Mario R Hilario

RECURRING PASSIVE MONTHLY INCOME 2.0

You can also receive passively recurring monthly income- without **extra** work for years. You work **in the first few years and** then earn in the rest of the following years.

hb income proof starts in 2012... 2013....2014... 2015...2016...

Then, in 2017....This is just an illustration.

box	Today is your commis...	8/1/13
box	Today is your commissi...	7/1/13
box	Today is your commis...	6/1/13
box	Today is your commis...	5/1/13
box	Today is your commis...	3/1/13
box	Today is your commissi...	2/2/13
box	Today is your commis...	2/1/13
box	Today is your commis...	1/1/13
box	Today is your commis...	12/1/12
box	Today is your commissi...	11/1/12
box	Today is your commis...	10/1/12
box	Today is your commis...	9/1/12
box	Today is your commis...	8/1/12
box	Today is your commis...	7/1/12
box	Today is your commis...	6/1/12
box	Today is your commis...	5/1/12
box	Today is your commis...	4/1/12



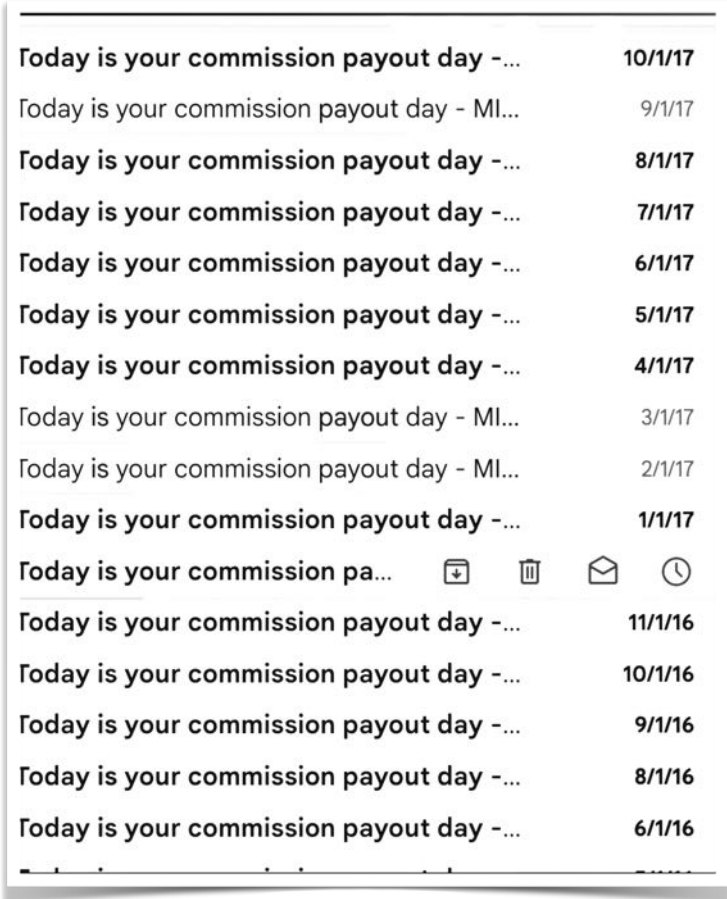
Today is your commis...	6/1/14
Today is your commis...	5/1/14
Today is your commissi...	4/1/14
Today is your commis...	3/1/14
Today is your commis...	1/1/14
Today is your commis...	12/2/13
Today is your commis...	11/1/13
Today is your commis...	10/1/13
Today is your commis...	9/1/13

Affiliate Marketing has been happening for a long time, right under your nose. It's time you embrace it.

Are you ready to get this kind of recurring monthly income?

I hope so because even a pandemic cannot stop this passive income.

I started with these screenshots in 2012 because most of your Affiliate Marketing gurus on YouTube and TikTok were still in grade school in 2012.



WHY PASSIVE INCOME 2.0?

I call it passive income 2.0 because, initially, you could earn passive income 1.0 by renting out real estate or buying millions in stocks to receive dividends. I have done both of these.

In both cases, you will need access to millions of pesos.

That was before.

With passive income 2.0, you don't need millions to invest first. Real estate risk and stock risks are both removed. What risk is that? There's the risk of losing a lot of money!

In passive income 2.0, you must only invest in tools priced lower than your monthly restaurant milk tea or coffee budget.

IF YOU HAD INCOME LIKE THIS...

Write down how your life would be different if you could earn at least an extra P 98,312.03 (or \$ 10,000) plus an additional P 40,000+/month (\$ 700/month). How will that kind of income change your life? Write below.

PREDICTED YOUR FUTURE?

In business, acting fast on experienced & trusted advice indicates success. For example, if you kept the page before this **blank**...what does that mean? You can still fix it, stop giving excuses, and write what that extra second income means. I'll wait.

Why does it matter?

Without an emotional reason that connects that cash with your personal goals - reading this book will end your journey instead of beginning it.

I'm not looking for readers only. I'm looking to extract success stories from you - if you say "yes." Do you want to be a success story in Affiliate Marketing?

EARNINGS EXAMPLE 2011

After 2020, there are too many “pretend gurus.” I don’t know if you can trust their claims. But in 2011, those gurus were still in grade school. So we have a more accurate view of actual figures for Affiliate Marketing from the early years.

2011 partial monthly earnings from FF* *names are anonymous for privacy purposes:

Description	Earnings
A Slow Wordpress Service, I don't recommend this now. You need a fast one.	\$14,550.00
An SEO Service, makes a website more popular on Google	\$489.90
An Online Course	\$70.22
Course / Product	\$42.03
VA Services, “hire a Filipino online”	\$206.00
An App	\$171.12
A Course	\$205.39
VA Services, Now Upwork	\$4,683.36
Mac App for Screen Recording, essential tool for making videos	\$0.50

His primary source is referring people to a WordPress service and referring them to hire virtual assistants (VA).

In this book, you will find a few examples of earnings breakdowns. I've included them so you know that other people are also earning money.

In these Earnings Example pages, I did not get into the specific products and services because:

1. Some of the products they promoted are old. They may not give you the best deal today.
2. If I listed the product name, you don't know what it is for. So, I opted to explain what they are instead of giving you a product name.
3. Lazy newbies copy the products they see in lists like these and promote them without research. They don't even know if the affiliate deal is good or bad. Spending your time promoting a bad deal is a waste. We want to avoid that.

3 AFFILIATE MARKETING STORIES

When this book was previewed, many people needed help understanding Affiliate Marketing.

So, here are three situations that will help:

LEAH TICKET SELLER:

Leah wanted to raise money for a poor orphanage.

She was president to five hundred Grade 12 students.

A highly anticipated movie was about to show in town. All the kids wanted to watch it.

She saw a poster at the theater that said, “Sell Tickets, Earn Cash.”

She asked them about it. They said, “For every ticket she sold to her classmates, she’ll get a ten percent commission.”

“We’ll give you a yellow ticket so we know it’s from you. Only you can sell this yellow ticket; other sellers have different colors.”

Two hundred kids purchased from her.

She earned $200 \times \text{Ticket Price} \times 10\%$.

So, if the ticket price is \$10, she gets \$200.

And if the ticket price is \$20, she gets \$400.

KAT THE BLOGGER:

Kat loves to bake and has a cookie website.

She lived near a 25,000-student university.

On a whim, she called her favorite local bake shop and asked: “If I put your cookies for sale on my website, do you have a way to know if the purchase came from me?”

They said, “Our online store has an affiliate feature, so yes, we know if you sold the cookie. You must use this affiliate link we’ll give you. Put this personalized link on your website, and we’ll accept the payments and ship the cookies.”

So Kat registered in that bake shop’s online store. The store gave her a personal affiliate link, which she put alongside her cookie articles and mentioned the university near the shop.

Everyone reading her sweets review can buy directly from the store using her affiliate link. Her cookie review essays on her website gave Kat extra cash for years—she didn’t even have to bake to earn.

AURA MOM AT HOME:

Aura was an ex-flight attendant. She now has a kid and loves staying at home.

She looked online for a way to convert her travel experience into cash.

She found many travel and tour sites that gave her a link. If people purchased from her link, she would earn a commission.

But how can people find her link?

Reviews. She would write many reviews (from her experience) about the places, hotels, and tourist spots she'd been to.

In each review, she'd post the links to the travel sites. She focused on expensive places, so her commissions would be high.

After a year of reviewing cities, tourist spots, and resorts, she finally started earning her commissions.

At first, it was a trickle, but then came batches of hundreds of dollars. Suitable for a side business!

STEPS TO AFFILIATE SUCCESS

1. Pick a first niche. Something you're interested in.
2. Join the online groups of people who are inside this niche.
3. Read their conversations. What are their problems? What products do they talk about? What do they aspire to buy? What are they desperate to buy?
4. Make a simple brand about this niche.
5. Make a website using this brand.
6. Create a lead magnet based on #3 conversations to get people to subscribe to your email newsletter.
7. Add an "email catcher" to your website and social media using an email marketing app.
8. Search for the niche's popular online products you want to promote. They were talking about these in #3.
9. Find out if each product has an affiliate program. If none, go back to #8.

10. Check if their program is a “good deal,” as covered in “Section 3: Criteria for Good Deals”. If not, go back to #8.
11. Apply to become its affiliate so you’ll earn. You’ll probably get instantly approved if the affiliate signup page is a short one-pager. If it’s long, skip this product and return to #8.
12. Create a shorter link for your affiliate link.
13. Make at least one piece of content about this product— using essays, videos, lists, screenshot images, etc. Add your affiliate link to your content.
14. Prepare email messages in the email marketing app to remind people to buy or tell prospects stories about #3 discussions.
15. Go back to your online groups from #2. You show your new content to them - regularly.
16. Go back to #13 until you have 100 pieces of content. If you are done, go to #8.

We will discuss everything above in detail in this book.

SELLING GOLD ONLINE

Gold is a high-earning niche in Affiliate Marketing. Don't panic if you're not interested in Gold. Remember that high-earning luxury car salespeople don't own luxury cars. Here's an example of how it would work for you:

1. You like gold. If you can afford it, you'd buy gold as an investment or jewelry.
2. You create a video channel, website, or social account talking about gold.
3. You look online for gold-related products or services with affiliate programs. If they allow you to do so, you apply to some of them.
4. You research that the profitable gold sellers sell gold as a "hedge for recession." You have a faint idea what that means. But they said that's why people buy gold the most, so you Google "gold hedge for recession." You study it.
5. You create more content around the most common questions about gold being a "hedge for recession."

6. Give the readers/viewers a link to buy gold. That link is your affiliate link.
7. You keep making content until someone buys from your link. You celebrate and go back to #5.

99% OF PEOPLE WON'T GET THIS RIGHT

To understand this, Please fill this out based on Gold:

1. You like _____. If you can afford it, you buy it as _____.
2. You look online for _____-related products or services that have affiliate programs. You apply in some of them.
3. You notice that the best _____ products sell _____ as a “_____.” You have a faint idea what that means. But they said -that’s the reason why people buy _____. So you google it and study more.
4. You create content around the most common questions people ask about _____ being a “_____.” In all your content, you give the readers/viewers a link to buy. That link is your affiliate link.
5. You keep making content until someone buys from your link. You repeat this step _____.

YOU MAY BE ASKING...

In the gold story, you're probably thinking....

1. Gold? I don't understand Gold. I don't know what I like. I like money instead! Is that enough for me to start?
2. I tried to apply to those Affiliate Programs, but they asked for my PayPal business Account and a Website, which I don't have. Are those free? How do I know if the affiliate deal is good or bad?
3. So you have to spend time researching? Hmm. How much time is that? Is research free?
4. I don't know how to write well, use perfect grammar, make videos, or make websites. How am I going to "Create Content" with all my limitations?
5. How long do I have to wait before someone buys? Is it months or years? How long before I get paid?

This book will answer all these and more!

EARNINGS EXAMPLE 2013

2013 was the first year the John Lee Dumas (JLD) Entrepreneur On Fire (EOF) brand was born. Here's a **partial** list of his 2013 earnings in one month.

\$755	A Wordpress provider
\$400	A VA Services website
\$75	Another VA Services website
\$177.05	Selling anything from A-Z.

Jomar, that list has small earnings. Yes, it is best to appreciate small beginnings when you start.

To reassure you, as of 2024, JLD has earned \$20,698,685—20 million in net income from his online activities.

His twenty million dollars came from having a brand and sponsors, among other things. But inside this business is his relationship with his email list. That's the **gold**. Many people need that **gold** to start an affiliate marketing business. This book will help you get that **gold**.

:<https://www.eofire.com/incomebonus/> + <https://www.eofire.com/income/>

THE SHORTCUT MOST PEOPLE MUST TAKE

At university, we have a big rectangular field of grass. On one corner are two dormitories. On the far corner - the diagonal - is the road to the classrooms.

Yes, there are roads (and vehicles) inside my college. It's a big school.

What do you think happened to the grass in that central field?

Tens of millions of student shoes have created a permanent bare-soil path.

This "desire path" forms a straight line from the two dorms to the nearest classrooms.

Shortcuts. People love them. So do I.

ULTIMATE SHORTCUT MOVE

Some people will take this path. You may be you. We shall see.

I did this shortcut when I started.

Why? I decided to make only a few mistakes when I began earning online.

I first booked a P 20,000 flight to Singapore (US\$ 341) to attend a P 60,000 (US\$ 1000) event by Rich Dad Poor Dad. I paid using a credit card.

I returned to Singapore two years later to attend the "World Internet Summit."

During that event, I invested P 60,000 (US\$1000) to join my first online course, from which I learned much.

The best lesson I got - was *validation* that I was doing the right thing in the first place.

It was also my first introduction to WordPress (the best way to make websites for Affiliate Marketing).

So, I proceeded with confidence. So, your ultimate first steps should be:

Get a Mentor or Get a Mentor with a Tech Support Team, or

Register for an online course that includes technical support from the mentor.

This is my shortcut. I hope it's yours too. Life is too short to waste time, emotions, and mental load on many small mistakes. In this book, even more shortcuts will help you; I hope you discover them all.

YOUR FIRST SIX STEPS

Based on the top names in Affiliate Marketing, here are five things you must do to get started.

1. **Finish this book first**

Why? If you start with the next step, you may get trapped.

Most people get stuck with this next step ("interest/niche"), so trust me. I've had people stuck for two years on "deciding on their interest/niche." Why?

They wanted the "perfect niche".

They should have decided on the "first niche."

Everybody wants perfection; however, perfection doesn't exist on this side of heaven.

When were you the perfect son, daughter, mom, dad, or student? Who do you know is 100% perfect - that is a living human today?

2. **Choose a first niche**

Pick a niche or topic you are genuinely interested in and passionate about. This will make creating content and

promoting products easier. This is one of the most challenging steps. If you're passionless or have too much passion - you wind up not deciding. You have to decide what niche you're going to tackle **first**.

The key is "first." Take action on the "first," and you can later pursue a "second" niche.

FIRST NICHE

Back in 2003, I started with "Catholic Apologetics" as my first niche. I was able to gather more than 2,000 email addresses who were interested in this topic.

There are many products I can promote. None of them would give me a commission. I couldn't figure out a way to "monetize".

So, I changed my niche into Stock Market Trading. Notice that I gained the skills to create an audience first?

WAIT

Don't go with this step for now. Finish this book first. In my online course, you can **skip** this step. Why? Read the rest of

the book to find out.

If you're quick to decide - you can use this list to get your first:

- Artificial Intelligence Apps
- WordPress
- Bible
- Cars
- Coffee
- Cosmetics
- Expensive Hobbies
- Fashion
- Game of Thrones/Star Wars/Popular Shows
- Gardening
- Higher Education
- Home Renovation
- Language Learning
- Mac Audiovisual
- Make Money Online
- Manchester United FC (Sports teams)
- Music Production
- Parenting, Special Kids, Bullying
- Pets
- Podcasting
- Sake/Vodka/Alcohol
- Survivalist/Security

- Trademark
- Travel
- Useful apps that only some use. (Like Google Analytics)
- Web Development

3. **Build your brand website**

Andres is a forty-year-old triathlete who competes to stay in shape. His wife has many pictures of him preparing, running, swimming, finishing first, last, etc. Some photos go to social media, but most are on her phone.

So, Andres creates a brand based on triathlon preparation and asks Jomar to build his website using this brand.

PROTIP: Don't make a website first. Determine your brand (logo, colors, fonts, "what this stands for") before you even start on the site.

I've got a free brand-building tutorial at <https://jhilario.com/amproducts>. Sign up and get at least five free printable PDFs to create your brand name, brand colors, domain name, website hosting, and more.

4. **Create content**

On his website, Andres recommends exercise machines & apps he's tried, gears, books, bikes, swim equipment, safety gear, health drinks, gyms, and tracks. He even recommends hotels to stay near tournaments. His website contains the photos he gathered during the many years of competition.

Andres writes captions for his photos—like we do on social media. “I didn’t finish this race.” “This is better than Gatorade, #proven!” “The best triathlon track ever.” “Surprise Find in Turkey Triathlon Meet.”

If Andres has an extra five minutes, he'll ask the AI to craft a simple explanation about something he's talking about. He uses this AI text as part of his website content.

During events, Andres makes friends with some triathletes and coaches. He interviews them on his website.

He does this by messaging them five questions they must answer by typing. Andres posts these interviews on his website without editing.

5. Go Beyond social media

Within a few weeks, Andres was ready to re-post all his website content to social media.

He called his friend Riza, an influencer, for her advice. But to his surprise, Riza was crying on the call with him.

She said, “My Instagram isn’t working. It’s been restricted by Meta. I have 400,000 followers, and I can’t reach them.”

Andres asked, “Did you ask them to follow you on Facebook?”

Riza: “Yes, I did, but only 30,000 followed.”

Andres: “How about TikTok?”

Riza: “Of course I always do. But only 10,000 follow me on TikTok.”

Andres:” Do you have your followers’ email addresses?”

Riza: “Huh? No.”

This taught Andres a valuable lesson.

After the call, he asked himself: “What happens if the social network bans my account?

I must have many ways to reach my followers.

I need their email addresses to get the maximum backup for my business.”

Followers' emails can be legally stored inside email marketing apps.

6. **Promote your content**

Dezz, an OFW (Overseas Filipino Worker), wanted to promote high-end photography tools like lenses, tripods, and mounts. Because they're expensive and in demand, her commissions would be higher.

In social media, she contacted her "kababayans" in the Middle East, who may be interested. After all, these people spend a lot on gadgets.

"Kababayan! This tripod is great for your outings..."

"Kababayan! This lens is good for travel photos in the desert..."

After months of doing this, nobody was buying from her posts. Dezz was puzzled. After all, she was an OFW from the Middle East who loved using these devices. Why wouldn't people like her buy them? So, she consulted Jomar, a decades-long expert on online promotion. "Jomar, what's wrong?"

Jomar said, “Dezz, when you tried promoting, did you first ask:

- What **professions or jobs** are likely to buy this? (Wedding photographer? Travel writer? Cinematographer?)
- Your buyer was doing **this activity** before he was ready to buy. (For example, Fixing broken tripods, hiring more camera operators, getting a YouTube Plaque, or setting up Church Livestreaming Sessions.)
- What **thing** does this person **possess** that makes him more likely to buy? (New Camera? 500,000 YouTube followers? A new indie movie project?)
- This person is a **member of a group** who **also buys** this product. What group is this? (Pro photographers, Astronomy Watchers, Timelapse experts..?)

Dezz said: “Wow! You have to think about the buyer before you sell!”

“Yes, a lot. It makes them easier to find and easier to talk to. Don’t just think about them. List it down.” Said Jomar.

10 MISTAKES, #9 IS WOW...

Below are the “do nots” of Affiliate Marketing. If you’ve done Affiliate Marketing in the past, you probably did at least one of these; I did.

1. **You promote too many things at once.**

Ryker loves protein drinks. He discovered Tim Ferriss got “rich” from selling them, so he reviewed 100 drinks in 100 days.

At the end of this project, he’s tired and has only made a few sales. Why? There is too much work and not enough focus on the best sellers.

2. **You expect the wrong people to buy.**

Grandma Alexandra noticed that this pulling oil (teeth whitener) was a top seller on TikTok. She became an affiliate and promoted it to senior citizens. They didn't want it. They didn't have teeth. She could have told them to buy it for their grandchildren; that would have been better.

3. You spend more time on AI to create content rather than using keyword research tools.

Clement relies on AI one hundred percent to make his “online reviews” for his website. The result is that his website essays are genuinely long and wordy. Worse, Clement forgot to tell the AI to use popular keywords in the text. The result is that very few of his essays show up in the Google search results. Hence, no one reads his essays.

4. You picked low-commission products like books and expected a lot of income.

Marga’s happy that physical books are becoming popular again. So, she decides to review many books on her website. If you buy a book from her affiliate link, she will earn. However, books are only \$10-\$20 each. Her commission is less than \$1 per book. So even if she gets 100 monthly sales, she will only get \$100. Earning a little is good. Just don’t expect a lot from tiny commissions.

5. You don't check the created content after you've already outsourced this job.

Cyrille hired a virtual assistant writing service to create essays for his website. She had the money anyway, so she decided to

trust them with their output since she was paying them. After a month, she chooses to read one essay. She is shocked to see it's so hard to read. She should have checked it earlier.

6. You don't use email marketing apps to remind your subscribers of the benefits of buying.

Two friends, Agatha and Ginger, were comparing affiliate earnings. Agatha's earnings were ten times higher than Ginger's. Their convo: Ginger: "What are you doing to make sales that high?" Agatha: "I constantly email them during the free shipping deadline and paydays. Sometimes, I email them three times in one day. People need reminding."

7. You copy affiliate marketers/reviewers who have big budgets.

On-On is a gadget geek. So he buys the gadgets, rents a room to film in, and edits the review. His reviews are time-consuming work, and the gadgets are expensive. After a few months, he wonders, "Is this worth it?" "How long can I continue spending this money?" "When will I start earning big?" Buying expensive gadgets with tiny commissions is a bad start.

8. You don't celebrate the tiny earnings you get at the start.

So, Cindy finally got her first affiliate income. In an email, it said, "Company "JJJ" paid you \$4.56." She looked at the amount. "Better than nothing!" she sighed. She forgot about it and didn't do any more affiliate marketing afterward. She should have celebrated and done more to increase her income.

9. You do this on and off without a plan.

Cindy stared at her website. It'd been two months since she touched it. She started writing again, knowing it would not be updated until months later.

10. You give up early after making a few videos.

It's a business, not a hobby. Count the cost, evaluate, and then proceed. The last section will educate you on how to succeed.

Did you see yourself in these examples? Mark the number where you failed in the past. Include that mistake in your daily prayer so you'll learn.

IT'S THAT AFFORDABLE?!

A friend lives by the beach in one of the small Philippine Islands. They go out on their boat to fish for their meals. But you can't catch rice in the ocean, so they sell some fish to buy rice.

However, this cannot work if they don't spend on the boat or the net. There is a cost even to simple living.

Because Affiliate Marketing is a legitimate business, there are costs involved.

Someone said, "People will not like that you tell them there's a cost."

I understand.

Employees need to remember the cost of going to the office.

TRADITIONAL BUSINESS

Let's assume you want to start a traditional business like a kiosk selling milk tea in the public market. Here's the cost.

Starting a traditional business costs approximately P 50,000 - 500,000 (\$9,000).

There's also a significant **daily operating costs** like:

Inventory Costs + Raw Materials Cost + Rent + Employee Cost + Marketing Cost + Registration Costs + Pilferage Costs + Legal Costs + Accounting Costs, Government Taxes Cost,

Spending a lot on traditional businesses to avoid costs doesn't make sense. That's not very smart.

Some would say that traditional businesses are "**proven.**" Yet, according to Gerber's book "The E-Myth," 90% of traditional businesses fail within the first five years. So, yes, traditional businesses have **proven** to fail 90% of the time. In the following table, you'll see that failing in traditional business will cost you- a lot.

VERSUS AFFILIATE BUSINESS

Affiliate Marketing costs around P 3,000 - P 15,500 a month (\$54-\$300).

Affiliate Marketing costs include:

- Getting a Mentor To Train You- P 30,000 - P 100,000
- Domain name - P 500/year
- Fast WordPress Hosting - P 2,500/month or year.

- Online Tools - P 2,000/month

Why get a mentor? Even John Lee Dumas' got a mentor in his first year. Mentors accelerate your progress.

So when someone asks, "Why are you doing Affiliate Marketing Business?"

You can say, "It makes a lot of sense—business-wise—the costs are tiny versus the large repeating upside profit."

COMPARE

Would you risk P 500,000 or P 15,500?

How many things can go wrong in a traditional business? A lot.

How about a business - where everything is online? A few risks that you can personally control are:

- Keep your passwords hard to guess.
- Activate 2FA (Two-factor authentication or better)
- Use Password Managers (This is an app)

In the next page's table, you'll see the breakdown of expenses of starting a "simple street corner kiosk" vs milk tea franchise vs affiliate marketing. Take note of the stress level at the end of each.

Comparing Business Expenses	Street Corner Kiosk	Milk Tea Franchise	Affiliate Marketing
Marketing	1,000	10,000	5,000
Accountant Fees	3,000	3,000	1,500
Utilities	3,000	8,000	1,000
Technology Costs		3,000	1,000
Tax (Estimated)	2,000	5,000	1,000
Professional Development	500	1,000	1,000
Miscellaneous	1,500	3,000	1,000
Customer Acquisition Cost	1,000	5,000	1,000
Content Creation Costs		1,000	1,000
Networking Fees	500	1,000	500
Compliance Costs	500	2,000	500
Bank Fees	200	500	500
Annual Permit Allocation	1,000	2,000	500
Waste Management	500	2,000	
Utility Deposits	500	2,000	
Staff Wages	10,000	30,000	
Security Measures	500	2,000	
Seasonal Fluctuations	1,000	5,000	
Repairs Fund	1,000	2,000	
Rent	5,000	25,000	
Pilferage Cost	500	1,000	
Packaging Materials	1,000	3,000	
Maintenance	1,000	5,000	
Inventory Replenishment	30,000	100,000	
Insurance	1,000	5,000	
Government Contributions	1,950	5,850	
Employee Benefits	1,000	3,000	
Emergency Fund	1,000	5,000	
Delivery Costs	500	3,000	
"Facilitation Fees"	1,000	5,000	

From 15 Years of Experience

Comparing Business Expenses	Street Corner Kiosk	Milk Tea Franchise	Affiliate Marketing
Total Monthly Expenses	71,650	253,350	15,500
Estimated Ongoing Stress Level	60%	90%	30%

Which stress level and expense level do you prefer? 30% vs 90%? P 71,650/month vs P 15,500/month? If you say “neither” - then please stay where you are. Business may not be for you. If you say 30% and P 17,000/month - keep reading!

THE ALTERNATIVE YOU MUST AVOID

Someone once mistakenly sent me a flex (humble-brag) message: “It’s happy to wake up to 1K deposited to you.”

I looked carefully at the screenshot she shared.

It was from the “Automation AI” website. Wow, the website was in Tagalog (this means it’s hyper-localized to its target market). I asked her, “How much have you deposited into this?”

“I deposited P 15,000 (\$250). This is all my savings. But it’s okay because I will earn P 150 (\$3) daily in two days,” she said.

“Can you withdraw all your cash today?” I asked. “No, I must **wait forty-five days** before I withdraw.” She replied.

So, I inspected the website, and my findings:

- **Red flag 1:** This “investment company” uses a free @yahoo.com as their official email. Official emails like jomar@jhilario.com only cost P 1,000/year. How can this company not afford it?
- **Red flag 2:** An “investment company” that can’t even use Canva to design graphics. Their design reminds me of 1980’s computers.
- **Red flag 3:** They were selling “Digital Cities.” It explained that CHATGPT was paying them, and their “robot” was making money for their customers. Chatgpt’s company, OpenAI, doesn’t buy or sell “digital cities”—whatever they are. This is not in OpenAI’s business model.

Let us hope you don’t fall for these scams.

GENERATE INCOME WITH THESE

I was called to the Human Resources Office one day.

The head asked me, “Did you know you were the highest-paid rank-and-file employee last month?”

“I did not know that,” I replied.

“Do you know why?” She asked.

“I spent two weeks nonstop in the office fixing the problem the Accounting department called me to fix. I went home at 5 a.m. every day and returned by noon the same day. “

“I requested the department buy me an official bed mattress. They approved it.”

The HR person smiled and said, “Ok!”.

I’ve been employed for sixteen years. During that time, I learned about income-generating words: “Overtime, ”Night Differential,” “Per Diem,” “Tax Credit,” “Christmas Bonus,” “Midyear Bonus,” and “More Overtime.”



Unlimited Commissions 60 Day Cookie

Get multiple unique affiliate URLs to track all your campaigns, referrals, and sales on various channels.

Can you relate? Now it's time for Affiliate Marketing's best income-generating words.

Alongside these definitions are best practices. Fun Fact: My assistants Claude and GPT did not create this. **I did.**

1. **Long Cookie Length:** Growing up, I envied Sesame Street's cookie monster on TV. He has his fill of cookies. In our house, if you got hungry, there were no cookies. We got guavas and aratilis instead.

So, what's a cookie in Affiliate Marketing? When you apply to become an affiliate, you'll see details like % Commissions and x-Day Cookie Lengths.

Here's the scene from the 1999 movie *The Matrix*: Neo enters the room of the Oracle (a woman). She takes a cookie and gives it to Neo. Neo eats the cookie. It's now inside him. Soon, this cookie will be digested, and exit will Neo later... (essential tidbit).

2. When someone clicks on an affiliate link, the website downloads a file to their computer. This file is a cookie with an expiration date (cookie length). That date determines how long the file will exist on the computer.

If the cookie file is on that computer, you get credit for the sale using that affiliate link.

This cookie file expires after the cookie length (30 days, one year, one session..). So, cookie length determines how long your affiliate link will work for you.

If the person buys using the computer with the cookie- before the cookie date expires, you get credit for the sale.

If the cookie is expired, you don't get credit for the sale.

Therefore, a long cookie length is ideal for you.

Now imagine: If your affiliate link is a happy “no salary” robot employee, how long do you want them to work for you?

The correct answer is "as long as possible." One session cookie is a few minutes, and 30 days cookie length is average.

One year to a lifetime cookie length is incredible.

Remember not to pay for the affiliate link—it's free.

You want it to work for you as long as possible.

PROTIP: The cookie duration is sometimes hidden in the Terms & Conditions of Affiliate Deals.

As an affiliate marketer, your nose must be used to locating this cookie length in their terms. Your future income depends on it.

3. **Quick Payout Times**—Julia once promoted a concert, and the owners said they paid NET30. This means that she gets paid thirty days after the concert. Later, she promoted another

concert, and they told her, “You’ll have to wait one year before we pay you.” Guess what Julia did?

Thirty days are standard. However, there are cases when you have to wait ninety days to get paid.

More than ninety days is more of a bad deal.

Another bad deal: If three buyers transact \$500 each in the service, you can only get any earnings. There’s a double condition: There has to be three buyers. Each buyer’s amount must be at least \$500.

What companies or merchants should you avoid because they have bad deals? Get my updated list at [Http://jhilario.com/baddeals](http://jhilario.com/baddeals).

4. **Top-Performing Products:** These items or services generate the most affiliate sales and commissions. The list changes all the time. Get my latest list of top-performing products here: <http://jhilario.com/amproducts>
5. **Recurring Commissions:** So imagine this unreal situation: You promote Netflix to all your friends and family. Every time they pay Netflix, you get paid four percent every month. If they keep Netflix for ten years, you get paid for those years.

friends x P 300/month x 4% commission x 10 years = your profit

Say, ten services do the same thing (“AI Apps”)

- ✳ Two of them give you a 10% commission from the first year.
- ✳ Seven of them have no affiliate program.
- ✳ Two of them offer to give you 10% off every month for the customer's lifetime.
- ✳ One of them gives you 100% of the first month.

Which one will you choose? Send me your choice, and I'll tell you the correct answer (email jomar.hilario@gmail.com, subject: My Choice Jomar). Unless it's not yet clear, recurring income = real passive income.

6. **Seasonal Opportunities:** It's well known that promoting Amazon products earns you only three percent to four percent commission. That's low. Yes, it's a wonder YouTubers use Amazon Associates, even though the commissions are low. That's because no other website has a global reach and so many physical products available to promote. In October 2023, Amazon doubled its commissions because it was Christmas time. See image.



7. **Anniversary Bonus.** I got an email from a WordPress Hosting company; it was their month's anniversary.

The email said I'd get an extra \$100 if I made one sale this month. If I made more, the bonus would be \$200. Happy anniversary!

8. **Responsive Design:** There are more cellphone accounts and cell phones in the Philippines than the population count. Why?

Multiple phones per person. So you have to test: “Does my website look good and work well on cellphone’s tiny screens?”

9. **Paypal Account.** I once started this tradition. I printed my Paypal “You received money from Affiliate Marketing...” emails. This is the most common way to receive money in affiliate marketing. It’s free and fast to create. There are rules, though, such as having your name in Paypal be *identical* to your name in your local bank account. However, there are cases when companies want to pay you using a USA Bank Account. If you don’t have this, open a free account at <http://jhilario.com/wise> or <Http://jhilario.com/payoneer>. It will not matter if you’re not in the USA.
10. **High-Converting Traffic Sources:** In Jewish history, King Solomon is said to have been the richest king.

The queen of Sheba gave him 4.5 metric tons of gold as a tribute. When I read that, I didn’t notice the enormous amount of gold involved because they used “120 talents.” I had to do some conversion to understand how incredible that gift was.

Question: Does that mean “There’s more gold where it came from?” I would assume so. After all, it’s “just a tribute” for a visit to hear Solomon’s wisdom.

In this Affiliate Marketing journey, you will discover the best buyer sources: “Where the gold is coming from.”

Identifying the sources of visitors who are more likely to make a purchase can increase sales. “High-converting” means “likely to make a purchase soon.”

Once you know these sources, keep them to yourself until they dry up. You can also entrust it to me so we can both benefit. This is not something you share on YouTube or social media.

You keep this between you and me! :)

11. **Strong Call to Action (CTA):** I always cook breakfast for my family. Once I had finished cooking tocino, bokchoy, and fish with soup, my invitation to eat would be “Kain na!” (Let’s eat!).

But when cooking bacon for breakfast...my invite is “BACON!”.

As you can imagine, the response would be much stronger if I used “BACON!” vs. “Let’s Eat.”

That’s the power of the CTA. Clear & compelling CTAs in content can prompt users to take immediate action, leading to

more sales. Stop using CTAs like “BUY NOW”. CTAs should contain the buying trigger words - like “BACON!”

These trigger words depend on the product and market.

So a CTA like “Become Beautiful Now” is not the same as “Yes, I wanna read the book!”. This is the reason why I never use “Click here” as a CTA.

12. **Commissions**—The money you can earn. It can be a percentage, a flat dollar amount, or both. The higher the commission, the better. What is high? Remember to subscribe to my newsletter (<https://jhilario.com/amproducts>) to get the latest figures.

As of this book’s publication, “high” is \$200 commission per purchase, even if the price is less than that.

For percentage commission, 300% is based on the purchase price. With that in mind, the following commissions are “average”:

Get 15% commission for every sale!

What kind of commission am I eligible for?

30% commissions on the first sale of each referred customer.

YOUR SECOND MOST IMPORTANT ASSET

In 2001, during the Internet’s Triassic period, I discovered “blogging.” They said people would come and read if you wrote your thoughts about anything on a website or blog.

So, I created a blog. I would talk about anything I wanted to say. It’s funny: people did discover my website. People were reading my writing.

Soon, I learned that if I wrote about something trendy—like a local theme park opening—that essay would be on page one of the Google search results.

That’s interesting.

Soon, I heard about WordPress. They said all the gurus were using it, but it was hard to use.

I tried it. Yes, it was challenging to set up. That’s strange because I’m a complete techie—with a bachelor’s degree in Computer Science. I wrote computer code for a living. Still, WordPress was complicated even for me. (Note: YouTube still didn’t exist then, so I couldn’t find tutorials) Today, it’s all very easy for me. WordPress is still the king of blogging platforms.

Everyone uses WordPress, from beginners to those who earn the most in Affiliate Marketing.

WordPress is where you put all your text, images, and content. Your videos are on YouTube, but you still put videos in your WordPress.

You own this website, so no one can “restrict” you or tell you what to do. The WordPress website is the asset that creates your #1 asset. What is your #1 asset? It’s your ***trusted relationship*** with your email subscribers.

Your goal is to make the website attractive to two groups:

- Search engine bots are computer apps for search engines like Google. If these apps understand your website, it allows you to appear first when people search in places like Google.
- Prospective buyers - actual humans who buy online.

PROTIP: The most crucial part of your WordPress is the essays. They discuss and answer questions about a service or product’s emotional benefits

NOT JUST “ANY” WORDPRESS

WordPress sites can be free, paid, fast, or slow. All the free sites are slow. The less expensive (\$5/month) WordPress is slow.

Only mid to high-priced WordPress is fast enough for Affiliate Marketing.

Why should your website be fast?

Because search engines punish slow websites by not showing them in the search results. Few people will find your website if you're not in the search results. Humans also don't like waiting for your slow website to load.

So you need a fast website. For the latest providers of fast WordPress, please go to <https://jhilario.com/amproducts>

CAN I USE JUST WIX OR CANVA OR ____ ?

These may be cheaper or free, but they lack the capabilities you need to run an affiliate marketing business.

You can't migrate to a new provider if you don't want to use this one. With WordPress, migration is possible. There are thousands of WordPress providers.

Website builders do not have the affiliate marketing plugins ("capabilities) that I can install for you - for free. These plugins give your website affiliate superpowers.

IS IT POSSIBLE TO NOT USE A WEBSITE?

I heard about this popular store in a small town. After thirty years, they announced that they were moving to another location. Why? Their lease was over. Their landlord wanted more money. They could not afford the increase in expenses. So they had to move.

Would you build your million-dollar mansion on rented land?

The landowner can increase your rent or take it away from you.

Worse, the owner can sell her land to someone who wants to demolish your mansion because she wants to build a mall. This is what prominent content creators (who indirectly are affiliate marketers) are discovering.

They don't own YouTube or even TikTok. So what happened when TikTok was banned overnight in India in 2020? All 150 million users' content, videos, followers, and views were suddenly gone. Let that sink in, please.

You need a place you own - you paid for it to contain your content. That's this WordPress website. Don't worry if "making a website" is too technical. I can personally do that for you.

TIKTOK AFFILIATE MARKETING

This has been a hot topic for many. Here's the requirement for making it big in TikTok Affiliate Marketing:

- You will sell physical products inside TikTok's "Yellow Basket" Marketplace, like Lazada or Amazon, but inside TikTok.
- You will buy the products first to make a product video. Yes, you're using your own money. This puts a limit on what you can promote - your budget.
- You will use research apps or manually discover the latest high-selling (and highest commission) products so you can buy those.
- You then must research the top videos for each product and see if you can create your version of this video.
- Use your camera (maybe your cellphone), great lighting (perhaps the sun or a window), and a good backdrop (fluffy rug?).
- You can make voice-over videos -if you show off the products, do unboxing and use the products.

- Beauty products have high commissions, followed by tech products.
- Promoting online services like the ones in Second Incomes inside TikTok is not popular, but you may have some success.

BIG DIFFERENCE

The big difference between the contents of this book and TikTok Affiliate Marketing is Second Incomes focuses on online services that you can try out for free.

No purchase is required to create a tutorial on a free app. With just the free app in a video, people can pay for the app's pro version -and you can earn that way. There are no free app trials in TikTok.

FREE SAMPLES

Jomar, there's talk of people receiving "Free Samples of Products" in TikTok. This is correct. You do have first to pass the requirements before anybody gives you free samples inside Tiktok:

1. Onboard as a creator on the TikTok Shop
2. You must have a minimum of 5,000 followers

3. Show your followers the samples you received in a short-form video posted for at least three (3) days or in a live video up to 10 minutes long.
4. Post sample content within 14 days of the domestic ship date.

How do you get the “free samples”? If you pass the requirements, go to the store you like and click on the “Free Samples” link.

There are also Sample Campaigns with deadlines. You must claim your free samples before the due date. Some stores give you coupons that allow you to “Buy” products for free.

PROTIP: See what I’m doing: follow my TikTok account:
<https://www.tiktok.com/@jomarhilario2>.

By March 2024, I only had 2000+ followers. I started this account with zero followers in October 2023. Follow me to see how many followers there will be by the time you read this.

DIGITAL PRODUCTS + C___

Jomar, I see in TikTok that a lot of Influencers are saying that selling “Digital Products” that are “Made in C___” are making them money. I’ll give you the shortcut of this:

- They are making money, but nobody uses the products they sell.
- The products purchased are then resold to others who will sell them again to make money. Repeat ad infinitum.

How will this end? Is “making money” the only goal here?

MY POLICY

I may be strange, but I believe that people must use your product for a business to work. Otherwise, you may not have a repeat customer later. You have to keep getting new customers all the time. This is what’s happening to the so-called “Digital Products” craze.

The techniques I revealed in *Second Incomes* have allowed me to get many repeat purchases from my email list for more than a decade. Would you like that as well?

What do you think? Let me know at jomar.hilario@gmail.com.

PROTIP: You still need a website when doing TikTok Affiliate Marketing. It would be best to store those TikTok prospects’s emails in an Email Marketing App. You can still earn money if your TikTok account is restricted, shadowbanned, banned, or deleted. I’ve been restricted so many times on Facebook to know that all social networks are borrowed land. Don’t fall into that trap.

Let's compare TikTok vs Second Incomes Affiliate Marketing:

TikTok Affiliate Marketing	Second Incomes Affiliate Marketing
You can start only using your Smartphone	You can use any smartphone or computer.
Your only buyers are inside TikTok	Buyers are everyone in the Internet
Your only products are inside's TikTok's country store.	Products are from all over the internet
Cookie length is unclear, maybe like Amazon - "They must buy during that session." This is the worse cookie length.	Various Cookie Lengths (explained in the next chapters)
Make videos only featuring the products	Videos are of many types, testimonials, tutorials, demos, comparisons...
You must buy the product or get get a free sample (if you qualify).	No must purchase the product at first Just create a free account or use product
Commissions are never above the price of the product. It's always less than 100%.	Some commissions are more than 100% of the product's price or more than \$200.
There are no repeat or recurring monthly passive income	Monthly passive income commissions are possible.

Though there is cash in TikTok Affiliate Marketing, go into it with your eyes and wallet open. You'll be buying all of the products you promote before earning anything.

TIKTOK SUCCESS TIPS

1. Do not delete videos with low views. Someday, some of them may go viral (>1M views)
2. Stop refreshing your channel every second, expecting viral performance from your videos.
3. Model what works for others, but don't steal. Shoot, caption, animate, pace, color, and act like they do.
4. Even the most **mindless-related** videos work as long as you see them gaining popularity on TikTok. You model those.
5. Speed up your video so interested people will want to watch it again. Why? It was too fast, so they had to watch it again.
6. Design the start and end of your video to loop seamlessly.
7. Keywords also work in TikTok. Generously fill the captions, description, and text over the video with keywords. Find out more in the FIND KEYWORDS chapter.
8. Use and study intro hooks like: "*Why is no one talking about this?*" Hook phrases always work to start your videos. Hurry - use them before people get tired of them!

PROTIP: I made a list of 50 intro hooks + examples for you to get started. Get them for free: <http://jhilario.com/hooks>

SECTION 2: \$ETUP

What are the ingredients you need to get started?

What are the first two assets you need to create?

What do top influencers regret NOT doing earlier?

“Appoint Mr. Why as your lead detective. Instruct him to come back with at least seven times more information than you can use, and he will dump a gold miner’s sack of fascinating factual nuggets on your desk, each of which will outweigh 100 airy adjectives.”

Gary B (not a typo)

“I am very fond of strawberries and cream, but I have found that fish prefer worms for some strange reason.”

Dale Carnegie

YOUR GOLDEN ASSET

Here's a thinly veiled "hypothetical" true story about your most significant asset:

Thomas writes about real estate. He has done this for years, even though his WordPress website hasn't earned much income yet.

Thomas had an email marketing funnel built in, so he gathered readers' email addresses from day one.

By the fourth year, when he announced something they could buy, many people had purchased from him. Why?

They trusted him from all those years of serving them.

Thomas's most significant asset was his relationship with his list. He patiently "nurtured" them using his WordPress and email messages.

RELATIONSHIP AS ASSET

Your Relationship With Your Email List is your biggest asset. Inside are people who have indicated that they want to receive your emails.

Let's define "Email List Relationship":

- They must be more than "people on a list" on your computer or paper notebook.
- It's not enough to often send them "buy this" and "buy that" emails.
- You have to have an active relationship with them, even via email. They must remember you at least once a week.
- You send them stories that they care about. Examples are written all over this book—those kinds of stories.
- You should be sending them messages often. I started doing this every day. You can do it weekly.

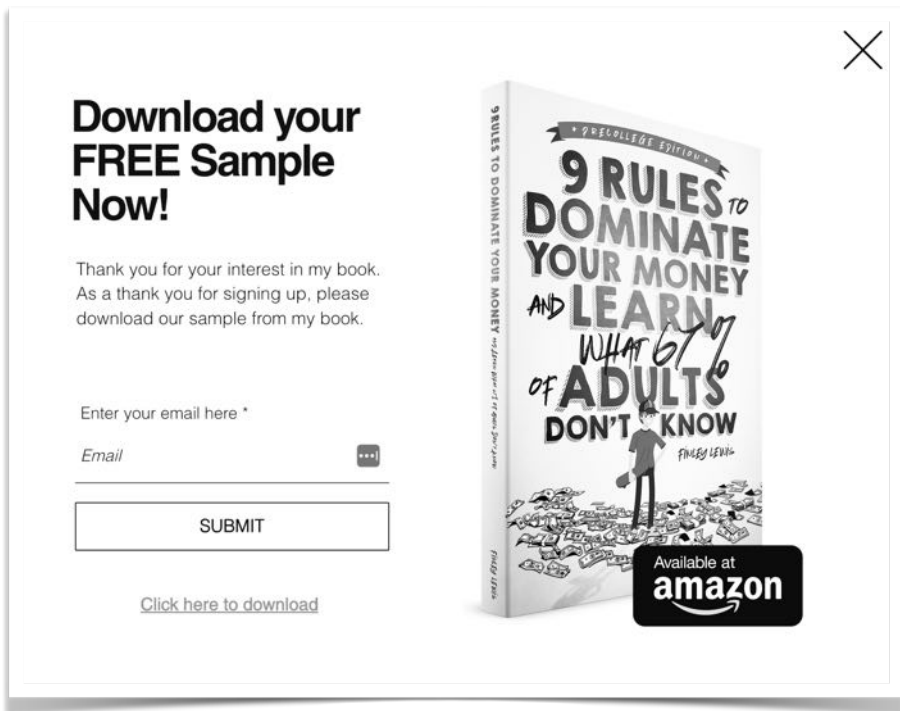
PROTIP: If you need more confidence in telling stories using email, I can help you in my <http://jhilario.com/momentum> story-telling course.

For this to work, you'll need an email marketing app.

THERE IS AN APP FOR THAT

What does an email marketing app do for you?

1. It makes *email catchers*. An **Email Catcher** is a popup or box online that asks for an email in exchange for a valuable PDF, video, or information.



2. It makes **Marketing Funnels** for you. Let's go to my kitchen to understand:

I had this near-empty salt shaker with a small opening on the top. I'd need to refill it.

How do I pour the salt (from a big plastic container) into the salt shaker without spilling?

I use a small funnel.

A funnel's top is a large rim that becomes smaller at the bottom.

It starts from a lot and narrows down, so only a few go through.

In marketing, this is the top of the funnel:

You create content that attracts many people with a specific problem they want solved.

You start mentioning a webinar (for example) or live Facebook to solve their problem.

A percent of those who saw the webinar announcement will attend the webinar.

Let's say 10% attend. This is less.

This is the middle of the funnel.

Only 70% will attend the end of your Facebook live or webinar, and 30% you will never see again.

You're getting even fewer people now.

Only 10% of those who finish the webinar will buy whatever you sell. This is the bottom of the funnel—where the profits are.

BEFORE THE INTERNET

The same thing happened before the internet:

1. Salespeople knock on 10,000 doors, offering encyclopedias.
2. Five thousand will open their doors.
3. Three hundred will listen to their presentation.
4. Two hundred will say “yes” they wanna buy.
5. Only Ten will buy.

It's called a marketing funnel because it starts large and becomes smaller. Marketing occurs inside the funnel, and selling happens at the very bottom.

Email Marketing Apps allow you to:

1. Send tens of thousands of legal broadcast email messages to thousands of people at the same time. This is called an “Email Blast.”
2. Send a series of pre-written messages to thousands of people based on an individualized schedule. This allows you to automate your marketing. You write messages once; the App sends them to all new emails once they sign up. This happens even if it’s already seven years or more later. The App becomes something that works for you on autopilot.

MY RECOMMENDED EMAIL MARKETING APP

Please go to <https://jhilario.com/amproducts> to find out about the latest apps that I’m using.

A WARNING

You’re fortunate you’re reading this book. Many people will get a free email marketing app saying:

“Oh! I’ve seen ads for apps like that.”

“Oh, this app is famous; I should use that app.”

“It’s free, so there is no risk!”

“This app is a Facebook partner; it must be good!”

I have used email marketing apps for almost two decades; I'm telling you these statements are wrong.

IT' S A TRAP!

Email Marketing Apps start free, but eventually, you'll pay \$700 monthly because you have 300,000 subscribers. You won't mind it because "you're rich." But even with 1,000,000 followers, you could have been paying \$100 monthly vs \$700.

But you can't quickly move out to the "better email marketing app" because you used the wrong one in the past.

I've "moved out" to a better email marketing app five times.

It's tough, and you can't pay anyone to do it. It's your asset. You don't ask anyone to lock your safe for you. It's that complicated.

I'm saving you the trouble of moving out of your email marketing app by giving you my best recommendations today at [Http://jhilario.com/amproducts](http://jhilario.com/amproducts).

PROTIP: Caring about *correct* business expenses makes you more intelligent than the 99% who don't care.

ONE MORE THING

Isn't it great that you're being prepared to enjoy 1,000,000 followers even from the start? Write down in the blank below how blessed you are to be reading & applying this book:

LOVE AVATAR

You have an email marketing app, so let's fill it with people.

LOOKING FOR LOVE?

I would hang out in Greenbelt Mall's hallways when I was single. They had "coffee shop" setups there, and I'd be sitting surrounded by people passing by. Why? I was looking for the love of my life.

However, years before, I went to this Catholic Men's Sexuality Course. They told us to create "Must Have" and "Nice to Have" lists when considering a future spouse.

So, my "Must Have" list contains "gorgeous," but it didn't stop there. This girl must also love talking about God. This does not mean "goes to church, is good, is Catholic, "reads the Bible, loves Christian music." Instead, when I start talking about God stuff, she needs to love it and will join in.

Another "Must Have" entry was "Visibly accepting of my major defects, which will be revealed early after meeting her."

Defects are not sins; they are things that may lead to sins. I was aware of these things when I made my list, so I included them.

Back to Greenbelt's Girl watching: I noticed that after one head-turning beauty passed, another would take her place. It went that way all night, every night. This mall had beautiful people coming in and out in streams.

Every girl could be qualified if I didn't have my "Must Have" list. But "gorgeous" is just one item. They have to fulfill the other items on my list.

You, too, must create a "Must Have" list for your email subscribers, website visitors, and social media followers.

BEST BUYERS

To put email leads into your email marketing app, you ***must*** define the best buyers to attract.

Here's ***the wrong list*** of best buyers to attract:

1. They must have money to buy my product.
2. They must like my product.
3. Anybody who wants and needs my product.

The way you "word" that list matters.

Notice I didn't say "beautiful"; I said "gorgeous." Saying "looks like Ann Curtis" is much better than both. It describes the girl specifically.

So how? Just use a table on the next page. I've already filled out a sample. Imagine you're trying to sell an expensive heavy-duty camera tripod as an affiliate. Read down column two.

FIGURE OUT YOUR BEST BUYER AVATAR

Product	Expensive Heavy Duty Tripod
Ideal Buyer Name	Henry Seniors Wedding Photographer
Job / Role	Wedding Photographer For Seniors 50th Anniversaries
Activity Before Using Product?	Expert in Adobe, Affinity Photo Manages Photo Team of 5+ Photographed at least 100 Weddings.
Stuff Buyer Must Have Before Using Product?	Already has 10+ year old tripods Active Instagram Account with 5000 followers.
Groups that the Buyer Belongs To, which needs the same product?	Wedding Photogs Reception Venues in _____ Adobe Lightroom
Experience level in the product/service	Master/Advanced.
Pain Points in using competing products	Shipping takes too long.
Most unique Value Proposition to buy from you	Shipping includes Insurance and a Delivery Date Guarantee. Includes Bonus Gift.
Job / Role in using the product	Wedding Photographer for High-End Village Churches
What are they guilty of?	Having Too Many Lenses

Get the Free Notion Template: <http://jhilario.com/sinotion>

SKIPPY?

Did you feel you had to skip that table? Go photocopy the table or get the notion version in the link: <http://jhilario.com/sinotion>. Then try filling it up. Then delete what you did - and try again. Then, ask Google, AI, or actual buyers for their answers.

PROTIP: The more devoted you are to figuring out this BEST BUYER AVATAR, the more successful you can be.

You'll use this table in the Lead Magnet section later - fill it out!

TRAFFIC THAT'S GOOD FOR YOU

During the 2020 pandemic, I was the official shopper. That meant driving on deserted roads. In our country, we also had to wear a face shield on top of a mask. So, every time I went shopping, it felt like I had just landed on a strange planet with no people. I only heard my breathing inside this equipment—and some random birds.

Driving was pleasant, though - zero **traffic** everywhere.

However, it was the hours-long grocery lines that made it challenging. We hate **traffic** when commuting or driving but love **traffic** in affiliate marketing. Traffic means “website traffic” or website visitors. Two kinds of **traffic**:

- **Organic traffic** means that they found out about your website by searching in search engines like Google.
- **Paid traffic** means you paid for ads so people can find your website. In this book, we focus on organic traffic.

The **traffic source** is where website visitors come from, such as social media, Google search, or Quora (best practice).

HOW TO GET TRAFFIC TO SEE YOU

You write long essays on your website to attract people to read them. You make short videos to do the same.

The more **qualified traffic** you have, the more sales you will make.

What does **qualified** mean? They are people with the problem you're discussing and want their problem solved immediately.

When you fill out the Best Buyer Avatar template, you discover these sources of qualified traffic. Take note of "Groups that the Buyer Belongs To, which needs the same product?" and "Pain Points in using competing products."

Get the free Best Buyer Avatar template here: [**http://jhilario.com/sinotion**](http://jhilario.com/sinotion)

SEARCHER MAGNETS

In Western movies, the busy intersection of Shibuya and Tokyo is shown to mean “In Japan.” When the traffic light goes green, it does so in all the pedestrian lanes. All the cars stop. The street is full of people covering the road, going in crisscrossing directions. I went there once, and yes, I crossed with everyone. However, I didn’t understand why this was a big deal.

When they made an intersection like it near where I live, I realized the “big deal.” Typically, people took turns crossing. Everyone is crossing simultaneously in Shibuya and this new intersection— a high volume of human traffic at one green light.

Online, what is “**high traffic**”? This means many people are typing specific keywords in search engines like Google. They’re trending keywords.

Keyword Research involves finding relevant, high-traffic phrases and words. For example, if golf buyers say, “Shave 5 points off my game,” based on your keyword research, your content must contain the exact words in the same order.

Keyword research is part of Search Engine Optimization (SEO).

It would be best to do this via SEO tools or AI so that the keywords in your WordPress content (essays, videos, titles, descriptions, thumbnails, etc.) are consistent with what potential buyers say.

The problem is that SEO research tools are costly, which prevents many newbies from using them.

This is good, as it lessens your competition. It would be best if you used these tools.

My recommended SEO tools are at <http://jhilario.com/amproducts>.

PROTIP: “Looking for keywords” is so profitable as an Affiliate Marketing niche that you can study this topic alone and earn from it. A lot do. You have to love **math**. (The “C” type from the DISC behavior scoring is ideal)

YOU'RE THEIR BEST OPTION, REMIND THEM!

Traffic Leakage happens when potential buyers leave a website through your affiliate link without making a purchase. That's a waste unless you capture these people by using the following:

1. **Exit Intent Popups** - You are reading a website. It's not what you're looking for, so you bring your mouse to the "X" on the browser tab. The website detects what you're about to leave.

A small box appears that offers a discount or **lead magnet** (more on this later). If you are the right buyer, that discount or magnet may appeal to you, so you enter your email address to get the lead magnet. The website now has your working email address.

2. **Email Catchers** - You're reading a website, and you've scrolled three times already. You love this article. Then, a box beside the text says, "You want a printable PDF of this essay?". You say, "Hmm... Yes!". You enter your email and get the PDF. The website now has your working email address.

3. **An Offer Button:** You're looking for a zero-cost or low-cost way to accept credit cards online.

You're reading an essay comparing your options. Beside the essay, you see a button saying, "Get 10% off on this service." You say, "I like that," - and click the button. A box appears asking for your email address. If you like discounts, type your email address in the box.

4. **A Content Upgrade** - "Get More Info" button that asks for an email in exchange for (example) behind-the-scenes of what's being talked about in the essay.
5. **The persistent Top Bar** is at the top of each website page, inviting you to subscribe. In the photo below, that's the black bar with the "Join" button below.



EARNINGS EXAMPLE 2015

Shania's* income in December 2015 was:

Selling everything from A-Z: \$2,892

Australian Affiliate: \$166

Second-Hand Market: \$23

Tours Website: \$95

Travel Booking Site: \$3,224

Grand Total: \$6,350

The stats above are from one website she made. She has other websites, so her monthly earnings total was \$8,725.

Most of her cash came from the travel booking site, followed by Amazon Associates.

So yes, there is money in the travel niche.

*Anonymized to protect identity

EASE THEIR PAIN FOR A BIT

WHY GET EMAILS?

When you set up your marketing funnel and WordPress website, you'll need everything in the "Preventing Traffic Leakage" chapter to collect website visitors' email addresses (also called **leads**).

But why would people give you their *working* email address?

Why would you need their email addresses anyway?

So you can then send them a series of follow-up emails that give them more details about the product they're interested in.

In practice, I also send many stories from my life so the leads get to know who is emailing them. Many care about my stories. Those are my future buyers. Why do people care? Because we humans are hard-wired to love stories.

If I removed all stories from this book, it would be like a technical manual, which most people refuse to read.

A note on telling your stories vs. protecting your privacy: Read my stories in this book and see if I could preserve my privacy. If

that was not enough, watch all live videos in [Http://jhilario.com/youtube](http://jhilario.com/youtube). I show and tell a lot. You don't have to be afraid for your privacy.

Now let's define some terms about creating the Lead Magnet:

Lead The person who may be interested in buying what you're selling. That's because they're experiencing a painful thing that your product or service can solve fast—also a **prospect**.

Lead Magnet: A digital file given in exchange for an email from the lead. It can be an ebook, checklist, template, interview, analysis, review video, or PDF file. This is free, valuable content that attracts leads.

The lead magnet is something that a potential buyer **NEEDS** or **WANTS** before or after they buy something you're selling.

The table next shows examples of Lead Magnets. Please don't skip it. Study each one. Consider why someone *in that niche (a small group of people in a market)* would be attracted to the lead magnet.

PROTIP: Studying Lead Magnets is a best practice. Most people who start don't know what to offer as a freebie or lead magnet, so let's fix that.

LEAD MAGNET EXAMPLES

MARKET	NICHE	EXAMPLE LEAD MAGNET
Business Professional	Executive coaching	The Fast-Track to C-Suite: Unlock the Secrets to Landing a CEO Role in 5 Years or Less!
Car Enthusiast	Luxury vehicle	Porsche or Ferrari? Take This Quiz to Discover Which Exotic Car is Right For You!
Cooking	High-end cookware	5-Star Restaurant Meals Made Easy :Master Chef Level Techniques for Home Cooks
Fashion	Shopify Account	Sell Out Every Launch: The Best Shopify Apps to 10x Your EComm Sales
Finance	Robo-advisor service	The Hands-Off Investor: How I Grew My Portfolio 20% Per Year Without Lifting a Finger
Fitness	Peloton bike	30 Day Fast Start Guide to Get Killer At-Home Workouts!
Gaming	High-end gaming PC	Boost Your Kills by 200%: The Experts Reveal Their Top FPS Game Settings!
Gardening	Greenhouse kit	10 Secrets to Grow the Biggest, Most Bountiful Veggies Ever!
Golf	Golf club set	Add 50 Yards to Your Drive: The Golf Guru's Secret Tips to Instantly Improve Your Swing!
Health	DNA testing kit	Unlock Your Genetic Superpowers: The Latest Science on Using DNA to Boost Metabolism, Lose Weight, and Improve Focus
Home Decor	Custom furniture	Luxury Looks for Less: Transform Your Home with High-End Style on a Budget!
Insurance	Whole life policy	The Rich Grandpa's Guide to Never Running Out of Money: The Secrets of Generational Wealth

Interior Design	Custom bedding	Bedroom Decor Hacks: Transform Your Space from Drab to Fab with These Expert Design Tricks!
Jewelry	Diamond earrings	How to Spot the Perfect Diamond: A Novice's Guide to Luxury Jewelry Shopping
Parenting	Private school tuition	How to Raise Ivy League Grads: The Prep School Secrets of America's Elite
Pet Owner	Premium pet food	Is Your Pet's Food Toxic? Download this Guide to Learn What Ingredients to Avoid NOW!
Photography	Professional camera	The Pro Photographer's Toolkit: Edit photos like a pro with these 10 must-have photo editing apps!
Software Developer	Code editor subscription	10x Your Coding Productivity: Grab These Custom Keyboard Shortcuts for Sublime Text and VS Code!
Travel	Luxury cruise vacation	Dream Trips on \$5-a-Day Travel Hack: Your Way to 7-Star Vacations on a Pauper's Budget
Wine Aficionado	Collection of rare wines	"Impress Your Guests and Discover Amazing New Wines with this Exclusive Sommelier's Guide!"

Do people “fall” for these kinds of lead magnet freebies? Yes, not because they’re less intelligent than you.

The free lead magnet removes some of the pain- they're in.

However, your “for sale” product removes most of the pain. So, in exchange for the lead magnet, the customer gives you their working email address.

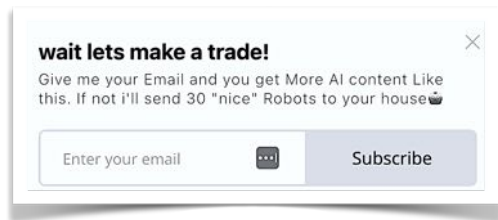
CONSIDER

If you are not looking for a boyfriend, the lead magnet of “Successful Online Dating Tips from a Gen Z Couple Who Met Online” will not appeal to you.

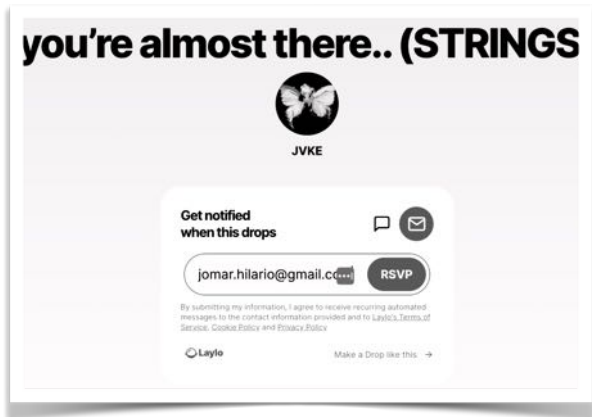
HOW DO LEAD MAGNETS WORK?

It's a **trade** like this:

Read the funny text carefully - in the email catcher.



In another example, singer JVKE asks for your email so you can listen to his latest song, “Strings.”



Lead magnet:

Listen to my new song “Strings”

Paid Product:

Listen to all my songs on my Spotify and buy my albums on Apple Music. Each of these actions will give JVKE a royalty income.

To create this "Email catcher," you will need a dedicated email marketing app. These apps allow you to legally email hundreds of thousands of subscribers daily.

Here's how an email marketing app delivers your lead magnet via email. You attach the lead magnet to the email.



Question: Can you send/broadcast your messages using free Gmail, Yahoo, or Corporate email? Legally, you can't.

Buy a custom domain name (like the *jhilario* in *jomar@jhilario.com*). You'll also need a **Private Inbox** (the *jomar* in *jomar@jhilario*). You can buy both in one place.

My recommended place is in [Http://jhilario.com/amproducts](http://jhilario.com/amproducts).

Question: Why are your recommended products in a link?
Can't you just put services and products in the book itself?

Technology products change quickly. What was great in 2025 may not be significant in 2050. This way, my recommended list is always fresh and the best I've tested.

WORDPRESS CHECKLIST

The email catchers, keywords, content, and lead magnets will be placed inside your WordPress website. Here are the first ten things you must do when setting up a WordPress website for Affiliate Marketing. There's a treat at the end of the list. If you're serious about "Second Incomes," you'll love it.

1. The design or WordPress theme must be fit for promoting products or services. A photo-heavy design, for example, is a "no-no." Your theme must be text-heavy with relevant images.
2. WordPress plugins must be fit for running Affiliate Marketing. A plugin gives your WordPress superpowers for zero to little expense.
3. The number of installed WordPress plugins must be reasonable; too many plugins may slow down your website.
4. It would be best to have image compression plugins so your site remains fast, even with many images.
5. You must set up an email catcher to get emails from visitors who may want to buy later. Less than 1% of website visitors

buy on the first visit, so you must capture the 99+ % of visitors to sell to them later.

6. Your WordPress must be connected to a domain name (jhilario.com).
7. You will need a sub-domain name to connect to the email marketing app in #5. A sub-domain is the *hello* in `Http://hello.jhilario.com`. Note, I didn't write hello@jhilario.com - this is an email address.
8. You'll need a plugin that automates link creation to track & manage your affiliate links.
9. The "Forget Password" link must work. You have to set it up and test it.
10. It would be best to have an **Exit Intent Popup, Content Upgrades, Offer Boxes, and others** that offer something valuable to visitors who visit your WordPress.
11. A private email address (like `jomar@jhilario.com`) must be purchased. It must also be certified to work with DMARC, SPF, and DKIM standards and connected to the email marketing app.
12. You must use a Firewall Plugin to protect from hackers.

\$ETUP CHECKLIST

An overview of the \$ETUP section:

- In \$ETUP, you decide your business's niche, brand name, colors, logo, subdomain, email name, and domain name.
- You gather keywords using keyword research tools.
- You make a lead magnet based on the keywords (a PDFFile Checklist like this page, for instance).
- You upload the lead magnet into the email marketing funnel.
- You create a funnel in your email marketing app that auto-sends the lead magnet when someone adds their email address in the email catcher.
- You load the funnel's "email catcher form" into your WordPress Website.
- You create social media accounts using the same brand name.
- You create a free PayPal account to accept the commissions. Step by step: <http://jhilario.com/affiliates>
- Setting up WordPress can be challenging and time-consuming. That's why I'm offering it for free to anyone who purchases WordPress from my list at [**https://jhilario.com/amproducts**](https://jhilario.com/amproducts).

DO YOU HAVE THIS REGRET?

One day, I was looking at my cellphone post-paid bill.

There's a line that I didn't recognize. It sounded like "CAFEWIFI." The price was P 100 a month.

I looked at my older bills. This CAFEWIFI entry was also there.

I looked at several years of bills; yes, CAFEWIFI was included in all of them.

I was being charged P 100/month for 15 years.

But what was CAFEWIFI? It was a now-discontinued service that allowed you to use any cafe's Wi-Fi outdoors for free.

When was it discontinued? 12 years ago.

I paid P 18,000 for my neglect, stupidity, laziness, and fear of analyzing my bills. I called the phone company, but they won't refund me.

If only someone helped me become more responsible for my finances FIFTEEN YEARS AGO - I would not be in this situation.

You probably nitpick your monthly bills, and you probably think that's normal.

But many people like me back then are poorer today because we don't think like you.

You could have rescued some of us fifteen years ago.

If only you had told me the importance of carefully checking monthly statements!

HOW CAN YOU DO THAT TODAY?

You can write many long essays and make many videos emphasizing this practice. You can rescue people like me from financial sinkholes like this.

THIS IS WHY YOU MUST DO THIS

To help—not just to earn—to help. This is the topic of our next section: \$erve.

PROTIP: If you feel bad for me because of this story, consider entering the financial services niche.

SECTION 3: \$ERVE

Here, you will learn how “long essays” serve your leads.

You will discover how to find a “good affiliate deal.”

Find out how to join lucrative but “hard to join” affiliate programs.

You will develop the skill of spreading your content strategically on your niche’s favorite websites.

“Whatever story you tell, the key is to make your buyer the hero.”

Chris Brogan

“Successful SEO is not about tricking Google. It's about PARTNERING with Google to provide the best search results for Google's users.”

Phil Frost

CRITERIA FOR GOOD DEALS

Your next step is to find the product or service that solves your niche's urgent problem. Pay attention to what the people in the online groups mention as a solution. Once you find a popular product in your niche, visit its website.

Usually, at the bottom of the site, you'll see "Affiliates," "Partner Program," and "Referral Program." Click on that and read the terms and conditions.

A good affiliate deal must have the following:

CRITERIA	IDEAL	NORMAL
Long Cookie Length	One year or longer	30 Days
High Commission Rates	100% or more	15%
High Dollar Commissions if the Payout is a one-time.	\$300	\$100
Fast Commission Payout Times	30 Days	45 Days
Recurring Monthly Commission Payouts	For the Lifetime of the customer	For the first year of the customer (12 months)

BONUS - MORE MONEY FOR YOU

- **Backend Offer:** After the first purchase, the buyer is given a chance to buy another thing—a bump offer, cross-sell, down-sell, or upsell. Think of “Do you want fries with that?” in hamburger restaurants. You can also earn from these rare additional purchases.
- **Second Level Recruit Sales** These are commissions from people you recruit to become direct affiliates. Is it MLM? No, it only has two levels. This is rare.
- **Variable Payout or variable commission rate:** an affiliate earns a higher commission payout for sales over \$500 or four sales. Sales and different bonus amounts are often attached to each range, as shown below.

1-5 Sales /mo **\$50 /sale**

6-10 Sales /mo **\$75 /sale**

11-20 Sales /mo **\$100 /sale**

21+ Sales /mo **Custom Commissions**

READING TERMS AND CONDITIONS (T & C)

Terms and Conditions (T & C): One of the most critical but often neglected parts of affiliate marketing. For example, look at this part of the Terms and Conditions for an affiliate deal. This is for a job site like Monster - where clients can hire virtual professionals to do jobs. What does it mean?:

Promote and earn	View Terms
Registration	Earn \$0.00 - 30 day(s)
New Client Start	Earn 70% - 30 day(s)
First Job Post	Earn \$0.00 - 30 day(s)

REGISTRATION: Once the virtual professional registers (creates a new account), you get zero dollars on the website. This is normal.

NEW CLIENT START: Once a virtual professional starts working for a new client on this website, you get 70% (the “commission”) of the amount the new client pays the virtual professionals. How much? It doesn’t say.

However, 70% of the price is a high commission rate.

The cookie length for this is 30 days—the last column. If the virtual professionals are hired after 31 days, you get nothing.

This is a low cookie length.

FIRST JOB POST: This is from a job posting service. You get zero dollars once a virtual professional posts his resume while looking for a job.

The above can be found in many affiliate deals' T&Cs (Terms and Conditions).

T&C: Read it well. Printing it and then reviewing it with a yellow marker is also a good idea.

Question: Is the example above “**a good deal**”?

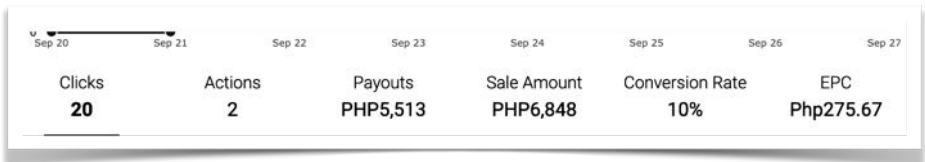
Please email me at jomar.hilario@gmail.com with the subject “Good Deal Job Site” with your answer!

IMPORTANT WORDS IN THE T&C

Chargeback Reversed - a refunded transaction. You earn less due to customer chargebacks. Keep this low by making sure you reach the right buyers (get serious using the Best Buyer Avatar template)

EPC Earnings per click are a quick way to determine the profitability of your Affiliate Marketing product versus other Affiliate Marketing products. In the image below, under the EPC (last column), you earn 275.67 pesos on this product for each click.

There were 20 clicks. Two people purchased it. They paid P6,848, and the affiliate received P 5,513.



Sep 20	Sep 21	Sep 22	Sep 23	Sep 24	Sep 25	Sep 26	Sep 27
Clicks	Actions	Payouts	Sale Amount	Conversion Rate	EPC		
20	2	PHP5,513	PHP6,848	10%	Php275.67		

The higher the EPC, the more money you can make from promoting the product.

EPC lets you compare different affiliate products to promote. It's based on the historical number of clicks per profit a product has.

Incentivized Traffic Leads who get rewards for buying from your affiliate link. Recall when marketers say: "Get this bonus worth \$ 153,203 if you buy from my link."

Many companies with affiliate programs don't like this practice.

It's the opposite when you're in a guru/course creator's affiliate contest. If you promote the guru's \$2,000 courses, ***the course creators expect you to incentivize your traffic.***

You do this by giving buyers tons of bonuses if they buy from your links. This is also called an “**Ethical bribe.**”

Partner Program The Affiliate Marketing Program, The Referral Program, The Refer-A-Friend Program, The Deal. The Offer. This company is allowing you to be an affiliate.

Payout: The cash has already been sent to you, usually by PayPal. Or you can choose how the cash will be sent to you.

Pending: You're waiting for the money to be paid based on the requirements the buyers have to fulfill. These requirements sometimes include “Must be a customer for 30 - 90 days” or “Must not cancel in 45 days.”

Terrible affiliate terms have your cash pending beyond 100 days.

This is 100 days before they give your affiliate earnings. Without understandable reasons - the product owner may be called greedy. Now you know. I would stay away from products like this, with a few exceptions.

Subscription – Think Netflix. You pay monthly, right? That's a subscription. It's ongoing regular payments from customers. So,

if someone is selling a diet meal kit with an affiliate promo, you can earn monthly when the buyers pay monthly, too.

The higher the monthly price, the more you earn. But if the company only pays for the first month of a subscription, your earnings are limited. I avoid these offerings.

The only exceptions are when the commissions are more than 100% compared to the first month's payment.

Example: Price of first-month payment: \$20, Commission: \$60.

I reveal this in my Affiliate Marketing Premium Course: [Http://jhilario.com/am](http://jhilario.com/am).

Swipe File Answers the question: “How will I promote this thing? What will I say? Can I copy the website?” Swipe files are text, emails, posts, comments, and templates that affiliates can legally copy (“swipe” = copy/steal) and use to sell affiliate products.

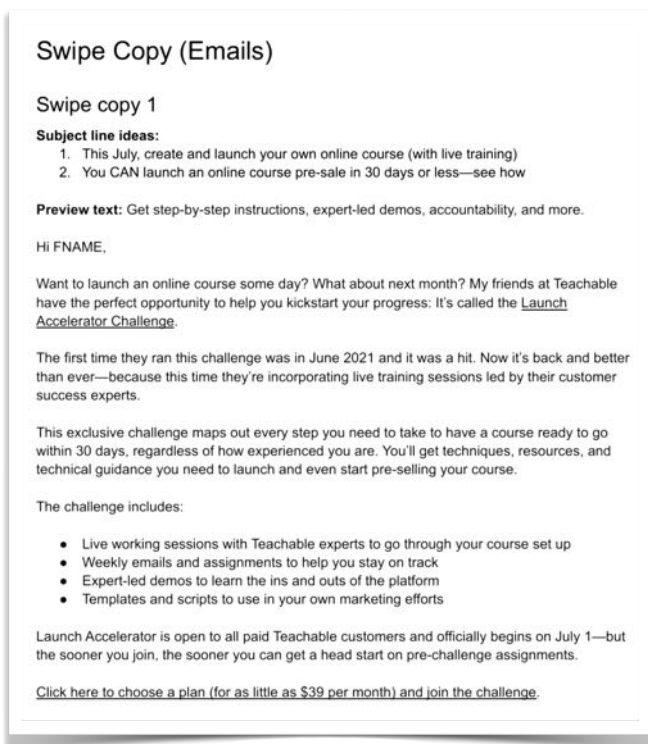
Because of AI writer apps, many affiliates no longer use the swipe files. They ask the AI to “*Write me a review of this product compared to that product, five paragraphs, short sentences, include the following topics: pricing, pros, and cons, why to pick product 1, why to pick product 2, what’s your best recommendation to this kind of buyer avatar _____ (insert avatar info here).*”

Before AI, a swipe file looks like the following image.

After AI, you can take the text from the swipe file and ask the AI to revise it using your style and locale.

You can also ask it to expound only the four bullet points and use those to promote the product.

Example AI Prompt: *“Revise this text below with a laid-back “I’m a dad” feel; use only the top 3 points in your email format. Preserve bullet points and links.”*



Swipe Copy (Emails)

Swipe copy 1

Subject line ideas:

1. This July, create and launch your own online course (with live training)
2. You CAN launch an online course pre-sale in 30 days or less—see how

Preview text: Get step-by-step instructions, expert-led demos, accountability, and more.

Hi FNAME,

Want to launch an online course some day? What about next month? My friends at Teachable have the perfect opportunity to help you kickstart your progress: It's called the [Launch Accelerator Challenge](#).

The first time they ran this challenge was in June 2021 and it was a hit. Now it's back and better than ever—because this time they're incorporating live training sessions led by their customer success experts.

This exclusive challenge maps out every step you need to take to have a course ready to go within 30 days, regardless of how experienced you are. You'll get techniques, resources, and technical guidance you need to launch and even start pre-selling your course.

The challenge includes:

- Live working sessions with Teachable experts to go through your course set up
- Weekly emails and assignments to help you stay on track
- Expert-led demos to learn the ins and outs of the platform
- Templates and scripts to use in your own marketing efforts

Launch Accelerator is open to all paid Teachable customers and officially begins on July 1—but the sooner you join, the sooner you can get a head start on pre-challenge assignments.

[Click here to choose a plan \(for as little as \\$39 per month\) and join the challenge.](#)

APPLYING TEMPLATES

You locate the apps, programs, and services your best buyers use and talk about the most.

Look at the bottom of their website for “Affiliates,” “Referral,” and “Partnerships.”

You read about their requirements, cookies, and commission rates.

Many will require a “free registration.” If you see a single page - like in the case of apps using Partnerize (an affiliate management tool) - you will be approved as an affiliate *in seconds*.

But this is a different story if you see a form with more than ten blanks. You will be asked to list all your social links. I type up all my links beforehand and paste them here.

They may also ask how you’re going to promote their product. Here’s a sample of how you’d answer that:

“I’m promoting your product to my email list (size: _____), socials (size: _____), and YouTube (size: _____)”

My website fits your target market because my articles are about _____ - a good fit for your offerings.

My follower demographics are ___% male and ___ % female located in _____. Interests of my market are _____, _____, _____.

Before you apply, you must prepare all these - saved in your NOTES or MACRO APP (Mac: Text Replacement or Windows: Beefext or Android Personal Dictionary or iPhone’s Text Replacement) program - ready to be posted.

Of course, you will use our “Criteria for Good Deals”.

You will then update your list of affiliate program trackers so you know who has accepted you, what is pending, etc.

Name of Affiliate Program			
What is it?			
Pricing			
Cookie			
Commission \$			
Commision %			
Comm Type			

Name of Affiliate Program			
When Payout?			
Link to Affiliate Program			
Affiliate Link			
Short Link			
Status			

This job primarily involves Google and reading the terms and conditions.

PROTIP: You can save time by pasting long Terms and Conditions into an AI and asking for the main points. As of this writing, the free Claude AI can do this for long text. Prompt: “Summarize the top 10 points for this affiliate marketing deal. Include unique things not commonly found in deals like this.”

PROTIP: The shortcut is to go to <http://jhilario.com/amproducts> and promote those products I already analyzed for you as “Good Deals.”

LARGE AFFILIATE NETWORKS

Large Affiliate Networks are websites containing thousands of companies who want you to affiliate with them - and sell their products. Sometimes, though, they are strict about accepting affiliates. You may need a solid 1000+ social media following and an affiliate website.

Impact is a large affiliate network that I work with. Once you have a WordPress website and over 1,000 social media followers, sign up at <https://jhilario.com/impact>.

Digistore24 allows you to sell online courses.

Clickbank is a popular digital marketplace for digital products. **PROTIP:** Clickbank is old, so I don't recommend selling from it.

Commission Junction is a large affiliate network where you can promote many products. To join, you need a website or a lot of followers.

Share A Sale is strict at this time. First, you must open an account with a service like <http://jhilario.com/wise> or <Http://jhilario.com/payoneer> so they can pay you in USD. They will not pay you using your PayPal account.

W8BEN - WHY DO I NEED THIS?

Some people claim you don't have to pay any taxes with affiliate marketing. That's not true. If you're in the USA and many countries, you do. Surprise, the company you're promoting may be based in the USA. If they are, they will ask for a W8BEN form from you. W8BEN is a USA tax document companies want you to fill out. This tells them to withhold taxes from you or not.

On the next page, you'll see a sample with guides on what to put in the W8BEN form - if you're from the Philippines.

Once you start earning, the companies will ask for your W8BEN form. Sometimes, you can upload this to the affiliate system before you start earning.

What does the W8BEN mean?

It just says you're not a US citizen, and the US tax agency -the IRS doesn't have to collect tax from you.

If you are a USA citizen, then you cannot use W8BEN. Your tax advisor should be able to help you there.

Many people don't know how to complete a W8BEN. I marked the parts you must complete if you're doing Affiliate Marketing. If you're doing e-commerce Working for a USA Client or Print on Demand, filling up the W8Ben is different.

As the black bars indicate, here's a sample form with sections you must fill out for Part 1 of W8BEN:

Form **W-8BEN** **Certificate of Foreign Status of Beneficial Owner for United States Tax Withholding** OMB No. 1545-1621
 (Rev. February 2006)
 Department of the Treasury Internal Revenue Service

▶ Section references are to the Internal Revenue Code. ▶ See separate instructions.
 ▶ Give this form to the withholding agent or payer. Do not send to the IRS.

Do not use this form for:

- A U.S. citizen or other U.S. person, including a resident alien individual
- A person claiming that income is effectively connected with the conduct of a trade or business in the United States
- A foreign partnership, a foreign simple trust, or a foreign grantor trust (see instructions for exceptions)
- A foreign government, international organization, foreign central bank of issue, foreign tax-exempt organization, foreign private foundation, or government of a U.S. possession that received effectively connected income or that is claiming the applicability of sections 115(b), 501(c), 892, 893, or 1443(b) (see instructions)
- A person acting as an intermediary

Note: These entities should use Form W-8BEN if they are claiming treaty benefits or are providing the form only to claim they are a foreign person exempt from backup withholding.

Note: See instructions for additional exceptions.

Part I Identification of Beneficial Owner (See instructions.)

1 Name of individual or organization that is the beneficial owner [Redacted]	2 Country of incorporation or organization The Philippines
3 Type of beneficial owner: <input checked="" type="checkbox"/> Individual <input type="checkbox"/> Corporation <input type="checkbox"/> Disregarded entity <input type="checkbox"/> Partnership <input type="checkbox"/> Trust	
<input type="checkbox"/> Grantor trust <input type="checkbox"/> Complex trust <input type="checkbox"/> Fiduciary <input type="checkbox"/> Government <input type="checkbox"/> International organization	
<input type="checkbox"/> Central bank of issue <input type="checkbox"/> Tax-exempt organization <input type="checkbox"/> Private foundation	
4 Permanent residence address (street, apt. or suite no., or rural route). Do not use a P.O. box or in-care-of address. [Redacted]	
City or town, state or province. Include postal code where appropriate. [Redacted]	Country (do not abbreviate) The Philippines
5 Mailing address (if different from above) [Redacted]	
City or town, state or province. Include postal code where appropriate. [Redacted]	Country (do not abbreviate)
6 U.S. taxpayer identification number, if required (see instructions) <input type="checkbox"/> SSN or ITIN <input type="checkbox"/> EIN	7 Foreign tax identifying number, if any (optional) [Redacted]
8 Reference number(s) (see instructions)	

Here's PART II to help you answer this correctly for Affiliate

treaty between the United States and that country.	
10	Special rates and conditions (if applicable—see instructions): The beneficial owner is claiming the provisions of Article and paragraph
	Article 8 Business Profits identified on line 9 above to claim a 0% rate of withholding on (specify type of income):
	Commissions from Affiliate Marketing Activities
	Explain the additional conditions in the Article and paragraph the beneficial owner meets to be eligible for the rate of withholding:
	TASK NOT DONE IN THE USA, *NOT DONE BY USA CITIZEN/ENTITY; NOT A PERMANENT RESIDENT IN USA
Part III Certification	

Marketing purposes only.

And here is the text so you can copy and paste without squinting.

- Article 8 Business Profits
- Commissions from Affiliate Marketing Activities
- Task Not Done In The USA, Not Done By USA Citizen/ Entity, Not A Permanent Resident In USA

EARNINGS EXAMPLE 2019

She was a student in 2017 when KK started blogging. Here's KK's Affiliate Income for January 2019

Selling A-Z: \$3,433.20

Slow WordPress Service: \$75.00

Fashion Site: \$60.21

Affiliate Marketplace: \$69.92

Design Website: \$11.80

TOTAL: \$5,846.48

How? She answers it in her blog; here's a rephrased excerpt:

"I've been working hard to make my email list helpful for those who get my emails. The big bloggers I admire say your email list is super important for your blog. After a year, I started to believe them. Here's what I've been up to:

Sending out emails every week full of stuff you can't find on my blog.

Recording videos where I talk about what's in the email.

Creating special things to give away so more people want to join my email list.

Right now, I have 2,493 people on my list!"

—

Please pay attention to her tiny list number. 2,493 is small because I've had 50,000 subscribers before I cleaned them out. Today, I have 15,000. Today, you have zero subscribers, but that's not the point. Read what she says again. Start your email list now.

ONE LONG ESSAY

In school, your teacher may have said:

“Class, create an essay explaining the relationship between Geography and History. How does one affect the other? Double-spaced, two pages! Go!”

What the teacher meant by “essay” is what I mean by “essay” below.

In blogging, we call it a blog post. For now, we’ll call it an *essay*.

When people say “make valuable content,” - they mean a valuable video or essay.

Essays are written for humans who want a problem fixed ASAP. This problem is what the affiliate product solves.

Some of you are already worried, “I don’t know how to write essays.”

Yes, I know you don’t.

But there's AI now....and I know how to use prompt engineering to tell it how to write for me.

Do you know how to give prompts to AI?

Before you prompt the AI, you'll need keywords from your research. You will use these keywords liberally inside your WordPress. Do this, and your WordPress will soon become famous for those keywords.

I have a series of AI Prompt Engineering Courses you can access at <https://jhilario.com/aicourses>.

EVERGREEN ESSAYS

It's a sweltering night. You have a house with two open windows. You want to find out how to position two electric fans so that wind goes into one window - and out the other.

You Google this problem. You find this essay full of images. The guy was doing electric fan experiments—precisely what you wanted to do. But he has a way to measure wind speed. You don't, so you scroll to the bottom of his research. He said:

“Position one fan in front of one window, pointing outwards, one meter away from the window. You can point the second fan towards yourself.”

He proved it using his measuring instruments.

Convinced, you follow his instructions. You also notice an ad for an electric fan beside his essay. It's a similar model to the one he uses in the demonstrations.

You notice that this essay was written seven years ago. Essays written today can be read far into the future!

An Evergreen Essay is written in a way that will still be helpful even if it's read years from now. Remember this when creating, AI prompting, and editing your essays. Don't mention things that are "coming up tomorrow" or "yesterday," for example.

Evergreen essays will serve you for many years to come. Leads will discover your essay later using search engines.

A post with a year in the title (Best plugins for 2023) is not evergreen. However, it can be evergreen if you update it every year—to change the year to 2024, for example.

A post titled "10 ways your old car isn't serving you." is evergreen.

This also works for YouTube videos. Just update the title and description.

YOUR ESSAY IS A PRODUCT REVIEW

A winning essay format for Affiliate Marketing Product Reviews:

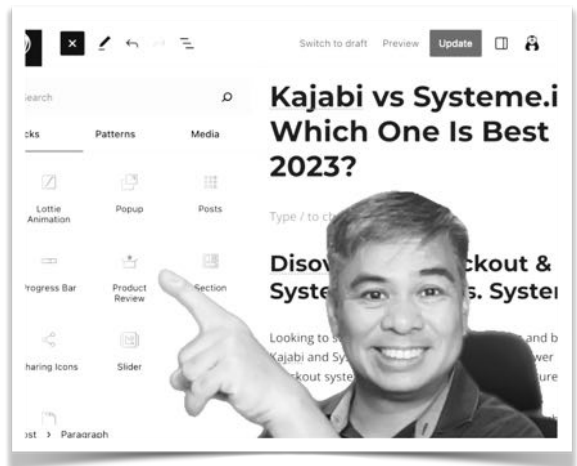
It starts with a comparison summary, price vs. features summary, extensive pros and cons, plus a “product review” widget with “stars.”

This essay has a lot of *subheads* and is easy to read. This book contains a lot of *subheads*. Like above: “YOUR ESSAY IS A PRODUCT REVIEW” and below “SAMPLE LONG ESSAYS“.

It talks about the most painful things the customers are experiencing and how the product solves them.

It finishes with a conclusion.

Your essay can be about one product or a "versus" the competitor's products. In the image above my head, the title is a “versus” of two products, along with the year.



In WordPress, adding a product review "widget" is pretty simple if you use the right plugin. I’m pointing at the widget.

Go to [Http://jhilario.com/amproducts](http://jhilario.com/amproducts) to get the WordPress plugin right for affiliate marketing widgets.

SAMPLE LONG ESSAYS

Jomar, can you show me a sample long essay? Sure. Subscribe free to [Http://jhilario.com/amproducts](http://jhilario.com/amproducts), and you'll get many samples.

REVIEW VIDEOS

Another way to do Affiliate Marketing is to create review videos.

Many people think you can click record and make a video for Affiliate Marketing.

The best practice is to create a script or outline first.

If you make long essays first, then you already have a script! Use parts of your one-long essay as scripts for your short review videos.

This way, your content marketing will now include essays and videos, helping you reach more people.

HOW MANY ESSAYS SHOULD YOU WRITE?

For each product, **one long essay** is enough. However, you may need to create many shorter essays based on all the keywords you uncovered using the SEO tool.

For example, in my SEO keyword research, I found that as of August 2024, the following keywords are trendy in the niche of “TikTok”: “TikTok booster”, “TikTok counter”, “TikTok Live,” “TikTok Fans,” “TikTok Premium” and “TikTok Streamer Desktop.” The list is thirty items long.

If any of the above are related to the TikTok product I’m promoting (for example), I will create a short essay for that keyword. For example, the essay will discuss “TikTok Streamer Desktop” and the product I’m promoting. Sample titles:

- *“Using Product X with TikTok Streamer Desktop.”*
- *“TikTok Streamer Desktop vs Product X”*
- *“TikTok Streamer Desktop -incomplete without Product X”*

Jomar, how do I do that SEO keyword research? You have a few choices. Google the answer. It’s literal. Type the word “TikTok” in Google; don’t press enter. Autosuggest words will appear. Those are your keywords. You can do the same thing on YouTube.

To find out my style of SEO keyword research. Make sure you join my Affiliate Marketing course to learn more. As I said, SEO tools are \$99 a month so that you can be spared from that expense in my course.

MOTIVATION SECRET: CONTESTS

Building content or writing a long essay can feel like a lonely job. You may feel like a seafarer; in front of you is wide open water - every day.

To help your motivation, you can seek out affiliate contests.

These contests are held by course owners (creators) and app owners (companies).

You must pay attention to their “affiliate only” emails and Discord (chatroom) contest announcements. Contests may be the motivation boost you need to keep promoting. There’s a “pull” of winning something you know you can afford, but getting it for free is more fun. Agree?

Affiliate contests are short, weeks-long contests run by the company you're promoting.

You create content for the contest - and there’s a deadline.

There are goals; if you hit them (# leads, # buyers, amount of sales, number of minutes of your videos), you get bonuses. The

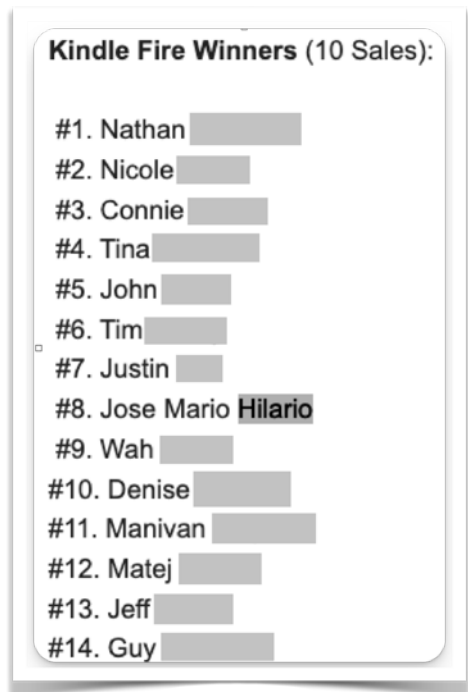
bonuses are sometimes a computer, an AirFyer, digital wallet cash, restaurant trips, hotel stays, a Kindle, an iPhone, a car(!), or an extra \$100 - \$10,000. I once got a free Macbook Pro from affiliate contests. I also “won” a twelve-month subscription to my favorite app because of a contest.

This motivates affiliates a lot. Contests make you feel, “I’m going to show others I’m good.” This is better motivation than: “I must make a lot of money this month.”

Contests have leaderboards that inspire people to sell more. You also feel like you’re in an exclusive group.

In many cases, you don’t even have to make money. Instead, the contest makers want you to **create content**. Fulfill their requirements, and you’ll win or earn something.

I got paid \$100 for making a single Twitter/X Thread. That’s not hard.



BRAGGING RIGHTS: PLAQUES

“Amy” posted on our Facebook Group, “I made \$1,246,430 from affiliate marketing.”

With that claim was a photo of her “Commission Plaque.”

She received a large framed item as a package from the company she promoted.

Looking at her account carefully, I realized it. That amount is not a one-time earning. It took her years.

Product owners use affiliate plaques to encourage their affiliates to sell more. The Clickfunnels 2 Comma Club is an example. You can aspire to receive these plaques to motivate you.

You’re probably more familiar with the YouTube Play Button Plaque that top YouTubers always show behind them in videos. Don’t underestimate the power of the for...plaque.

ONE LINK TO RULE THEM ALL

This world revolves around the Affiliate Link, also called a Referral Link. You can earn money if people click on your affiliate link and buy. Sometimes, you earn recurring monthly cash without doing any more extra work with the buyer. That's the power of the affiliate link.

Here's a Real Example:

https://www.amazon.com/Virtual-Careers-Dollars-Eliminate-Embrace/dp/1537681788/ref=sr_1_1?dchild=1&keywords=virtual+careers+book+jomar&qid=1607071521&sr=8-1

Wow. You should be saying: "That's one long link!" So, how do you share this with people?

Our best practice is to shorten it by making a Cloaked Link, Masked Link, or Shortened link.

So we can use something like <https://jhilario.com/vcbookamazon> instead of that Kaiju link.

The masked link is also easy to remember. It leads to my book Virtual Careers Inside Amazon.

It's also easy to track the number of clicks this link gets.

Inside WordPress, you can use a plugin that creates masked links. The plugin also counts the number of clicks your links get, so you can monitor your progress by going into your WordPress Links dashboard.

Another way to mask a link is by using Link Shortener services like Bit.ly. Bit.ly also gives you the number of clicks.

PROTIP: Never use capital letters in your masked links in Bit.ly. bit.ly/mywebsite is different from bit.ly/MyWebsite.

People—including you—will forget which letter is capitalized, and you will not get clicks. Always use lowercase text in short links.

PROTIP: Make a rule about short links you will always follow.

Underscore rule: underscores between words. **bit.ly/like_this**

Straight rule: type the words as is. **bit.ly/likethis**

Initial rule: type your initials before anything. **bit.ly/jhlikethis**

The ideal way to shorten links is not bit.ly. Use a WordPress Plugin instead.

PROTIP: For Amazon Associates links: Your masked link should contain the word AMAZON.

That's because Amazon doesn't want you to hide that the link goes to Amazon. Another way to follow this Amazon Associates Rule is to put words like "Buy in Amazon" around the link in your essay. For more info, read Amazon's T & C.

AFFILIATE LINK VS PERMALINK

Permalink is short for "Permanent Link." This is the complete web address or URL of your WordPress essay. Usually, the permalink looks like this: virtualcareersacademy.com/10292. This isn't good. "10292" is meaningless to Google/search engines and humans.

The permalink must use words like this:

- website.com/product1_vs_product2
- website.com/brutally_honest_review_product3

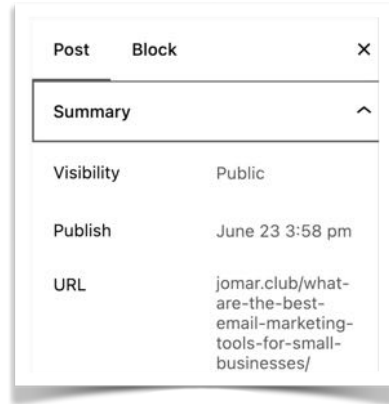
Example :

virtualcareersacademy.com/best_tools_for_email_cleanup

virtualcareersacademy.com/systeme.io_vs_mailchimp

You must set the permalink in WordPress to look like my examples above. You can edit this in WordPress after “URL” in the screenshot image.

Anchor Text Remember “Click Here”? That’s the anchor text for many websites.



Affiliate marketers never use “Click here.” “Click” and “here” don’t describe the product’s benefits. Compare that to “Get started with Email Marketing For Free,” the “click here” is a poor use of Anchor text.

Anchor text must tell the emotional benefits of clicking. This kind of Anchor Text is a “Call to Action” or “CTA.” These words tell visitors to take action. These are the words that surround your affiliate link.

HOW TO CAPTURE EMAILS



Facebook Secrets

Subscribe to our email for the course, updates and exclusive offers!

Email Address

Join us

Your number one job is to grow your email list by putting leads' emails into your email marketing funnel app.

How? You send people to your long essays inside your WordPress.

Your review videos attract people (“leads”) who discover them and click on your website.

Your website's top bar containing the email catcher is at the top of the essay. This invites readers to subscribe and enter your email list app. The more essays you create, the more people can find you online and join your email newsletter.

EARNINGS EXAMPLE 2021 MAY

In 2020, Jenny* created their Online Project” with Thomas*. Why? She said:

“After three years trapped in a draining office job, I realized the corporate world wasn’t for me. Like many new moms, I struggled to find joy in my work while caring for my child. I was determined to find a way to follow my passion as a stay-at-home mom and earn a living simultaneously.”

Today, they have a team running their business: a lawyer, a contributor, an editor, and a couponing expert. Last May 2021, this website earned \$6,307.05 from Affiliate Marketing. That’s not their only earnings, of course. Their gross income was \$11,037.75, with expenses at \$1,615.05. Their Net Income is \$9,422.70.

Please pay attention to their TINY EXPENSES COMPARED TO THEIR PROFIT. If you’re running a business, you would be impressed by that. If it’s your first time looking at expenses, look at your costs. Don’t you spend 110% of what you earn? This is why Affiliate Marketing is such a good decision money-wise.

SECTION 4: \$UCCESS

What does Affiliate Marketing Success look like?

Are they fancy cars, fancy restaurants, and vacays?

Is it more than that?

How do you sustain this with its ups and downs?

What about Haters?

“The best way to sell something is not to sell anything. Earn the awareness, respect, & trust of those who might buy.”

Rand Fishkin

“I will never forget those who came with a lamp when I was in the dark.”

-a meme

FOR HATERS

I have this principle: I'll serve the people who want to be served by me. I'll shine the light where it's dark for others -but for me - it's bright. I also have a 365-day money-back guarantee in all my courses. I've had this for almost two decades. This means I stand by the quality of my work. Some days, I talk about Christian Music; some days, I talk about saints or Mary. I do it on purpose.

When you create content, you will attract lovers, haters, and everyone else. Though you focus on the people with the pain you want to solve, you must also *purposefully repel* the haters.

Who are the haters? Those who will waste your time because they don't like you anyway. They may have the pain you're trying to solve - but they don't like you. So it's your job to repel them. How? Just tell stories about your life and interests. These stories either make them like you or compel them to "get out of your orbit."

But what if they stick around? The answer is near the back of the book. Now, about the stories for haters, flip the page. It begins now.

DON'T MAKE THIS MISTAKE

When doing “extra income” or part-time business like affiliate marketing, ensure you have your priorities straight, even if it takes 500% of your energy. Here’s my warning story:

Note: This all happened before the internet was around.

When I was single, I was the only one working to help with family expenses.

My siblings are eight girls and four boys.

My eldest sister was already in Canada with her own life - wholly cut off from us now. She was legally adopted when I was in Grade five - so that instantly made me the eldest in the family.

Back in 1991. I was earning only P 5,000/mo. I gave most of that to my family. Many people supported my family of origin: titos, titas, lolos, and lolas on both sides—even strangers, really, so we “got by.” *“Maraming tiis.”*

But then my 10-year-old brother Ernie got sick and started convulsing at 330am on a Monday. I woke up, took a bath, and saw my parents over his feverish body. They were praying over

my brother. But did you know what I did? I looked at them and left the house - so I wouldn't be late for the 4 AM bus.

I did nothing. I remember not kissing, holding, or praying over him. I was already an active member of the Catholic Charismatic Renewal at that time. That didn't matter.

I told myself, "I have to work so they can live."

I was unaffected by what was happening to Ernie because I focused on earning.

My focus was on ensuring that the members of my family of origin would be able to live, go to school, and eat. I was 22 at that time.

A few months passed. Ernie's sickness got worse. They needed someone to be with him in the hospital. Friends pooled their money to get him here - because I knew we didn't have the money to pay for it. I stayed with him for one night. But I had to leave again, because you know, I had to work during the day.

I was with Ernie when they did the CT scan in another hospital.

But my mind and body always went back to work.

I had to.

I had many mouths to feed.

Finally, he was admitted to a large government hospital.

I went there for two days.

My *Lola* told me to remove my necktie because I looked like I had money (company uniform).

I didn't understand, nor did I care to understand, what was happening to Ernie. The medical talk was beyond me because I only cared about our lack of money.

That night - in the Intensive Care Unit, I asked Ernie to tell me a story of a movie he just watched. I wanted to show him that ALL MOVIES ended well. I wanted this to be a lead-in to tell my 10-year-old brother about Jesus.

Noble, you think? I have yet to get there.

Ernie told me about the movie *Black Beard's Ghost*. Black Beard was a lousy pirate who died but stayed in limbo because he had unfinished business. Eventually, the film ends with him doing virtuous deeds as a ghost.

The story starts with a ghost and ends with a death. What a lousy story to talk about good endings, right? So, I kept my mouth shut.

Soon, a relative came to take over bedside duties for Ernie, so I left. The next day was Saturday, so I didn't have work. As the

bus approached Ernie's hospital, I decided to go home to the province and not drop by the hospital.

When I came home, everybody was crying. Ernie died just this morning, probably while my bus was passing by the hospital.

There were five boys and eight girls. Now, there are only four boys.

What did I miss?

My mind was fixated on "giving the needs of the many," but I forgot the lesson of the Lost Lamb, that the shepherd would risk the ninety-nine sheep just to rescue one lamb. I knew this already: I spent five years in a Catholic Community during College.

It would help if you thought I could apply this to my family. But I didn't.

Death is a big regret-maker, but so is life. The life I lead is always thinking about "I must make money for..." at the cost of the life/attention/love I can give now to my family.

Take my life's lesson for you and stop sacrificing the one for the "many."

Stop the "tiisin sila" and do the right thing now.

Offer yourself as a living sacrifice to those you love.

Ask God to help you learn to make the sacrifice sweet, like St. Therese of Lisieux.

Affiliate Marketing is a real business with many benefits over a traditional one.

The risks are so small. There is no inventory, no products to create, no customer service, nobody calling you at night complaining, no significant investment, no borders or boundaries, and massive potential.

All affiliate marketing needs from you is your time and effort in learning the trade.

It needs your willingness to follow best practices and not take shortcuts.

The only people who lose in Affiliate Marketing are those who stop.

Like me, you should learn to celebrate the tiny successes, like printing emails that say, "You got \$5 from company JH."

There's no significant investment, so the ROI or upside is high.

But still, since it takes time, you must be smart about it.

Don't sacrifice your family for this one.

Sacrifice the other things, like “out with friends,” “entertainment,” or “I need a break.” There’s always something useless but time-consuming you can remove. Sacrifice those.

All businesses start as hard. Until you get so used to it, it becomes “not hard.” Some activities are just “inconvenient” or “slow-moving.” Those aren’t hard. Just keep going. There are more chapters in this book. We’re not finished yet.

EARNINGS EXAMPLE 2021 JUNE

Candy* unexpectedly became pregnant during this month. She's been doing affiliate marketing for years and earns from large affiliate networks.

Here are her June 2021 Affiliate Earnings:

Affiliate network #1: \$8,423

Affiliate network #2: \$1,332

Affiliate network #3: \$688

Standalone: \$1,603

Total: \$12,406

You'll post many essays before you qualify to join large networks—or at least have thousands of followers on your social networks. I'm showing you this to see how others do it.

According to Candy, she spent \$3,000 this month, including ads, business expenses, and human virtual assistants.

*Figures are accurate, and names are anonymized to protect identity.

FIXING IMPOSTER SYNDROME



If you go to the beaches of Nasugbu, Batangas, from Metro Manila via Cavite, I suggest you go as a passenger.

That road has many scenic views. You're between a mountain and the ocean, and no houses are around. It's so lovely. As a passenger, you'll appreciate the trip more.

But to finish the journey, you must pass through this new tunnel. It's one of the longest tunnels in the Philippines. It's dark, and there are hardly any cars around. You will want to keep going until you see the sunlight, right?

THAT TUNNEL IS AHEAD

You'll recognize it when you say:

“Why do I feel this way?”

“I can't stop thinking about making money!”

“Why do I feel so fake when I write essays or make videos and posts?”

“Who am I to help people do this?”

“Who am I to review this thing? I’m just a newbie!”

“Jomar, it’s difficult to stop thinking about “making money” when making Affiliate Marketing content.

“Is it so bad that I want to earn from this?”

“Yes, I want to serve the people, but I also want them to buy!”

“How can I fix my mind to cooperate with me?”

When you say these things in your mind, you’re going through a tunnel called “I want to be an affiliate marketer, but I’m not there yet.”

Just keep going, and you’ll go past the tunnel. You’ll see the sunlight again.

It’s a process you must go through. It’s just like being an awkward teenager. You survive it.

Initially, you cannot be 100% “I want to serve these people.”

That is what you eventually become in this process.

You’re not a salesperson. You’re a marketer.

SELLING VS MARKETING

Salespeople sell. You market. There’s a difference.

When you ask the AI to create a long essay, who can read it? Only you. You're not finished yet. This is a marketing task.

After you publish the essay, who can see it?

Well, usually, nobody. Nobody will read it, even if it's already online. That's because time has not yet passed, nor have you promoted it.

Let's say you post a link to your essay in a Quora, Reddit, Facebook, or YouTube comment.

Are you selling? No, that's still marketing. This part is called promotion.

So when does it become selling?

You never sell.

The essay or video sells for you.

You tell people about the existence of your essay or video because it serves them. This is a marketing task.

You can do it. Just keep doing marketing.



DO THIS INSTEAD

Instead of feeling like an impostor, you should be checking your stats. You didn't have to do this if you were an employee before. Your salary comes in every month. You're a marketer now. Act like one and monitor your progress!

The first statistic is the number of essays, videos, or content you've posted publicly.

Write on a whiteboard how many you plan to post. One hundred? Write large 1 0 0. On top of that, "FIRST GOAL."

After creating two pieces of content, write something like 2/100. Then follow it up with ...3/100, 4/100..., or 10/100. Make the numbers big and evident in your room so you're reminded.

Don't bother checking views or traffic at this point. Only check after you've posted about 50 pieces of content.

WHY?

Jimmy, a YouTuber with only 250 million subscribers, said, "Nobody will watch your first ten videos. Accept it, get over it."

Create 100 videos instead.” After you’ve created many, now measure your stats!

CLICK STATS

You will see views and clicks when people discover your essays or videos after a few months.

If you use bit.ly or other link shorteners, your stats are in the bit.ly dashboard. My jhilario.com link uses bit.ly.

Using a WordPress link shortener, you’ll see the stats inside the WordPress Dashboard.

EMAIL STATS

If you have already set up the Email Catchers in WordPress, you should get new subscribers based on the views above.

New Subscriber Count A healthy business always has new subscribers every day. This is a goal for you.

Hard Bounce: This shows up in your email marketing funnel. You’ll see this after you send many emails on the email-sending statistics page. This means your email did not reach your leads because of an invalid email address. Erase invalid email addresses in your email marketing app if it doesn’t do this automatically.

INCOME STATS

Monitor your PayPal email inbox. After posting 100 content pieces, you should see “Yay! New Commissions...” or “Company X Sent You...” as seen in the many screenshots in this book. Remember to celebrate the most straightforward second income coming in. What if there are no sales? Then, review everything you’ve done so far. Use the checklists in this book.

Average Sale Typical dollar amount for a single order. Affiliate products average \$50/sale.

WEBSITE STATS

Bounce rate is the percentage of visitors who leave a website quickly. A bounce rate indicates people don’t want to read your essays. Revise them to serve your best buyer avatar.

Conversion Rate: If 100 people click a link and one person buys, that’s a 1% conversion rate. You need this number to be high. The high is 5%, not 90%.

SCROLLING VS SUCCESS

“Overheard: I know I must quit _____, but I can’t.”

Now, let’s replace _____ with scrolling.

Everybody scrolls, right? When you give your kid a smartphone, they go to YouTube Shorts and start scrolling.

The 16th-century ancients call this “Overloading the Senses”.

When you always delight your eyes and ears this way:

- You keep wanting more of it (“It’s my break time”)
- You find excuses to make it legit (“I’m de-stressing”)
- You know you’re abusing it, but you can’t stop. There’s a pull. You do this every day.

Addiction is not the biggest problem here.

You have constantly been rewired to expect delightful sensory experiences: good food, good sounds, good visuals, good smells, pleasing to the touch, good events, and good vibes.

This shows up in ideas like: “God thinks I’m so awesome that He gives me all the good things.”

You want to believe that. It looks fantastic and factual. So when reality hits: stage four illness, audits, retrenched, Valentine’s Day...

You can’t handle yourself.

When you saw the Affiliate Marketing Step-by-Step Checklist, it didn’t appear easy.

Some are overwhelmed just by looking at this book’s chapters.

This book is long because it’s accurate.

It is long because it avoids mistakes that can waste your time.

It’s detailed because I’ve been doing this for almost two decades.

It’s from experience.

Yet....

Somewhere in your mind, you’re looking for the

“Easy Shortcut”. I did tell you my shortcut. Get a mentor!

BUT WAIT

Some people, though, are thinking:

“Let’s find something easier than this book.”

“Hey! I saw this dude on TikTok - easy money! Let’s copy what he does!”

“Wow! Just invest 10,000, and you’ll get 30% monthly, wow!”

Later, you find out this was a lie.

WHAT YOU MUST DO NOW

You must go back and redefine what is easy and difficult.

To do that, you need first to stop scrolling.

Yes, look at your friends, wife, husband, parents, and children while you are all eating. Put your gadget in your bag, pocket, or another room.

- Talk to them while waiting for your order.
- Look far out into the world when you’re beside a window.
- Spend more than one minute looking at your surroundings.
- Stop scrolling while you’re waiting.
- Read a physical book.

- Pray instead. Ask for grace to do this project

If you stop scrolling, you have freed up time to do what's in this book.

PERSONAL TIPS TO STOP SCROLLING

These are my practices. Pick one you can copy.

- My gadgets are in Flight Mode or turned off when charging in another room, inside a cabinet.
- I have one gadget that's always on Flight Mode.
- All my notifications are off except for calls, texts, and calendars. My life is more important than some software developers' messages.
- I scroll for only five minutes daily to get "an idea" of what people are discussing. These are the starter topics for my daily email messages to subscribers and socials.
- If you were to go to my socials, you'd see I post more than I scroll.

A FEW YEARS LATER

The last ten years have been pleasing to your senses. You're now soft. How can you handle anything complicated now? You can't until you disconnect from scrolling and learn fortitude.

However, we can use **reason** to get you out of it. Classify these activities:

Put “D” for DIFFICULT And “E” for EASY

- _____ Work 200 days straight at sea, away from family
- _____ Work 2 years abroad, away from family
- _____ Wait 2 hours every day to ride the train/bus/jeep
- _____ Become Top 100 in Global ESports Rankings
- _____ Rent a P 35,000/mo mall kiosk for 18 months
- _____ Pay 900,000 in hospital bills
- _____ Design and build a P 2,000,000 home.
- _____ Invest P 2,500,000 in a Preselling Condo
- _____ Invest P 20,000 in Crypto
- _____ Invest P 1,000,000 in a Lot in Cavite
- _____ Invest P 1,500,000 for personalized mentoring
- _____ Invest P 25,000 to learn how to story tell
- _____ Remit P 25,000/mo kasi “kailangan” surprise expense
- _____ Buy P 15,000 mobile phone for mom/dad/sis/bro

Put “D” for DIFFICULT And “E” for EASY

- _____ Apply for a VISA for another country
- _____ Ask Jomar to set up your WordPress for free
- _____ Create a Free PayPal account
- _____ Read Terms and Conditions for Affiliate Deal x 100
- _____ Download Jomar’s free PDF guide on Branding
- _____ Read Jomar’s free PDF guide on Branding
- _____ Follow Jomar’s free PDF guide on Branding
- _____ Print out “You’ve got a commission!” Emails
- _____ Make a 40-second phone video reviewing an App
- _____ Put the 40-second phone video on YouTube
- _____ Spend seven months thinking about the 40sec video
- _____ Put your affiliate link in the YouTube Description
- _____ Invest P 1,500 a month for a WordPress website
- _____ Invest P 1,500 a month for a Netflix+Spotify+Grab

DID YOU LEARN ANYTHING?

Please write it down below.

PRO TIP: Stop being so afraid of doing difficult things that carry no risk or have tiny risks. You're just being soft.

PRO TIP: If you liked this chapter, ask me about my Unfair Advantage program, which offers two years of mentoring. It's not for everyone, but it's more than worth it.

WHAT'S INSIDE YOUR BAG?

Some claim you only need social media and an affiliate link for affiliate marketing. That could work initially, and you can earn money that way, but it's the **minimum**.

Eventually, you must have all these tools:

1. **Link Organizer:** This tool keeps your affiliate links tidy and organized. Answers the question: "What was the short link for ...?" I recommend a WordPress plugin for this.
2. **Traffic Insights:** This tool informs you of website visitors' behavior, which you can compare to your affiliate earnings. Answers the question: "Am I progressing in getting my niche's attention?"
I recommend using a WordPress plugin to do this.
3. **SEO Keyword Booster:** This tool boosts your website's visibility on search engines by suggesting relevant keywords and optimization tips to improve your rankings in Google search results.

I recommend several WordPress plugins for this.

4. **Creative Content Maker:** To enhance your affiliate marketing materials, you must create eye-catching graphics, videos, and other content. Answers the question: "How do I make attractive graphics?"
5. **Social Media Scheduler:** Easily manage your social media presence by scheduling your posts across different platforms. This ensures consistent promotion of your affiliate content with little wasted time. You either use tools or hire a virtual assistant to post manually. Answers the question: "How can I repurpose my content so more people will see it with less effort on my part?"
6. **Competition Explorer:** Find out your competitor's strategies so you can model them. Answers the question: "Is my content written right?"
7. **Trend Tracker:** Stay up-to-date with the latest trends in your niche. Use trends.google.com for this. Answers the question: "Am I learning from other people's interests?"
8. **WordPress Wizard:** Build a professional-looking affiliate marketing website quickly. Your website needs to be designed to sell affiliate products. Answers the question: "How do I make a website?"

Ok—in my offer in this book, I'll be your WordPress wizard.

I'll set up your Affiliate Marketing website if you get a WordPress from [Https://jhilario.com/amproducts](https://jhilario.com/amproducts).

This offer may expire anytime soon, so hurry. Every reader of this book will see this offer.

LETS GET COOKING

For Cooks and Chefs: What would the recipe look like if you were cooking an Affiliate Marketing Business?

Ingredients:

- Niche of interest or guidance from a mentor
- Research on popular products and profitable keywords
- Affiliate accounts on recommended platforms
- Professional branding materials (website, graphics, video tools)
- High-quality educational content (text and video)
- SEO optimization tool
- Affiliate links
- Active participation in social media communities
- Cross-promotion across all channels
- Email marketing strategy and email catchers on the website
- Metrics analysis for performance improvement

Instructions:

1. Choose a niche you're passionate about. No passion? That's okay - seek guidance from a mentor.
2. Research popular products, competition, platforms, and high-profitability keywords if you have your niche.
3. If you want to use my recommended niches, create your affiliate accounts using apps in <https://jhilario.com/amproducts>. These are high-earning affiliate programs with good deals.
4. Incorporate graphics and videos into your website to build a professional brand.
5. Create high-quality long essays and videos.
6. Identify and create lead magnets to give away to potential buyers.
7. Install email catchers on your website, inviting readers to download the lead magnet to solve a small problem.
8. Optimize your website's content for search engines using an optimization tool.
9. Put affiliate links strategically throughout your content using automation plugins.

10. Join groups/communities in social networks that talk about your niche. Be helpful rather than be a salesperson.
11. Share your content on all social networks and groups to reach a wider audience.
12. Monitor your stats.
13. Celebrate each tiny progress by printing a significant approval, payout, or milestone -posting it on the wall for you to see and be reminded.

LET AI AND I GET YOU STARTED.

Starting affiliate marketing takes a lot of work. So here is what Jomar Hilario and a few artificial intelligence tools can do for you:

1. An AI can write your 30-first super-long essays in detail with correct figures.
2. An AI can write with near-perfect US grammar.
3. An AI and a WordPress Plug-In can optimize your blog post so it will rank or appear in search engines quickly. This is called SEO.
4. An AI can create lead magnets for you in minutes, even if you're a newbie.
5. AI tools can create videos for you with voiceover, captions, and engaging videos.
6. I can create your WordPress website for you, already optimized for affiliate marketing, with plugins & themes already loaded and customized.
7. I can select your first niche market for you.

8. I have already selected the top-earning affiliate products you must promote. Here, you can earn large amounts, both recurring monthly and one-time commissions.
9. All of the above are the benefits of the Profitable Funnels Mentoring <https://jhilario.com/pfm>.

NOW, WHAT MUST YOU DO?

1. Decide on your brand identity. This is quick. Get my free PDF guide to branding here: <Http://jhilario.com/amproducts>.
2. Decide the approach you want based on SEO research (I'll teach you how to use the SEO tool).
3. Command the AI to create the long essays.
4. Load the long essays to your WordPress.
5. Optimize the blog posts based on the SEO tool's recommendations.
6. Create links from outside sources that point to your blog post.
7. Create short videos using an AI video tool.
8. Use our post automation tool so your videos are reposted next year on autopilot.

You can enjoy all the above in my Profitable Funnels Mentoring, available at [Http://jhilario.com/pfm](http://jhilario.com/pfm). Nothing worth doing is complicated; this book has helped you simplify things.

If you're ready to go, join my Profitable Funnels Mentoring [Http://jhilario.com/pfm](http://jhilario.com/pfm).

It's a 16-month course. I'll even do a lot of the heavy lifting for you. There are videos, step-by-step printable guides, shortcuts if you don't want to watch the videos, and a lot more!

See you on the course! When does it start? Now! There's no race. You're competing against your old self.

BONUS VIDEOS

Enjoy my bonus video, “Introduction to Affiliate Marketing,” and learn the following:

Introduction to Affiliate Marketing

My Affiliate Marketing Journey

The Importance of Persistence in Affiliate Marketing

Understanding the Value of Affiliate Marketing

The Reality of Affiliate Marketing

Debunking Affiliate Marketing Myths

Answering Your Affiliate Marketing Questions

Affiliate Marketing in Local and International Markets

The Pros and Cons of Affiliate Marketing with a Website

Creating Affiliate Content for Multiple Products

The Role of Artificial Intelligence in Affiliate Marketing

Understanding the Business Aspects of Affiliate Marketing

The Importance of Video Content in Affiliate Marketing

The Costs and Investments in Affiliate Marketing

Understanding Affiliate Program Applications

Understanding Affiliate Marketing

Upcoming Meetings and Progress Updates

Creating Content for Your Website

The Importance of Email Lists

Understanding Payment Methods in Affiliate Marketing

Understanding the Role of PayPal in Affiliate Marketing

Paying Taxes for Affiliate Marketing

Understanding the Timeframe to Start Earning

Choosing the Right Platform for Affiliate Marketing

Content Marketing Plan

<https://jhilario.com/affiliatemarketing>

FINALLY HOW HOW HOW?

The amounts on the cover are actual earnings.

How do you earn the PHP 98,312.03 from affiliate marketing?

Here's how:

1. You have a big email list that likes you and loves reading your stories.
2. There's an expensive affiliate offer (\$2,000) that only a few people can afford to buy. You become an affiliate and get approved. Why? You have an extensive list. That's what they're looking for.
3. You email your list for two weeks using swipe file content that the seller gives you for free.
4. The result? You earn P 98K. But that's just one payment. There are more payments like that from the same seller.

How do you earn the \$8,423 from the cover?

That was the June 2021 earnings from a large affiliate network, taken from the chapter “EARNINGS EXAMPLE 2021 JUNE.”

What’s required to earn that?

1. You have a WordPress website full of content about what people look for in your topic of interest (this depends on you).
2. You write essays using your brain or AI or hire it out. Each essay has SEO research behind it (also using AI sometimes or just SEO tools).
3. You apply to a large affiliate network. They approve you because your website has high traffic.
4. You promote a few products from the network and ensure they pass our “Good Deal Criteria.”
5. You put your review, analysis, pros and cons, and tutorials in WordPress and social media.
6. Your high-traffic website keeps getting new visitors for your essays every day for years.

SHE SAID IT!

True story.

A dad was talking about how angry he was every morning.

His daughter asked: “Why were you angry every morning?”

Dad: “Because I didn’t want to cook breakfast every morning.”

Daughter: “So, who cooked if you didn’t want to cook?”

Dad: “I did. I didn’t want to cook, but I have done it every morning for four years.”

Daughter:” Wow!”

Then she whispered in her Dad’s ear: “Manliness!”

YOU ASK IT

When faced with an arduous task, you need first to define “arduous”:

arduous /är’joō-əs/

adjective: Demanding great effort or labor; difficult.

Testing severely the powers of endurance, strenuous

Remember that chapter about being “soft”? This is the opposite of that. Whoever you are -when faced with an arduous, worthwhile task like Affiliate Marketing...you will need fortitude:

fortitude /fôr’ti-tood̄”, -tyood̄”/

Be prepared to stand firm in the most challenging situations, such as :

“Reading the Terms and Conditions of 50 Affiliate Offering Companies.”

Or

“Taking care of your sick loved one for three months without sleeping.”

Pick your passion.

Why? St. Thomas Aquinas said:

“For he that can stand firm in things that are most difficult to bear is prepared, in consequence, to resist those which are less difficult.” -Summa Theologica, 2nd of 2nd.Q123.2

This means that we should stop worrying about whether this will be hard. There are much more complicated things in life that you have already done (survived). This is “chicken feed” compared to those.

PROTIP: Reading 100 Terms and Conditions is easy. Taking care of a sick loved one for three months without sleeping is arduous and requires fortitude.

FOR EXAMPLE

Moms can relate to this one. Mama Mary, Jesus's mother, displayed fortitude by standing by Him during His passion and crucifixion, showing her unwavering support and courage.

When we see movies, we take it for granted that Mary would be out in public during the crucifixion. We ignore that the other ten apostles were nowhere to be found. Only St John was with Mama Mary.

That's the *fortitude* many mothers exercise.

You will have to apply this **virtue** when doing affiliate marketing.

Notice how far away “reading 1,000 terms and conditions” is from “standing by while your son is being crucified.”

BE PREPARED. HOW AND WHY?

When doing a “success journey” like Affiliate Marketing, there are always two goals:

1. To get your desired second incomes
2. To become the person worthy of #1.

The Hard Way and the Best Way are two ways to become worthy of getting your desired second incomes.

BEST WAY TO BECOME WORTHY

The **best way** to get #2 is to **ask** for virtues like Fortitude.

Yes, I did say, “Ask”.

I could have said, “Just be courageous. (Joshua 1:9) or “Just do it!” Or “Here’s a quote from Jim Rohn...” or “The universe will conspire to make you abundant...”. But no. Not those this time.

You see, things are more manageable if you’re smarter than that.

All you have to do is “ask” for grace.

Oops! What’s a “grace”? It’s the technical term for “the Gift of God.” So the smart thing is to “Ask for the Grace of Fortitude.”

Who do you ask? Ask God!

How? “God, I ask for the grace of fortitude for my Affiliate Marketing business.”

It can be as simple as that prayer, or if you want to get my take, here’s my “How to Ask For Graces” list:

1. Confess sins first, preferably monthly. After confession, you’re in a “State of Grace.” This state makes your favors favorable. Because it proves you’re sincere in asking.

It’s just logic: which prayer will God answer freely & quickly? a) a prayer of a person who’s done evil all his life or b) one who follows God daily? Just use logic. The person who follows God daily will know how and what to pray for. So, get that state of grace! It’s free!

2. Stop sinning. If you keep doing it, go to #1 above again. You're doing #1 every month anyway, and this is free.
3. Improve your confessions by studying "Examination of Conscience" websites and books. In one of St. Don Bosco's dreams, he reveals that demons love it when you make a bad confession. That's when you hide significant sins. So, make good confessions. This is free.
4. Eliminate invisible enemies to your success. If you don't believe in invisible enemies, read the "hard part" after this.
5. How? "Bind" the following vices in you: Acedia, Sloth, Pride, Effemineae, and Laziness in "Deliverance Prayers." (Get the book here: <https://amzn.to/4dcnewN>. (Yes, this is an affiliate link to Amazon!).
6. "Bind" is a technical term for sending demons to Jesus's Cross - so they don't go to your pets. Read the story about the pigs in the Bible.
7. I recommend this secret book for all of you to read so you'll be more "worthy." It is not the Bible. To find out what this book is, subscribe to [Http://jhilario.com/secretbook](http://jhilario.com/secretbook).

8. Never give up asking for grace. This will be your daily thing forever. This is free.

Jomar, why do you teach me this “religious stuff”? Because it’s the best way I know. If you prefer, I have included the **arduous hard ways** below as a non-religious alternative.

HARD WAY TO BECOME WORTHY

1. Read every success/business book written in the 20th century and later. I’ve done this before.
2. Read every success literature written before the 17th century. They’re accessible on Archive.org.
3. Compare what they say: #1 and #2.
4. I’ve done this before: Watch every YouTube video on success and compare it with #1 and #2.
5. Make your conclusions about what you must do based on what they say.

WHAT IS THE CATCH?

I've already done the HARD WAY. I just came up with a repeat of the information that the best way also says.

For example, the HARD WAY says, "You must Embrace Grit." "Don't Give Up, Never Surrender.", "Do whatever it takes."

These are excellent sounding. It doesn't tell you how. Mental strength? What if you don't have the mental strength? What if you're not in the mood? What if you're in a "bad place" today?

Emotions are so unreliable. So, we make dream boards, dream books, and masterminds and attend many seminars to "pump us up." We're still relying on emotions.

The BEST WAY says -sure, do all that and add a devoted prayer life, novenas, Christian meditation, masses, good confessions, consecrations, medals, pilgrimages - physical and spiritual, spiritual reading, and silence.

But most of all, the BEST WAY says, "You think it's all up to you. But all you must do is unite this to Christ's suffering." Of course, you have no idea what "unite" means here. That's why you must investigate the "BEST WAY".

HUMOR ME ON THIS

From the Bible (Luke 12:16 NAB Catholic Version)

¹⁶Then Jesus told them a parable. “There was a rich man whose land produced a bountiful harvest. ¹⁷He asked himself, ‘What shall I do, for I do not have space to store my harvest?’ ¹⁸And he said, ‘This is what I shall do: I shall tear down my barns and build larger ones. There I shall store all my grain and other goods ¹⁹ and I shall say to myself, “Now as for you, you have so many good things stored up for many years, rest, eat, drink, be merry!” ’

²⁰But God said to him, ‘You fool, this night your life will be demanded of you; and the things you have prepared, to whom will they belong?’ ²¹Thus will it be for the one who stores up treasure for himself but is not rich in what matters to God.”

Note from Jomar: The story above is a parable, so don't take it literally. It's not really about barns and grains. The interpretation is below—from Jesus, the one person supposed to interpret this correctly because He said it.

²² He said to [his] disciples, “Therefore I tell you, do not worry about your life and what you will eat, or about your body and what you will wear.

23 For life is more than food and the body more than clothing.

24 Notice the ravens: they do not sow or reap; they have neither storehouse nor barn, yet God feeds them. How much more important are you than birds!

25 Can any of you by worrying add a moment to your life-span? 26 If even the smallest things are beyond your control, why are you anxious about the rest?

27 Notice how the flowers grow. They do not toil or spin. But I tell you, not even Solomon in all his splendor was dressed like one of them.

28 If God so clothes the grass in the field that grows today and is thrown into the oven tomorrow, will he not much more provide for you, O you of little faith?

29 As for you, do not seek what you are to eat and what you are to drink and do not worry anymore.

30 All the nations of the world seek these things, and your Father knows that you need them.

31 Instead, seek his kingdom, and these other things will be given to you besides.

***32**Do not be afraid any longer, little flock, for your Father is pleased to give you the kingdom.*

***33**Sell your belongings and give alms. Provide money bags for yourselves that do not wear out, an inexhaustible treasure in heaven that no thief can reach nor moth destroy. **34**For where your treasure is, there also will your heart be.*

WHY DID WE READ THAT?

Jomar! This looks like a contradiction. It's telling me to "become poor" (sell my belongings?!). That's a common way to see this. But no, the word "poor" isn't in the interpretation.

Instead, it's telling you to practice the virtues of ALMSGIVING, RELIGION, FAITH, TRUST, and more. My most significant message here is "Don't Worry...". But do reread it to absorb it all. Instead of using emotions, the BEST WAY uses **reason** - just like St Thomas Aquinas.

So why is "Don't Worry" necessary for Second Incomes? You will be tempted to worry, and it can ruin your experience. But "Don't Worry" is not the complete message here.

It also says :

- Meditate on the birds. (Virtue: ____?)

- See how you don't control the small things? (Virtue:___?)
- Notice the flower's growth...("Why are they so beautiful?")
- Have faith because you have so little of it. (Virtue: ___?)
- Do not seek your food and drink and stop worrying (Virtue: Trust)
- The whole world seeks these things. (Vice: ____?)
- Your Father knows you need them. (Virtue: ____?)
- Instead, seek his kingdom. (Virtue:_____?)
- Because -these other things will be given to you besides.

That's a lot of things to get from a parable. Yes, there are many virtues mentioned here. Learn them.

LISTENING TO THE RICH

I, too, listened to "Already Rich" people tell their stories of how they started. There are Steve, Mark, and Bill, all from wealthy families, who became billionaires and are inspirations to many. Right?

Most rich people don't tell the complete story of their beginnings. Sometimes, they skip the part about how their family already had a thriving business, which is why their parents could afford to send them to their country's third-most expensive school.

They had this advantage, but instead, they insisted that “We were not rich.” When I hear that from gurus, I listen to myself say, “I came from a poor family.”

These two sentences are different. Their advantage is not my advantage. My twenty-four hours are not the same as their twenty-four hours.

There’s another reason why the HARD WAY doesn’t work well.

Many successful people are ashamed of how they started.

Why? They did not start with virtues. They lied, stole, and engaged in all sorts of vices they will not reveal in their success stories.

AND YOU?

Your story can be different. You must study virtues and apply them in your Second Incomes journey instead!

You have already read about the right approach to Affiliate Marketing in this book.

You have already read what you should avoid.

You’ve also seen the potential earnings, expenses, and internal workings.

Trust me when I say I know what I'm talking about. I've lived this for almost two decades.

"You will do even greater things." (John 14:12)

If you don't want unnecessary heartache or headache - follow what this book says.

If you want a happy ending for this life and the next, follow this book.

Now, it's your time to increase! Increase using Second Incomes!

Jomar Hilario

P..S. Go to <http://jhilario.com/amproducts> for my list of updated affiliate programs you must join.

ABOUT JOMAR HILARIO

Jomar Hilario is not just an author; he's a visionary in the Philippine internet marketing landscape. With two groundbreaking books under his belt, Jomar has established himself as the go-to guru for early adopters & astutely intelligent aspiring digital entrepreneurs in Southeast Asia.

Jomar homeschools his many children. Unlike many 21st-century fathers, he keeps his family life away from social media. After the pandemic, his household now lives a hybrid monastic family life. He believes everyone should try it.

Some quotes from Jomar's children + his reply:

"Daddy is on TikTok again!" "Yes, I'm creating content again!"

"Daddy, do you have a show?" "No shows on Sunday."

"Daddy, can we buy more saint statues?" "Ok."

"Daddy, stop tickling me!" "Later."

"We don't read your book since we're not the target market."

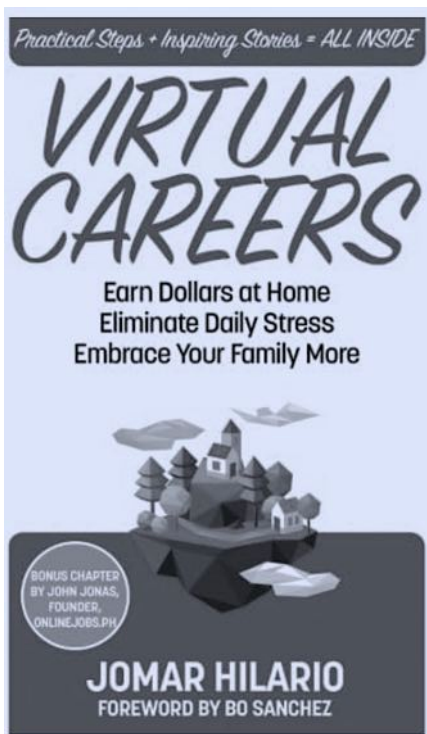
Jomar's Best-Selling Books: *Virtual Careers*, *Second Incomes*

Connect with Jomar to get his stories in your inbox:

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From 15 Years of Experience