



STEP-BY-STEP GUIDE

Affiliate Marketing

Step-by-step approach to help you
start making money online with
affiliate marketing.

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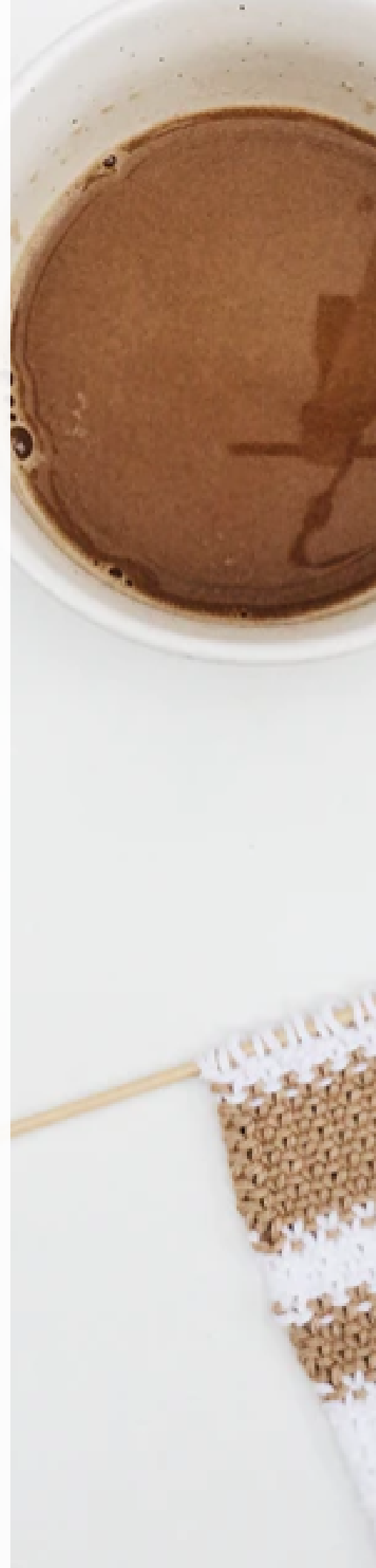
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Introduction

A Guide to Affiliate Marketing



Make no mistake, turning a profit online is different from earning an active income. Your active income is your 9 to 5 job. You engage in earning an active income when you trade your time for money.

If you don't show up for your job every day you won't get paid. If you don't show up on time repeatedly, the chances of keeping your job dip to the "slim to none" level. That's how active income works.

Making an active income is like being a chicken; if you've ever seen a chicken eat, you probably notice that it scratches the ground, looks for a morsel, and then pecks. It scratches then eats. If it stops scratching it doesn't eat. The logic and the events are straightforward and simple.

This same straightforward and simple concept applies to the typical 9 to 5 workweek job – no work equals no pay. This is the repeated concept of trading time for money.

Time is the biggest factor here. Within any block of time you produce work. You produce some sort of outcome. This is a totally different dynamic when compares to earning a passive income.



When it comes to making money online active income is completely different. Fundamentally, you simply don't trade your time for money. If you earn money online, you earn it wherever you are.

What if I told you there are many people earning six figures incomes year after year, jumping from city to city and country to country? If you need proof of this, look up Brian Dean. Brian used to live in Asia, now he's living in Europe, and he's lived all points in between.

And the best part to all of this is that as you earn your income you also begin to broaden your horizons and grow personally by discovering the soul-uplifting value that travel affords. You're able to travel if you make money online. You can't do that with an active income because you need to be physically present at your job site.

It's Not As Easy As It Looks

Additionally, you can't make money on autopilot if you are choosing to make a "traditional", active income. That's just not going to happen. You have to show up. If you don't show up, you don't earn money for that day. This isn't so when you begin making money online.



Online passive income systems can be set up so that they are always generating money. For example, when people show up at your website, they have the option of purchasing merchandise which earns you money without the hassle or fuss of paying a cashier or the time it would take you to ring up a purchase yourself. In this way, simply saving money is equivalent to earning money.

Making money online enables you to scale your income higher over a shorter period. One way in which you can easily scale up both your income and your business is by engaging in automation. This passive income technique is not available to people who earn an active income.

What is the Solution? How do you escape the strategic disadvantage of earning active income? The answer is simple! Make money online through **affiliate marketing**.

Affiliate marketing refers to the practice of selling others' products or services through your own websites, online properties and domains, or your online traffic generation. Affiliate marketing is no more and no less than that!

When you design your affiliate marketing strategy you can then automate it and scale it. This means that you can set up thousands of websites, each making a dollar a day, and you can still make a decent income at the end of the month, or you can build one website making tens of thousands of dollars every single month. The beauty is that it is your choice.

You can automate so that you don't have to be physically present while your website closes deals to make money. You can also scale up the number of websites you own or scale up your websites' offerings so that you make more money with each online property.

Chapter 1

HOW TO PICK THE RIGHT NICHE



Understanding this chapter is crucial if you want to make money as an affiliate marketer on the internet. If you blow off this chapter don't be surprised if your business goes belly up!

That's how crucial it is. Things often go seriously wrong when sellers pick the wrong niche.

Unfortunately, you will only become aware of your mistake when it's too late to rectify it. You will know you picked the wrong niche when you have spent a tremendous amount of time, effort, emotional energy, and money only to find that you have very little, if anything, to show for it. Remember, never trade your time for money!

One of the most common mistakes that new sellers make is to sink money, effort, and time into a resource that simply does not provide a real service or, if it does provide a service, provides it at too high a cost to justify its use.

I simply can't emphasize enough that niche choice is crucial to your affiliate marketing success.

A Quick Rundown of What Can Go Wrong?



"Affiliate marketing is the art of turning trust into revenue."

First, there may be low or no demand for your product or service. When you pick the wrong niche, the demand may not be there. You might think that it's the hottest thing since sliced bread, but people really could care less about it - what they care about is whether you produce the kind of results that they would pay dollars for.

Another problem with picking the wrong niche is that you may pick trendy niches. This may seem really hot right now, but they may be "here today, gone tomorrow."

A good example is fidget spinners. These spinners created a rage in 2016. Now, nobody wants to have anything to do with them. A lot of people made money selling these fidget spinners but a lot of people also lost money because they entered into the niche too late.

Trendy niches can mean the end of your affiliate marketing investment. Avoid trendy niches and instead pick niches with tried and true long-standing sales histories.

Another problem that you can avoid by picking the right niche involves low return on effort. A lot of people confuse this with return on investment. These are two totally different concepts.

Return on effort is the amount of time you personally invest something. The iron rule of return on effort is to put in as little effort and time as possible, while getting as many dollars as possible.

If you don't stick by the iron rule and pick the wrong niche, you could end up making some money but only at the expense of your time, mental energy, and emotional resources. Pouring your life into that activity is simply not going to be worth the return on effort.

Of course, there is always the possibility that you would pick a niche that has really no return on investment. This speaks more to the amount of dollars that you're going to be putting into your affiliate marketing business. Maybe you put in this money up front or at a later stage in the development process.



Whatever the case may be, whatever profit your business produces does not in any way, shape, or form come close to justifying the amount of dollars needed to put up the business in the first place. Sadly, people commit this mistake all the time.

Another danger with picking the wrong niche involves competition. People routinely pick niches that are too competitive. As a result, there are just so many of these niche websites out there that the competition becomes a washout altogether. In other words, the competition is so great that essentially no one wins.

This is a serious problem because if the typical consumer interested in that niche gets the impression that your website is just like everyone else's website, there's really no compelling reason for them to go to your site instead of the thousands of other websites that share your niche. It simply is too saturated.

Another danger that you need to avoid involves your mindset. You may be making money off your business. Things may be looking great on the surface, but somehow, some way, you lost interest. You just don't have the heart for it anymore.

This pitfall is often the true reason that your business is unsuccessful. If you truly lose interest in your niche or your business you will not have the level of passion you need to solve problems as they present themselves.



How to Pick Your Niche the Expert Way

By following the steps I lay out below, you increase your chances of affiliate marketing success tremendously.

Instead of coming up with a "hot" idea and wasting a tremendous amount of time, effort and money on it, if you follow the steps that I lay out below, you go through a tried and proven niche selection process that dramatically increases your likelihood of success.

Now, this is not a guarantee that if you just follow these steps riches await you in your bank account. Still, it will give you enough of a competitive advantage that your chances of success are much higher than if you were to fly by the seat of your pants.

You need to go through these steps. Don't skip any of them if you want to make sure that you are targeting the right niche.

Step #1: List out all your interests

List your personal interests and hobbies. Really think about what you personally like to learn about, see, do, collect, or spend time on.

Apply the following test: Ask yourself, as you go through each of the interests line by line, if you would talk about those topics even if you were not getting paid. This should narrow your list substantially.

Once you have cleaned up your list, go on to the next step.

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**"Success in
affiliate
marketing is
built on a
foundation of
value."**

When you look at each keyword, Google Keyword Planner tool will show the estimated cost per click for that keyword term. This should give you a rough dollar value of the overall demand for each niche.

Now, simply eliminate any listed niches that have very low commercial value.

Step #3: Filter by consumer demand on Google Keyword Planner tool

Now that you're entering keywords related to your niches on Google Keyword Planner tool, the next step is to pay attention to the average monthly search volume projected for those keyword clusters.

Step #2: Filter by commercial interests on Google Keyword Planner tool

If you haven't already done so, create an account at Google Adwords. Using its Google Keyword Planner tool, enter some keywords related to the topics on your list.

If you don't know how this works, just type in the interest and you would be able to find keywords related to it. Group these keywords based on the topics they're related to.





A certain pattern should emerge from topic to topic. It should be fairly clear which topics have more searches.

Now, delete listed niches that do not have enough demand in terms of projected search volume, as well as those that have too much demand. Again, think of this concept as the previously mentioned competition for competition. If a topic generates too many searches, the competition is too great to allow any one or two particular websites to flourish at all. The pool is too full!

Now you will see a list of niches that are considered “middle of the road” as far as monthly average search volume is concerned.

Step #4: Filter by competition level

Take the keywords related to each of the niches remaining on your list and search these keywords on Google's main search engine.

Take note of how many websites are returned by Google. Usually, Google will show a number figure of how many websites are related to the keyword you entered. Write these numbers down.

After you've done this with all the keywords related to all your remaining niches, compare them with each other. You should wipe out niches on your list that have too many websites targeting them. You should focus on a fairly manageable level of competition.



Step #5: Filter by consumer trend

At this stage, your list of niches should be growing shorter and shorter.

Now, apply two more filters to your search so that you can zero in on the niche you should target.

This is the expert way of picking niches. If you follow this process, there is a high chance you will be more successful with your affiliate marketing business.

For this step, you're going to type in the keywords related to each of the niches on your list into Google Trends. Pay attention to the chart. Is it flat or does it show a decline over time?

If it shows any of these two patterns, delete that niche from your list. Chances are, the demand level for that niche is dying over time. If you need a good example of this, look at the search pattern for the keyword phrase "fidget spinner."

There were many previously hot products and hot niches, that have dropped like a rock. You don't want to be stuck with those. Filter from your list any niche with a declining or flat lining trend line.

Step #6: Filter by social media demand

For this step, I need you to go to Twitter or Facebook.

I need you to enter keywords related to your niche on those platforms and see if there are hashtags on Twitter or really big accounts that target those keywords. On Facebook, see if there are any big pages or Facebook groups that tend to talk about those topics.



If a niche isn't already being talked about on these two platforms, you might want to take it off your list. If you pick a niche that already has some sort of demand on social media, you're making your job much easier.

You know that there are already platforms and groups as well as promotional spaces on social media. You only need to go to those existing places to promote whatever it is you're promoting. Do you see how this works?

You don't want to have to create social media demand. You don't want to put yourself in a position where you're going to have to reinvent the wheel, as far as your niche is concerned.

You have to ask yourself, "Are there enough people already talking about the niche that I'm thinking of promoting?" Similarly, "Are there areas on social media dedicated to this niche already?"

Step #7: Filter by content ease

This is an optional step. You don't have to delete items from your niche list if it doesn't fit this criteria.

However, if you are operating on a tight budget, you might want to do just that.

For example, among the three remaining niches on your list, one involves really complicated robotics technology, this might be an issue. You better have the time to properly research content for that niche and do things yourself, or you better get ready to hire somebody.

If you're going to be outsourcing content creation, it may be very expensive because the niche is so specialized or involves some sort of cutting edge technology. Since you're going to be spending money for this content, it may prove to be too costly or, in the case of you writing stuff yourself, too time intensive. You may be better off sticking with a niche that is easier or cheaper to produce content for.

Chapter 2

BECOME A NICHE AFFILIATE FIRST



A lot of people think that affiliate marketing really boils down to owning the network. In other words, their first instinct is to create an affiliate program and they start recruiting other affiliates. The idea, of course, is for them to set up some sort of platform and they become a middle man for advertisers and publishers.

While I understand the dollars and cents analysis behind this thinking, you might be biting off more than you can chew. If you are not yet an expert at affiliate marketing, you might want to become a niche affiliate first. Don't put the cart before the horse.

Similarly, you may be thinking that since you have figured out the right niche to target after using the expert step by step process I described above, you should just start creating your own product. Again, you don't want to put the cart before the horse.

Become a niche affiliate first because you may not know how to properly address the existing demand for your niche. If you are to come up with your product right off the gate, you might speak to people's problems in all the wrong ways and fail to make a sale.



"Your network is your net worth in affiliate marketing."

By becoming a niche affiliate first, you build a business around products that already exist. These products, at least on the surface level, are supposed to address the needs people have in your niche.

Another reason why you should become a niche affiliate first and promote other people's products first is that the more you've focused on your niche, the more you become an expert.

You're able to see patterns, you're able to see what kind of sales approaches work and which ones don't work. You're also able to understand the needs of your target audience and craft custom solutions to better address those needs.

You can then use these skills to come up with your own products later on. But right now, you're learning. You're trying to build up expertise as well as authority and credibility.

Use Offer Vault to Find All Affiliate Programs in Your Target Niche

After you've gone through the expert niche filtering step by step plan I described in Chapter 1, go to offervault.com to find all affiliate programs in your target niche.

This means that you should have reduced your shortlist of affiliate targets to just one. Find all the programs you can find that target that specific niche.



How to Filter Affiliate Programs

At this point, you probably will quickly realize that there are actually quite a number of programs targeting your niche. In fact, in some cases, there are too many affiliate programs. You can't tell them apart.



They talk about the same things. You look at their recruitment, and they look fairly similar to each other. You check out their offers, and they basically offer similar solutions that address the same set of problems.

How do you tell them apart? Well, there are four objective standards that you should use to quickly filter affiliate programs.

Now, this doesn't necessarily mean that after you apply these filters you will pick a winner. Nobody can really guarantee that. However, when you apply these filters, you increase the likelihood that you will pick an affiliate program that can produce results for you.



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"In affiliate marketing, authenticity is your strongest asset."



Filter #1: Ease of conversion

Now that you have listed down the URLs of all the affiliate programs in your target niches, visit all of them. Check out what kind of action they will pay for.

Are they going to be paying you a commission when the visitor you send to their page buys something? That is a per sale conversion.

On the other hand, are they paying if the person that you sent fills out an email form or inputs their zip code? That is a CPA conversion.

Finally, will the affiliate program pay if the visitor just clicks on an ad? That is a pay per click conversion.

Filter the list of affiliate programs based on what kind of conversion they're looking for. Your first priority should be the easiest conversion point, which is pay per click.

If that's not available, select the affiliate programs who would pay you per email or zip code collected. If there are none of these available or too few, switch over to affiliate programs that will pay you per sale.

Now, it's important that you rank these based on the total percentage that you would get. Obviously, the higher the percentage, the more you should prioritize that particular affiliate program.

If you find that all the affiliate programs in your niche pay only per sale, then the ones that pay the biggest commission or the biggest percentage should be at the top of your list.

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"Affiliate marketing is the bridge between passion and profit."

On the other hand, there are affiliate programs that will only pay you maybe a couple of bucks or fifty cents or less per conversion. However, their conversion ratio is so high that their EPC is actually very good. In other words, for every hundred visitors you send them, they end up converting a large percentage of those visitors.

Pay attention to EPC because it presents a more accurate picture of the affiliate program's ability to convert your hard-earned traffic.

Filter by Promo Material Availability

The next filter you should apply to the affiliate programs you found in your niche involves ads. Does the affiliate program already feature ads or promotional materials you can use?

Filter by EPC

EPC is a metric for earnings per click. With everything else being equal, when you send traffic to an affiliate program, what is their average EPC? This gives you a fairly good idea of just how well this program converts.

Don't be misled. There are lots of programs that would pay you a huge commission, let's \$200 or \$300 per conversion. But the problem is, you have to send them a huge amount of clicks to get that one conversion. So, accordingly, their EPC is actually very low.





For example, if you are promoting by email, do they already have email swipes or prewritten messages you can use? If you are promoting through ads on your blog, do they have ad graphics?

Of course, the more materials they have made available, the better.

Filter by Promo Material's Flexibility

Finally, you should pay attention to how much freedom the affiliate program gives you to come up with your own promotional materials.

Are you stuck using the exact materials that they give you? Can you make modifications? Or can you come up with your own completely original promotional materials?

Keep in mind that a lot of affiliate programs tend to keep their affiliates on a tight leash. They don't want them to come up with all sorts of wild ads that may end up misrepresenting their product or somehow misleading their visitors.

Still, if you come across an affiliate program that gives you a tremendous amount of freedom to craft your original ads or modify their existing advertising materials, you might want to take a close look at the program.

With everything else being equal, sign up for affiliate programs that have all of the qualities above. They must have offers that are easy to convert, they convert a significant chunk of the traffic sent to them, they have ready promotional materials available, and they give you a measure of freedom in using their materials or allow you to come up with your own ads.



Sign Up for as Many Qualified Programs as You Can

Now that you have a good understanding of all the filters that you're going to use to qualify affiliate programs, sign up for all the programs that survived that four-stage filtering process listed above.

Please note that not all affiliate programs will be available to you. Some have country restrictions. This is a big one. These programs only take traffic from certain countries.

This doesn't mean that if you're an affiliate marketer living outside of the preferred range of countries that you're disqualified. For example, if you are a marketer who lives in the Philippines, but you can get American traffic to send to an affiliate program that only accepts American traffic, you should be okay.

Check their list of accepted countries just to make sure. Sometimes affiliates have restrictions on the countries marketers can come from.



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"Affiliate marketing is a journey of constant learning and adaptation."

Chapter 3

FIND YOUR NICHE COMPETITORS AND REVERSE ENGINEER THEIR MODEL



Now that you have selected your target niche and you have signed up for relatively highconverting, high-value affiliate programs catering to that niche, the next step is to get down and dirty and reverse engineer your competitors.

Why reverse engineering? When you look at what other people are already doing and look to learn from them, you are essentially letting them do your homework. You benefit from what they're doing right and you learn from them to avoid making costly mistakes.

In this case, just because they've started earlier than you, that doesn't put you at a competitive disadvantage. In fact, it gives you a tremendous advantage. You don't have to make the mistakes that they had to make as they built up their websites.

Look at how they set up their website and you can rest assured that they are doing business a certain way because, at some level or another, it works. Here's how you do it.



Find All Your Competitors

Your first step is to get a massive list of all the keywords related to your niche. Go through each keyword. Make sure that it is directly related to your niche.

Input these keywords one by one into Google and find all the site listings for your niche. There are going to be a lot of false positives, so you have to filter those out.

But at the end of this process, you should have a very long list of websites. These are websites that directly target your niche.

Profile All Your Competitors

Now that you have a list of URLs, the next step is to visit each and every one of those websites. Now, this might seem like a pain if you are clicking on one link after another. **Here's a shortcut.**

If you use Google Chrome browser, there is a plug-in called "sticky." Basically, you just need to copy and paste the list of URLs to your clipboard and click the "sticky" icon on your browser.

This will trigger Google Chrome to open many tabs. You then use the Chrome keyword command to switch from tab to tab to quickly check out these different websites.

What should you look for? When you're going through each tab and checking out your competitors, you're looking for some sort of "industry standard." In other words, do you see a pattern? Do they have a lot of things in common or are the websites really completely unique from each other?

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"The best affiliates are expert problem solvers."

Here's a spoiler. They won't be completely unique from each other. They will always have a set of common features.

However, as you go through the vast majority of the websites, these common features are actually quite long. These are your "industry standard" features.

Pay attention to the following:

How do they convert traffic?

How does the website make money? Is it a blog and it makes money through the ads? Is it some sort of search engine and when you do a search, it shows an article and then there are ads with the article?

Or does it produce a list of products that are direct affiliate links and you click the product? Is it some sort of directory?

On the other hand, when you look at the site, is it really just a list of direct links that take you to the affiliate product?

How do they look?

How is the content laid out? Do they use ads? Are there very little ads? Do they usually use text links? How is the content presented for ultimate conversion?

What kind of content do they use?

Another thing you should be on the lookout for is the type of content being used. Do they use text, pictures, diagrams, slide shows or videos? Or a combination of any of these? How much content do they show?

Do they collect email?

This is a big one. Pay close attention to this one. Does the website collect email? Is there some sort of newsletter or a mailing list that they want you to join?

How exactly do they get you to join their mailing list? Do they offer some sort of free booklet or book or some sort of free software?

If they do offer an email list, try joining it. What kind of emails do you receive? Is it a simple newsletter or do they try to get you to join the list by giving you some sort of free book?

Pay attention to the updates that they send you. Are these just giant ads or do they actually give you useful content in your email?



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"Affiliate marketing is all about making mutually beneficial connections."



Identify the Industry Standard and Build from There

At this point, you probably have reviewed over 100, if not hundreds, of your competitors' websites. Congratulations. That's a lot work. That's definitely a lot of material to filter through.

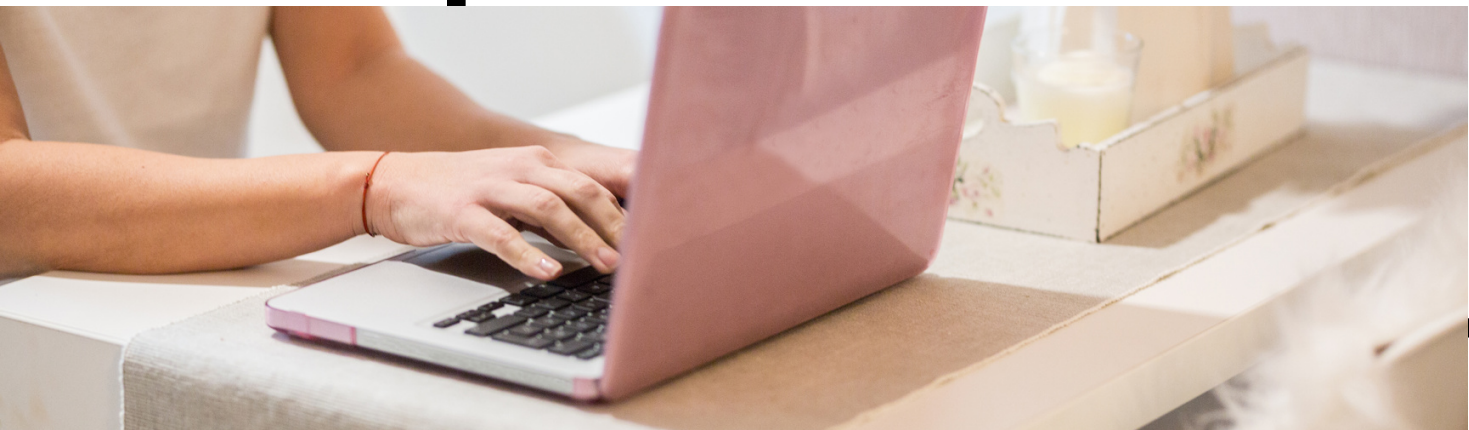
I hope that through each website, you were taking notes. In particular, you were paying attention to their traffic conversion model, their content layout, what kind of content they were using, and whether they collect emails. And if they do, how they collect their emails.

At this point, you should have a huge number of notes. The key here is to focus on the most common elements that you keep seeing over and over again, regardless of your competitor. This is your baseline. These are the narrow set of features that you're going to use.

Your first affiliate website will have these narrow range of features. How come? The fact that these features appear over and over again indicates that at least, at some level or another, they are successful enough. Otherwise, your competitors would not use these features.

I hope you get the logic in that. It may not be an astounding level of success, but it's successful enough to at least assure some level of survival. This is the "industry standard."





Now, please note that just because you are picking the most common denominator, it doesn't mean that you're going to start and stop there. This is just a starting point. Later on, you're going to fine tune and enhance your website so as to maximize its ability to convert your traffic.

At this stage of the game, however, you just want to learn from your competitors through reverse engineering, so you can have a baseline that will work at an affiliate predictable level. It may not be a very high level, but at least it's a predictable level of success.

Compare this to coming up with some weird layout or content strategy for your website that may completely miss the mark as far as your audience is concerned. At that point, your chances of success is basically zero.

By using an industry standard, your chances of success may be 5%, 10% or a little bit higher, but at least there is some baseline that you can work with, and then scale up from.

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**"Trust is the
currency of affiliate
marketing."**

Come Up with a Competitive Advantage



Now that you have understood the basics of what your competitors are offering and you have come up with a master collated list of industry standard features you're going to be using for your website, the next step is to come up with a reason for your visitors to visit you.

Make no mistake about it, if you were just to take the industry standard, chances are, your website is going to fall between the cracks. Your website is basically going to be indistinguishable from everything else that is out there.

Remember, you're taking everybody's most common features and building from there. This is your baseline. But you have to do something more. You're starting there, but you're going to have to build something that will answer two questions.

First, why should your visitors pick you? In other words, you would have to come up with some sort of competitive advantage. You would have to come up with some sort of compelling reason why your visitors should check out your website and benefit from your content.

The next question you need to ask is why should niche fans go to you? In other words, the idea here is that when do a search, they probably will see your competitors first.

When they visit your competitors, they would gain some sort of familiarity with your niche. They're not completely wet behind the ears. They're not complete and total newbies.

So when these niche fans make their way to your neck of the woods, why should they stay?



The Answer

Come Up with a Good Answer

The series of questions I asked above should be enough to stump you. That's precisely the point. I want you to get your mind's gears going because this is heavy mental work.

You have to understand that if you offer the exact same stuff that most of your competitors are offering, there's really no compelling reason for people interested in your niche to stick around.

After all, any search on Google will basically return the same kind of stuff. Why go with you when they can easily find that material elsewhere?

This is where your answer comes in. You have to articulate a key value proposition.

Basically, you will ask yourself, what will make them come back? What makes my website special? What kind of specific value does my website bring to the table?

This is not the kind of stuff that jumps out at you. I mean, it's not obvious. You have to ask yourself, how you can position your website based on the "industry standard" so your visitors will keep coming back for the following:

Your Content

Is your content interesting enough? Is your content compelling enough? Does your content present the same information that your competitors are presenting, but in a unique way or a personality-driven way? Are you offering basically the same content, but in a value-added kind of way?



In other words, when somebody has a choice of seeing the same content presented in the exact same way as everybody else, but they see yours, what makes yours stand out? What makes yours demand to be read or to be processed? Does your conversion platform stand out?

Now that you have a clear understanding of how your competitors convert their traffic, how does your conversion platform compare? What should you be doing that would maximize your chances of success?

Again, you are taking the industry standard, which is you're using the same conversion platform.

For example, in your niche, most of the conversion platforms take the form of blogs. This means that you're going to build a blog. Simple enough.

But this begs the question, "Now what?" After you've set up your blog, what is going to make people pick your blog instead of other people's blogs?

More to the point, once you get traffic, how does your blog process your visitors so that your conversion platform performs better than theirs?

Your Traffic Choices

Another question that you need to focus on in terms of value proposition is your source of traffic. By this point, after you have studied dozens, if not hundreds, of your competitors, you should have a rough idea of where they get their traffic from.

How are you going to attract that traffic? How are you going to speak to that traffic's needs?



Again, this comes back to your key value proposition. It's all about positioning your content or the benefit people get from your website in light of the traffic source that you are appealing to.

Your Paid Traffic Channel Strategy

Finally, you also have to analyze how you will position your particular brand for traffic that you pay for.

If you're going to be taking out Facebook ad buys, how are you going to position your brand? What elements of your site would you focus on? How would you present your content?

Again, you will only know the answers to these after you've done a thorough analysis and review of all your niche competitors.

This is why it is crucial that your initial list of competitors must be very, very long. The longer the list, the more sites you process, the more information you can get to thoroughly answer the concerns raised by the value proposition positioning steps above.

Only after you have answered these questions should you even think of putting together a site. Prior to that point, you have no business getting a domain name, getting hosting, installing WordPress, getting design, putting up content. Forget it. Don't even think about it.

You have to wrestle with the key foundational questions above first. Because by this point, you still have not established a reason why people looking for your niche should bother with your website instead of your competitors'.

You have to answer that question and the set of questions that is related to it in a very convincing way. All these must be clear before you even start thinking of putting up your site.

Chapter 4

GETTING TRAFFIC THE SMART WAY



Just like with anything else in life, there are two ways to do things when it comes to online marketing. You can choose to do things the easy way, or you can try doing things the hard way. The funny thing is the easy way is often also the smart way.

In this chapter, I'm going to teach you the smart way to get traffic for your affiliate marketing business. Regardless of how you choose to convert that traffic, I'm going to teach you the smart way to produce traffic. Put simply, the aim is to work less while getting more results.

Unfortunately, a lot of books out there that teach you affiliate marketing have it in reverse. They talk a good game but you end up doing things the opposite way of what I'll teach you. You'll end up putting a tremendous amount of time only to have very little results to show for it because the turn-on-effort simply isn't there.



Social media is the key

Forget what you've heard about social media and the effectiveness of its traffic. Social media is the key to your affiliate marketing success. Here's how to do it.

Find your competitors on all social media platforms

By this point, you should already have a clear idea of who your niche competitors are. Go ahead and find their accounts on all social media platforms. By "all", I mean the major social media platforms. This means look for your competitors on Facebook, Twitter, YouTube, Instagram and Pinterest. For bonus points, look for their account on Google Plus.

Focus on in the social media platforms where most of your competitors are found. After you've done your research, you should have raw count of where your competitors are and where they're not. A pattern should emerge. It may well turn out, depending on your niche, that most of your competitors focus primarily on Twitter. Some niches tend to focus on Facebook. Whatever the case may be identify the social media platforms where most of your competitors can be found.

Figure out their influencer base

How influential are your competitors on the social media platforms your niche tends to focus on? In the most common platform for your niche, look for the base of influence your competitors have.

For example, on Twitter, are there special accounts that they keep mentioning? Are there industry specialists or industry experts or consultants that they always mention in their posts? What kind of hashtags do they use? Similarly, on Facebook, do you find them on certain groups? Do they tend to congregate in certain groups?

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"Affiliate marketing is a partnership, not just a transaction."

The bottom line on social media reverse-engineering

I hope the pattern is clear. Make sure that, regardless of where your competitors are on the major social media platforms, you figure out how they distribute their content.

Do they participate in group discussions? Do they have their own pages or do they basically promote their content on other people's pages? What kind of hashtags do they use?

Pay attention to what they're doing on the major social media platforms your niche congregates in. Pick apart their patterns.





The smart way to build credibility on social media

By this point, you should have the three crucial things you need to reverse engineer your competitors on social media.

First, you should have a clear understanding of which platforms to focus on. Since your niche tends to congregate within a fairly narrow range of social media platforms, you should know which ones these are.

Second, you should have a clear idea of where they promote on those platforms. You should try joining those groups. You should try to be visible in those areas.

Third, you should have an idea about the hashtags that they use. Facebook and Twitter use hashtags. So, identify the hashtags that are most commonly used in your niche.

Now that you have all this information, you are ready to build credibility on social media. This account must reflect your content branding strategy.

If you have a blog or a central website for all your articles, your accounts on your target social media platforms should look similar to each other. There has to be no confusion regarding your brand. If you feature a logo or a header graphic on your blog, it should be consistent on your social media accounts as well.

Next, you're going to gather as many of your competitors' best content. At this point, you should have already done that. You already should have a large list of top-notch thirdparty content that gets a lot of love from social media.

These get retweeted a lot. They get shared a lot on Facebook. They get a lot of Plus One votes from Google Plus.

Whatever the case may be there is an objective indication that these are quite viral on social media. You should have a list of the URLs of this content.

Your next step is to create a list of your improved versions of some of this content. This is your own top-notch content.

Your secret sauce



The secret sauce that you'll be using is to "sandwich" your best content with your thirdparty competitors' very best content. In other words, you use high-quality materials produced by third parties, and these could be your competitors, to establish credibility and context.

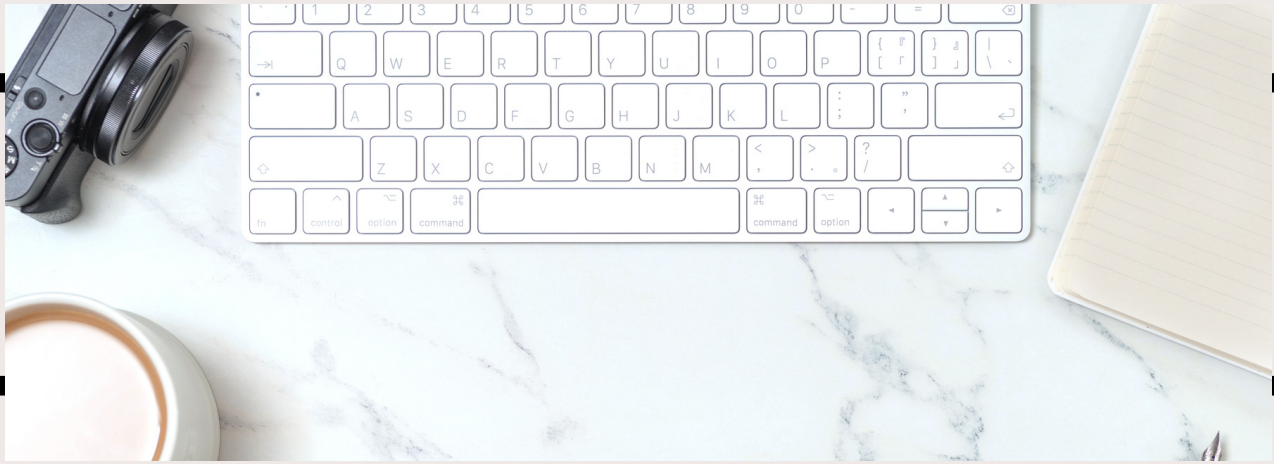
When people see your brand on social media and they see your post, it becomes readily apparent that you're only going to talk about a fairly narrow range of topics. This establishes your brand as some sort of expert or credible authority within a fairly narrow range of subject matter categories.

This is crucial. You can post all sorts of content about Kim Kardashian, celebrity content, Donald Trump, political, economic stories as well as gossip. That's going to dilute your message. You have to stay on message. You have to stay laser-focused on your niche.

On top of this, you have to feature the very best credible and authoritative content within your niche to position your brand as an expert. This is why it's crucial to go through that list of third-party content that you've reverse-engineered from your competitors with a fine-tooth comb. You have to be very meticulous regarding filtering that material to make sure that it gets people's attention as well as gets them thinking about your credibility and authority.

You may be thinking "How can this build my create ability when it's somebody else's content? This is not my own stuff. If people click on that link, they're not going to go to my website. They're going to go to my competitors' website. What do I get out of it?"

Well, here's the thing. When people can tell that they can reliably go to your social media account and get the very best content regarding the niche you're targeting, they trust your brand more.



So, even if they click on a link and it takes them somewhere else, they will still go back to you because they can then find another link that is guaranteed to add value to their lives and when they click that, they get quality. They get value so they would want to go back to you.

You are the hub that holds everything together. That's how you develop a solid brand on social media. That's how you become credible. This is also the way to establish context.

The key here is to establish this credibility to the point that when people just give you the benefit of the doubt automatically and they just click link after link that you post because they know that it's going to be on point, you basically have them feeding off the palm of your hands because sandwiched within these high-quality, top-notch third-party links are your own links.

This is the payoff. When they click these, they go to your website. That's where you can show them ads that pay you money. That's where they can sign up to your mailing list.

Whatever the case may be once they go to your website, they can take an action that can end up putting more dollars in your pocket. That is the name of the game.

However, to get there, you have to be trustworthy. People have to have a good reason to trust you instead of somebody else. They should have a clear idea of why they should keep going back to your branded account instead of just picking out generic content through a random Google search.

I hope you can see the difference here.



How to execute the sandwich strategy

I call this the sandwich strategy because that's what you're doing. You're sandwiching your own content with the content of movers and shakers as well as proven and recognized authorities in your niche.



If you play this game correctly, you are essentially going to be piggybacking on the authority and credibility they worked so hard to build. The more people can see that your account only shares the very best content, the more credible your account becomes. You then end up benefiting from the existing brand authority of your competitors. Isn't that awesome?

It's definitely better than starting from scratch because, believe me, establishing a solid and credible online brand nowadays can set you back tens, if not hundreds of thousands, of dollars pores. There are specialized public relations firms in the United States and Western Europe that are built specifically for this job.



However, you're doing this on a shoestring budget. In fact, you're doing this for absolutely free thanks to reverse engineering and the sandwich strategy.



How the sandwich strategy works

To spell it out in greater detail, the sandwich strategy works this way.

First, you need to get a massive list of your competitors' content.

Next, you're going to have to filter these based on social media signals. □

- Are people retweeting these materials? □
- Are people clicking the thumbs-up Like button on Facebook? □
- Is this material getting a lot of love on YouTube? □
- Are the YouTube comments generally positive? □
- Are these getting up pinned a lot on Pinterest? □
- Do people on Instagram love this stuff?

Whatever the case may be there has to be some sort of objective social media validation. You can easily detect this looking at the social signals. Ideally, if a post gets retweeted a lot, that is more credible than a post that just gets a lot of thumbs up.

On Facebook, for example, if a post gets a lot of shares, that is more credible than a post that just gets a lot of thumbs up and reactions.

Once you have loaded these, you then get the URLs of your own content. Remember your content is reverse-engineered from the best materials your competitors can come up with. In other words, you've taken their best and improved on it.

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"Great affiliates don't sell, they solve."

Maybe you've updated it. Perhaps you've included all sorts of multimedia bells and whistles. Possibly, you've made it easier to read. Whatever the case may be just by looking at your own content, people can easily conclude that this is better than the competition.

This is the kind of stuff that you're going to be sandwiching so you're going to first post several links establishing context and credibility. This is done courtesy of your competitors' content.

Next, you post your own content. This immediately establishes your brand's credibility and quality. Your visitors only need to click on the link to your own content to see how you beat everybody else hands down in terms of the information and value you bring to the table.

After you post your own content, you then resume with posting other people's content. Again, it's all about building context and credibility. You also want people checking out your social media pages to see that all you talk about is your niche, and the way you talk about your niche is not to sell stuff or cram products or services down their throat.

Instead, when they go to your account, they see high-quality content that answers the questions that they already have.

After a few more posts of third-party content, you then follow that up with a call-toaction content. Call-to-action content is different from your own content. Your own content is a link to your article or blog posts. It can also involve a link to your YouTube videos.

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"Consistency is the key to long-term success in affiliate marketing."

Your call-to-action content, on the other hand, goes to your squeeze page. This is where people can sign up for your mailing list. Usually, this offers some sort of freebie like a free book, free software or a free video course.

Whatever the case may be there is some sort of free premium being given out in exchange for the prospect entering their e-mail address.

Once they get on your e-mail address, you can then send them prescheduled e-mails that qualify them to eventually buying something from you. Once you have posted your call-to-action content, you then post third-party content and then you keep rotating. You're basically alternating between third-party content, your own content, third-party content and then call-to-action content and then back again.





Automate your social media presence

As you can tell from my description of the sandwich strategy above, this is going to be a bit much to handle on a manual basis. You can do that if you have a lot of spare time or if you've hired a virtual assistant from places like the Philippines or India.

However, the better approach would just simply be to automate. By using tools like SocialOomph or Hootsuite or one of many other versions of these two tools, you can feed your social media accounts a huge amount of content URLs ahead of time. You feed them once, but these tools make sure to publish based on the schedule you set. You don't have to publish manually one by one. Instead, you just input everything once, make sure you set everything up in terms of the think, the title as well as other elements and then the software does it on an autopilot basis.

This doesn't mean that you're just going to relax and take it easy. Even after the software is already posting your updates, you should also log into your social media accounts and engage with influential thought leaders or known-and-proven subject matter authorities in your niche on those different social media platforms.

This way they can republish some of your stuff. Maybe they can retweet your stuff. Whatever the case may be you end up getting some of their fans' eyeballs because of your engagement with them.

Don't think that just because you have set up your automated software that is all you need to do. You also have to manually engage on social media. It is social media so this means that you have to be social.

Chapter 5

MASTER FREE TRAFFIC BEFORE SPENDING A DOLLAR ON PAID TRAFFIC



I know by this point you're probably thinking that you want to jumpstart your affiliate marketing business. You probably have heard that many people spend their whole day in pajamas while making thousands of dollars per day. If you want to get from point A, which is your stage, to point B as quickly and as smoothly as possible. Believe me I've been there. I understand where you're coming from.

However, let me tell you if you rush things and you go straight to paid traffic, there's a high chance you will lose your shirt. No joke. There's a high chance that after spending all those dollars, you have very little to show for it. Sadly, this is exactly the kind of situation many newbie affiliate marketers experience.

Don't put yourself in that situation. You have to be disciplined. You have to master free traffic before spending a dime on paid traffic.

After you have mastered how free traffic works and how you've optimized your online properties for optimal conversion, then and only then should you go crazy on paid traffic.

Knock yourself out. However, prior to that point, I'm telling you if you want to avoid going bankrupt, you need to master free traffic before spending on paid traffic.

I don't want to sound like a broken record but given how high the stakes are, it's definitely worth it for your sake.



Pay attention to your social media content winners

The first thing that you need to pay attention in optimizing free traffic is to see which of your social media accounts are pumping the most traffic to your blog or website. This is the first order of business. This is how you know if something is working.

It's not as easy as you think. You may be thinking to yourself when you're going to Google Analytics that you're not getting any traffic at all. Well, think again. It may well turn out that you're getting ten clicks from Facebook, twenty clicks from Twitter, thirty clicks from Instagram and then zero from the other social media platforms.

Most importantly, do not get depressed. It's very easy to think that if you're not getting much traffic that you're wasting your time. Well, when you look at the traffic flow, as slow as they may be, they do indicate winners. Seriously.

First of all, you realize that some of the channels you're on produce most of your traffic. If you're on ten channels, there's a high likelihood that only three or less social media channels produce high-enough traffic.

The second thing I need you to realize is that traffic volume is comparative. In other words, you compare all your different channels and you pick the channels that produce the most. Now, in the example I gave you, it seems depressing because you're only getting thirty clicks per day from one channel.

That is still a winning channel because it beats all your other channels. So, what you're going to be doing is you're going to pay attention to the channels that produce the highest amount of traffic in your context.

Again, don't obsess about the fact that you're only getting thirty visitors from let's say Twitter or Facebook. What matters is that when you line all the social media platforms you're on against each other, some are producing traffic while the vast majority is not.



This is good news because now you're going to be able to focus on the channels that have the highest capability of sending you traffic. However, don't make any rash decisions just yet.

First, identify the channels that sent you the most traffic.

Second, identify the content that gets clicked the most. For example, if it turns out that you're getting the most traffic from Facebook, look at the content that you shared on Facebook. Is there any indicator of the content that is being clicked the most?

Now that you have identified the specific type of content that's getting a lot of traffic from Facebook, the next step is to share that content more often on the other platforms.

Now, ask yourself "After I've done this, did the nonperforming platforms show any improvement? For example, did the platforms sending you zero traffic start sending you more traffic? Similarly, did lower producing channels start sending a higher traffic volume? Pay attention to these patterns.

Share your winning content in many other channels

By this point, you should not rush to cut off certain channels because they're not producing any traffic or not sending you traffic to your liking. You should first focus on sharing your most popular content on other social media platforms that you're not currently on. See if these other channels respond favorably.

Give it time

The next step is to give yourself about a couple of months to find your very best content, share those on other channels you're not on as well as give your nonperforming channels a chance to shape up. After three months, you should be in a position to start cutting back and focusing on your winners.

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**"Quality over quantity –
the mantra of successful
affiliates."**

At this point, you already know what your winning pieces of content are. You should already have a clear idea of which themes get the most love from the social media channels you're promoting to.

You also should have a clear idea of which channels tend to be your most consistent producers of traffic. For example, if you're distributing to twenty, don't be surprised if only six or less of those channels or platforms produce enough traffic to make the whole thing worthwhile.

At this point, you should cut back your social media channel distribution network to six or less social media platforms. If there are only three producing at a fairly decent level, stick to those three.

Whatever the case may be you're going to start cutting back because you don't want to spread yourself too thin. You want to direct your efforts to channels that at least produce decent returns. This is how you maximize your return on effort. Remember the name of the game is to put in as little effort as possible while getting as many dollars out as possible.

That's going to be very hard to do when you're basically spending all this time, effort and money blasting content to channels that really don't return enough traffic. Keep in mind that in this context, "enough" is comparative. You basically are going to line up all the traffic results you get and then you stick to the top twenty percent or top ten percent and cut out all the other channels.

Repurpose your content

By this stage, your sandwich strategy is looking pretty solid! It's already producing traffic, but to maximize its effectiveness, you need to repurpose your content. For example, if you have a blog, turn your blog posts into narrated videos. Maybe you can narrate it or you can turn it into a slide show. Perhaps you can hire a voice-over artist from places like Fiverr.



Whatever the case may be you already have the script. These are blog posts. You just need to turn them into video that people would want to watch.

Pay attention to your competitors' videos on YouTube and see how they present similar information to yours. Come up with something similar. There are all sorts of slide show programs out there that make it easy for affiliate marketers to turn text to video. You might want to consider those.

Text to pictures

Another approach you could take is to turn your blog posts and their data into pictures. These can be memes. Whatever the case may be these pictures really summarize the substance of your content. They really bring it home. They're hard hitting. They're easy to share. They also are quite illustrative. Whatever the case may be you might want to turn your text into pictures.

Text to infographics

Another approach you could take is to zero in on one set of data in your among your most popular content and turn into an infographic.

Turn your text into questions

Finally, you can look through your winning content and strip them down into quick blurbs. Each blurb is a short question and a very short answer. You can then tweet out these out. These are easy to tweet. In fact, Twitter is very friendly to question-based content.

Share your repurposed content

Now that you have repurposed your content into video, pictures, infographics or short question-and-answer format, share your material.

At this point, you're already automating your publishing on the social media platforms you're sticking to after cutting off other platforms. Now, you're going to be sandwiching more of your stuff. At this point, since you've repurposed a significant amount of your most popular content, you should then include this in your content rotation. You then take off a significant amount of your third-party content and you share more of your stuff.

At this point, since you've repurposed a significant amount of your most popular content, you should then include this in your content rotation. You then take off a significant amount of your third-party content and you share more of your stuff.

This is how you pull a lot more traffic to your website because now, instead of people just clicking on your blog post, they can click on your video link to YouTube. Then from YouTube, they can click on the description to go to your site. They can also click on your pictures on Twitter or the link that accompanies your pictures on Facebook.

They can click on the info graphics you shared on Pinterest. Whatever the case may be your target audience can find more ways to go to your website because you have a lot more content.



The best part to all of this is that your repurposed content is essentially taking the content that you worked so hard to create and coming up with different versions of them. You don't have to start from scratch. You don't have to research again.

You just take material you already have and just convert into a different form. This different form can then be content, which then draws more traffic.

Pump traffic from as many **free** sources as possible.

Now that you have figured out your social media top three to five sources of traffic, and you have committed to only sourcing traffic from these places, the next step is to take your repurposed content as well as your regular content and try to get as much traffic from as many free sources as possible.



Please note that repurposing your content is an important step because only until you've done that will you be able to go to free sources of traffic. For example, Quora uses a question-and-answer format. It's very hard for you to get traffic from Quora if you did not repurpose your content into a series of questions and answers.

With that out of the way, try to pump traffic from as many free sources as possible by going to the following places: Quora, Reddit, social media, YouTube and do blog outreach.

How does blog outreach work?



Do a search for the topic of your blog posts. You should be able to see all sorts of articles. Now, using a tool like ahrefs.com, you should be able to see the websites thinking to the articles or blog posts that are similar to your content. These third-party sites have published a link to content that is very similar to yours.

Just make sure that your content truly blows away this similar content. There should not even be a comparison. Just by looking at your content, it's obvious that it is several degrees superior to the similar content.

Get the backlinks of that similar content and reach out to those places that link to that similar content to also link to your site. In other words, include your superior content in their list of links or in their blog features of whatever they use to link to content similar to yours.

Please note that this is not easy. It also takes a lot of time. Do blog outreach maybe an hour or two every day. As long as you're consistent with it, you should be able to see results, but please don't expect overnight results. That's just not going to happen. This is a long-term thing. However, if you want to get high-quality search engine traffic, blog outreach must be part of your free traffic daily campaign.

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"Affiliate marketing is where passion meets profit."

Cross reference your traffic to conversions.

I have some bad news for you. At the end of day, it isn't traffic that puts food on your table. You might be in a situation where you're getting a lot of traffic from social media. You might be getting a lot of traffic from Reddit and other places.

That's great and everything but, ultimately, until and unless those visitors convert into buyers, e-mail or zip code submitters or ad clickers on pay-per-click ads, that traffic is worthless. I'm sure you already know that.

You're going to have to look at your traffic statistics as well as your most popular content and figure out where your conversions come from. Which websites send traffic that convert it? Ideally, which content accounts for most of your conversions?

You always have to cross reference to conversions because the name of the game here is to create more content that converts and focus more of your promotion efforts on websites that sent the converting traffic.

Focus on sources that produce the most conversions

To recap, by this point, you have cut off low-performing social media traffic sources. Also, you are focusing on traffic that pulls in the most traffic and also converts the most traffic. You're going to be making some hard decisions here.

At the end of the day, you're just going to focus on the top three or the top five that work. You're going to zero in on a very narrow range of content topics that work. Drop everything else. You're going to then optimize the things that work and forget about the things that don't work. Remember this is all about maximizing return on effort.

Chapter 6

OPTIMIZE YOUR AFFILIATE PROGRAMS TO MAXIMIZE CONVERSIONS



When you're promoting a niche in the beginning, you probably don't know which is which. You probably don't know which program does a great job converting your traffic. You would not be in a position to know because you're just starting.

You have to optimize your affiliate programs to maximize conversions. In other words, you have to figure out which affiliate programs actually does best with your traffic. Here's how I do it.

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**"Affiliate marketing is a
game of patience and
persistence."**



Run core affiliate programs through an ad rotator

As I've mentioned in the previous chapter, you should get all the affiliate programs offering offers involving your niche. You're going to sort them out later on. Once you got a list of these, you then filter them based on the parameters I've discussed earlier.

By this point, you should have a fairly nice list of pre-selected affiliate programs. These have a higher chance of succeeding. These pay well enough. These give you enough freedom for you to optimize them. Whatever the case may be, they are nice and filtered.

If any of these is new to you, please read the previous chapters where I talked about affiliate programs and how you should filter them.

Now that you have your nice list, you're going to use a WordPress plugin that enables you to rotate the ads for these different affiliate programs. Let the ads run for at least three months. This way, whatever results you get will be statistically valid. You can't just run your affiliate ads for one month and expect the results to be binding.

There are all sorts of reasons why people may not be buying or clicking through in the space of one month. But three months should be long enough for these statistical patterns to be valid.



Pick the top three 3 affiliate programs

After running your list of affiliate programs through your ad rotator for three months, you should be able to spot the three highest converting affiliate programs. You have to be disciplined about this.



For example, if the top program generated a hundred sales. The second program generated fifty sales, and then the third program generated twenty sales. And the fourth program generated only eighteen sales. Resist the temptation to add the fourth program. You stick to the top three.

Once you've identified these top three. You will only run ads for these.

Come up with ad variations for each winning program

Here's where the magic happens. Since you know that there are top three affiliate programs that convert the best for your kind of traffic, the next step is to not take any of these lying down. You can't just stop here.



Instead, come up with ad variations for these three programs. Remember, you're running their ads through an ad rotator. So, you use the element by element conversion system I taught you on chapter seven but apply it to the ads for these affiliate programs.



For example, if an ad showed a picture of a woman, show a picture of a man. If it turns out that the picture of the man converts better, show five different pictures of different men with different features. Pick the winner there and keep making variations until you get more click-throughs and more conversions. You have to do this for all the ads you run for the top three converting affiliate programs.

This way, you maximize your click-through. You also maximize the amount of money you make per click. Keep making variations on an element by element and an affiliate program by affiliate program level until you reach peak conversions.

In other words, regardless of how many changes you make, if the rate of conversions no longer improve and have reached the ceiling, stop there.

Actively find other offers by these programs

Once you have found the winning offers of these programs and you've optimized them, look for other offers that they run that may appeal to your niche. Optimize those using the process above so you can increase the total dollars you make from those affiliate programs.

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"Your reputation is your most valuable asset in affiliate marketing."

Chapter 7

HOW TO BUILD A MULTI-LAYERED PASSIVE INCOME AFFILIATE MARKETING SYSTEM



How many times have you heard the saying, “The money is in the list”? I’m sure if you’ve checked out affiliate marketing blogs and forums, you have come across that statement more than a few times.

The reason why people can’t shut up about it is because it’s absolutely true. The money IS in the list. However you need to know what you’re doing. Still, I suggest that you build a mailing list for your business regardless of the conversion platform you’re using.

Maybe you’re running a blog; you need to put up a mailing list. Maybe you’re just buying traffic and pumping it into you affiliate link, you still need to build a mailing list. This takes a form of an intermediate page where people sign up for your mailing list and then you blast them with affiliate ads.

Whatever the case may be, build the mailing list. Why? First, when people sign up to your mailing list, you get that traffic to come back. The bad news about online marketing is that the vast majority of traffic that goes to the page of promoting will never come back.



"Affiliate marketing is the ultimate win-win for brands and affiliates."

They see the link. They click. They read your content and they're gone. Good luck getting them back. When you have a mailing list, you at least get another bite of the apple. Maybe you can say, "I posted a new blog post", or you get their attention by posting a warning. They freak out at the warning, so they click on the link and they find themselves back on your blog.

Whatever the case may be, you get them back. This doesn't necessarily mean that all the people on your mailing list will go back. But this is much better than the zero that you're rocking without your list. Do you see where I'm coming from?

Get that traffic to come back by building a mailing list. Next, when people sign up for your mailing list, they're actually signing up for a relationship. This is a business relationship, based on trust, credibility and authority. When I signed up to any mailing list, the implication of my act is I trust you to handle me fairly. I trust you to send me information that I'm looking for.

There's a lot of trust there. So when you send highly targeted, useful affiliate products through a mailing list, people actually look forward to it. Remember, people will only sign up to your list because they have a problem that they're trying to solve. They have a certain set of needs.

When your email's affiliate links leads to products and services that speak to these needs, people find value in your list. Your list actually solves their problem. Most importantly, you made money because they bought the solution you are promoting. It's a win-win situation and it all turns on a relationship.

This leads me to my third point.

When you build a mailing list and you run it well, you're building a long term asset.

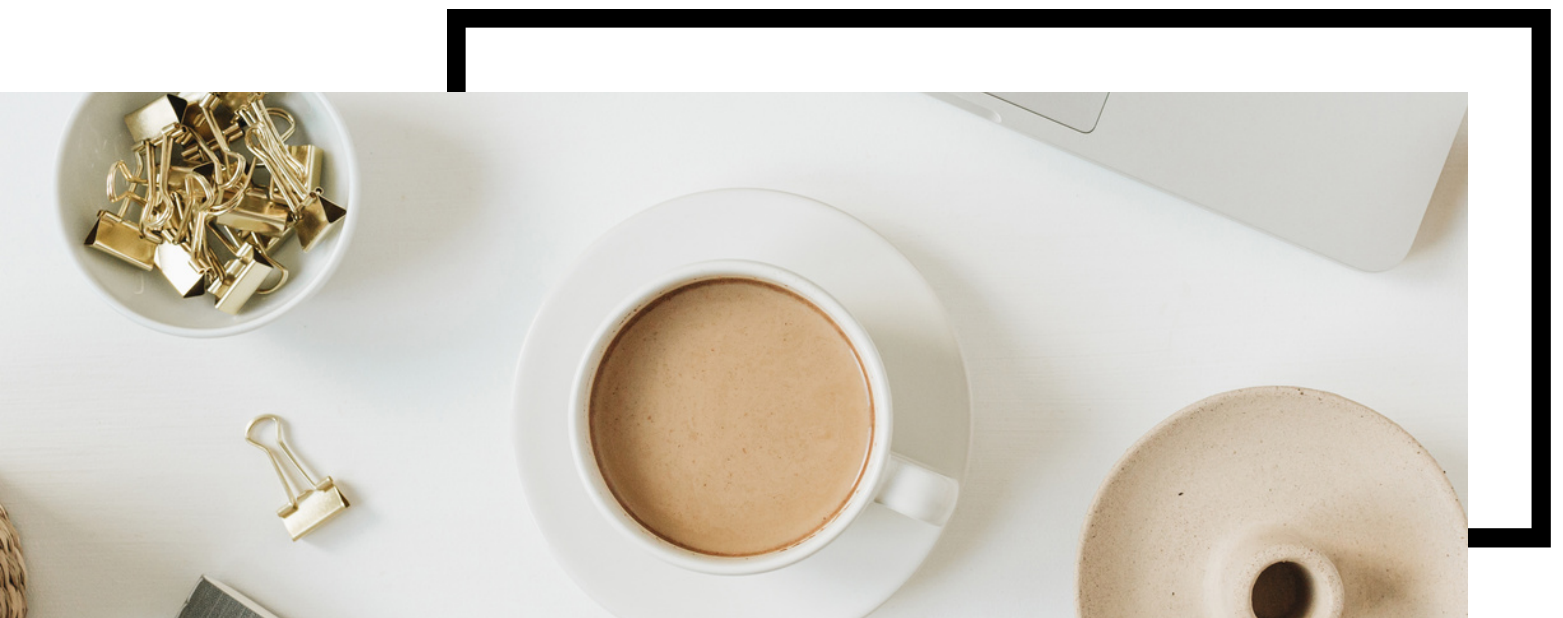
”

"In affiliate marketing, the journey to success is paved with trust, relevance, and authenticity."

Sure, certain percentage of people will probably stop reading your updates. There is a quick and easy way to get rid of them. You can simply prune your list. You create filter for emails that haven't been opened passed a certain date. You then set up your email management program to purge those list members.

This way, the only people remaining on your list are people who actually open your emails. Once you have that active list of people who read your updates, you basically have them eating of the palm of your hands. As long as you send valuable information and as long as you send solutions to their problems, enough people on your list will click and buy stuff for you to make money off your list.

This is a long term asset. And the best part to all of these is that it becomes independent of your website. You can actually set up different set up ten different websites all feeding the same list. The list becomes more valuable than the different websites. You can even sell off those websites on Flippa and still make money because your list members still buy stuff that you promote.





Follow this highly effective mailing list strategy

A lot of list marketers fail because they think that once they build their list offering a freebie that the people on that freebie list would be ready, willing and eager to buy all sorts of stuff. Wrong!

Absolutely wrong!

There's a high chance that the people you recruit on the freebie list are just freebie seekers. They just want free stuff. They want something for nothing. They cannot be bothered with buying something improved, something better, and something that produces more value. They couldn't care less. They just want free stuff. Fair enough!

To play this game, what you do is you can have a general list that includes those freebie seekers. You then send updates that keep people engaged but at the same time, you only send offers that are one dollar. When you send to your freebie list updates, the call to action links will go to one dollar offers. Maybe it's a one dollar video seminar, or one dollar book, or a one dollar piece of software.

Whatever the case may be, you're offering only one dollar. To make this work, it has to be your own product or you use a PLR product that is priced at one dollar. Basically, you offer stuff for one dollar.

It's not like you're going to be a millionaire offering this one dollar item. The only way you can be a millionaire offering one buck offers of course, is if your list is so huge that a million people sign up for that dollar. But I doubt you have that big of a list.

The point of offering one dollar offers is to filter your general or freebie list. You can bet that the people who actually bother to buy that one dollar item are real buyers. These are people who are signaling to you that they will do whatever it takes to solve their problems. They've proven themselves to be buyers.

By making the friction point very low and thanks to one dollar, you have established a way of effectively filtering your general list between freebie seekers and actual buyers.

For people to buy the one dollar item, they have to sign up for another list. This is your buyers' list.

Most of your time and attention should be focused on sending high quality value added updates to your buyers' list. These are people who are willing to buy stuff. They're the ones who deserve the most of your attention.

From time to time, you should send updates to your general mailing list. But you restrict your calls to action to your one dollar item. You're still filtering that list. And you should also purge that list actively. Meaning, people who do not open are cut off from the list.

Most of your time should be spent on your buyers' list. This is where you send high value content with calls to action that sell higher commission affiliate products. That's how you play the game. So, all the other chapters that I've laid out here, they should feed traffic to your squeeze page that builds up your mailing list. You now know what to do to optimize your mailing list so it can continue to produce money and remain a money-making asset.



Conclusion

I've stepped you through the process of making money as an affiliate. You sell other people's products. You don't have to create your own. I've also walked you through the many traps, confusing areas as well as potential areas for error.

By knowing the lay of the lands, so to speak, you know how to play the affiliate marketing game. You will now know how to anticipate problems. You would also know how to optimize your conversion systems.

The next step is to actually carry this out. Let me tell you, you can read book after book about making money but you will not make money not even one red cent until and unless you take action. It is time to take action now. Do it!

Don't wait for tomorrow.

Tomorrow may never come. Don't wait until you feel like it. Believe me, there will always be butterflies in your stomach. There will always be room for doubt. Just do it! Set a date. Commit to it and give it all you've got.

If you do this right, you will work less and earn more. That is the name of the game because passive income is where it's at. Forget the nine-to-five grind. Forget the typical job that takes up so much of your time, so much of your emotion and energy. And at the end of the day, the return on investment really isn't there.

Do yourself a big favor. Get on the road to a better life by setting up a passive online income system.

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"Affiliate marketing is about adding value, not just making sales."

Worksheet 1

CHECKLIST

Do I have the right attitude for affiliate marketing success?

- Am I willing to learn?
- Am I curious?
- Do I commit to NOT giving up until I have learned what I need to learn?
- Am I ready to view setbacks as fun challenges?
- Am I ready to measure my initial success in terms of what I learned?

Picking the Right Niche

- List out all my interests (test: would I talk about these even if I'm not getting paid?)
- Is there enough commercial interest in this niche?
- Is there enough consumer demand for this niche?
- Is the competition level for this niche manageable?
- Is this trend's demand trending UP or is STABLE?
- Are there dedicated open areas on social media for this niche?
- Can I produce content easily and CHEAPLY for this niche?

Find and sign up for niche-specific affiliate programs the right way

- Use offervault to find all affiliate programs in your target niche

Filter programs in terms of

- Ease of conversion (Per sale vs per email collected vs per click)
- Payout (EPC)
- Flexibility of promo materials
- Existence of promo materials

Find and reverse engineer your competitors

- Use Google to find all your niche competitors
- Enter all relevant niche keywords to find all competitors
- Reverse engineer the 'industry standard' from your competitors' sites and content
 - how they convert traffic (platform aka blog? Search platform? Directory? Direct link?)
 - layout
 - content (hot topics and themes shared by most of your competitors)
 - email collection system

Generating Traffic for your Conversion Platform

- Generate responsive social media traffic by reverse engineering your competitor on soc media
 - Find your competitors on all social media platforms
 - Focus only on the social media platforms where MOST of your competitors are found
 - Figure out their influencer base
 - Figure out their social media distribution areas
 - List out all their hashtags
- The Smart way to build credibility on social media
 - Sandwich your BEST content with topnotch 3rd party content
 - Get a massive list of topnotch 3rd party content (verified by social signals)

■ Pump traffic from as many FREE sources as possible

- Quora
- Reddit
- Social media
- YouTube
- Blog outreach (ie., they published a link to content similar to yours – reach out to get included in their lists)

Optimize your traffic conversion

■ Stop low performing traffic sources

■ Focus on the top 3 or top 5 that work

■ Optimize these

Optimization checklist

■ Element by element approach

■ Make variations

■ Test

■ Pick winning variation

■ Vary the variation

■ Test

■ Pick winner

■ Repeat until no further improvement in conversion

■ Pick another element and repeat the process

■ Go through all elements

Worksheet 2

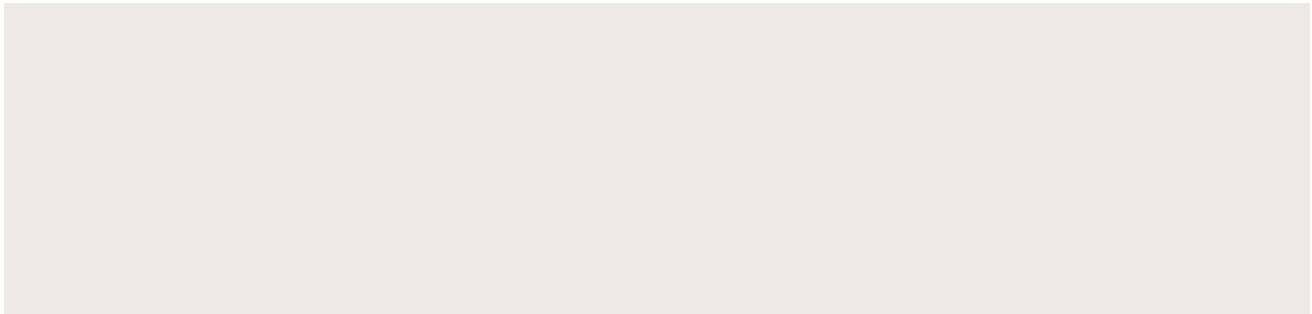
PROMPTS

What are the key principles of successful affiliate marketing, and how can affiliates effectively apply them to their strategies?

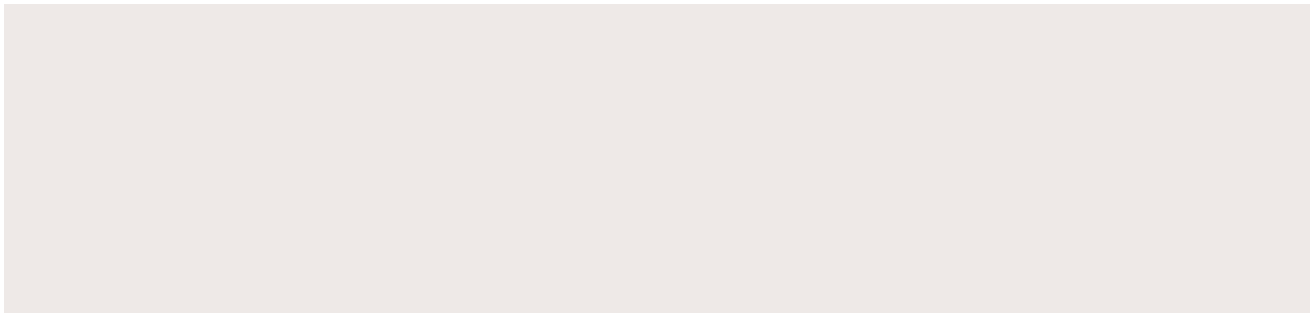
How can affiliate marketers leverage social media platforms to promote products or services effectively, and what are the best practices for doing so?

Discuss the importance of selecting the right niche or industry for affiliate marketing and how it can impact an affiliate's success.

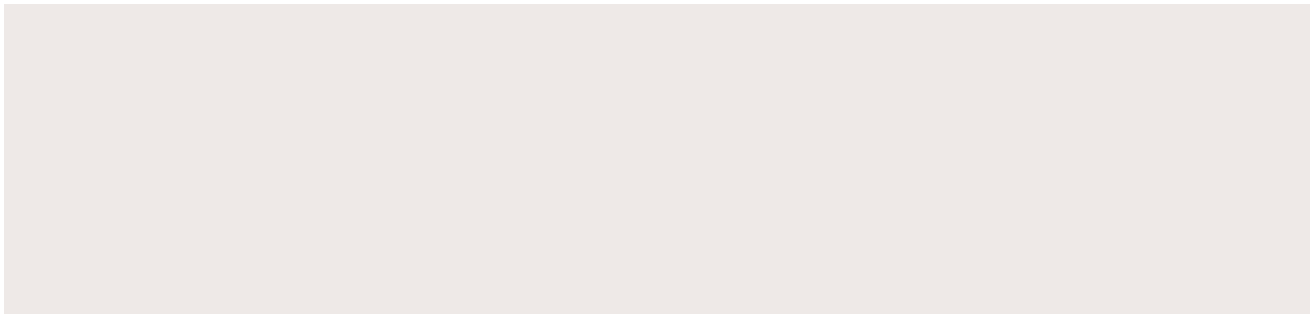
Explain the role of content marketing in affiliate programs and share tips on creating high-converting content for affiliate promotions.



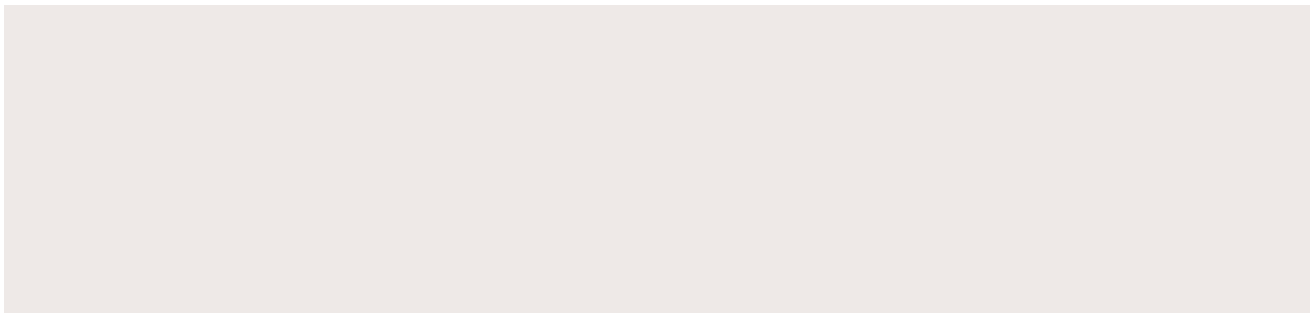
Investigate the ethical considerations and guidelines that affiliate marketers should follow to maintain trust and credibility with their audience.



What are the tools and technologies available to help affiliate marketers track and optimize their campaigns for better results?



Explore the challenges and opportunities of international affiliate marketing, including dealing with different cultures and languages.



Thank you!



Congratulations on completing the "Affiliate Marketing" course! I want to express my heartfelt gratitude for choosing to embark on this educational journey with us. I hope you've found the course to be insightful, informative, and practical.

I would like to take this moment to thank you for your dedication, hard work, and commitment to your learning. Your pursuit of knowledge and your efforts to enhance your understanding of affiliate marketing are commendable.

Best wishes,

Epifania M



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