



BEGINNER'S GUIDE

AFFILIATE MARKETING

LEARN HOW YOU CAN MAKE YOUR
FIRST ONLINE INCOME USING
CONTENT YOU CAN CREATE ON
YOUR PHONE.

BY GINGER

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This guide is designed to be read in under 20 minutes
and acted on immediately.

ABOUT ME!



My name is Ginger. I am a mum of 2, a former teacher and a lover of side hustles.

For years, I felt like there had to be a better way to create income rather than slaving away at a 9-5 for someone else. Working a job to barely make enough money to pay the bills was not cutting it for me anymore. I wanted better for my family.

That is when I stumbled upon, Affiliate Marketing and Digital Marketing. I had unsuccessfully started a few businesses over the years, in an attempt to become my own boss. But, the problem was that all these businesses involved massive overheads, products and shipping.

It wasn't until I started delving deeper into Affiliate Marketing that I realised that this was the key to success.

Today, affiliate marketing pays me even when I'm not online, and I built it without products, ads, or a big following.

AFFILIATE MARKETING 101

Affiliate Marketing is when you earn a commission by promoting and driving sales for another company's products or services. For example: You recommend a baby sleep program. Someone buys through your link. You get paid. You never handle the product or customer support.

Most people who are looking to start an online business assume that they must:

- Have their own products to sell
- 1000s of \$\$ in capital
- Experience
- Know how to find or make products



But, here's the truth... you don't need any of it! All you need is Wi-fi, your phone and preferably a laptop! You need no experience or special qualifications but you do need a can-do attitude and the right mindset.

Once you get all your systems up and running, you will be making passive income, which means more time to spend with the people you love, doing the things you want!

The coolest thing about passive income is, that this also means you could start earning income even when you are sleeping!

On the next few pages, you'll find some **SIMPLE** steps to start your journey to creating your very own online business in digital and affiliate marketing.

STEP BY STEP GUIDE – STEP ONE

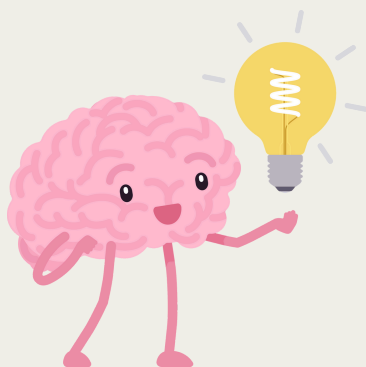
PICK A NICHE

This is probably the most important step in the whole process of affiliate marketing. This is when you decide what products you want to promote and who your audience will be.

My suggestion here is to pick something you are passionate about because it will make promoting and recommending products and services within that topic so much easier!

NICHE EXAMPLES:

- Health
- Wealth
- Relationships
- Gardening
- Fashion
- Home & Design
- Parenting
- Travel
- [Here are some more examples](#)



Choose a niche that meets at least 2 of these:

- You've lived it
- You Google it
- You already talk about it

STEP BY STEP GUIDE – STEP TWO

FIND PRODUCTS OR SERVICES YOU WANT TO PROMOTE

This is when you will find the products or services that you will market in your niche. When you look for products to promote, you must think about your target audience.

For example: If your niche is parenting, your target audience would be parents who love and want the best for their children.



Next, you need to create a list of problems and needs (pain points) that your target audience could potentially have.

For example: Parents who might be struggling with toddler tantrums, sleep deprivation (we have all be there!) or just need to find the right product at the right time to help them on their parenting journey.



With that information, you then need to find products to solve their problems.

Start by searching:

- ‘Best + problem + solution’
- ‘Tool for + problem’
- ‘How to fix + problem’

STEP BY STEP GUIDE – STEP THREE

APPLY FOR AFFILIATE PROGRAMS

Next, you will apply for your chosen products and/or services specific affiliate programs. The fastest way to find out if your favourite company has an affiliate program is by getting on the internet and typing "Company name + Affiliate Program" into Google.

For example, "Tommee Tippee Affiliate Program". This will bring you directly to the link that will allow you to click and apply. Be sure to read through the terms and conditions.

Besides that, there are also marketplaces where you can look for specific products & categories to promote.

Use this list to avoid dodgy programs and start with beginner-friendly ones.

[Click here](#)

In most cases, the company will accept you immediately, and you'll receive your affiliate link right away. Sometimes it may take a few days for them to review your application.

Keep in mind that most companies

DO NOT have 'following' requirements.

I applied for my affiliate programs with zero followers.

STEP BY STEP GUIDE – STEP FOUR

DRIVE ORGANIC TRAFFIC TO YOUR LINKS

This is the fun part! Now you need to find people that are in your chosen niche. Connect with them by creating valuable content on social media platforms, websites or blogs.

This will involve creating videos, images, and posts that your audience connects with. This will build know, like and trust.

Your first 10 pieces of content should answer one problem your audience Googles. Examples: “How to stop toddler tantrums in public” / “Why affiliate marketing didn’t work for me at first”

This is where passive income comes into play! Once you have created the content and put it out there, all you need to do is sit back as your audience accesses your links via your videos and/or profile/bio.

This means that while you're on holidays, playing with the kids, grocery shopping, or even sleeping... Someone out there in the world is checking out your video and purchasing through your provided affiliate link!



TYPES OF AFFILIATE PRODUCTS:

MONTHLY RECURRING PRODUCTS

This kind of affiliate program allows you to generate passive income every month. They are typically software that people pay for monthly through a subscription. E.g. Aweber, Clickfunnels etc.

LOW TICKET BUT HIGH VOLUME

These programs are typically physical products, such as the Amazon affiliate program, which pays up to 10% commissions, or the Target affiliate program, which pays up to 7%. These programs have wider appeal, but the commission are generally on the lower end.

HIGH TICKET AFFILIATE PRODUCTS

These programs are my favourite because they give you an opportunity to make high ticket commissions. Most of these programs have a Value Ladder, which simply means there is a range of products that would be offered at the frontend, middle-end, and back-end that allows you to make more money overtime.

If you're time-poor, start with high-ticket or recurring products. Fewer sales, more income.



OPTIONAL BUT POWERFUL

The information on this page will take your affiliate marketing business to the next level, and is 100% optional. If you are like me and you see value and opportunity in this business model and you want to go all in, then follow these step.

- Set up your Free [Linktr.ee](#) or [Beacons](#) Account (this is where you can host your links)
 - [Linktr.ee](#)
 - [Beacons](#)
- Open a new social media account (Tik Tok, Instagram, Facebook or YouTube) and start posting about the problems your audience faces.
- Create a [Skool Community](#) (14 day free trial) for your followers to join so you can nurture them
- Come join The [Digital Wealth Formula](#) (Free Community) hosted by me to learn all things online income

If you would like to learn more about affiliate marketing and how to make money online by posting content to social media, then [CLICK HERE](#) for some epic training that will teach you what to post and what not to post!

GET STARTED!

If you are feeling anything right now, I am guessing it is overwhelmed and sceptical. Just like I felt!

But, if you are sick of living in the rat race and wanting a way out, then this is it.

Not that long ago, I was in the exact same shoes you are in right now, with no experience, no following, limited tech skills but a burning desire to change my situation. Fast forward to today and I have learnt high income skills that have taken me on a journey like no other. You can do this too!

Affiliate marketing is one of the most lucrative side hustles out there and all you need to do is give it a go.

If you want to learn exactly how to do affiliate marketing properly... join the [community](#) and follow the exact steps I'm using right now. [CLICK HERE](#)

You won't regret it!

Stop being afraid of what could go wrong and think of what could go right 🙌🙌

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