



AFFILIATE MARKETING ~vs~ SELLING YOUR OWN DIGITAL PRODUCTS



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The purpose of this book

This book will help you clarify two pillars of digital marketing - both with unlimited earning & freedom potential.

Both of these models can be learned quickly - no college degree or previous experience required.



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Who This Book Is For

This book is intended for anyone who wants to earn an income online, but especially for those who believe that improving their current and future finances is worth the effort. It's also for anyone who is exhausted by the grind, tired of not getting ahead fast enough, and who wants more time-freedom.

A side hustle, carefully chosen can take you farther than you ever dreamed. If chosen wisely, you may even surpass your 9-5 income sooner than you thought.



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ABOUT JEAN

I originally learned affiliate marketing during the economic meltdown of 2008 because my mortgage company was suffering.

The biggest mistake of my life was returning to the mortgage industry once it had recovered. Affiliate and digital marketing was fairly new at that time, and I didn't realize the potential of these **online business models**.

In 2017 I became an amputee. Working from home became my new normal. I realized I was fortunate to be in a business that was possible to do remotely (unlike, for example, a real estate agent which would entail a lot of being on my feet). At least I could sit in front of a computer all day and still earn a living.

But then came the rise in interest rates and the slowdown in the mortgage industry, once again...

I would have **saved myself** years of stress and rollercoaster finances had I stuck with online marketing in 2008. I have since tried ecommerce, ebook publishing, Etsy, and any online businesses I came across. After taking dozens of trainings, I settled on Affiliate and Digital Marketing as being the easiest and lowest risk of any of the business models I learned. Once you learn the ropes and build your following, it can be done in just a couple of hours a day, so I was initially able to continue with my mortgage business. As my income grew, I was able to move entirely to my affiliate and digital marketing business.

Finding this very high-earning and time-freeing business has changed my life. Now I have time to help others in a similar position to move forward, make more money and have more freedom for what is really important in your life; family, friends, community.

Let's go!



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1

CHAPTER

INTRODUCTION



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INTRODUCTION

Here is what I know to be true.

There is a massive amount of money to be made online. So why doesn't everyone do it?

People fail at online business for three reasons.

1.

They fall for a slick sales pitch and choose blindly. Then they try another method and another, believing one will finally work for them.

Here's the truth. They all work! That's right. It doesn't matter what you choose, any proven method is proven for a reason - it works!

The trick is to choose the one that resonates with you. If you choose carefully and thoughtfully, you will save yourself weeks, months, maybe years of struggle.



INTRODUCTION

2.

The second reason people fail is they quit too soon. Everyone's success comes at different speeds, but sticking with it brings success.

It's important to know WHY you are doing this - more than just the money, but what it will do for you. Keeping your eye on the WHY will do more to bring you success than anything else.

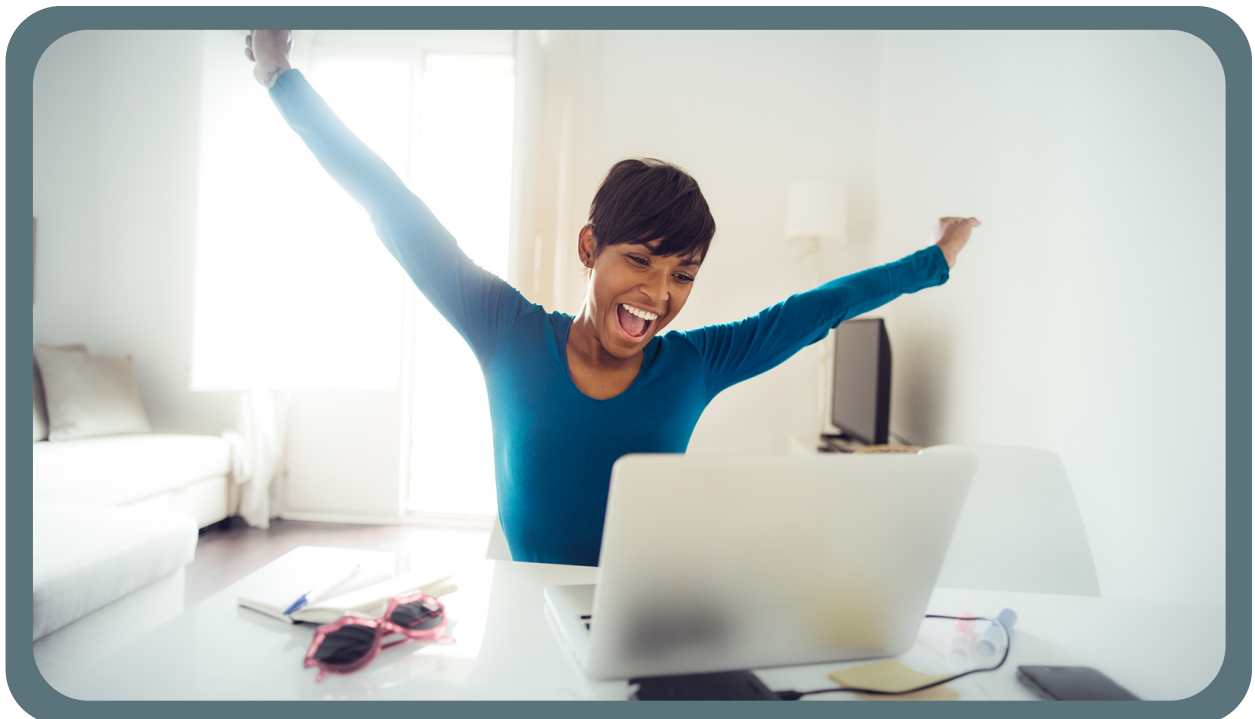
3.

The third reason people fail is lack of consistency.

At the beginning you'll work diligently and follow a schedule you'll set for yourself. The more you do, the faster you'll rise, but consistency is the magic to being successful in this business.

~

This book is designed to give you an overview of the two methods I stand behind.





2

CHAPTER

AFFILIATE MARKETING



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WHY AFFILIATE MARKETING ~~IS~~ USED TO BE MY CHOICE FOR BEGINNERS

Now remember, affiliate marketing was **MY** first choice - especially for beginners because you can be up and running quickly. There are now many options within the digital marketing model so that beginners can be up and running quickly if that's their choice.

The following will give you an understanding of Affiliate Marketing.

First is the simplicity. Affiliate marketing, is nothing more than an alliance between a seller (product) and a promoter (you). Every time someone that you have introduced to the seller buys their product or service, you earn a commission.

In essence, you become a marketer. You can start out by creating a profile on Instagram, TikTok, Facebook, YouTube, Medium, Reddit... the list goes on.

Then start creating 7 second reels or videos to introduce yourself to the world!

Depending on what you are selling, you will discover which social platform works best. It may be multiple platforms.

Social Media is the best place to start because you will be learning what works and what doesn't and they are all free to use.

WHY AFFILIATE MARKETING WAS MY 1ST CHOICE

Later, once your commissions come rolling in and you've learned what methods work the best for you, you may decide to add paid advertising, but many affiliate marketers never spend money for formal advertising at all.

Your income will be in the form of commissions. After the sale, your responsibility ends as the seller takes over the customer service responsibilities.

They are YOUR customers though, and with a proper email list and automations, they can be your customers for life.

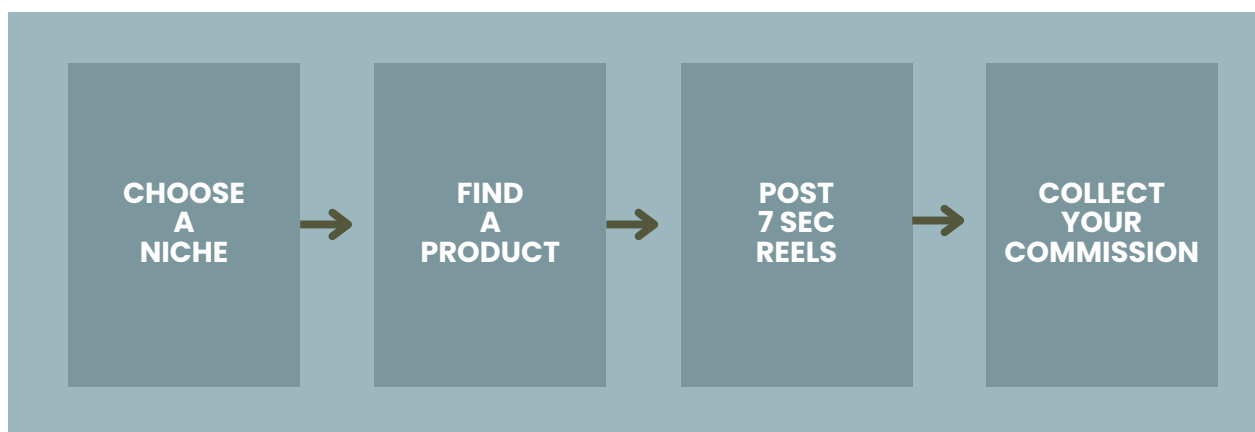


When you choose affiliate marketing as the model you will follow, you'll find that you don't need a website.

Generally you will use a landing page that leads to a sales funnel. If Affiliate Marketing is your choice, don't jump on the first expensive training that's offered to you. Each has its pros and cons and it's my job to help you choose the one that suits you the best.

WHY AFFILIATE MARKETING WAS MY 1ST CHOICE

Another reason that affiliate marketing was my favorite is that it costs little or nothing for the software and apps you'll use to market your business. There is nothing that you can't find free; video editing software or AI tools, for example. You will have more flexibility if you pay for pro versions but initially you can get away with free tools. Most of the paid tools are inexpensive and you can experiment with free trials.



It used to be that affiliate marketing was the fastest way to get cash flow started. With the new digital options, this is no longer the case. However, when you learn affiliate marketing properly, you can transfer that knowledge to other selling models.

Additionally, you'll find that earnings are unlimited. You can build to millions of dollars but you can also just keep it as a side-hustle as a supplement to your current income. You choose what you want it to be for you.

WHY AFFILIATE MARKETING WAS MY 1ST CHOICE

Within the category of affiliate marketing there are many different trainings available. It's best to take a formal course as it will cut your learning time by weeks or months and start you earning faster.

There are so many trainings available, that if you choose affiliate marketing, your next step, as I said previously, is to figure out which training is best for you.

My purpose is to learn more about you and guide you to the training that will resonate with you so you can learn in a supportive setting that encourages and teaches you in a way that gets you started quickly, and lets you enjoy the process.





3

CHAPTER

MARKETING DOWNLOADABLE DIGITAL PRODUCTS



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MARKETING YOUR OWN DIGITAL DOWNLOADS - SIMILAR, BUT DIFFERENT

Everything you learn about **marketing** affiliate products is the same for downloadable digital products.

The main difference is that you are not simply introducing a potential customer to the seller, you **are** the seller..



To begin with, choose a niche. Let's say it's real estate.

You could create Canva templates of real estate posts for social media

social media. A realtor buys them, changes the templates to their brand color, logo and any wording they want to change, and uploads the post as their own.

You might also create ad templates or booklets that they can give to their clients. All they do is change the templates to reflect their own brand.

DIGITAL DOWNLOADS

Here is a partial list of things you might create as a digital marketer of downloadable products:

Pages for

daily planner

journal

workout tracker

holiday shopping list

password journal

Coloring books

Puzzle books

eBooks for giveaways

Budget trackers

Wedding package including:

Invitations

Save the date

Place cards

Gift record

Facebook ads

Baby journal

Baby shower planner

Social media posts for various industries

Diet tracker

These are just a small sampling of what you can sell as a digital expert. Your only limitation is your imagination.

DIGITAL MARKETING

Now, in 2024, becoming a digital marketer has become an equally good starting point for beginners due to the abundance of high quality products available for the newcomer to purchase and resell.

Some are sold with “Resale or Master Resale Rights” which simply means they cannot be altered. You purchase the product and resell it for 100% profit.

There are now also an abundance of products sold under ‘Private Label Rights’. These rights allow you to change any and all of the digital product. You make whatever changes will associate it with your brand, such as colors, fonts, change entire chapters or just words here and there. They are generally sold as Canva templates which makes this task easy. Canva will become your best friend and comes in both free and paid versions.

Here is a definition of Private Label Rights (PLR) vs Master Resale Rights (MRR).

“Private Label Rights (PLR) enable you to perform any actions with the purchased product without limitations. Resell Right (RR) provides you with the permission to sell the product to other buyers. Master Resale Rights (MRR) enable you to sell the product to others, as well as the rights for reselling.”

One of the biggest benefits to digital marketing is that you keep 100% of the sale price vs affiliate marketing where you are given a percentage of the sale price by the owner of the product.

DIGITAL MARKETING

You can also create downloadable or streamable courses. Courses can be hosted on a variety of sites.

Some digital designers offer monthly subscriptions of content for business that need their own social media presence.

The possibilities for digital products are endless.

Another platforms that has become popular for digital products is gumroad.com. It's free to list your digital products. They take a small amount from each item that sells.

Another option would be selling from your own website. Building a website is not difficult anymore. There are free website builders such as:

Payhip
Ecwid

They have detailed instructions so that you can get your website up and running in a weekend. You don't need to know any coding or have any technical experience at all.

You can sell both digital and physical products from these sites.

Note however, that marketers are making millions just from their social media presence so scaling up to a website isn't a necessity.

CONCLUSION

Affiliate Marketing can get you up and running quickly because you won't need to create a product.

All you do is decide your niche, become an affiliate of a product or service in your niche, set up a funnel and email automation, then start marketing.

Easy, inexpensive and a small learning curve.

If you prefer to market your own digital products, the steps are similar to start marketing. The major difference is you need to either buy a product that has resale rights or create your own.

You will also have to set up your own funnel,, email automation and payment hub, such as paypal or Stripe.

You will be responsible directly to your customers as YOU are the “company”. Digital products aren't normally refundable though, so customer issues are not usual.

Many beginners have started out with affiliate marketing then added digital marketing, but currently there is a trend toward digital marketing.

The biggest question I get asked is which model makes the most money. It's a fair question and I can tell you that both have the same potential. Tens of thousands of dollars a month isn't uncommon for either model, but remember, it won't happen overnight.

CONCLUSION

I'm sure it's possible to earn large numbers on less expensive products, such as cosmetics, baby items, pet supplies, etc but my expertise is high-ticket affiliate in the financial realm as that is my niche.

I have added, and will continue to add digital products and trainings - it's a natural next step for anyone who wants to use their knowledge to help others.

It's also interesting to note that many digital marketers have set up their own affiliate programs and they pay a commission to whoever becomes their affiliate.

The key to creating digital products is finding a niche that has a problem. Research and find out what that problem is - write a digital download on how to solve it. .Anything from horse training to cooking to earning money. There is no limit.

The key to either model is to be consistent in your marketing efforts. If you follow what a mentor lays out for you, if you stick to the training of an expert that has gone before you, you can become very wealthy indeed.

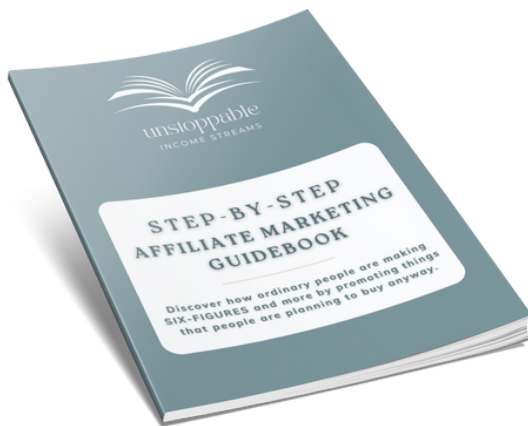
Some marketers become millionaires their first year - for others, it takes longer. But sticking with the “plan” and not following shiny objects will accelerate your speed to success.

HAS

HIGH ACHIEVER
SOCIETY



The program that taught me
affiliate marketing



AN INTRODUCTION TO AFFILIATE MARKETING

A guide, from A-Z, for affiliate
marketers

RR

THE ROADMAP



The program that taught me
all I needed to know to set up my
digital marketing business.



HOW TO SUCCEED

You don't need:
experience
a tech background
a college degree

You do need
a laptop
a smartphone
a wifi connection
consistency



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