

EF Trends Digital Marketing Guide

AFFILIATE MARKETING
TIPS & TRICKS

By Eduardo Garzon





INTRODUCTION

Discover the transformative art of turning your dreams into reality. We delve into the profound impact of goal setting. Envision a life where each step brings you closer to the freedom of working from home, setting your own hours, and achieving financial success.

Imagine having more time for your family, your kids, or the means to explore new destinations.

The prospect of working from home and attaining financial freedom should spark a fire within you.

Picture waking up every morning, eager for the day ahead, secure in the knowledge that you control your destiny.

"Hello, I'm Eduardo Garzon, and I'm thrilled to welcome you here, poised to delve into the fascinating realm of Digital Marketing with me. The world of online promotion and engagement holds boundless opportunities, and I'm genuinely excited to be your guide on this journey. Get ready to explore the dynamic strategies, tools, and insights that can elevate your digital presence and empower you in the vast landscape of Digital Marketing. Let's embark on this educational adventure together!"

This is the essentials, the foundation and an avenue to make money without the needing any specific skills. This is a revolutionary business model source of high income generating

My belief

- 1 Painting the Vision – Identify your Why
- 2 Setting Your Goals
- 3 Find & Peak Your Niche * Deciding your Target Audience
- 4 Build 2 Page Sale Funnels Around Your Product
- 5 Branding
- 6 Creating Your Digital Product
- 7 Creating Your Instagram
- 8 Selling Your Product

Painting The Vision Identify Your Why

A passion turned into a
successful side hustle

Knowing your WHY, your reasons for putting in this time and effort, is SO crucial to your longevity with this business.

Sometimes we can get overwhelmed with all of the business opportunities that come across our path every single day. In order to be successful, you have to stick to one business and build your foundation in order to expand.

You just want to do your proper research before choosing the right business for you

I want you to think about the monthly income you would LOVE to be bringing in at about 12 months post-launch.

What ELSE do I imagine myself gaining from having this kind of business? How might this bless my life beyond just financially?

When I think about where I want to be financially 6 months from now, what does that look like? What does that FEEL like?

That's why it is important to me that I get this passive income business up and running.



Setting Your Goals

This is about unlocking the life you always envisioned

As you contemplate your deepest desires, envision possessing them already.

Immerse yourself in the sensation that it has already achieved the success.

“People without goals end up working for those who have them”

Brian Tracy

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Most people don't know what they want. If you set goals and become 100% focused, you'll achieve great things in life faster.

Program your brain to set your goals, then start moving toward your goal, and your goal will move toward you.

You'll need a significant, defined purpose. Your goal should be measurable, tangible, something you can have or be, so that after achieving it, you can look at it and say, "Here it is, I've achieved it."

Establish what knowledge you will need.
Identify your client.
Visualize, create a mental image.

You need to have the desire; that will be a good starting point. Write down your goals, organize the list, prioritize, and take action.

Break your goals into short and long-term. A long-term goal is divided into many short-term ones.

Goals Settings

To set your goals and succeed, you must know two things.

- **Decide exactly what you want,**
- **determine the price you'll have to pay, and then resolve to pay that price.**

Don't let the failure mechanism called the comfort zone get activated.

Find and Peak Your Niche

Selecting a niche is the initial stride in launching your affiliate marketing venture! What fuels your passion?

Discovering your niche is like uncovering a treasure chest of possibilities in your affiliate marketing journey! It's about unveiling your passions, identifying topics that can captivate you for hours, and pinpointing the problems you are most driven to solve. Once you can articulate this, you've not just found a niche; you've uncovered the keys to a realm of exciting opportunities!

*We recommend Digistore 24,
Clickbank, JV Zoo and Warrior Plus!*

Deciding your target audience

As evident from my content, branding, and communication style, my target audience is people wanting to make money online. I specifically aim to reach everyday individuals aspiring to build businesses that support their lives and families. You might want to market only to include women or only market to men. You might even want to go more narrow by targeting just moms, or previous/current business owners, or women in specific professions. The key here is to brainstorm and identify who you can naturally resonate with in your marketing endeavors. My best advice for this step is, just don't overthink it! And remember, after you pick a niche, stay in your niche."

If you focus on the lesson,
you will continue to grow

Connect your domain and sales funnel, it's a half way to have your business in autopilot.

Build two page funnels around your product

"Once you've acquired your affiliate links for the product you wish to promote, the next step is to construct a two-page sales funnel centered around the product. This can be easily done using Systeme io or Clickfunnel, where you'll seamlessly integrate your unique affiliate links into the funnel!"

Buy a custom domain & connect it to your sales funnel

"Purchase a personalized domain from a platform of your preference (we suggest GoDaddy), and link it to your sales funnel. This ensures that when someone clicks on your funnel, they'll see www.thataffiliate.com instead of a lengthy funnel link! This not only enhances professionalism and reduces the appearance of spam but also contributes to the establishment of your brand!"

YOUR BRANDING

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Alright, let's dive into the exciting world of branding! Your brand is where your unique style, preferences, and personality shine. It's not just about fonts and colors; there's a lot more to it. Consider the following for your brand.

- **The "tone" of your messaging (serious, casual, funny, sassy, professional, inspiring, authentic, etc.).**
- **The style of your products and social media (feminine, modern, minimal, luxurious, bold, bright, moody, etc.).**
- **The values you convey in your content and decision-making (ambition, gratitude, family, success, motivation, freedom, adventure, joy, etc.).**
- **Your "brand story" (your personal journey or experiences that connect with your target audience).**

To get you started, focus on these two key elements:

- The name of your product.
- Your brand aesthetic.

NAME OF YOUR PRODUCT

When it comes to naming your product, you will want to be thinking about what's going to be the clearest and simplest way to communicate what you're offering to your target audience.

CREATING YOUR BRAND AESTHETIC

Now, let's talk about your brand aesthetic. Here's a little homework for you: start collecting screenshots of other people's Instagram feeds or content that best represent your personal style and the look you want to achieve with the public-facing aspects of your business. Pay attention to fonts, colors, and even the layout of others' bios. Keep these screenshots in a dedicated photo album or a Note in the Notes app on your phone. They will be incredibly useful when you're setting up your Instagram profile to attract traffic to your digital product!

Creating Your Digital Product

Let's talk about creating your digital product!

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Master Resell Rights empowers you to purchase a digital product just once and then resell it repeatedly, keeping 100% of the profits. Essentially, you own the rights to the product. Imagine wanting to create a digital product to share online. With Master Resell Rights, you can skip the creation process and simply buy the product.

You can download the training videos and PDFs directly to your device, ensuring full ownership. We've taken it a step further, making it even more convenient for you. We've included a FREE community for lifelong support in your business journey and organized all the trainings on a platform for easy sharing with your customers. You don't even need to upload the videos; it's all done for you.

It comes with personalized, up-to-date trainings, a FREE community for ongoing support, and monthly calls to guide you in your business journey.

We take pride in being different, offering exceptional value for the cost. Our commitment is to provide 10x the value

Craft Your Product,
Multiply Your Gains!





Transforming a Single Purchase into Lifelong Profits!

So many are wanting to know what actually comes in the Master Resell Rights course? Well its 80 in-depth modules to walk you through setting up a successful and profitable online digital marketing business. It does not matter what niche your business is in, this training will SHOW you how to brand yourself, optimize your SEO, set up your funnels and email automations STEP BY STEP, and market yourself successfully on all social media platforms. Its truly made for beginners and for those serious about wanting to make money online. The KICKER? You can also market THIS COURSE as one of your own products and make 100% profit. WILD!!

So the modules include:

- 1: Introduction to Digital Marketing
- 2: How to Build your Own Branded Sales Process
- 3: Email Marketing
- 4: Branding Expansion
- 5: Business Tools
- 6: Content Strategies
- 7: SEO + Blogging
- 8: Platforms to Market On
- 9: Free community of likeminded entrepreneurs with 3x a week live trainings!

The price of the course is a one time price that includes everything listed above PLUS the Master Resell Rights. You will be lacking nothing. And any updates made to the course are yours free for a lifetime.

You can see what's included [HERE](#).

Tools that you may need to create & Monetize Your Own Digital Product

In the fast-paced world of online business, having the right tools can make all the difference.

Today, we're unveiling the secrets to supercharging your digital presence. Get ready to discover the tools that will elevate your strategy, from creating your own products to unleashing the power of AI."

Systeme.io:

Systeme.io, bring you an all-in-one solution designed to simplify your online business journey. Let's explore the key features that make it the go-to platform for entrepreneurs like you. Beginner-Friendly, No coding required, launch your online business effortlessly. Seamless Integration: Easily connect your products, funnels, and payments for a smooth workflow. You can [Sign Up for FREE forever](#) in Systeme.io - Up to 2000 Contacts & 3 Funnels

Stan Store:

Unique Storefront Your online store is more than a digital shop; it's an extension of your brand. Stan Store empowers you to customize every detail. Join and explore the features that empower you to create a store as unique as your business. [Try Stan Store 14 Day free Trial](#)

ChatGPT:

potential of AI in content creation, customer support, and beyond. Let's discover how ChatGPT can be your secret weapon in building engaging and exploring the features that empower you to create a store as unique as your business.

Creating Your
Digital Product

Creating Your Instagram

Two Crucial Steps Await You.

Navigating the world of social media for your business can be strategic, and while Instagram isn't a mandatory platform, it's an excellent starting point. As you progress, consider exploring additional platforms like TikTok, Pinterest, and even Facebook Reels or groups, but there's no rush to incorporate all of them right away. Whether you opt to use your existing Instagram account or create a new one

First, make your account public to facilitate growth.

Second, convert it into a professional account, with the Creator option offering more features.

Now, turn your attention to crafting a compelling Bio that clearly communicates your purpose and how you can assist your audience.

Always incorporate a powerful call-to-action; guide them to your free resource via your Stan Store link or encourage them to DM you for the guide.

Let's talk about organic marketing! organic marketing, a highly recommended approach, especially in the initial stages. It's cost-free, low-risk, and, with compelling content and consistency, can generate ample traffic and sales. Focus on organic marketing through Reels on Instagram, a powerful method to attract new eyes, fostering the crucial "like, know, and trust" connection with potential customers.

Are some suggestions for making the process of creating Reels more manageable:

- Create a Photo Album: Start a photo album on your phone, collecting potential background videos from your camera roll. This ongoing collection will be a valuable resource for your content.
- Content Calendar in Notes: Use the Notes app on your phone to create a content calendar for the week. Especially when you're just starting, aim for 1-2 Reels most days to effectively grow your following.
- Save Trending Audios: While scrolling through Reels on the Instagram app, save trending audios that catch your interest
- Save Reels Ideas: Similarly, save ideas for Reels as you scroll through the Instagram app.
- Utilize YouTube Tutorials: If the idea of creating Reels, generating ideas, or writing captions seems overwhelming, don't worry. It takes time to find your voice and get into a good groove. As you become more comfortable and enhance your skills, turn to YouTube for tutorials. There are numerous resources covering topics such as finding trending audios, using SEO in your captions, and mastering different functions while creating Reels.

Selling Your Product

YOUR CALL-TO-ACTION

One thing you will want to include in the caption of the majority of your Reels is a call-to-action, which is really just an invite to take the next step.

One of my favorite call-to-action is telling people to send me a DM - because I want a call-to-action that's going to spark a conversation and give me a chance to actually CONNECT with them!

BUILDING CONNECTION

We've touched on building connection with your Reels, as well as with your emails, but I also want to offer a few more ideas on how you can help leads get to know you and your product.

One of the best parts of using Instagram as your marketing platform is how easy it is to build a sense of community and relationship. The DMs, or direct messaging system built into the app, is a perfect tool to use for this!

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SELLING WITH EMAILS

Possessing an email list is a formidable asset for your business. It establishes a direct avenue of communication with your audience, immune to algorithm changes and the risk of being lost amidst the vastness of social media posts. Crafting a well-articulated email sequence for this list not only fosters trust but also facilitates seamless and automated conversion of leads into customers.

To initiate your email setup, ensure your Stan Store account is linked to a professional email address, one you're comfortable with people on your list accessing for replies. I recommend using a business email for both professionalism and privacy, steering clear of personal or generic Gmail accounts to maintain a polished appearance and safeguard personal details from email recipients.

The second thing you will want in place before setting up your email flow is a confirmation email containing the download links for each of your digital products.

You hurting your business and account by paying for followers and engagement.

Never Give Up Because Great Things Take Time

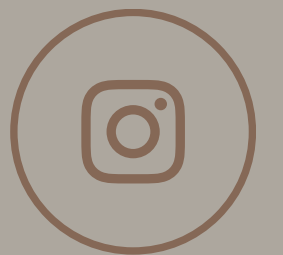
THE END!

Thank you so much for purchasing our
EF Trends Digital Marketing Guide -
Affiliate Marketing Tips & Tricks!

We appreciate all of the support from each and every one of you! We hope that you found value in it & that it helps you. We cannot wait to see you all succeed in your affiliate marketing business!

Love, Eduardo

"When you think about what you truly desire, imagine that you already have it"



Instagram
@makemoneywhited



Facebook