

# BEGINNER'S GUIDE TO

# *Affiliate Marketing*





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01

WELCOME



# WELCOME!



## I'M SO EXCITED TO HELP YOU ALONG THIS JOURNEY

My name is Angie and I had been in the corporate business world for 25 years when I decided to make the leap into affiliate marketing. You may or may not have heard of affiliate marketing before (I know I hadn't!), but I'm here to tell you that this is a very real and profitable way to make money online.



Before we get started - this is NOT a "get rich quick scheme". This takes real effort, consistency, and a desire to succeed.

So, if you're not willing to put in the upfront work to make reoccurring, **PASSIVE** income online, then this is not for you. But, if you are willing and ready to hustle in order to take back your life and gain financial freedom, then keep on reading!

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MY STORY





## MY AFFILIATE MARKETING STORY

I am a busy mom of two beautiful kids and wife. Although I love my job in the corporate world, as my kids got older, I found myself wanting to bring in additional income while still being there for them as much as I could.

I didn't think it was possible to make enough money online to replace a 9-5 income. I was browsing Tiktok and found another mom sharing how she makes 5 figures a MONTH as an affiliate marketer. I was very (very) skeptical, but curious to learn!

I had never heard of affiliate marketing before, so I did what a lot of people have done before me, googled everything I could think of. Unfortunately, all that did was confuse and discourage me. After starting and stopping more times than I can count, I finally decided to invest in one of the training courses that I had seen in Tiktok. There are a lot of them that I researched but I loved this course because, not only does the training walk you step by step, but the associated community is so supportive!

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AFFILIATE

MARKETING





## AFFILIATE MARKETING-WHAT IS IT?

When you recommend a new restaurant, great shampoo or even an amazing pair of jeans to a friend, your friend purchases those items, and you never see a dime, right?

What if... you had a special code or ordering link that your friend uses. This link tells the company the order was sourced from you, and therefore, you get a commission. That's affiliate marketing! It is really that simple.

Think of it as freelance marketing with a compensation plan. No experience is needed and it can be very lucrative depending on the time and energy you are willing to put into your business.

You do not need to be an influencer or have a giant following. You can use organic or paid advertising, blogs, Pinterest, social media... anything you can think of!

The global affiliate marketing industry is worth **over \$17 billion**. There is so much money to be made!

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# TERMS TO UNDERSTAND

## COMMISSION

THE PERCENTAGE OR FIXED AMOUNT OF MONEY THAT AN AFFILIATE EARNS WHEN A SALE OR SPECIFIC ACTION IS COMPLETED THROUGH THEIR REFERRAL. COMMISSIONS ARE THE PRIMARY SOURCE OF INCOME FOR AFFILIATES.

## AFFILIATE LINK

A UNIQUE URL PROVIDED TO AFFILIATES FOR TRACKING PURPOSES. WHEN A USER CLICKS ON THIS LINK AND MAKES A PURCHASE, IT ALLOWS THE PROGRAM TO LINK THE CONVERSION TO THE SPECIFIC AFFILIATE, ENSURING THEY RECEIVE THEIR COMMISSION.

## COOKIE WINDOW

THE PERIOD DURING WHICH THE AFFILIATE PROGRAM'S TRACKING COOKIE REMAINS ON THE USER'S DEVICE AFTER CLICKING THE LINK. IF THE USER MAKES A PURCHASE WITHIN THE TIMEFRAME, A COMMISSION IS EARNED. COOKIE DURATIONS CAN VARY FROM HOURS TO MONTHS.

## CONVERSION RATE

THE PERCENTAGE OF VISITORS WHO TAKE THE DESIRED ACTION, SUCH AS MAKING A PURCHASE OR SIGNING UP, AFTER CLICKING ON AN AFFILIATE'S LINK. IT'S A CRITICAL METRIC FOR EVALUATING THE EFFECTIVENESS OF AN AFFILIATE CAMPAIGN.

## PAYMENT THRESHOLD

THE MINIMUM AMOUNT AN AFFILIATE MUST EARN IN COMMISSIONS BEFORE THEY CAN REQUEST A PAYOUT. PAYMENT THRESHOLDS VARY BETWEEN AFFILIATE PROGRAMS.

## NICHE

A SPECIFIC AND FOCUSED SEGMENT OR INDUSTRY WITHIN AFFILIATE MARKETING. CHOOSING A NICHE HELPS AFFILIATES TARGET A PARTICULAR AUDIENCE WITH RELEVANT PRODUCTS OR SERVICES, INCREASING THE CHANCES OF CONVERSIONS.

## SO WHAT IS DIGITAL MARKETING?

Often, affiliate and digital marketing are used in the same breath but actually, they are different things. You can promote your affiliate links using digital marketing strategies.

Digital marketing refers to the promotion of products or services using digital technologies and online channels. It's that simple. Digital = Online. Digital marketing includes a huge range of tactics and strategies

- SEARCH ENGINE OPTIMIZATION (SEO)
  - CONTENT MARKETING
  - SOCIAL MEDIA MARKETING
  - EMAIL MARKETING
  - PAY-PER-CLICK (PPC) ADVERTISING
- OFTEN,

The end goal of digital marketing is to reach and engage the target audience, build brand awareness, drive website traffic, and ultimately convert leads into customers.

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WHY IT  
WORKS





With affiliate marketing, you get what you put into it! All you need is a phone or laptop and Wi-Fi connection. There is no experience necessary and you don't even need a social media following to get started!

After wasting a lot of time trying to learn it all on my own, I decided to invest in a training course to “kick start” the journey. **Best. Decision. Ever.**

Once your systems are set up, you'll be making PASSIVE income on autopilot, which means more time to be with your family, travel, and most importantly get your time back!

*I will always be transparent, which is why I am letting you know that there are affiliate links included in this guide. If you decide to click these links and make a purchase, I may earn a commission at no additional cost to you!*

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GETTING  
STARTED



# GETTING STARTED

01

## CHOOSE YOUR NICHE

Think about your interests and passions. What products or services do you believe in? Whatever niche you decide to focus on, make sure it's something that brings some kind of value to your life. For example, let's take the health and fitness niche. If you're passionate about your health, why not tell others about products or services you use and get paid for it? You could do the same with a parenting niche. Maybe you want to promote products or services that have benefited you and your kiddos!

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## FIND AN AFFILIATE PROGRAM

Once you've picked a niche, it's time to find affiliate programs for your area of interest! Don't worry - there are plenty of options to choose from. Remember to pick programs that you are confident in and feel good promoting. About 86% of brands use affiliate marketers like us to promote their products and it's completely free to apply. These companies WANT you to promote their stuff because they benefit from the marketing, while you benefit from the commission!

# GETTING STARTED *cont.*

03

## DRIVE TRAFFIC TO YOUR LINK

Once you sign up for the programs and get your affiliate link, it's time to create content that promotes the products and services within your niche. Once you create the content, you can make passive income through the links you provide in your videos, your IG posts, the link in your bio, or the link in your Pinterest posts. This means that you set it up once and leave it on autopilot. Then, when people find your content and purchase through your provided affiliate link, it earns you a commission with no extra work!

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## TREAT IT LIKE A BUSINESS!

If you want to turn this into your full-time income, then there are some additional steps! You will have to get a domain name for your landing page, create a sales funnel, and set up an email autoresponder. DON'T STRESS OUT! I know this all sounds confusing right now, but I promise it's easy!

[WATCH THIS VIDEO - IT EXPLAINS EVERYTHING STEP BY STEP!](#)

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WHAT'S

NEXT?





By now, you might be feeling a little overwhelmed. This is a lot of information to take in and learning something new can be daunting.

CONSIDER THIS:

- What if this opportunity could change your life?
- What if this is what your heart has been searching for?
- When you trust in yourself, amazing things can happen.

Thank you for reading my guide. I want to be a resource to you as you make the decision to join me on this incredible affiliate marketing journey. I wouldn't have been able to do this without this course and the community that comes along with it. It has given me the knowledge and confidence that I needed to begin something new that now gives me the freedom and financial stability I was looking for.

**Get access to the training course and community**  
**THAT CHANGED MY LIFE**

GET EXCITED!!! You are about to step into such an exciting journey and I can't wait to see where it takes you.

# IT'S YOUR TURN

*Take a deep breath, you got this!*

I'm so proud of you for taking this first step. I'm skeptical too, but I can promise you that saying yes to change is so worth it.

It has changed my life, my financial situation, and my perspective on making money online. This is what got me started.

If you have any questions, please reach out!  
I am always happy to help.

*Angie*