

The 5-Minute Guide To Affiliate Marketing Success

- SPECIAL REPORT -

The story of the 'superstar affiliate' is one that anyone who has been around the net for a while will be familiar with. This is the tale of how countless marketers have managed to start making huge profits by selling a product they didn't even make – with just a few e-mails and the right product, they were able to generate a stable passive income that earned them six figures every year. Now they're standing in front of their yacht/plane/Lamborghini and you could be too!

The problem is that most of these 'marketing gurus' are trying to sell you something. So you're right to be a little cynical. Is it all just smoke and mirrors? Or can you *really* get that rich from selling a product as an affiliate?

Well, the good news is that yes – you certainly can make big bucks from selling affiliate products. And better yet, you don't have to be some kind of genius to do it either.

In fact, all you need is this five minute guide which condenses all the information in our comprehensive e-book to help you understand the basics. This is your blueprint to success. Print it out, follow it and you can have your own yacht too! Just don't go posting pictures of it online...

How Affiliate Marketing Works

So how does affiliate marketing work?

The process is simple enough. Basically you become an internet salesman who is paid on commission for selling products that you can find on the web. Any product with an affiliate program will let you do this, and then all you need to do is to set up your own account.

This way, you'll then be given your own identifier URL. When you encourage someone to click on this link, they'll be taken to the page where they can buy X product and a cookie will be used to identify you as the

sender. If they then buy that item, you will have your account credited with the required amount.

There are a number of ways you can get started with affiliate products. The easier is to join an affiliate network. These include **JVZoo**, **ClickBank** and **WSO Pro**.

Each of these has its benefits but the best by far is JVZoo which is cheaper than ClickBank and easier to use, while being more flexible and versatile than WSO Pro. You can always look at all three for products to push though. This is a great tool because it makes the process of managing multiple products easy and means you don't have to talk directly to the product owner. At the same time, these tend to offer the highest commission – often in the region of around 60%.

The other strategy is to find a site selling a product online that has its *own* affiliate program. This way, you will have the option to sell more items but you will often get lower commission. Amazon also has an affiliate program though the commission here tends to be lower than 5% for most items.

How to Choose Your Product

The key to success when it comes to selling affiliate products is to know how to pick the hot items to sell.

One very easy way to do this is to look at examples of very successful affiliate marketers online and to see what they're selling. This way, you can know for sure that the product at least has the potential for great success and thus you know that if you aren't making those kinds of sales, it's only your marketing strategy that can be holding you back.

Another tip is to think about what you're interested in and what is a good niche for you – especially if you're a blogger or vlogger for example and you already have your own audience that you can market to.

If you *don't* already have a big audience? Then think about routes to market. In other words: who will buy this and how can you get to them to

encourage sales. If you identify a possible route to market before you even start selling then you will set yourself up for success.

Look for products as well that have a very clear value proposition. How does this book, course or software make life *better* for the people who buy it? If you can't answer that question, then you'll have a much harder time trying to sell it. You also want to look for things that stand out – if you sell something that everyone else is selling then most people will be desensitized to it before you even begin.

Creating a Landing Page

The next step is probably to create a landing page.

Of course if you choose to do your affiliate marketing via an advertising platform such as AdWords or Facebook Ads, then you won't actually need a landing page. That said though, with a landing page, you'll be giving yourself many more options for how you want to sell and you'll be able to be more persuasive as you do it.

A landing page is a page that is entirely dedicated to selling a single product – in this case you affiliate product. Thus all of the text will be designed to promote that product and there will be no links that take your readers away from the page. Often these sites are long and narrow which encourages reading and which makes users scroll down the page. The more your visitors scroll, the more committed they will feel to your product and they won't want to leave without making it worth their while.

You should consider using a red colorscheme for your landing page and particularly for the 'Buy Now' or 'Click Here' buttons. This is effective as the color red increases our heartrate and makes us more likely to make impulsive decisions.

You can build a landing page relatively easily using OptimizePress which works with WordPress. This way, you know your landing page will meet industry standards and will look professional and you save yourself the time involved in building something from scratch.

You also need to make sure that you get your landing page text right and that it is effective in encouraging sales.

What's important here is that your text engages the audience right away so they don't leave and that it effectively sells the emotional value of your product. Start with a bold sentence, then use questions to get your audience to reflect on what you're saying and use a narrative structure to make your readers more invested in your script. We love listening to stories and very often we'll read to the end just to find out what happens! At the same time, you can use this structure to ensure that your readers are able to empathize with you and imagine themselves in your shoes.

Use the AIDA structure, which means 'Awareness, Interest, Desire, Action'. Then, make sure that you really push the 'value proposition' of your item, which is essentially the thing that makes your item valuable. In other words, how will this affiliate product make life better for buyers. Will it make them richer? Stronger? Slimmer? Sexier? Then say that! And really sell it so they can imagine how good life will be when they click buy. Finally, seal the deal by adding scarcity and time pressure to get them to act quickly.

Making Quick Sales

Now, there are two main strategies you can use to sell your affiliate products online.

One is to try and make very quick sales by marketing directly to your audience with your referral links. You can do this for instance by using PPC advertising – advertising on Facebook or Google with links that take your audience straight to the page where they can buy the product.

The other option is to try and play the longer game. If you build up an audience and establish yourself as an authority in your niche, then you will give yourself an audience that you can sell to much more effectively in future. This latter method ultimately gives you the option to make more money but it takes longer to get results.

How do you choose which method to use? You don't have to! Just start making sales right away and then build your audience in the meantime.

As mentioned, the best way to make these quick sales is with an advertising campaign using PPC ads. The two big options here are Facebook and Google. On Facebook you can create ads that are targeted to specific audience members based on their age, sex, location, marital status, job description and even hobbies. This way, you can very precisely target only people who are likely to want your product and you will only pay when they click to go to the website.

Google AdWords works in a similar manner, except you target by choosing a search term – something that people will look for. This has the benefit of ensuring that your audience is not just interested in what you're selling, but also probably *actively* looking for it at that very moment!

When using PPC advertising as an affiliate, bear in mind that a good strategy is to include the actual price right in the title of the advert. This way, people won't click unless they're at least *potentially* willing to pay that amount.

While you will set the exact amount you spend per click and in total, generally each click will cost you only a few cents or a couple of dollars maximum. This means you can have a relatively low conversion rate and still make big profits!

Content Marketing

Meanwhile, the savvy affiliate marketer should also be working on building their audience and establishing themselves as an authority in their niche.

You can do this by running a blog and regularly posting with content that provides *real value*. This is basically like a 'free taster' to effectively show your audience that you know your stuff. In future, when you then recommend they buy something, they will know to listen to you. Make sure that your posts are unique, comprehensive and thoroughly researched.

At the same time, you also need to work on promoting that blog to get people to go there. There are many effective strategies you can use here. One is SEO – which these days mostly means adding lots of content and writing around your topic. At the same time, you can look into acquiring guest posts, which will mean you're published on another blog in exchange for a link back to your site. You should also post to social media and social bookmarking sites.

E-Mail Marketing

Finally, you should also look at marketing through e-mail, both to promote your blog and to promote your products. Add a sign-up form to your main site and this way you can get people who like your content to listen to your future messages. Again, if you spend some time building trust this way, you will eventually find that you can start bringing in big sales by recommending all manner of affiliate products.

Some Final Words

So there you have it: the basics of affiliate marketing. The key to success is not only to pick the right product and niche but also to combine strategies. And don't be afraid to scale up! There's really nothing to stop you from selling hundreds of products via advertising in the short term while you build authority on the side. Be creative too: you can actually make money from a referral link in a number of ways – how about embedding it into a free e-book or even a real-world flier or leaflet?

Another big tip that will help you to make more money more quickly is just to keep working at it. If you want this to be your full time job then *treat* it like one. That means you should be spending at least several hours a week creating content and doing marketing. If you're putting in an hour here and

there that's just not enough to make it big. Put in the work now, so you can reap the rewards later!