

# AFFILIATE MARKETING SECRETS

THEY DON'T WANT YOU  
TO KNOW



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When it comes to making money online, affiliate marketing is one of the most appealing business models there is. Why? Simply because it allows you to potentially make a large amount of money from home without having to trade your time for cash.

Affiliate marketing is not easy and anyone who thinks otherwise is in for an unpleasant surprise. Likewise, it isn't a 'get rich quick scheme' and it *does* involve a lot of work.

That said though, once you're set up with your affiliate marketing business model, you can earn a steady stream of *passive* income – potentially indefinitely. Passive income simply means that you'll be earning money while you sleep and while you go on holiday. While the initial set-up may have involved a fair amount of work then, it eventually becomes self-perpetuating to the point where you can stop working and continue to sow the seeds of your labor for years to come.

And while affiliate marketing isn't easy, it certainly is *easier* than a lot of other business models. That is to say it is easier to understand, easy to get started with and easier to execute. While it might involve some trial and error, the initial stages often actually amount to little more than copying and pasting existing businesses!

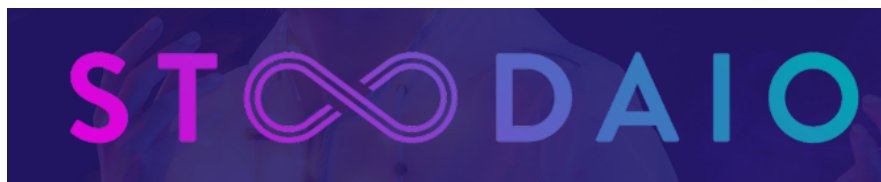
Affiliate marketing *can* be the answer that you're looking for then. The only caveat is that you need to go into it with realistic expectations and you need to be smart about how you approach it. With the right know-how and with access to the best marketing 'secrets', you can hack this setup and start earning a lot of money very quickly. That's where this book comes in: read on and we'll examine the powerful strategies you can use to get the most from affiliate marketing.

## The Basics

Before we go any further, let's quickly recap on what affiliate marketing is. There a good chance that those reading this eBook/report will already have a good understanding of the concept but for those who don't, this basic explanation of the business model will tell you everything you need to know...

### The Set-Up

Being an affiliate marketer is like being a salesman on commission. In other words, you get paid some of the profit from a product as an incentive to help the product creator to sell it. This is the same method that a door-to-door salesman would use but the main difference is that you'll be selling your products over the *web*. This essentially gives you the potential to reach a *far* greater audience of buyers and to sell a far bigger amount of products. So instead of selling Sky TV to three people a day, you're now able to sell an eBook to 10, 20, 100 or 1,000 people daily depending on how good you are.



At the same time, selling digital products like eBooks (which affiliate marketing often revolves around) means that there are no overheads for the product creator. There are no associated manufacturing costs, no storage requirements, no packaging, no delivery... and that means that you're getting almost 100% profit from the sale price to split between you.

Better yet, because digital product manufacturers are able to scale their operations so easily, they're often willing to offer 40, 60 or even 75 percent of their profits for each sale. Sometimes they even offer their marketers to use the marketing materials they've already created: things like e-mails, blog posts, landing pages and more. They're happy to do this because any win for you is also a win for them. This is how it's possible to create an online business by simply 'copying and pasting' someone else's business!

As an affiliate marketer then, your job will be to find products you can sell – probably these will be found on affiliate networks such as JVZoo and Clickbank. After that, you'll then be given a referral link that you can use to recommend the product to people. If someone buys the product through that link, they'll go through a redirect that will store cookies on their computer and the sale will be logged as having come from you. You can then withdraw your cash at your leisure.

The skill of an affiliate marketer then and what ultimately will allow you to thrive, is the ability to reach the right audience and to make the product sound desirable. This will ultimately be achieved through a combination of PPC (pay per click advertising), SEO (search engine optimization), email marketing, social media marketing and other similar techniques.

## **What to Expect From Affiliate Marketing**

The first and most important consideration before you get started with affiliate marketing is to know what you want to get out of it. This may sound like the 'boring stuff' and perhaps you just want to get stuck in as quickly as possible; in fact though, not knowing your goals or having the wrong expectations can be a huge setback if you don't take the time to think this through. It's no exaggeration to say that this is a big part of why a lot of people fail at affiliate marketing.

Largely responsible for this issue, are all the adverts that flood Facebook telling you that you can earn thousands of dollars a day by just posting a few ads. Then there are people like Tai Lopez, telling you that you can earn millions like them and be a genius billionaire by following their course.

This sets up unrealistic expectations and leads to people going into affiliate marketing underprepared and with a lot of false hope. It also leads to some serious mistakes.

In theory, you can make money as an affiliate marketer by following four very easy steps:

- Find an affiliate product to market on JVZoo or Clickbank
- Create a landing page flaunting the benefits of said product and including your link
- Pay for highly targeted PPC ads through Facebook
- Profit!

Easy right?

Facebook ads are PPC which means that you only pay if someone clicks them. So if you set-up an advertising campaign that's entirely ineffective and everyone ignores... it won't cost you anything! If your landing page is very good then you can expect to convert a fair amount of visitors into buyers and with a decent digital product, you should be able to earn about \$30-\$50 per purchase. Considering that you'll only be paying a few cents for each customer – who has already shown an interest in your product – that means that you can almost guarantee a decent ROI from those advertising campaigns. The longer the ad runs, the more you can earn and the more you can reinvest to scale your products.

What's more, you can target the ads to show to precisely the right people using the information available on Facebook. Got a book on how to plan a cheap wedding? Great: just target your book toward people who are engaged on Facebook!

Meanwhile, you can build up your own direct audience through a website and through a mailing list so that eventually you won't even *need* to pay from advertising and you can sell over and over again to your list that puts their trust in everything you say and recommend.

This is the promise of affiliate marketing and it sounds like a simple, fool-proof way to make money. But there are some catches that very often get overlooked by the people selling the online courses and the eBooks for \$1,000.

One of these catches is that there are hundreds of other people trying to sell eBooks on making money. And there are hundreds of other people competing for the advertising space on Facebook. Facebook ads show based on who has the larger advertising budget and the result is determined by an automated 'bidding process'. In other words, you need a fairly large budget in order for your ads to be seen, meaning that you can actually end up spending 50cents to several *dollars* for your ads to get clicked.

This now means that you can still profit, but in order to do so, you need the *perfect* landing page and the perfect product for the ideal audience. These are a lot of factors that you're frankly unlikely to get right the very first time. As a result, it's not uncommon to end up sinking huge amounts of money into PPC before you land on a good set-up with the right targeting, the right ad text, the right product *etc.*



**There's NO WAY That Technology Has Advanced THIS much...**

As for building your own audience, this can often take *years* before you're at a point where you don't need PPC. If you thought you'd be the top blogger in your niche within months, then you unfortunately need a reality check. Rather, you can expect it to take you a year or *more* to get to this point. And far from doing nothing, this will have to involve writing regular content and doing lots of promotion – almost to the extent of it being a full time job. And while you're doing this, you *won't* be getting paid for the work you're doing. A lot of us just can't afford to put such a big investment into something that isn't paying out yet.

And when you had gone into this, expecting that you would be a millionaire by month two, it's very easy to get disheartened and to just give up.

## The Right Strategy

So what can you do about all this? Is it a lost cause?

Not at all – there genuinely are thousands of people who have made affiliate marketing work for them and who have earned *millions* of dollars doing it. JVZoo's elite program requires you to be making at least \$10,000 a month and there are no shortage of members.

The trick is to be realistic and to set up a plan for how you can manage your current lifestyle with your affiliate marketing aims.

The first key to doing this is to set yourself up to win: stack the deck in your favour by understanding how affiliate marketing works and what you can do to ensure that it works *for you*. In this eBook, you'll learn how to avoid common mistakes and how to find products that sell much more easily and cost you less to advertise.

The second key – and this is important – is to have moderate aims *to begin with*. Don't set out to be a billionaire. Instead, set out to supplement your current income with an extra \$50 a week. That doesn't sound like much but it's very easy to achieve and once you're at that point, you'll actually be making \$200 a month and \$2,400 a year. That's a rather big raise, especially seeing as you won't be taking on any extra responsibilities. You'll be able to go on an extra holiday every year, or to dine out every month with your family without any guilt. How about getting that slick new computer you've had your eye on?

And once you're at *that* stage, you'll be able to start investing more time and money in order to grow your business further. We'll look at how to scale a successful affiliate marketing business model later and you'll see that you can very easily go from this to internet domination!

Finally: choose a niche that you enjoy and that you know. If you can sell products in a niche that you enjoy and understand, then you'll be able to turn writing about those subjects into a hobby and something you enjoy. This makes a big difference to your eventual success and means that you can take your eye off the goal and not only think of these activities as a means to an end.

## Product Selection

The most important key to your success before you set out is product selection. This is what will help you to make sure there's an audience for your product and what will dictate what you write about, who your target demographic is, how much profit you make and more.

So to start out, you need to make a list of all the niches you would enjoy writing about and that you have some experience in. This isn't going to come into play right at the start but it will make a big difference when it comes to promoting a blog and creating your own audience somewhere down the line.

What we're interested in right now is finding a niche that isn't over-saturated with digital products and with affiliate offers. We're going to start out with a digital product because this will give you the most profit per sale which means you can get more revenue from a smaller number of buyers. Later down the line, you might become interested in selling physical products which have a much broader appeal – you can read the full Affiliate Marketing Secrets eBook for an in-depth treatise on that subject.

When you take a look at the digital products on a network like Clickbank or JVZoo, something might jump out at you right from the start: they're almost exclusively in the 'make money online' niche. In fact, if you take a look at the network 'WSO' (Warrior Special Offers) then you'll notice that this one is actually 100% products in that niche.

I want you to resist the urge to choose this as your first niche. Why? Because as you can see, it is already a highly competitive area to get into. If you try to sell a product in this area, then you'll be going up against pretty much every other affiliate marketer and product creator on the net. As such, you'll be paying *considerably* more for each of your ads to appear on Facebook, Google AdWords or wherever else you choose to put them. What's more, you'll find that you struggle to stand out to that audience. This particular audience is *very* web savvy, they probably know exactly how the affiliate marketing business model works and they've probably encountered some real duff products in this niche. Even if you've chosen a product that is genuinely very high quality, your offer will still be looked upon cynically and they will assume that you're just out to make money. They've been burned before, they're inundated with such offers and it takes a lot more marketing to sell to them.



On the other hand though, selling something to a much smaller niche means that you can pay considerably less for your ads and find an audience that hasn't seen offers like yours before. Potentially, you can offer them something that solves a real problem they've been facing and promises to make their lives easier: which is exactly how you make money.

A great example of this is to choose a career. This is a very specific niche that you can target directly through Facebook and indirectly through Google AdWords (AdWords ads are ads that appear on Google searches). Pat Flynn is the owner of 'Smart Passive Income.com' and he demonstrates how this can work with his 'foodtruck' niche. He has a website that is aimed specifically at food truck drivers and he uses it to sell a digital product that can help them to make more money from what they do. This is ideal because there are millions of English-speaking food truck drivers around the world and yet they're not highly targeted with these kinds of products all the time.

Earlier we discussed the wedding planning niche. An eBook on how to save money on planning a wedding is a *perfect* niche for a few reasons:

- It's not over saturated with similar digital products
- The book promises to save money, thus making it an *investment*
- It's easy to target – people place their relationship status on Facebook and use a lot of predictable searches when they're planning weddings
- The audience is young and thus likely tech-savvy enough to be interested in digital products as a whole
- The demographic is constantly changing: in other words, people are getting engaged all the time meaning that you'll never saturate the market and run out of people to sell to

Another great option is to sell a product to a small section of a larger audience. Right behind making money online, the fitness niche is another very over-saturated area for digital products. There are *no* shortage of books on how to get abs or build muscle or lose weight.

But you can still make this work if you pick a specific area within fitness to target.

How about training for the marathon? How about teenage bodybuilding? How about fitness for the over 50s? These are once again specific niches that are constantly replenishing and that give you a huge number of potential customers. What's more, these areas allow you to subsequently branch out with future products which means that you can make more money from your market in future.

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# Route to Market

Another consideration here is your ‘route to market’. A route to market is simply a platform through which you are going to reach your specific target demographic. Say you have an eBook of knitting patterns, then your routes to market would be:

- Forums and online communities aimed at fans of knitting
- Knitting magazines
- Real-world knitting clubs and societies in your area
- Knitting websites

Whenever you’re picking your niche, try to think what your routes to market would be. And like the niche itself, the key here is to find a route to market that isn’t going to be inundated with competition. If your eBook is the *only* eBook aimed precisely at this audience, then it’s going to stand a *much* better chance of selling.

# Solving a Problem

Finally, try to find products that solve very specific problems. If you can do this, then it will be *far* easier to point out the advantages of what you’re selling and to make it appealing to your demographic. Your USP should be something that you can sum up in just a few words – and this will then allow you to grab attention and really sell quickly and efficiently.

Another way to look at this is by focussing on your ‘value proposition’...

# The Value Proposition and Selling Your Product

The old saying goes that you ‘don’t sell hats, you sell warm heads’. What does this mean?

It means that you don’t sell products themselves but rather you sell what the product can *do* for your audience.

So if you have an eBook on how to get amazing abs, it’s not the eBook that you’re selling but the abs. More than that, it’s actually the attention from the opposite sex, the

confidence and the great looks that you're selling. When you sell an eBook on abs, *this* is what you need to focus on.

Likewise, if you're selling an eBook on making money online, you're actually selling freedom, power and status. You're selling the opportunity for someone to feel freed from the constraints of their normal jobs and you're selling them the ability to wear nice clothes and watches and to feel proud and confident in what they've done.

The reason this is so important, is that it's what will actually help your products to sell. Know that people don't buy things that make logical sense to buy. People tend to buy things on an emotional impulse and on a whim. Thus, you need to push the *emotional* buttons of your buyer in order to get them to click that call to action button.

## How to Write Your Sales Page

A sales page is a website page that is designed specifically with the intention of selling whatever it is that you're trying to sell. There are no links to other pages on your website, there are no adverts – just one long block of text that grabs attention and sells the amazing benefits of the product. Of course, this is then interspersed with 'Buy Now' buttons.

The key to a great landing page, is to focus heavily on that value proposition and to get the buyer thinking and daydreaming about how much better their life will be with the product in their possession. At the same time, you're also fighting the constant urge they will have to navigate away from the page – because most of us have very short attention spans.

The best tip to keep their attention right away then is to use a narrative structure. This simply means starting your landing page as a story and talking about how you once didn't have abs/didn't know how to plan a wedding/were rubbish a cooking... You lay this on thick and show that you sympathize with your reader. This gets them reading and makes it hard for them to turn away because we always want to know how stories will end. At the same time, it pushes the right emotional buttons. You can also use rhetorical questions at this point such as: 'ever thought there must be a better way?'. These work very well because they force the reader to reflect on what you're saying and thereby engage with it. It all makes for very compelling reading.

You can also take this opportunity to acknowledge the concerns that they have as a reader: explain how your product *isn't* just another scam. Talk about your money back guarantee (most affiliate products offer this) and appeal to facts, statistics and figures of authority to back up your credibility.

That's when you hit them with the real value proposition you're offering and you get them to imagine and almost *feel* their life after they make this purchase. Once you've got

them vividly experiencing and imaging the product, you finish off with a little pressure to make them buy right away: this might mean you tell them that the product won't be available long, or that the special offer you're providing will only last for a week. This makes sure they buy *now* while they're emotionally inclined to, rather than going away to think about it (and realise it's perhaps not the best way to spend their money).

## The Lifestyle

This value proposition should tie into a lifestyle that you're promoting and this is what's going to tie together your brand with the products you choose to sell. So if you're on Instagram, you need to promote this lifestyle and to *inspire* your followers. This is what will turn them into real fans and what will get them excited for the products you're offering.

If you have a fitness product then, your Instagram, Pinterest and Twitter should be filled with pictures of people working out on the beach, lifting heavy weights and looking sexy and healthy in their training gear. For that wedding product, you might upload images of beautiful weddings in exotic locations and with stunning decorations. Perhaps you could also share tips, advice and inspiring stories. This gives people a reason to follow you and warms them up to the idea of the product you'll be selling to them intermittently.

## The Five Touches

This brings us nicely on to the idea of the sales funnel. You can consider a post on social media to be 'one touch' – or one interaction with your audience. This is important to recognize, because the general wisdom is that any sale takes approximately five touches.

Throughout these five touches, you're able to then build excitement and anticipation for your product, you're able to build trust and authority for your own brand and you'll be able to demonstrate the value of what you'll be offering.

Your sales funnel means a sequence you've designed to attract and reel in leads. It might start with a social media post, follow up with a blog post and mailing list, follow that up with a newsletter and a free 'seminar' and ultimately lead to your landing page and product. (The mailing list is key here as it gives you the means to make the multiple touches.)

This is another reason it pays to slowly build up your own audience and platform rather than relying permanently on PPC.

# Building Content, a Mailing List and a Social Media Presence

So how do you go about building this audience?

There are two main routes: one is through your own website, which you will fill regularly with content to be found through social media and Google and the other is through the social media directly.

To succeed on social media there is really one rule: which is to provide lots of value. Don't just post about promotions but remember the lifestyle aspect we spoke about before. Give people a reason to follow you and ask yourself: would *you* enjoy the kind of content you're sharing?

What's also important is to be everywhere: be on as many social media sites as possible to create the maximum number of 'in-roads' to your content. This should at least mean:

- Facebook
- Twitter
- Instagram
- Pinterest
- LinkedIn
- Google+
- Tumblr

This also helps to make your brand appear more professional and well structured.

On top of this, you'll need to create a website of your own to host your landing page and your blog posts. The best way to do this is through WordPress which you'll install onto your own webhost with domain name. The full eBook explains how to easily get set up with a great website.

## Creating Amazing Content

From here, you now need to start posting blog posts to your site. Doing this will act as a free demonstration of the value and knowledge you can provide – it's the perfect example of that 'first touch'. At the same time, it brings more people to your site and encourages them to join your mailing list and to subscribe to you on social media.

So what makes great content? Again, the key is to genuinely provide value and that means that the content should be the kind that *you* would like to read yourself. Most

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importantly, this means that it should be *unique* and different from all the other content out there. If you write an article on ‘ten things you’re doing wrong with SEO’ then you won’t stand out at all from all the other sites. The same goes for ‘top ab workouts’.

Try to find something new to talk about and a new, exciting angle in your niche. Find ways to combine different topics in interesting ways and always have a very specific target audience (or ‘persona’) in mind. This latter point will help you find routes to market to share to and it will encourage people to share – either to express themselves or to share the content with people they think will like it.

Make sure the articles are in-depth and that they have been well-researched. Ideally, they should be about 1,800 words long. Remember how important we said it was to choose a niche that you’d enjoy discussing? This is why!

Another thing to note is that there is nothing stopping you from using your articles *as* landing pages. All you need to do is to take your affiliate link and to embed it in the body of your text. If you do that, and if you promote the product in the content, this can lead to some direct sales. This is a great way to convince yourself to keep writing and to get even more value from all the effort you’re putting in.

Of course if you don’t like writing or *can’t* write, you may want to skip this step. Better though, would be to hire someone to write for you or to use another type of content. One other type of content that is vastly overlooked is video. In a video you can very easily sell the benefits of a product and engage your audience.

## **Growth Hacks and Scaling**

Now you’ve seen the basics of affiliate marketing, it’s time to accelerate your progress and to explode your profits.

There are a number of ways to do this. One exciting growth hack for instance, is to use ‘influencer marketing’. This simply means that you find someone who already has a very big audience that trusts them and then you try and get them to promote your website or your affiliate link directly.

How do you do that? One option is simply to pay them: as in the case of a solo ad (paid e-mail promotion). Another option is to write them free content, which is known as a guest post. Better yet though, is to interact with an influencer on social media that doesn’t know quite how big they are. Use Twitter analytics to identify your most influential followers and then engage with them by asking questions or retweeting their posts. Often they will respond in kind out of politeness if nothing else!



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Another powerful trick is to network with the big influencers in person. Go to networking events and even try hiring their services. Once you've had a face-to-face discussion, you will be *much* harder to ignore.

## Scaling

From here, you now have a working business model that's growing quickly. But you can scale it even more for even more impressive profits: and one of the simplest ways to do this is simply to repeat the business model you've laid out for yourself. Just find another product, another audience and set up a second income stream.

You can do this as often as you like, essentially making your affiliate marketing efforts infinitely scalable and drastically increasing your resilience. Not only have you multiplied your profits but you're now far less likely to suddenly lose all your income because of a fluctuation in the market etc.

Alternatively, you might choose to branch out into physical products, to sell new items to your existing audience, or to create your *own* product.

Either way, you now know everything you need to know to start building and growing a highly profitable affiliate marketing business. Start with modest goals and be strategic and logical. Don't overcomplicate matters and choose a niche that has a clear demand for a product. If you do all that, then you *will* succeed. Good luck!

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