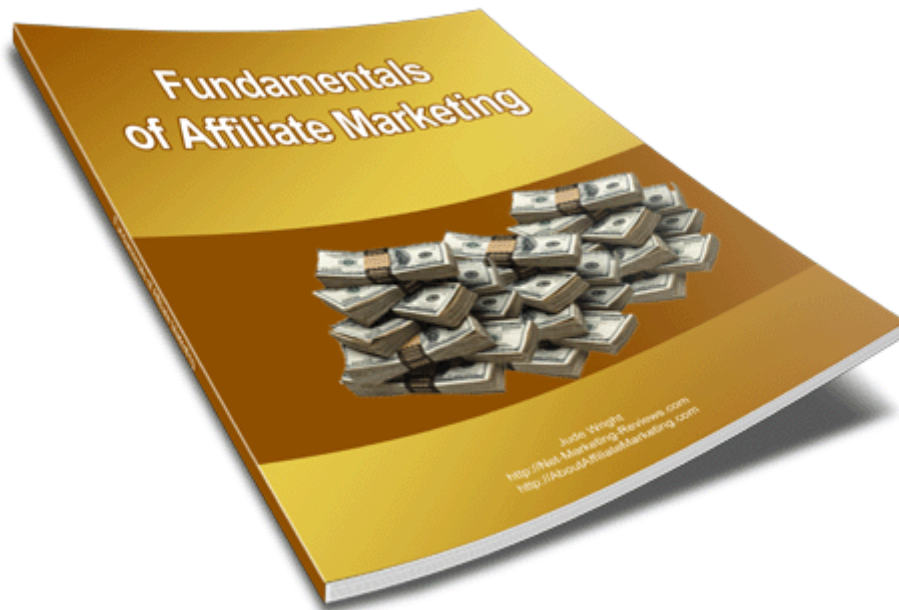




Fundamentals of Affiliate Marketing

Jude Wright

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About the Author



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Table of Contents

About the Author	2
Fundamentals of Affiliate Marketing.....	3
The Myths and Facts About Affiliate Marketing.....	5
Importance of Tools in Affiliate Marketing	6
Affiliate Marketing Is Not As Easy the Gurus Say It Is	8
Affiliate Marketing Tips and Advice for Success	9
Using Affiliate Marketing and Adsense Together for Profit	11
An Affiliate Marketing Success Secret - Persistence	12
How Articles are Important for Affiliate Programs	13
Tips For Successful Affiliate Marketing	15
Recommended Resources.....	16

Fundamentals of Affiliate Marketing

Affiliate marketing is not really all that difficult; you just need to work hard and have patience along with the knowledge of the basics of affiliate marketing. Today, most people like to start their Internet marketing business by using affiliate marketing. It is easier to start - and learn - while you are earning money.

Five Easy Steps for Beginners:

1. Select a profitable market.

The very first step is to choose a profitable market. Do some keyword research on a topic that you know something about or that you have always wanted to learn about. Do a thorough study and analysis on the topic and what the supply and demand for that topic is.

2. Choose lucrative affiliate merchandise.

The next step is to choose a profitable affiliate product. Take your time to search for the best program to promote and advertise the product.

A good program consists of:

- one that has more than 50% referral commission,
- one that gives you sales material - banners, text ads, and articles to start writing your own ads from,
- one that provides a well written - and well converting - sales page.

3. Make an opt-in page.

After deciding on the most profitable affiliate product, create a simple 'opt-in page.' See that the content in your opt-in page is not the same as someone else's that is promoting the same product. In other words, don't copy someone else's work! This is unethical and will get you nowhere in the long run.

An opt-in page is also called a landing page. It is a page where you will have a form that your visitors fill out to receive your newsletter. For best results, you will usually need to offer them an incentive, such as a report or an ecourse to subscribe to your newsletter. You will be sending these subscribers good information about your topic as well as introducing them to your affiliate products. Your "thank you" for subscribing page will be the sales page of an affiliate product that you are promoting.

4. Create an autoresponder

Autoresponders are very beneficial in promoting or selling a product in the market. It is very difficult to convince visitors to buy on the first attempt, but with the help of an autoresponder, you can keep yourself, and your affiliate product, in their minds. You will use your autoresponder to send them a series of messages that will be the "report" that you promised them for subscribing. It's best to create a series of seven to ten messages.

5. Promote your opt-in page

The last step is to bring your opt-in page to people's attention. This is a complicated task. It's not at all easy to ask people to visit your site unless you have something interesting for them to see - or read. People are looking for valuable information. Give it to them.

Using 'pay per click' advertising will give you a jump start on getting visitors. Other promotion methods are writing articles, forum marketing and ezine advertising.

Affiliate marketing is not as easy as everyone makes it out to be, but it is worth the hard work you need to put into it when you start seeing those first checks start coming in.

[Ewen Chia's Newbie Cash Machine System](#) – How to crank up your own Proven Online Cash Machine to Make Money the Easy way, even if you've Never made a single sale on the Web!

The Myths and Facts About Affiliate Marketing

Affiliate marketing gives you an opportunity to earn money quickly. At present, no other business has the potential of being as profitable as affiliate marketing. People who have entered the field even for a short period consider affiliate marketing the simplest way to make money. But remember that just because you can make money quickly doesn't mean that you don't have to work hard.

If you wish to become successful in affiliate marketing then it is important to get rid of all the myths related to affiliate marketing. These mythological mindsets are the biggest obstacles in successful online businesses.

Avoid ads or stories that are misleading. These are tricks to distract your attention towards them. Many of you might have even responded to such ads. These untrue stories support the myths that abound.

This may not be the true cause but it is an important reason for the failure of many people in affiliate marketing. Almost every business person has to do his or her due diligence of research and experiments before succeeding in affiliate marketing. Some of them have had success in their businesses while some are still waiting for it. It is difficult, but not impossible, to make profit through internet. The only things you need are proper knowledge, guidance and hard work.

Therefore it's important to know about all the myths related to affiliate marketing.

Myth 1

You can have an affiliate program that does not ask for hard work and will still make you wealthy.

Fact - Affiliate marketing gives you an opportunity to make money easily without too many complications. But your success depends upon the hard work and efforts you put into it. You can very easily sell a product via internet but you need to spend enough time working on it.

Myth 2

You will have to spend lots of money on promotion of the product to make profit through internet.

Fact - If you want to be a successful internet marketer, then put the majority of your efforts into building a subscriber base instead of just promoting the product itself. Include strong testing, good website design, and consistent follow-ups. This will reduce the cost to some extent. If you do not pay attention to this fact then it

may be tough for you to make your business successful.

Most of the real life firms spend a lot of money per month on the PPC (Pay-per-click) campaigns. Still they are not able to generate required results because they don't test their results properly. Throwing money away this way won't increase sales.

Myth 3

You will see results within months and know whether you succeed or failed in affiliate marketing.

Fact - it is very hard to predict the exact amount of time you will take to get success. It's entirely dependent on your hard work. You must have noticed that all the big internet marketers have spent a lot of time in building a big domain with large mailing lists and website visitors. You also need to have patience and work hard to achieve the desired results.

The Internet is full of so many myths about how to achieve success in affiliate marketing that new marketers can become confused about what is really true. Do some research. Read all that you can get your hands on about affiliate marketing and then...start at the beginning. The first thing you need to do? More research - on the products that you want to promote.

Importance of Tools in Affiliate Marketing

Affiliate marketing is one of the most easy and gainful opportunities to do business through web. And just like any other work it also requires an organized plan and efficient tools.

The Tools You Need for Affiliate Marketing

Tool 1 - A Website

The first and most important tool required to begin with affiliate marketing is to have a website. A website not only provides you a platform but also helps in developing trust and confidence amongst your clients. If you find difficult to build your own website then you can take help of other companies who deal with it. They will also help you in developing sufficient content for your business. Also, your visitors are needed to be convinced time by time and this is possible only if you a website of your own.

Your website can have:

- Articles

- Reviews of the products
- Free tools
- Membership details
- Audio files
- Endorsements & testimonials

Tool 2 - An Auto-Responder

After you get a website, you need to have an auto-responder. Every website, affiliate, e-commerce or membership requires an auto-responder. Having an auto-responder is not enough. You also need to know how to use it properly. It is important to maintain a good relationship with your all of your clients.

Tool 3 - Article Submission Software

Article submission is made so much easier by using a software for submitting the articles. This necessary task could take hours without the use of software (or an article submission service).

Advantages of Submitting Many Articles

- It increases the amount of high quality "back links" to your website. More "back links" means more publicity to your brand.
- Other website owners will make use of your content and add it to their website. They will also give a back link for your website.

Tool 4 - A Link Cloaker

If you don't want to waste your time and efforts and you think that you have worked hard to:

- Establish your website
- Build your list
- Create your article submission and search engine optimization.

Then you must have a link cloaker. You might be aware about the increase in the link thefts and frauds. By cloaking the links you are preserving your money or income. Another benefit of having a link cloaker is that it persuades the visitors to click your site because these links appear neater and less confusing. At the same time it conceals unwanted and ugly links.

In order to increase link popularity you should submit your site's link to various websites, free newsletters and so on. The more you submit the more you are increasing your website's popularity.

Tool 5 - A Good Affiliate Mentor

The last tool needed in affiliate marketing is a good affiliate guide or mentor. You will surely need good some kind of roadmap or guidance in order to move ahead. Here you really don't need to re-establish the business but simply follow the suggestions given by an experienced person in the same field.

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Affiliate Marketing Is Not As Easy the Gurus Say It Is

Affiliate marketing is a form of e-commerce wherein an online trader has to make an agreement with an affiliate marketer for the promotion of goods and services. It is also regarded as an important relationship between the trader and the supplier.

It is very well known that the Internet is becoming competitive and so is the Internet marketing business. There are several cutthroat competitions among various traders. Therefore, each and every online merchant must be careful about what they are getting involved in.

At the beginning, Internet was considered as a tool of commerce but now time is changing and its role has become more powerful. Now, it is used for various purposes. It may be surprising to know that Internet has lagged behind large traders and uplifted the small traders. It's really very easy to establish a website and for this you need to know tricks to catch the attention of the customers.

Affiliate marketing is one best ways to bring paying customers to your website or product. In affiliate marketing, the seller of the product pays the affiliates who actually convince the consumers to buy the product. Affiliate marketing can be profitable for both merchant and affiliate.

Affiliate marketing is a difficult task like various other business ventures. And if you really want to make profit through affiliate marketing you need to have at least a basic idea of what needs to be done. Here's a short list:

Search for a Good Product

The very basic step is to find a good product that a merchant has to sell. There are thousands of products for which the publisher will pay a certain fee to the affiliates. Sometimes you will see software or ebooks. You will also find

merchants that sell what is called "hard" products - products that must be sent through the mail or shipped to the customer.

Promotion of Affiliate Products

Now after deciding the final product, you will need a particular website through which the viewers will know about the product. In other words you need a website to advertise the product. Many people go on the Internet to compare different versions of a product to find out which has the best price or best features. Your website can help them find out that information and make you money in the process.

Letting People Know About Your Website

Now it's time to promote your website so that more people see it. This is not as easy as the gurus say it is. There are so many ways to bring traffic to a website that it can be confusing. And the promotion methods are changing every day because of better technology, such as audio and video. Do a search on Google for "online promotion" or "online advertising" to see all the choices that you have.

You can make money with affiliate marketing, but it does take some work. Many people try it and fail. One of the reasons that they fail is that they don't follow through. Do try a couple of promotions without getting much response, so they drop it and decide to try a new product. My advice is that if you like a product, give it time. People seldom buy the first time that they see something.

Remember, like any other business venture you will have to give it proper time, effort and full concentration to make it successful.

Affiliate Marketing Tips and Advice for Success

Affiliate marketing is one of the up-coming businesses throughout the Internet. It is sure to progress more in future.

Affiliate marketing isn't an easy task. This is why most of the affiliate marketers take advice from the online commercial gurus while others prefer taking suggestions from those businessman who achieved success without anyone's help. These ideas and knowledge always prove helpful for the beginners but adopting their recommendations blindly can be risky.

Be careful about what tactics your use (spam is out!) and test different tactics to find out which are really working. Affiliate marketers who do not test are wasting both time and money. And it is very difficult to test without having your own website and your own tracking system.

You also need to have your own list of the prospects so that you can send them information and affiliate product messages.

Affiliate marketing has no doubt has become the most popular online business in recent years. If you are really planning to enter into affiliate marketing then you should note down the important tips or advice that could prove helpful in making money.

The most important thing to consider is the use of affiliate marketing tools, and right affiliate programs for your business. There are a number of tools in affiliate marketing but you don't have to use every one that is touted by the gurus.

You will find that most of the affiliate programs present a compensation rate of 25%-35%. Some popular Internet marketing ebooks give a 50-70% commission. Those are the ones that can really put money in your pocket.

The Best Affiliate Marketing Tip Is To:

- * Learn
- * And then apply.

You should not advertise all of your products in a single site in order to save money. Focus on one thing at a time. Make the pages persuasive and incorporate calls to action. Each headline should catch the attention of the readers. People who don't prepare themselves to succeed are always the losers.

Some self-employed people face extreme delays due to perfectionism or other reasons. It's better to find a way out of these problems as soon as possible. You must have a good approach and strategy to achieve anything in business.

You can plan all you want but you won't start making money until you ACT. If you don't take action, you won't get anywhere. So, now is the time to get busy! If you want to be successful in life then try to eliminate the unimportant things from your life and the same should be done in business. Stop focusing on the unwanted areas and devote more time in things that actually bring in an income for you.

Affiliate marketing as a business can be very beneficial to anyone who wishes to enter it. If you go after the advice of affiliate internet marketing then you can reach success faster and without much difficulty. What you actually need is just determination and little bit of your time and effort each day. Who knows, you may be the very next super affiliate.

Using Affiliate Marketing and Adsense Together for Profit

The hottest thing in the whole marketing world today is Adsense and Affiliate marketing.

At present, there are four most important affiliate site models which will help you to build your own website with Adsense and affiliate marketing. Each of them has its own needs and importance.

The four types of sites are as follows:

- Customary Niche Content Website

The very first type of site you can build is the customary or traditional niche content website. In this method you will have to create a site from scratch. For this you need to make (or purchase) a template, put some content in it and finally add your Adsense and affiliate links. If you don't know how to create a template then download it or ask someone to do it for you. Also you can extract contents from directories that have free reprint articles. Just be sure to leave the author's resources at the end of the article.

- A Blog

The next site that you can build is a blog. A blog actually needs no introduction as many of you may already know about it. Blogs are free to establish and maintain. If you wish for a free blog then visit <http://blogger.com> and choose whichever you want. Blogger blogs are good for people that don't have their own domain name. I prefer to use the free WordPress blog because Blogger.com can shut down your site with no warning. But you have to make some changes before you include Adsense and affiliate links to it. Further add content to it. Then you need to post your blog on daily basis for the initial month and three times a week in the second month so that everything works smoothly.

- An Article Directory

The third site is an article directory. Your website visitors can add their own articles which will help you build content without writing it yourself. You will have to use a script on your own website server for an article directory. There are some free ones available. Just type "free article directory script" into Google.

There are a lot of article directory sites so you would have a lot of competition in this area. You might want to start a niche directory about a hobby or other interest of yours.

- Establish a Forum

The last site that you might want to consider is a forum. Establishing a forum can be really very lucrative as it will also attract more visitors who need answers to their questions.

All the above mentioned methods of building functional sites can prove very effective and profitable by using both AdSense and affiliate marketing. One of the best things about these types of sites is that they can produce a good income with proper promotion.

You may think that it is really simple to make money with online marketing, but it is not as easy as it sounds. But, if you put in the time and effort necessary, you will make it a success.

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An Affiliate Marketing Success Secret - Persistence

There are a lot of money making businesses today on the Internet. Affiliate marketing is just one of them. It is something like gambling. Online business can make you a lot of money or it can lead you into disaster.

You can easily make money with affiliate marketing but you need to know about the tricks to generate it. Intelligent tricks that you just need to lure the traffic and sell prospects your promoted product. Compelling your visitor to spend money on your product is not an easy task. For this you need some smart ideas and innovative techniques that will encourage your prospect to spend the money.

Many affiliate programs are coming up with more lucrative offers. Some programs may try to fool you with offers of making money but when you actually deal with them, you realize that the offer was just to sell you their product. If you do not have experience in working with affiliate programs, it would be wise to only concentrate on one affiliate product. Get some income from that one and then go for another.

Learn the different methods of marketing and also observe others' strategies. Do not rush; just take it one step at a time. Read everything you can find online about how to advertise and promote products on the Internet. You really don't have to buy every book out there to learn. Simply do some research.

The basics of affiliate marketing are that an affiliate program will give you a URL which contains your affiliate ID. Then, you are supposed to promote that URL address in order to send traffic to it. They make the sale and you get the commission. But, you should really be trying to build your list of prospects by creating a landing page. Your landing page will have a form which subscribers will complete to receive a series of autoresponder messages. Once you have that list, you can send them other affiliate product recommendations. But, don't forget to also give them the quality information that they are looking for.

You will make mistakes. Learn from them. Ask yourself what exactly went wrong - why you're not getting signups or why you aren't making money. By using some sort of ad tracker you'll be able to tell if you are even getting the traffic that you need.

Make a commitment to your affiliate marketing business - it IS a business. Your commitment and dedication will help you meet your monetary goals. You have made goals, right? If you haven't set a goal, how will you know if you are heading towards success.

You also need to be realistic. Let's face it - you are NOT going to make \$10,000 next week. It is hard work and takes persistence, persistence and more persistence. It is being done; I'm doing it. But, it didn't happen right away. I had to pay my due diligence by learning and making my own mistakes. I know that you can succeed with affiliate marketing too.

How Articles are Important for Affiliate Programs

Affiliate marketing is a profitable opportunity for those who are involved in it whether it is an affiliate or the affiliate program manager.

An Affiliate Program Must Consist:

- Current reporting statistics
- Email alerts
- Regular payment
- High standard products
- Article package

A common mistake made by many new affiliate designers is that they fail to provide articles package to their programmer. Therefore be careful about it in future.

Dos

Assign enough articles to your affiliates.

You must give them at least 4-10 articles every month so that they can reprint them easily.

Don't let your articles come on bad or unknown websites.

Don'ts

Keep your articles confidential or private. This is an inefficient strategy to work on as it will spoil your reputation and reliability. Don't forget to add your name or author brand name.

You should not give all your articles to the affiliates for use. Give them some specific ones and keep the rest with you for direct sale.

Affiliate article marketing is an approach that involves advertising an affiliate program with printed articles. For this you do not have to be a very good writer or a great marketer to use article marketing to build your affiliate revenue. There are various benefits of using article marketing to promote your affiliate program.

Article marketing is absolutely free of cost and the only thing you need to devote is your precious time. The articles you have written will never go away. They will always be there with you and help persuade visitors to your site.

When you put forward your articles to any free article directory then they not only get recognized but other people use them for various purposes. Article marketing simply creates full time earnings for you. This is an easy way to make money in less time. So you need to endorse your affiliate program through articles and start pulling more traffic to your website.

This type of article promotion is very essential for both, the affiliate program managers and affiliate for various purposes. Articles are just significant. They work as a "sales person" who does selling for you. They also widen your reach. Last but not the least they provide you a motive to post an email to all the members in the list telling them about the accessibility of articles.

Here the affiliate program manager is able to build his credibility or reliability in the market that is very much essential for them.

Reasons why some sites don't except articles that advertise affiliate programs:

The articles those are accessible on a non-exclusive basis.

As the affiliate marketers don't have the perfect author profile type.

Many publishers don't like to reprint the articles that provide an affiliate link.

If you wish to provide an affiliate program in order to advertise or familiarize any product or services then it is very important to offer some instant set of articles so that the website owner could add it to his site or send for auxiliary promotion in business.

Effective Guidelines for Affiliate Marketing

Affiliate marketing is a lucrative way of making money. At the very same time you need to spend enough money on the affiliate programs. Everything depends on the way you put up your efforts or run the business. There are many people who do not succeed in online businesses due to some or the other reason. To be successful you need to put up your best.

It's useful to have a glance at the tips that are meant for flourishing affiliate marketing.

Tips For Successful Affiliate Marketing

Make a mailing list: The people who are part of affiliate marketing very well know that the money is in their list itself. And this is very much true. Sale of product should not be the only motive. You must also maintain a mailing list of all your clients. Here you can take help of a good auto-responder. Then motivate and encourage people to join your list. Offer them 1-2 free e-books or other samples. This list will always be helpful to you and your business.

You must not spam your mailing list. Give your clients quality information and service.

Sometimes you can also add a link to the product but avoid doing it on regular basis. This will establish your name in the market bringing more traffic to your site.

Give response to all your emails: Personal contact is what your clients actually need from you. No one will like to have contact only with the machines. Your clients will expect proper attention and concern from you as they also pay big amounts to your business. This establishes a bond between the merchant and client which will benefit you in future endeavors.

Have a forum or a discussion: The main aim of any type of business is to attract more people towards them. In this way you are increasing your business community. Now they will regard you as the forum manager so it's important for you to manage it properly. Make sure to include a sign up column for easy entrance to the site. This will expand your mailing list too.

It should also have a few articles related to the affiliate program. Then put forward those articles to various other websites, forums and article submission sites. It will directly provide your links a wide publicity in the industry.

Maintain records: In business you must maintain proper records of every small or big deal. You should also keep records of all of your good contacts and sales made. When a visitor buys a product see that it is added to your list. In this way you make them your regular customers. The only thing to do is keep on reminding them constantly that you are there to solve all their problems.

Be professional in business: Always maintain a professional look. You must revise your sales materials thoroughly. Avoid making spelling mistakes by using a good spell check.

These tips will definitely help a lot to become successful in affiliate marketing.

Recommended Resources

[**Ewen Chia's Newbie Cash Machine System**](#) – How to crank up your own *Proven Online Cash Machine* to Make Money the Easy way, even if you've Never made a single sale on the Web!

[**XSite Pro**](#) – You can create beautiful websites with just a few clicks of the mouse – even if you've never built a site before.

[**30 Minute Article Writing System**](#) – eliminate guesswork and discover what makes the world go round for Internet Entrepreneurs and copy their success business systems for your own in a flash – low cost, high profit!

Recommended Payment Processors

[**2Checkout.com**](#) – start accepting credit card payments from customers from several parts of the world!

[**PayPal.com**](#) – the most used payment processing system on the Internet.