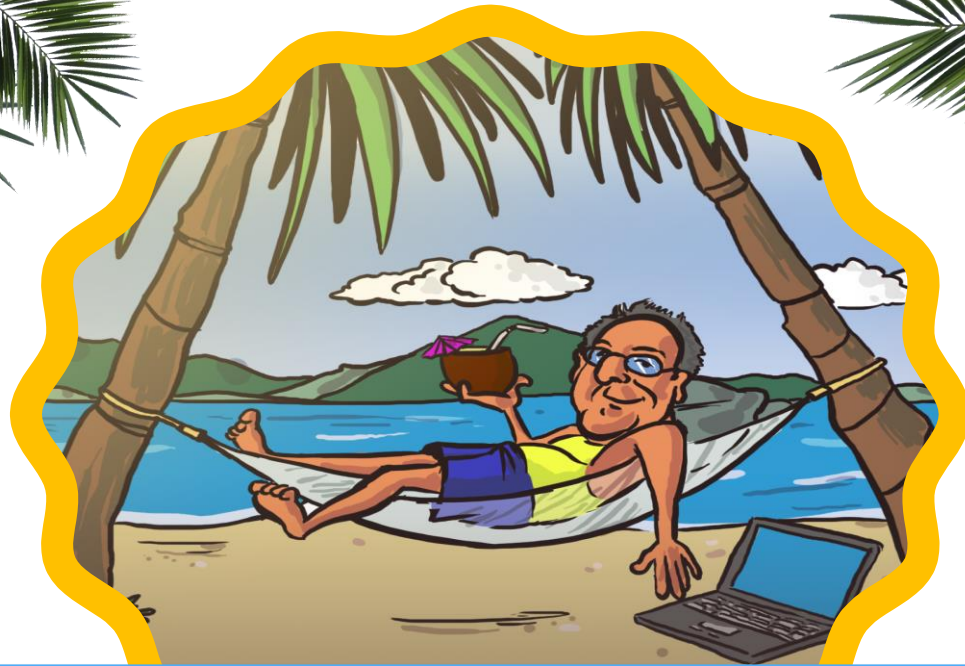


**Capture**

**Your Wealth**

*Presents...*



PASSIVE PROFIT

**STREAMS**

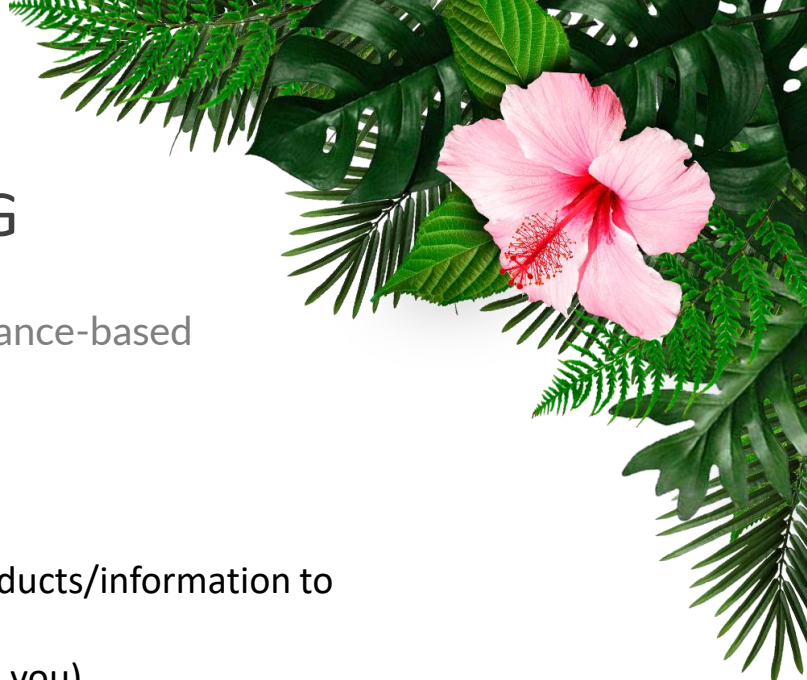
## MODULE 3

### AFFILIATE MARKETING

Affiliate Marketing is known the world over in both physical and digital products. This is a great method for sharing products that you're passionate about and get paid to do it. Let's get to work!



PASSIVE PROFIT  
STREAMS



# THE BASICS OF AFFILIATE MARKETING

Affiliate Marketing is a form of business sales or “Performance-based Marketing”

Key players include:

- Merchant – A brand or retailer (think Home Depot, etc)
- Network – Where or who you go to in order to find products/information to sell (think Clickbank, Commission Junction, etc)
- Publisher – Better known as the affiliate (that would be you)
- Customer – The person buying the product or information

Affiliate Marketing is an excellent and sustainable passive profit stream because you can do the work once and then receive ongoing income



**PASSIVE PROFIT  
STREAMS**



# AFFILIATE MARKETING

## METHODS OF ACTIVATING AFFILIATE SALES

The following are just some of the methods used to make customers aware of your offers



# Affiliate Marketing

## Getting Started - Niche Selection

- A niche is a subset of a larger, more general topic. (think “Fitness – Fitness equipment – Fitness apparel – running shoes – Nike running shoes”)
- You should always start by concentrating on your niche audience versus nice products.
  - Products can come and go. But a niche audience tends to stay around that niche for a long time.
  - Knowing your niche audience allows you to have a deep understanding of what they would find continuous value in.
    - Helps with your marketing efforts (Blogging, videos, PPC etc.)



# Affiliate Marketing

## Getting Started - Niche Selection

- Ways to brainstorm what your niche is:
  - Think of an audience that matches your target audience. (think male/female – student/non-student - <25/>25 etc)
  - What is your audience's interests, hobbies etc.
  - Think of niches that you like and then work backwards to find who that audience is. QuantCast.com is a tool which does this.
  - Amazon books sections for categories of niche ideas



# Affiliate Marketing

## Getting Started - Niche Selection

- Identify the pain points your potential niche has
- Pick out the most profitable pain points. Remember that not all problems are equal
  - Find the number of monthly searches related to a pain point
  - Confirm that there is a demand
    - Products for sale, Facebook groups, YouTube Channels, forums etc.
    - Google AdWords ads
- Understand profitable pain points deeply
- This is where you become the subject matter expert in delivering solutions.
- This is where you can create a multi-point plan for what products and information use to reach out to your niche.





# Affiliate Marketing

## Finding Affiliate Platforms

- Affiliates are attracted to products that they're interested in and programs that have proven track records for success
- Additionally, they're looking for an engaged merchant that's responsive and provides fresh content and promotional materials (creatives)



# Affiliate Marketing

## Finding Affiliate Platforms

- Key areas to consider:
  - Quality of offers – looking at their list of existing offers
  - Terms of payments – know the upfront and recurring cost and payment schedule.
  - Strong Reporting - knowing how many of your ads consumers interacted and knowing the total amount of ads that were displayed, how consumers interacted with them, what websites the ads saw the most engagement on etc.
  - Support Provided - When taking the first step into a new partnership, companies must understand what that other company brings to the table and how they are willing to assist them when they have questions or run into problems.



# Affiliate Marketing

## Finding Affiliate Platforms

These solutions are the go-to networks of choice for the most successful affiliates today. Google search your “niche” and “affiliate programs” ex (golf clubs and affiliate programs)

[www.Google.com](http://www.Google.com)

[www.Amazon.com](http://www.Amazon.com)

[www.Rakuten.com](http://www.Rakuten.com)

[www.ebaypartnernetwork.com](http://www.ebaypartnernetwork.com)

[www.vcommission.com](http://www.vcommission.com)

[www.cj.com](http://www.cj.com)

[www.clickbank.com](http://www.clickbank.com)

[www.shareasale.com](http://www.shareasale.com)

[www.exoclick.com](http://www.exoclick.com)

[www.avangate.com](http://www.avangate.com)

[www.w4.com](http://www.w4.com)

[www.infolinks.com](http://www.infolinks.com)

[www.adperio.com](http://www.adperio.com)

[www.connexity.com](http://www.connexity.com)

[www.chitika.com](http://www.chitika.com)

[www.flexoffers.com](http://www.flexoffers.com)

[www.a4d.com](http://www.a4d.com)

[www.vibrantmedia.com](http://www.vibrantmedia.com)

[www.linkshare.com](http://www.linkshare.com)

[www.clickbooth.com](http://www.clickbooth.com)



**PASSIVE PROFIT  
STREAMS**

# BUILDING LANDING PAGES

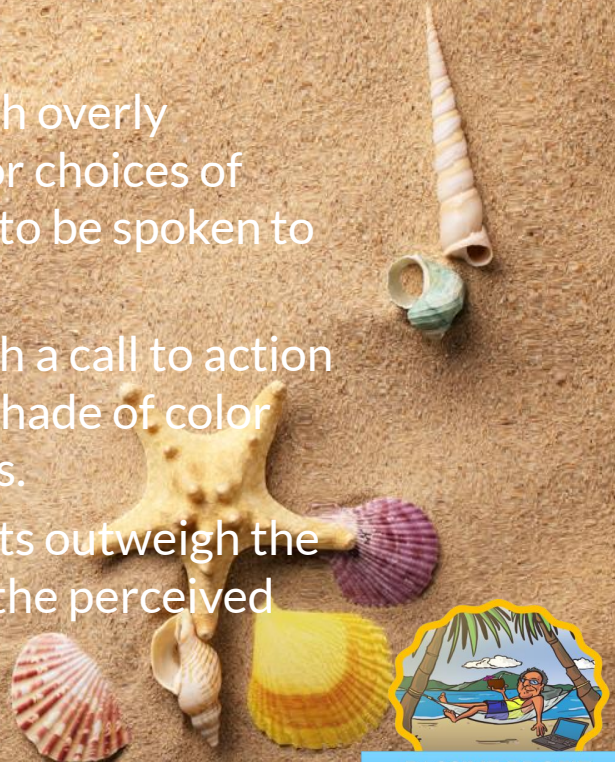
- Landing pages are wherever a user is being sent to having clicked on a search result, an online ad or, even, a social post.
- They must be relevant, informative and, most importantly, tell a user what the company wants them to do.



# BUILDING LANDING PAGES

Some keys to building great landing pages

- Clear calls to action - Don't complicate the process with overly cumbersome navigation, inconsistent typography, poor choices of color or special effects such as animation. Users want to be spoken to and not yelled at.
- Simple color schemes - A simple white background with a call to action placed in the center of the page, and the use of a soft shade of color that indicates where the user should "go" to get results.
- Define your value proposition - If the perceived benefits outweigh the perceived costs, prospects will be motivated to act. If the perceived costs are too high, however, visitors will bounce.



# BUILDING LANDING PAGES

The key ways to build landing pages

- Build using simple HTML web authoring system like:
  - [www.Kompozer.net](http://www.Kompozer.net) (free software)
  - [www.webplusx7.com](http://www.webplusx7.com) (paid option)
  - [www.adobe.com/products/muse.html](http://www.adobe.com/products/muse.html) (paid option)
- Use landing page builders such as: (paid options)
  - [www.ClickFunnel.com](http://www.ClickFunnel.com)
  - [www.leadpages.net](http://www.leadpages.net)
  - [www.unbounce.com](http://www.unbounce.com)
  - [www.landingpagemonkey.com](http://www.landingpagemonkey.com)
  - [www.optimizepress.com](http://www.optimizepress.com) (wordpress)
- Hire a programmer to design and launch your landing page:
  - [www.fiverr.com](http://www.fiverr.com)
  - [www.elance.com](http://www.elance.com)
  - [www.rentacoder.com](http://www.rentacoder.com)



# AFFILIATE MARKETING THROUGH BLOGGING

- Blogs are a smart marketing tool because they interact with a personal and active community of like minded readers
- One of the easiest methods for creating a blog (which happens to be free) is using Wordpress
- The key concept is that you focus your blog posts on products that you wish to promote (as an affiliate)



# AFFILIATE MARKETING THROUGH BLOGGING

- Create high value posts that people want to share
- Success or failure of your blog will depend on how well you can drive traffic to your blog
- But in the end, like anything else, great meaningful content will determine how large your audience can become. Engaging content like:
  - Videos
  - Images
  - Infographics
  - Listicles (articles with lists)
- Have a way for your readers to opt in





# AFFILIATE MARKETING THROUGH BLOGGING

Here are the basic steps to creating a blog with affiliate marketing

1. Create a website and install Wordpress on that site
  - Use a service like Hostgator or Namecheap for a domain name.
2. Install a Wordpress theme
3. Know the basics of the web browser you are comfortable with (like Firefox or Google Chrome)



# AFFILIATE MARKETING THROUGH BLOGGING

Here are the basic steps to creating a blog with affiliate marketing

4. Know the subject (or niche) for your new blog. Know the types of products or services you plan to promote.
5. Find your affiliate partners using:
  - Companies directly (look for links that say “partners” or affiliates” on their website)
  - Aggregators (like Commission Junction or Clickbank)
6. Have patience while setting up affiliate accounts and for the first time



# AFFILIATE MARKETING THROUGH BLOGGING

Here are the basic steps to creating a blog with affiliate marketing

7. A consistent flow of new content for posts, product reviews etc.
  - Have good headlines
8. Prepare for your first affiliate post using either:
  - Hyperlink your affiliate link into text within your post
  - Create space for either a banner or sidebar/widget to link to your affiliate
9. Monitor the performance of your links.
10. Drive traffic to your site using either “paid” or “free” options



# AFFILIATE MARKETING THROUGH

## PAID TRAFFIC

- The benefit of paid traffic is that you are leveraging off of high traffic websites.
- Most of the time, paid traffic works almost instantly.
- Paid traffic can be less hands-on. Meaning that you set it and forget it (minus a little tweaking here or there).
- The most well known paid traffic method is Google Adwords.
- These types of ads are usually displayed right along with search results as people look for things on the internet. They can also run on the right side of the page.
- This is done when you bid on the keyword and the position of your ad where it is displayed in the results.
- If not done correctly, you can quickly go through your budget and not get the results you are looking for.
- Also consider Bing ads and YouTube ads.



# AFFILIATE MARKETING THROUGH

## FREE TRAFFIC

- Free traffic is any kind of traffic you send to your website by any means whether its through the search engines or using guerilla tactics
- Participating in forums and have a link to your website in the signature is a form of free traffic
- The trade off is that free traffic usually requires lots of time
- The single best method for free traffic is found in understanding and implementing search engine optimization methods (SEO)
- There are tools you can use (in you blog for example) that make SEO easier to perform. Most are free but some do have costs.
- Even those with costs usually have a better return on that than typical paid traffic methods.



# AFFILIATE MARKETING THROUGH

## FREE TRAFFIC

- Social media is a great option. With Facebook, Twitter, Pinterest etc you create profiles for yourself or your brand and interact with others.
- There are Forums out there for just about every imaginable topic. Finding those and interacting also allows you to gain traffic.
- YouTube is another huge resource for free traffic. You do need some basic software and skills but the account is free. Anything multimedia resonates with today's digital lifestyles.
- Blogs we spoke of earlier. Another benefit of blogs is being able to offer something free to a potential customer in exchange for their email information. This approach now gives you capital (a growing email list) which allows you to reach out to your customers again and again.



# AFFILIATE MARKETING

## CONCLUSION

- Affiliate Marketing is an excellent method to have in your tool box towards a passive profit stream. It is a multi-billion dollar ecommerce opportunity with plenty of room for growth.
- You can do affiliate marketing with little to no start up costs
- Becoming a blogger can give you a digital asset (your brand) which you can leverage in many different ways.
- Use a mix of paid and free traffic and constantly test your results to determine which to use more of.
- Leverage the power of social media to extend the reach of your affiliate marketing.
- Be consistent! – Don't get discouraged.



# TAKE ACTION TODAY!

KNOWLEDGE IS NOT POWER

**“APPLIED”** KNOWLEDGE IS POWER !

1. Determine which type of affiliate marketer resonates with you.
2. Like all things marketing – you need to start with your niche
3. Sign up membership through different affiliate platforms
4. Build a landing page
5. Determine how you will market to your potential customers

