



HOW TO WIN AT AFFILIATE MARKETING

**Make Affiliate
Marketing Work
For You**

aBlogOnBlogging.com

Introduction

Greetings new subscriber and welcome to my email list.

I want to thank you personally for taking the time and trusting me with your email address.

I promise you I will never spam you with anything other than material that I think will help you improve your business.

Hi! I'm Chris Lee and I run aBlogOnBlogging.com.

I'm an affiliate marketer and have been making money with affiliate marketing for the last 2 years now.

I've tried and failed many, many times but because I've stuck with it, I've managed to turn it into a profitable business that I'm proud of.

Sure enough, every failure has thought me a lesson and also showed me what NOT to do to keep building my business.

I'm thankful for the failures I had to suffer because without them, I wouldn't have been able to make it work. *Honestly, I'm thankful!*

The reason I'm writing this eBook is because I want to show you the right way to win at affiliate marketing, without making so many mistakes (like I did).

But you *will* make mistakes. It's just part of your learning curve. I'm just here to make sure you don't so as many as I did.

If you're ready to dive into affiliate marketing, then read on...

Welcome To Affiliate Marketing

From the emails and comments I get on my blog, I see that a lot of people actually do understand the concept of affiliate marketing but still, they end up failing time and time again when they attempt to make money at it.

It took me awhile to understand it and get the ball rolling but thankfully I did, and it's now one of my main sources of income.

I guess you could say I've cracked the code to affiliate marketing.

When I first learned of the income opportunities that were available online, I got fixated on the idea of working from home and earning an income doing what I love.

Affiliate marketing made all this possible.

Affiliate marketing is the go-to method when trying to make money online, and that's because of these two things:

- **The start up costs are low (or none at all).**

All you need to become an affiliate marketer is just a simple website and an idea. Both of them are free, but if you want to own your website; it will only cost you \$10 a year. (More on this later)

- **The earning potential is unlimited.**

There literally is no limit to how much you can earn as an affiliate marketer.

Think of all the products you can sell and try to imagine how many people are online right now (Here's a hint: *2 billion*).

Yes; that's a lot of possibility.

Hopefully after reading this short eBook, you'll understand affiliate marketing and the possibilities it represents even more.

We're going to put you in the best position to succeed. I'm going to be teaching you how to **WIN at affiliate marketing!**

What is Affiliate Marketing?

Affiliate marketing is an online business model that kind of resembles the “work for a commission” model in the offline world.

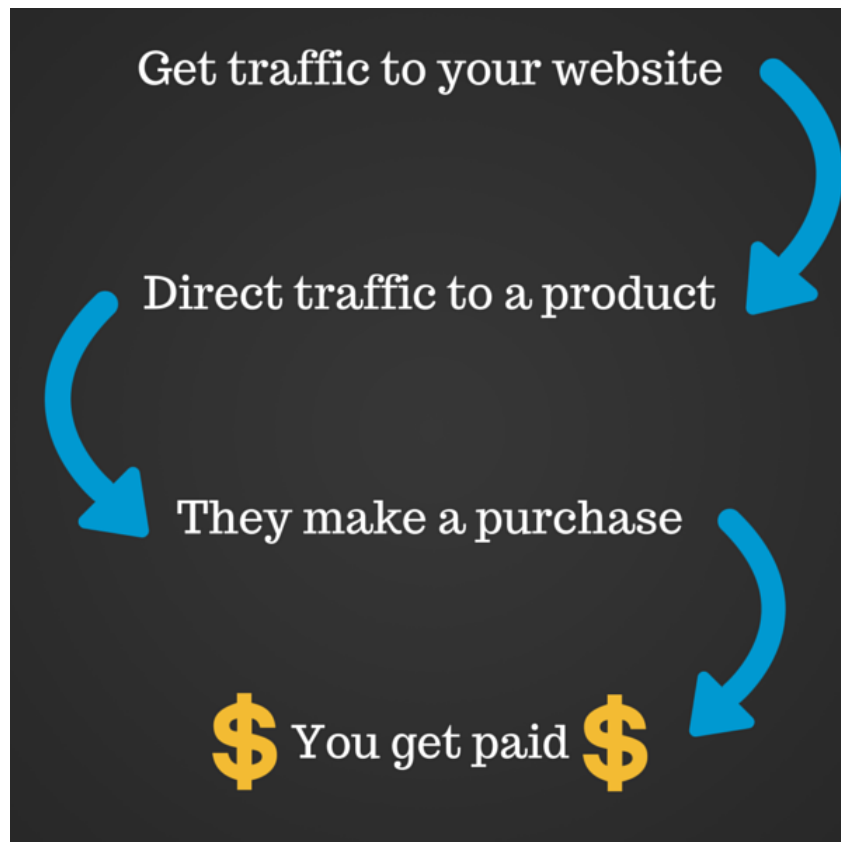
There are millions (yes millions, possibly even *billions*) of products for sale online and they need to be sold to a consumer.

This is where you come in as an affiliate marketer.

You need to sell a product in order to earn a percentage of the sale. Usually anywhere from >5% to 75% and more.

The percentage mostly depends on the product, the product creator and the affiliate network you're involved in.

In a nutshell, this is how affiliate marketing works:



Not complicated is it? Right, let's start start winning.....

Before We Continue.....

Before I go on, I'd like to let you know exactly what being an "affiliate marketer" is really like.

If you've been interested in this for a while, you've probably seen sales pages claiming affiliate marketers make six figure incomes while cruising the world with models all year round.

❖ **While that is a possibility, it's far from the norm.**

Affiliate marketing is just like any other business. It requires constant work.

The most successful affiliate marketers I know personally aren't "living it up" at all, they are in their home office working hard building their businesses.

Now of course affiliate marketing allows you a certain "lifestyle", especially if you're successful at it, but never think affiliate marketing is "easy money".

It requires discipline and a pretty strong work ethic.

Remember being your own boss doesn't mean you can slack off. That's a loser's mentality I'm afraid and that's not how to win in business.

Yes of course you can set your own working hours and yes you can have off days but remember; you always get out what you put in.

I had to put this little disclaimer in before I move on to the next part of this book. There's no reason in learning all this if you're not willing to commit yourself.

COMMITMENT:

**You're either in or you're out.
There is no such thing as
life in between.**

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Getting Started With Affiliate Marketing

Starting A Blog & Picking A Niche

At the beginning of this ebook, I told you that you only need two things to start in affiliate marketing. Do you remember what they were?

Don't scroll back up, I'll tell you...

They're a simple website and an idea.

Right let me break down those two points now.

A Simple Website (Blog)

Having your own website is absolutely necessary to making a money online. Anybody that tells you otherwise is either lying to you or have no idea about online business.

You need a platform (that you own/run) where you can publish content to attract visitors.

This is the first hurdle for most people because "starting a website" just seems like a job for a professional.

Hold on. Don't panic!

It's 2015! Starting a website is just as easy as starting up a Twitter or Facebook account. (Maybe even easier).

Personally I use [SiteRubix](#) to start niche websites. It's free and you can have a Wordpress blog up and running in *less than 5 minutes*. It also comes with training and support.

An Idea For A Blog Subject (Niche)

Niche - You might have heard this word before but never really understood it so let me make this perfectly easy:

- *A “niche” is a group of people that are looking for something.*

That’s all a “niche” really is.

Now some might pick a topic that’s popular or known to be profitable but when it comes to affiliate marketing, the more targeted your niche is; the better.

Let me just clarify: you can make money with any niche!

I already told you how many people are online and you also know the range of products available for you to sell. Everything has an audience!

It’s just when you go for targeted niches, you have a much higher chance of success.

Now here are two things you need to remember when picking out your niche:

- Pick something you're knowledgeable about.
- Pick something that you're learning about.

Whatever it is, make sure it's something you're passionate in and that will hold your interest for a while.

I've started multiple blog sites over the years but only 2 have lasted for over 1 year. All the others died off because they brought me no joy in running them and I lost my interest quickly.

Don't make the same mistakes I did. Don't invest months into something that is just destined to fail. Pick something that excites you.

Once you've picked a niche you like, then you're ready to start blogging and publishing content about that topic.

You do this by publishing blog posts that rank in search engines and get shared in social media.

This will bring traffic in and once your audience starts growing, it's time to sign up to an affiliate network and get to work.

Choosing An Affiliate Network

To become an affiliate marketer, you need to join an affiliate network / program.

An affiliate network connects you (the marketer) to the producer of the product (known as the vendor).

Now there are tons of affiliate networks around. [This article](#) shows you the best affiliate networks of 2014.

Personally I use 3 main ones to make money and I'm going to give you some background info on them here:

- **The Amazon Associates Program**

The [Amazon Associates](#) program allows you to promote everything, yes everything that is available on Amazon.

You can be an affiliate marketer selling anything from groceries to luxury watches to diamond bracelets.

Find a product that's related to your niche and you can make money off it.

Also, the beauty of Amazon is that whatever they buy in a 24 hour window, you'll still make a commission.

Example: If you send them to an iPhone case listing and they end up buying the latest iPhone, you get credit for the both items.

Amazon has an amazing sales funnel in place, that's why they're the world's biggest retailer. Just send traffic to Amazon and they will take care of the rest.

The large product selection and their rock solid sales funnel makes it a favourite to newbies and pro affiliate marketers alike. Whatever your niche is, you should always sign up here.

The only complaint I have of Amazon is that they don't pay much commissions to their affiliates (usually 4% to 8% on most products).

- **Clickbank**

Also another personal favourite and an all round great company to work with is [Clickbank!](#)

Back in the day it was considered to be the “hunting ground” for aspiring scammers but I’m glad to see Clickbank has really cleaned up its act in 2014 and beyond.

Clickbank now offers a huge range of top quality info products, ebooks and subscription type services.

Whatever niche you’re in, I’m sure you can find something in there to promote and profit from.

Also the commission rates are great, with most offering **50%+ per sale!**

- **Share-A-Sale**

[Share-A-Sale](#) is not really my favourite affiliate program but my biggest earning product is sold there so I use it on daily basis.

The only thing I do not like about Share-A-Sale is the dashboard. It all seems kind of outdated and early 2000-ish.

Having said that, I have to say that I’ve never had an issue with Share-A-Sale or the products I sell through there.

I’m always paid in time and I can easily get in contact with a customer support agent.

→ **PRO TIP: 1 Thing To Remember !**

One thing to keep in mind when joining an affiliate network is that they are 100% free to join. If a network asks you for money to participate, you are a customer not an affiliate.



How To Win At Affiliate Marketing

I hope you're with me so far. If there is anything you did not understand or need more information about, be sure to shoot me a [tweet](#) or an [email](#).

If you're with me so far, I guess we can move on....

Following are my tips on how to become the best marketer you can be.

I use the following tips on a day-to-day basis to run my business and I find they work the best for me.

Apart from trying and testing these ideas myself, I've also seen other affiliate marketers be successful by implementing what I'm about to tell you.

Ready, set, GO....

Know What You're Talking About

How would you feel buying medicine from somebody that doesn't have a medical education?

Or taking investment advice from somebody that has never studied finance?

I'm sure you get the point here so let me just cut to the chase:

You need to know what you're talking about if you want to make sales.

Remember; the end goal is to make people reach for their credit cards and make a purchase so you can get that commission.

You absolutely need to know what you're talking about to build **authority** and **trust**.

If you know what you're talking about and you get the reputation that you're the go-to-person for a specific problem, people will have no problem coming to your site again and again.

They will also have no problem trusting you with your recommended products.

★ Trust is the key to making money.

Create Content That Sells Without Selling

Two mistakes I often see people do is either a lack of selling, or over selling. Both these extremities are not beneficial in any way for your business.

You need to find the grey zone i.e *the magic area*, but it's easier said than done. Especially for a newbie.

Let me share with you 2 tips on how to pull this off tastefully.

- **Create Pillar Articles**

Pillar articles should be high quality, super informative articles where you pitch your offer.

Make sure that in these pillar articles, you place your affiliate links in appropriate sections to maximize the chance of a visitor clicking through. **This is your sales page.**

Let me give you an example....

The main product I promote on my blog is a product called “*Wealthy Affiliate*”, so I’ve created a pillar article to explain in detail all about WA.

Usually I create pillar articles as a “page” and have it accessible in my site menu readily available. [See my pillar article.](#)

- **Link To Your Pillar Article In Blog Posts**

When I say people are “over selling”, I mean they are dropping affiliate links everywhere in their content with every post they publish.

This is a big no-no.

When search engines see that all your pages are basically a “sales page”, they are going to classify it as a “bridge page” to a product.

This is automatically considered to be low quality content and a bad experience for the user. Thus not ranking you in their search results.

Also, visitors hate seeing that they are constantly being sold to while reading. It's distracting and invasive.

The best way to 'sell without selling' is to link to your pillar pages from the blog posts you'll be publishing.

It's not a rule but ideally, you should never place affiliate links in your blog posts. Always link to your pillar articles and make the pitch there.

This way you can sell without being too salesy. *Makes sense?*

Remember, it's all about providing quality content and making a visitor feel safe and welcome on your blog.

Make them comfortable, comfortable enough that they make a purchase.

Start An Email List As Soon As Possible

Why do you think I've spent time and money putting together this free eBook for you?

It's because I want you to be on my email list. This way I can build a relationship with you over time.

Having your own email list will be by far your greatest weapon when doing affiliate marketing.

It will allow you to build authority and trust and it will give you an audience you can reach out to anytime you want.

Affiliate marketers with huge lists don't even need search engines or social media anymore. Their audience is always there; carefully built and grown over years of effort.

Email marketing has been proven time and time again to be the best tool when it comes to making money with affiliate marketing.

Think about it - a customer is giving you their personal email so you can contact them whenever YOU have something new to say. That already shows trust on their part.

Now of course that doesn't give you the right to spam the crap out of their inbox, but if done right, your email marketing funnel can be a top earner for your affiliate business.

Start gathering emails from day one. [MailChimp](#) is great for this and it's 100% free.

Not too long ago I've published a piece on how I get high open rates with my emails. It's a must read if you want to [start doing email marketing](#).

Promote Multiple Products

While it's a good idea to have a main product to promote. It doesn't hurt to have multiple products that can also drive in commissions.

As I said earlier, my top recommended product is Wealthy Affiliate. That is my main focus.

I want to drive people to that product because I believe it is the best product available.

But on the other hand, I also promote the "[Blogging With John Chow](#)" course. Why? Because it *also* is a great product.

Wealthy Affiliate may not be for everybody. For some reason or the other some folks might enjoy learning from John Chow rather than WA.

I've reviewed both products and both of them are great thus I have no problem promoting both.

But that's not it.

I also sell Wordpress themes, domain registrations, blogging tools and other products. The more products you have for sale, the bigger the chance somebody will buy something.

I create pillar articles for these products then try to link to them whenever it makes sense to do so. It's just how the whole sales funnel is set up on my blog.

There are multiple ways you can earn money in 1 single niche. You just need to think outside the box. There is no need to limiting yourself to just one product.

Just don't go promoting *every* product you can find, have some integrity. I'll talk more about "*integrity*" soon.

Go For Recurring Commissions

It's good to do \$50 sale, but it's much better to do a recurring monthly sale of \$25.

Whenever you can, try to promote a product that has a recurring fee involved. This way you make a sale once but you keep getting a commission every month/year for as long as the customer stays a customer.

I love promoting these type of products because in the long run it creates a snowball effect of commissions that can't be done with a product that is not recurring.

With products such as Wealthy Affiliate, aWeber and Elegant Themes, I can make a sale once, and keep receiving a commission without any further effort from my part.

I guess you're starting to see how great affiliate marketing can be right?

Big Commissions? Yes Please!

Ok so what's better than recurring commissions?

High ticket item commissions; I'm talking \$1,000+ a sale!

These are rare and can't be done with every niche but *they are* possible.

These types of sales happen when you're selling products in industries such as holiday trips, luxury watches, jewellery and such.

With big commission like this, you only need to make 2-5 sales a month and you're making some job-replacing income already.

One of my favourite affiliate marketers John Chow made it very clear on how going for huge commission is better than chasing a smaller ones. The way he puts it makes so much sense:

He says; if want to make \$10,000 selling a \$10 product, you would need to sell 1,000 "copies" of your product.

But if you sell a product that makes \$1,000 commission then you only have to sell 10 copies.

Sure it's much harder to sell a \$1000 product than a \$10 product but it's definitely not a 100 times harder.

Do you get the point?

Understanding The Habits Of An Online Customer

One of the most valuable lessons I've ever learned as an affiliate marketer is the ability to understand the mentality of an online consumer.

In order to win in affiliate marketing, you have to step into the mind of your users, understand what they want and deliver exactly what they need.

An online customer goes through a lot of phases before they make a purchase.

You need to be influential in every step he takes so you can increase the chances of him buying the product from you and not your competitor.

To better understand this, I'd like to direct you to the training that made me understand this concept perfectly clear.

It's a **free training** that will make it much easier for you to understand what I mean.

TRAINING > [The Customer Purchase Lifecycle](#).

It's one of the most valuable pieces of information you can learn in affiliate marketing.

Please make sure you understand this concept as it is the make-or-break for your affiliate business.

Over Deliver Every Time

To make money at affiliate marketing, you need people to trust you and take you seriously. That's why you need to get into the habit of over-delivering.

What does this mean?

This means that you always have to deliver more than it is expected of you. More than the customer expects and (ideally) more than your competition can deliver.

The customer base online is HUGE but don't forget there's also competition.

How to over deliver?

Offer bonuses, write better content, engage on social media, spend time dealing with customers 1 on 1 - whatever it takes to build a relationship with the customer.

What I'm trying to say here is: **Make an effort.**

Not enough people make an effort unfortunately, but this could be *your* competitive advantage.

Don't just expect traffic and money to fall into your lap. Go out there, find it, bring it in, tell your story and get paid!

Have Integrity When Doing Business

“Your reputation is more important than your paycheck, and your integrity is worth more than your career”

-Ryan Freitas

If you want a sustainable business that will last years, than you need to make sure you do things with integrity.

Make sure to never, ever promote a product you do not think will bring value to your customers.

I don't care if it's the easiest sell in the world and you make \$1000 off each sell.

If it's a garbage product, it's a garbage product. Don't associate your name and brand with something that is not beneficial to your readers!

Here's one easy tip that will help filter out products that are just not good enough:

Will you be comfortable selling this product to your mother? If yes, then go ahead and sell it.

I'm serious. That's the question you need to ask yourself before you start promoting a product.

If you would not sell that product to your mother, than that product is no good for anybody else.

Remember trust is always the key. You break that one too many times and you're out.

Consistency Creates Success

It takes time to build up a business and yes, you *will* want to give up eventually.

That's the easy thing to do and that is why so many never make a dime in affiliate marketing. It just comes down to how much you want to make this work.

96% percent never make an income online and most blogs die out within the first 3 months! That is a sad statistic!

BUT....

For those that commit themselves, work hard and stick with it for at least 6-12 months have an incredible chance of success.

I don't know the exact figure but if I have to take a wild guess, I'd say that 90%-90% of affiliate marketers that put in enough time and not give up end up succeeding at this.

I'm the prime example. I failed A LOT! And I did quit for a while but I always came back to give it one more go. Just because I wanted it so badly!!!

I'm telling you; no lies, no BS, no false hopes: **THIS IS HARD WORK** but totally worth it!

"I've learned from experience that if you work harder at it, and apply more energy and time to it, and more consistency, you get a better result.

It comes from work"

Louie CK

Dive Into Affiliate Marketing With The Pros

Ok so I'm sure you've seen now how getting into affiliate marketing can be a life changing event - that is if it's done right.

My life changed dramatically as I built my business and it's all thanks to the great training I've received from Wealthy Affiliate.

I've talked a LOT about Wealthy Affiliate here and on my blog and that's only because I wholeheartedly believe it's the best option for you to learn affiliate marketing in detail.

If you're interested in learning more about affiliate marketing then you need to [join me inside Wealthy Affiliate](#). Yes I'm still a member there after all these years.

You can also take a look at my review of the "[Online Entrepreneur Certification](#)" course you'll be doing once you join.

You can get started for free and remain a free member as long as you wish - no credit card required.

In less than an hour you can be on your way to making a full time income by the end of this year.



**NOW IT'S TIME
TO TAKE ACTION
AND START
WINNING.....**

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by aBlogOnBlogging.com

Thank You For Reading & Subscribing

I hope you enjoyed this ebook and I wish you all the best.

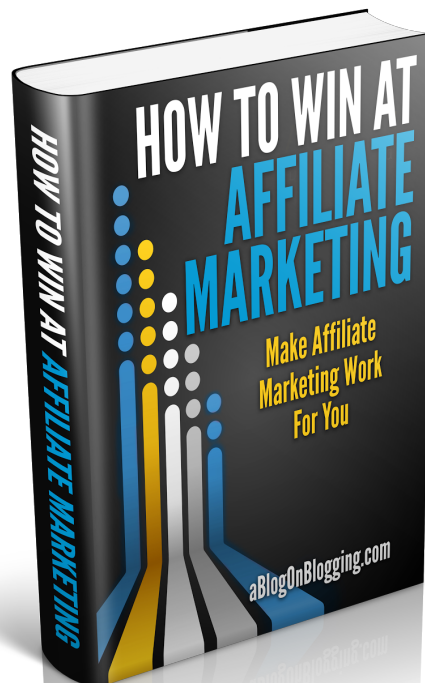
As always feel free to reach out to me anytime you wish. Here is [my contact information](#) if you ever need to ask for advice or chat about something.

I'm *mostly* always online so a reply is never too far away ;)

Talk soon.

Chris Lee

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