

Welcome to...

HOW TO WIN AT AFFILIATE MARKETING

Make Affiliate
Marketing Work
For You

aBlogOnBlogging.com

THE HARD **LESSONS & TRUTHS**
I LEARNED FROM BUILDING MY
AFFILIATE MARKETING BUSINESS.

INTRODUCTION

Welcome to my new ebook!

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 know will help you start and improve your new online business.

My name is Chris Lee and I run aBlogOnBlogging.com and 3HUNDRD.com I'm an affiliate marketer and have been making money with affiliate marketing for the past 6 years now.

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

Sure enough, every failure and setback 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.

The reason I'm writing this eBook today is that 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...

AN INTRODUCTION INTO AFFILIATE MARKETING

From the many emails & comments I get, 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 with it.

It took me awhile for me to understand it and get the ball rolling as well but thankfully I did, that is why I know EVERYONE can do it.

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

- **The startup 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 literally 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).

AN INTRODUCTION INTO AFFILIATE MARKETING

Yes; 2 billion online people mean there's a lot of possibilities.

Hopefully, after reading this short eBook, you'll understand how affiliate marketing works and the possibilities and opportunities it represents.

I want 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:



WHAT'S IT LIKE BEING AN "AFFILIATE MARKETER"?

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.

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 WITH 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**.

Now allow me to break down those two points:

A Simple Website (Blog):

Having your own website is absolutely necessary to make 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 2018!

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 in 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 about and that will hold your interest for a while.

I've started multiple blog sites over the years but only 3 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 plenty of affiliate networks around. This short chapter will show you the best affiliate networks of 2018 and beyond.

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 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 for 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 around 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 really made an effort cleaned up its act last year.

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!

ShareASale

ShareASale 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 ShareASale is the dashboard. It all seems kind of outdated and early 2000ish.

Having said that, I have to say that I've never had an issue with ShareASale 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 daytoday 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 to find out how to WIN at affiliate marketing?



// KNOW WHAT YOU ARE 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 gotoperson 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.

// LINK TO YOUR PILLAR ARTICLES FROM BLOG POSTS

When I say people are “overselling”, 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 is 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.

// ALWAYS 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.

// TRY TO GO FOR RECURRING COMMISSIONS

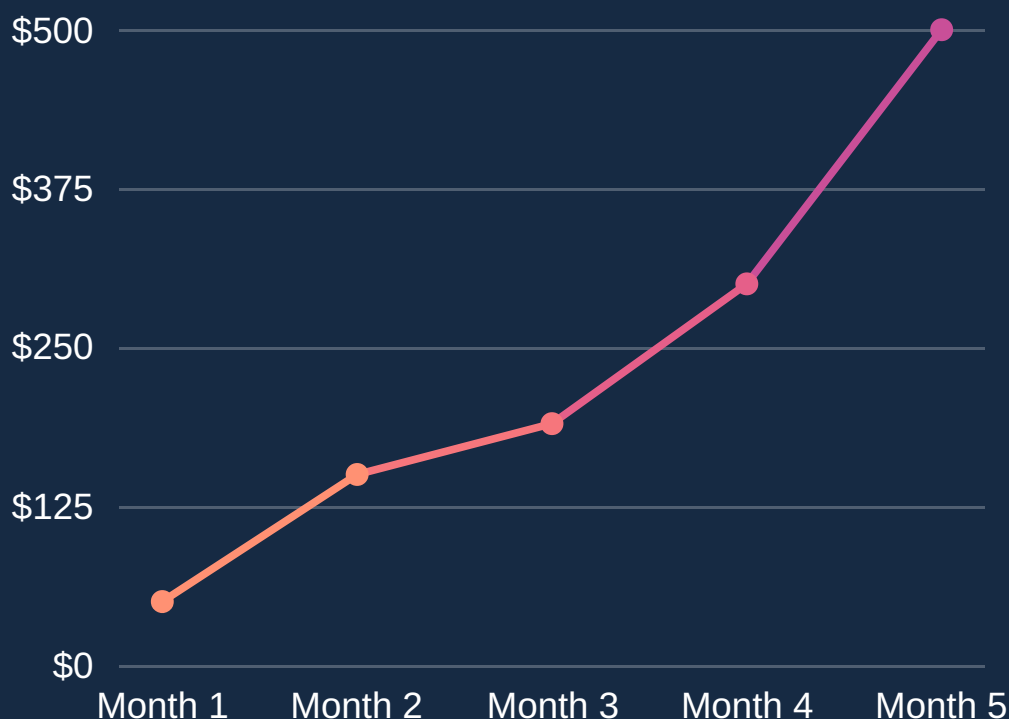
It's nice seeing a \$50 sale, but it's much better to do get a recurring monthly sale of \$25.

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?



// HIGH-TICKET (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 25 sales a month and you're making some jobreplacing income already.

One of my favourite affiliate marketers, John Chow, made it very clear on how going for a huge commission is better than chasing smaller ones.

The way he puts it makes so much sense:

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 it is selling \$10 product, but it's definitely not a 100x 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.

[Click here > The Customer Purchase Lifecycle.](#)

That training is 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 overdelivering. 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, then 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, then 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 at some point or the other.

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 to 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% 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!

DIVING INTO AFFILIATE MARKETING

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 get started for free and remain a free member as long as you wish.

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

**CLICK HERE TO BECOME A
WEALTHY AFFILIATE MEMBER**

THE END.

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.



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