

AFFILIATE MARKETING GAINS



**A BLUEPRINT TO MAKING MONEY
SELLING OTHER PEOPLES PRODUCTS**

Affiliate Marketing Gains

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Introduction

Make no mistake, turning a profit online is different from earning an active income. Your active income is your 9 to 5 job. You engage in earning an active income when you trade your time for money.

If you don't show up for your job every day you won't get paid. If you don't show up on time repeatedly, the chances of keeping your job dip to the "slim to none" level. That's how active income works.

Making an active income is like being a chicken; if you've ever seen a chicken eat, you probably notice that it scratches the ground, looks for a morsel, and then pecks. It scratches then eats. If it stops scratching it doesn't eat. The logic and the events are straightforward and simple.

This same straightforward and simple concept applies to the typical 9 to 5 workweek job – no work equals no pay. This is the repeated concept of trading time for money.

Time is the biggest factor here. Within any block of time you produce work. You produce some sort of outcome. This is a totally different dynamic when compares to earning a passive income.

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When it comes to making money online active income is completely different. Fundamentally, you simply don't trade your time for money. If you earn money online, you earn it wherever you are.

What if I told you there are many people earning six figures incomes year after year, jumping from city to city and country to country? If you need proof of this, look up Brian Dean. Brian used to live in Asia, now he's living in Europe, and he's lived all points in between.

And the best part to all of this is that as you earn your income you also begin to broaden your horizons and grow personally by discovering the soul-uplifting value that travel affords. You're able to travel if you make money online. You can't do that with an active income because you need to be physically present at your job site.

It's Not As Easy As It Looks

Additionally, you can't make money on autopilot if you are choosing to make a "traditional", active income. That's just not going to happen. You have to show up. If you don't show up, you don't earn money for that day. This isn't so when you begin making money online.

Online passive income systems can be set up so that they are always generating money. For example, when people show up at your website, they have the option of purchasing merchandise which earns you money without the hassle or fuss of paying a cashier or the time it would take you to ring up a purchase yourself. In this way, simply **saving** money is equivalent to earning money.

Making money online enables you to scale your income higher over a shorter period. One way in which you can easily scale up both your income and your business is by engaging in **automation**. This passive income technique is not available to people who earn an active income.

What is the Solution?

How do you escape the strategic disadvantage of earning active income? The answer is simple! Make money online through **affiliate marketing**.

Affiliate marketing refers to the practice of selling others' products or services through your own websites, online properties and domains, or your online traffic generation. Affiliate marketing is no more and no less than that!

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When you design your affiliate marketing strategy you can then automate it and scale it. This means that you can set up thousands of websites, each making a dollar a day, and you can still make a decent income at the end of the month, or you can build one website making tens of thousands of dollars every single month. The beauty is that it is your choice.

You can automate so that you don't have to be physically present while your website closes deals to make money. You can also scale up the number of websites you own or scale up your websites' offerings so that you make more money with each online property.

A Quick Recap of How Affiliate Marketing Works

Here's a quick recap of affiliate marketing and its basic concepts. It is important to understand affiliate marketing so that you may become successful when using it as a practical part of your online business or service.

You don't have to be a technical expert in the field of affiliate marketing to reap the benefits of it. However, it is essential that you understand of the basic concepts so that you know **what to do, when to do it, and why to do it** so that you produce the expected outcome. Your aim should be to understand how affiliate marketing works just as you would aim to understand how a hammer works when you are hanging a picture.

So, how exactly does affiliate marketing work? First, it begins with a product seller. A product seller is person who has a product but doesn't know how to drive traffic to their product or how to convert traffic into actual profit. This person integrates (hyperlinks or banner ads) an affiliate program using a special software. This person's website has a link to an affiliate program that is set up using specialized tracking software.

Alternatively, this person could sign up with an **affiliate network**. An affiliate network is a special platform where the network owners recruit both product sellers and affiliate publishers.

Affiliate publishers are individuals who sign up with affiliate programs to obtain affiliate links. Then, the affiliate publishers **publish** varying types of webpages with varying content to drive traffic to those pages. When driven traffic clicks on affiliate links, the affiliate network pays the affiliate publisher a commission.

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Similarly, this process can work with an affiliate program set up directly by the product seller. The affiliate either advertises a link that drives traffic to its content or uses its own website as a “through-way” to make money via earned commissions.

When a product seller begins using an affiliate network it is important that the network drive traffic to the product seller’s product.

Both the affiliate as well as the product seller should benefit from the partnership. Without an affiliate program, a product seller becomes limited in their ability to drive traffic. Conversely, without product sellers, affiliates have nothing to promote and therefore nothing from which to gain a commission.

The Problem with Affiliate Marketing

Although affiliate marketing does offer many benefits it is not an effective strategy when used alone.

Also, there are four problems with affiliate marketing that you should both be aware of and address when developing your own business or personal marketing strategy.

To begin, many products or courses claim to have a proven formula for making YOU money. Many of these do address affiliate marketing by claiming that the course will coach you as you learn the details of affiliate marketing.

Most of these courses are written by individuals who are paid only to write, but not to research or understand the content about which they are writing. Many of these authors use the copy and paste method to repackage old, outdated, or even incorrect data then resell this same material time and time again.

It is important that the reader of these types of repackaged information and gimmicks be savvy to the ways in which to avoid them! First, the reader should find whether or not the author has a proven sales record, good and unbiased reviews of products or courses, and a thorough personal understanding of any topic about which the author is writing.

A second problem that the affiliate marketing sector faces are “unactionable ideas”. It is common for an affiliate marketer to propose a marketing idea that seems clever, user-friendly, and lucrative but is nothing more than raves and banter about “creating hype” or “pursuing unlimited possibilities”.

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To combat this affiliate marketing problem, the product seller should ensure on his or her own that the idea presented by the affiliate network is both actionable and profitable. For example, if an affiliate network advertises that it will increase your visibility and traffic if you sign up for a premium package or spend money by paying higher commissions to the network, it is imperative that you analyze the return on investment as well as the risk to benefit ratio.

It might make sense for a multimillion dollar company to spend an extra \$100,000 to reap benefits in excess of that amount while it would be simply foolish for an unknown niche market private company to spend this same amount with the only realistic expectation for improved sales to be around a \$25,000 increase in profit. It is ultimately the responsibility of the product seller, not the affiliate, to analyze and decide whether a particular idea is worth the initial money and time investment.

A third challenge to the credibility of many affiliate marketing books, seminars, or courses is the presentation of outdated, obsolete, or antiquated methods for increasing profitability. In fact, some affiliate marketing seminars and membership sites continue to tout the value of article marketing.

Believe it or not, there are still affiliate marketing video guru seminars and membership sites out that tout the financial benefits of article marketing. Those who haven't been living under a rock or did not suffer from suspended animation for several years would know that article marketing, at least as practiced in the year 2000, no longer works.

However, if you do decide to continue article marketing it is imperative that you use a Google adapted/adopted technology in order to ensure that you are profitable. This is one example of outdated or obsolete advice and it is sadly only one example of the many outdated forms of advice.

Finally, and most importantly, one of the main reasons why people who buy the typical affiliate marketing blueprint or coaching system fail to make any money is that these products or services underplay the importance of **traffic**.

Traffic is crucial. In fact, if you do not know how to drive traffic to your online business you won't have an online business for long at all. In the current online world, traffic is no luxury, it is an important and crucial need that must be met in order to effectively grow an online business in the current technological period.

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Although the importance of traffic one of utmost necessity, many of the heavily acclaimed and hyped affiliate marketing guides immensely underserve the reader by not addressing the solution to the problem. In fact, many times the problem is simply repeated many times without any attempt providing a solution.

Well, this is not a guru book. Instead, this book will provide a detailed method about how to effectively use affiliate marketing.

The Better Way

This book is the better way! In this book I will provide step by step instructions and clearly outlined directions that will guide you through the actual processes. Follow my directions and you will learn this better way. Each step is an actionable step, not mere theory. Here, I don't sell you speculation or hop you up on hype. It is a method that has worked for me and will work for you as well. Also, each step is directed and user friendly, either by follow-through or by using software programs.

Whatever the case may be, you can **act** based on my advice. This is a far cry from the typical affiliate marketing book that gives excitement and a sense of hope but not much else.

In fact, not only is each step actionable; each step's success is measurable. When you take action using the steps that taught in this book you can actually measure the success of your own action. Measurable success often creates a motivational cascade providing another benefit to you the reader.

I don't hide the ball and there is no guesswork involved: you are either profiting and successful or you aren't using the outlined method effectively. You won't build a system, wait for months to find out if you've hit your mark. You will immediately know whether your efforts have solved a problem and increased your traffic or if they have not.

Additionally, the blueprint I'm giving you can be easily modified to fit your particular circumstances. Every online seller is different. Everyone has access to a differing amount of resources just as everyone's exposure is to differing circumstances.

The blueprint that I'm giving you will be flexible so that you can mix and match, slice and dice, and move things around to boost your results.

Finally, this book lays heavy focus on traffic generation and **conversion**. Conversion is often written about in terms of the conversion platform a seller uses but these conversion

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platforms differ and many times the writer does not specify which platform he or she is referring to and writing about.

Sometimes the author does specify that he or she is writing about blogging or a specific search platform but either way most authors only teach the platform itself if they teach specific it at all. What is necessary is to know how to drive traffic to YOU using a blogging technique or a specific search platform.

Lastly, there are some useful guides that do cover both conversion as well as traffic generation but do not address the keys to successful traffic generation to ensure actual conversion. If you are able to drive one million visitors to your webpage each day, every day, it still won't matter if you cannot use that generated traffic to ensure conversion.

You must turn visitors into buyers, clickers, submitters, or subscribers. In essence, you must drive the traffic, then harness that traffic through conversion.

Conversion should be a top priority regardless of the method by which you are paid by your affiliate. Now that you know the basics let's really dive in!

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Chapter 1 - How to Pick the Right Niche

Understanding this chapter is crucial if you want to make money as an affiliate marketer on the internet. If you blow off this chapter don't be surprised if your business goes belly up!

That's how crucial it is. Things often go seriously wrong when sellers pick the wrong niche.

Unfortunately, you will only become aware of your mistake when it's too late to rectify it. You will know you picked the wrong niche when you have spent a tremendous amount of time, effort, emotional energy, and money only to find that you have very little, if anything, to show for it. Remember, never trade your time for money!

One of the most common mistakes that new sellers make is to sink money, effort, and time into a resource that simply does not provide a real service or, if it does provide a service, provides it at too high a cost to justify it's use.

I simply can't emphasize enough that niche choice is crucial to your affiliate marketing success.

A Quick Rundown of What Can Go Wrong?

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First, there may be low or no demand for your product or service. When you pick the wrong niche, the demand may not be there. You might think that it's the hottest thing since sliced bread, but people really could care less about it - what they care about is whether you produce the kind of results that they would pay dollars for.

Another problem with picking the wrong niche is that you may pick trendy niches. This may seem really hot right now, but they may be "here today, gone tomorrow."

A good example is fidget spinners. These spinners created a rage in 2016. Now, nobody wants to have anything to do with them. A lot of people made money selling these fidget spinners but a lot of people also lost money because they entered into the niche too late.

Trendy niches can mean the end of your affiliate marketing investment. Avoid trendy niches and instead pick niches with tried and true long-standing sales histories.

Another problem that you can avoid by picking the right niche involves low **return on effort**. A lot of people confuse this with return on investment. These are two totally different concepts.

Return on effort is the amount of time you personally invest something. The iron rule of return on effort is to put in as little effort and time as possible, while getting as many dollars as possible.

If you don't stick by the iron rule and pick the wrong niche, you could end up making some money but only at the expense of your time, mental energy, and emotional resources. Pouring your life into that activity is simply not going to be worth the return on effort.

Of course, there is always the possibility that you would pick a niche that has really no return on investment. This speaks more to the amount of dollars that you're going to be putting into your affiliate marketing business. Maybe you put in this money up front or at a later stage in the development process.

Whatever the case may be, whatever profit your business produces does not in any way, shape, or form come close to justifying the amount of dollars needed to put up the business in the first place. Sadly, people commit this mistake all the time.

Another danger with picking the wrong niche involves competition. People routinely pick niches that are too competitive. As a result, there are just so many of these niche

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websites out there that the competition becomes a washout altogether. In other words, the competition is so great that essentially no one wins.

This is a serious problem because if the typical consumer interested in that niche gets the impression that your website is just like everyone else's website, there's really no compelling reason for them to go to your site instead of the thousands of other websites that share your niche. It simply is too saturated.

Another danger that you need to avoid involves your mindset. You may be making money off your business. Things may be looking great on the surface, but somehow, some way, you lost interest. You just don't have the heart for it anymore.

This pitfall is often the true reason that your business is unsuccessful. If you truly lose interest in your niche or your business you will not have the level of passion you need to solve problems as they present themselves.

That is the essence of successful business. Successful business people solve problems. That's their job. That's their calling.

Unfortunately, if you lose interest in whatever it is you're doing for money, you're not going to be excited to solve issues. You're probably not going to be in a hurry to put out fires as they appear. As a result, your business starts to die slowly.

In other words, you find yourself in the pitiful situation of putting in all this time, effort and money creating a website that pulls in a nice chunk of traffic, only to end up completely empty handed because you have nothing to sell or promote. Sounds ridiculous, right?

Unfortunately, you can suffer any one or even a combination of all of the problems listed above if you do not pay close attention to the niche selection process.

You have to know how to select your affiliate marketing niche in a systematic and methodical way. Otherwise, you may end up creating the wrong business.

How to Pick Your Niche the Expert Way

By following the steps I lay out below, you increase your chances of affiliate marketing success tremendously.

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Instead of coming up with a "hot" idea and wasting a tremendous amount of time, effort and money on it, if you follow the steps that I lay out below, you go through a tried and proven niche selection process that dramatically increases your likelihood of success.

Now, this is not a guarantee that if you **just** follow these steps riches await you in your bank account. Still, it will give you enough of a competitive advantage that your chances of success are much higher than if you were to fly by the seat of your pants.

You need to go through these steps. Don't skip any of them if you want to make sure that you are targeting the right niche.

Step #1: List out all your interests

List your personal interests and hobbies. Really think about what you personally like to learn about, see, do, collect, or spend time on.

Apply the following test: Ask yourself, as you go through each of the interests line by line, if you would talk about those topics even if you were not getting paid. This should narrow your list substantially.

Once you have cleaned up your list, go on to the next step.

Step #2: Filter by commercial interests on Google Keyword Planner tool

If you haven't already done so, create an account at Google Adwords. Using its Google Keyword Planner tool, enter some keywords related to the topics on your list.

If you don't know how this works, just type in the interest and you would be able to find keywords related to it. Group these keywords based on the topics they're related to.

When you look at each keyword, Google Keyword Planner tool will show the estimated cost per click for that keyword term. This should give you a rough dollar value of the overall demand for each niche.

Now, simply eliminate any listed niches that have very low commercial value.

Step #3: Filter by consumer demand on Google Keyword Planner tool

Now that you're entering keywords related to your niches on Google Keyword Planner tool, the next step is to pay attention to the average monthly search volume projected for those keyword clusters.

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A certain pattern should emerge from topic to topic. It should be fairly clear which topics have more searches.

Now, delete listed niches that do not have enough demand in terms of projected search volume, **as well as those that have too much demand**. Again, think of this concept as the previously mentioned competition for competition. If a topic generates too many searches, the competition is too great to allow any one or two particular websites to flourish at all. The pool is too full!

Now you will see a list of niches that are considered “middle of the road” as far as monthly average search volume is concerned.

Step #4: Filter by competition level

Take the keywords related to each of the niches remaining on your list and search these keywords on Google's main search engine.

Take note of how many websites are returned by Google. Usually, Google will show a number figure of how many websites are related to the keyword you entered. Write these numbers down.

After you've done this with all the keywords related to all your remaining niches, compare them with each other. You should wipe out niches on your list that have too many websites targeting them. You should focus on a fairly manageable level of competition.

Step #5: Filter by consumer trend

At this stage, your list of niches should be growing shorter and shorter.

Now, apply two more filters to your search so that you can zero in on the niche you should target.

This is the expert way of picking niches. If you follow this process, there is a high chance you will be more successful with your affiliate marketing business.

For this step, you're going to type in the keywords related to each of the niches on your list into Google Trends. Pay attention to the chart. Is it flat or does it show a decline over time?

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If it shows any of these two patterns, delete that niche from your list. Chances are, the demand level for that niche is dying over time. If you need a good example of this, look at the search pattern for the keyword phrase "fidget spinner."

There were many previously hot products and hot niches, that have dropped like a rock. You don't want to be stuck with those. Filter from your list any niche with a declining or flat lining trend line.

Step #6: Filter by social media demand

For this step, I need you to go to Twitter or Facebook.

I need you to enter keywords related to your niche on those platforms and see if there are hashtags on Twitter or really big accounts that target those keywords. On Facebook, see if there are any big pages or Facebook groups that tend to talk about those topics.

If a niche isn't already being talked about on these two platforms, you might want to take it off your list. If you pick a niche that already has some sort of demand on social media, you're making your job much easier.

You know that there are already platforms and groups as well as promotional spaces on social media. You only need to go to those existing places to promote whatever it is you're promoting. Do you see how this works?

You don't want to have to create social media demand. You don't want to put yourself in a position where you're going to have to reinvent the wheel, as far as your niche is concerned.

You have to ask yourself, "Are there enough people already talking about the niche that I'm thinking of promoting?" Similarly, "Are there areas on social media dedicated to this niche already?"

Step #7: Filter by content ease

This is an optional step. You don't have to delete items from your niche list if it doesn't fit this criteria. However, if you are operating on a tight budget, you might want to do just that.

The question you need to ask yourself is, "How easy is it to come up with content for this niche?"