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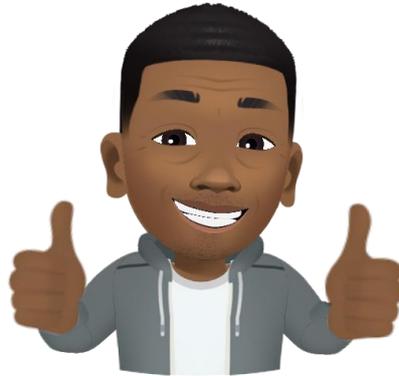
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HOW TO MAKE MONEY WITH AFFILIATE MARKETING

Wed	Jan 13	\$310.64	
Tue	Jan 12	\$206.99	
Mon	Jan 11	\$179.65	
Sun	Jan 10	\$207.07	
Sat	Jan 09	\$65.31	
Fri	Jan 08	\$277.55	
Thu	Jan 07	\$209.76	
Wed	Jan 06	\$208.98	
Tue	Jan 05	\$87.33	
Mon	Jan 04	\$122.40	
Sun	Jan 03	\$146.39	
Sat	Jan 02	\$199.70	

Introduction

Earning your first \$100 online IS pretty easy...and what I'm going to show you in this book makes it easier;

What's hard is believing you can do it, and sticking with the method.

Once you've made \$100 then replicating the system is very straightforward.

You know you can do it, your sub-conscious belief system kicks into place and before you know it, pulling in \$100 daily will be a pretty simple matter.

It's that first step that takes some doing.

So much so that I think it's easier to make \$1000, \$10,000 or \$100,000 online that it is to make \$100.

Take that first step, jump that first hurdle and you'll never look back.

The best, simplest and easiest way to start is selling other people's products as an affiliate.

There's very little risk, the setting up is quite straightforward with a little help (that's what this book is for) and the results usually speak for themselves.

So let's start with the first \$100....

Chapter 01 - Getting Started As An Affiliate

One of the easiest ways to get started in internet marketing is to promote affiliate products.

This means you get a commission for each sale of a particular product that comes from your link or referral.

It's definitely the easiest route into making money online.

You don't have to spend time and effort creating and marketing a product of your own, you don't have to deal with customer service and recruiting people to sell for you.

All that you have to do is:

1. find a product to promote
2. create a website or link "pre-selling" the product.

Many affiliates choose Clickbank.com to start out with, for a number of reasons.

They are incredibly easy to use, the merchants pay generous commissions, and their products sell well.

Clickbank describes themselves as a “leading retailer of digital products”; they do not sell physical products.

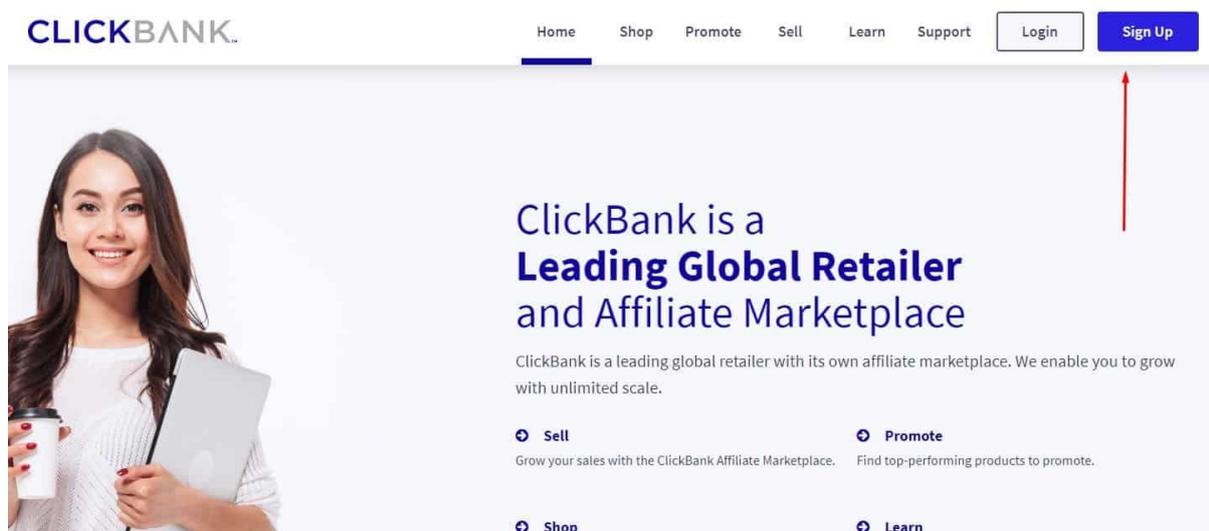
Everything on their site can be digitally downloaded.

So to explain to you how to get started in affiliate marketing, we are going to use Clickbank as an example.

Although there are many other reputable affiliate companies as well, such as paydotcom, Commission Junction, Shareasale, and countless others.

To sign up as an affiliate at clickbank, all you have to do is go to their home page at <https://clickbank.com>.

At the top of the page, you will see a link that says “sign up”, and you click on that link to create your affiliate account:



When you sign up, you need to give Clickbank your physical address, because you will have the option of receiving a physical check in the mail with your commission payments.

They also have an option to pay via paypal, and they HAVE just introduced a direct to bank account system.

This makes things a whole lot easier if you live outside the US.

They will also ask you to choose a nickname.

This nickname is how you get your commissions, because you are going to include it in a link called a hoplink.

Don't worry it's not madly complicated – this is just a web address that people can click on that includes your nickname so when you make sales, Clickbank knows who to pay.

When You Choose Your Nickname, Choose Wisely!

We'll talk more about hoplinks shortly, because they're very important.

They are how you get paid.

Customers will be able to see the nickname in your hoplink, so keep that in mind when choosing it.

Also, once you choose that nickname, you will not be able to change it later.

Here's how Clickbank works:

When a publisher creates a digital product that they want to promote, they are going to want as much help selling that product as possible.

The best way is for them to enlist an army of salespeople is to pay those salespeople, (referred to as affiliates), a generous commission.

Generally, they are going to pay most of the sales price to the affiliate.

A product that sells for \$37, for instance, will probably net the affiliate about \$23 per sale.

A usual commission to an affiliate ranges from 50% - 75%

If a merchant pays too low a percentage to their affiliates, the affiliates are most likely not going to feel very inspired to promote the product, and the merchant's sales will suffer.

There is a huge marketplace out there full of products that an affiliate can choose from when they decide what to promote.

From an affiliate's point of view, it makes sense to spend their time and money promoting products that pay them well.

After the merchant creates their product (which is usually an ebook on any subject but could also be a service or software), they submit it to Clickbank for approval.

Clickbank will not accept any products that make false or misleading claims, or which promote illegal activity like spamming.

They will also review a product for quality; Clickbank's reputation is on the line with each product on their site, and it does not benefit them to accept a poor quality product that won't sell well.

This is of course great for us as affiliates because we know that all Clickbank products will be of a certain quality.

How Merchants (the product seller NOT the affiliate) Get Paid?

With each sale of a product, Clickbank pays the merchant 92.5 percent of the sale price, less a \$1 stocking charge.

(Merchants also have to pay a one-time set-up fee of \$49.95 to open an account with clickbank if you fancy becoming a merchant)

If someone comes to the Clickbank website, looks through the 'Clickbank Marketplace' (you can find this link on Clickbank's home page), and then

buys the product after clicking on the merchant's link, then the merchant gets paid the 92.5 percent of the product minus the \$1 stocking fee.

So the merchant does not have to pay any money to an affiliate in that case, because the customer found the merchant by themselves.

They bought directly through the merchant - they did not find the merchant through an affiliate or buy through the affiliates link.

You following this?

It's pretty vital you understand so if not read the last few paragraphs again.

However, if someone goes to an affiliate's web page and clicks on the affiliate's link, which sends them to the merchant page, and then they buy the product.

Clickbank pays the affiliate their percentage, around 75 percent of the product price, and then pays the merchant the remaining amount that they are due.

It may seem surprising that merchants would pay such a high percentage of their product's price to an affiliate.

Remember that this is very low-overhead product, so it's easy for a merchant to be able to afford to do this.

AND it encourages the affiliates to go out there and **SELL SELL SELL**.

The affiliate is the one spending his or her time and/or money promoting the product, and having motivated affiliates will vastly multiply a merchant's profit margin.

And of course if a merchant pays your 70% of their product sale price for getting them a sale, it means they keep 30% of a sale that they wouldn't have if you weren't their affiliate.

It takes a bit of getting your head round but makes good business sense.

Chapter 02 - How To Choose A Clickbank Product To Promote?

If you look at the screenshot, you will see that next to the “Home and “Sign Up” links is a link that says “Marketplace”.

Once you have signed up as an affiliate, click on the “Marketplace” link to see all of the products that clickbank has to offer, and pick one which you want to promote.

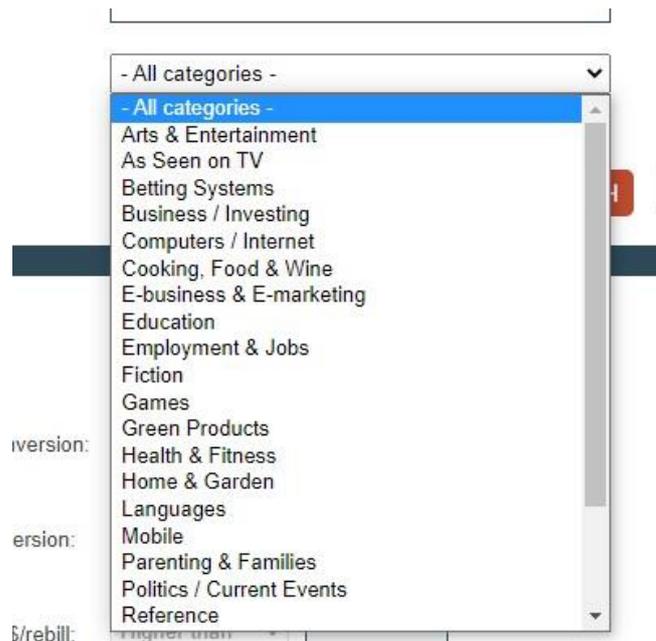
You can get to the Clickbank marketplace here:

<https://clickbank.com/marketplace>

Click “Advanced search”:



The categories of Clickbank products are:



It's worth taking the time to click on each category to see what they have to offer, just to familiarize yourself with the clickbank marketplace.

So once you select a category to check out, you would click it's name, and you will be taken to a list of all of the products within that category.

By default, these products are listed in terms of popularity - with the most popular products being on top.

Below is an example from the first page of the "Green Products" category:

<p>New Battery Reconditioning Course! Vsl Conversions 9.7% & Epc \$2.1! (view mobile)</p> <p>Hot New Niche! Popular Battery Reconditioning Course Now Available On Cb! Great Vsl, High Conversions, Huge Epcs. Covers Great 4 Energy/solar, Prepper/survival, Home/garden/woodworking Lists + Media Buys/ppc. Http://ezbatteryreconditioning.com/affiliates</p> <p>Affiliate Page: https://EZbatteryReconditioning.com/affiliate... Affiliate Support Contact: affiliates@ezbatteryreconditioning.com</p> <p>Stats: Grav: 138.18 Cat: Green Products : Conservation & Efficiency</p> <p>    </p>	<p>Avg \$/conversion \$54.24</p> <p>PROMOTE</p>
<p>Easy Power Plan -10%+ Conversion Rates, Epc\$2.0 (view Mobile) (view mobile)</p> <p>High Converting Green Energy Product! This Is The Winning Offer You Were Looking For With Huge Epc! It Works On Energy/solar, Home/garden/woodworking And Prepper/survival Lists As Well. Great Results On Native/facebook Traffic! Contact Us For Paybump!</p> <p>Affiliate Page: http://easydiypowerplan.com/affiliate100 Affiliate Support Contact: geobalan00@yahoo.com</p> <p>Stats: Grav: 45.31 Cat: Green Products : Alternative Energy</p> <p>    </p>	<p>Avg \$/conversion \$68.97</p> <p>PROMOTE</p>
<p>Hot New Offer: Backyard Revolution - 10%+ Conversion Rates (view mobile)</p> <p>Solar Panels Are Back With A Major Kick: This New Video Guide On How To Build A 3d Solar Panel Converts Like Crazy! Check The Affiliate Resources Here: Http://www.backyardrevolution.org/affiliates</p> <p>Affiliate Page: http://www.backyardrevolution.org/affiliates Affiliate Support Contact: affiliates@backyardrevolution.org</p> <p>Stats: Grav: 68.39 Cat: Green Products : Alternative Energy</p> <p>    </p>	<p>Avg \$/conversion \$47.74</p> <p>PROMOTE</p>

Now let's take a closer look at the number one product on the Green Products page below (please note that you, this can change at any time as new products come along):

New Battery Reconditioning Course! Vsl Conversions 9.7% & Epc \$2.1! (view mobile)

Hot New Niche! Popular Battery Reconditioning Course Now Available On Cb! Great Vsl, High Conversions, Huge Epcs. Coverts Great 4 Energy/solar, Prepper/survival, Home/garden/woodworking Lists + Media Buys/ppc. [Http://ezbatteryreconditioning.com/affiliates](http://ezbatteryreconditioning.com/affiliates)

Avg \$/conversion
\$54.24

PROMOTE

Affiliate Page: <https://EZbatteryReconditioning.com/affiliate...>
Affiliate Support Contact: affiliates@ezbatteryreconditioning.com

Stats: Grav: **138.18**
Cat: **Green Products : Conservation & Efficiency**

Icons: 🇺🇸, 💰, ↺, ↗, ✂, 📱

The product is called “EZ Battery Recondition” and it is a hugely popular online course for people who want to recondition a car battery without buying an expensive new one.

First we’re going to take a look some of the information displayed with this product, it’s very important that you understand this.

“**Avg \$/sale conversion**” means the average amount of money that you will be paid for each sale of this product, minus refunds, in this example it’s \$54.24. It is impossible to project how many customers, if any, are going to ask for refunds in any given pay period, of course. In my experience 5% is a high average.

“**Grav**” - This is simply how popular a product is. As you can see this number is currently 138. This is a very popular in-demand product.

The symbols:

Green Dollar Sign ‘\$’ this just simply means this product is a chargeable product. Meaning, that when a customer buys it, you’ll get paid a commission.

Blue Arrows this means there is a recurring billing subscription attached to the product. This means that the customer will be billed every month and you’ll receive a commission every month that customer remains a paying customer.

The **Orange** up Arrow: This means there are upsells attached to the product. These are other offers that will be presented to the customer after the initial purchase and if they buy any additional offers, you’ll be paid a commission on those too.

The tools icon: This means that there is an affiliates tools page available for affiliates to use. I’ll talk more about this later.

The Mobile phone icon: This means that the sales page is mobile friendly.

Perhaps the most important piece of information is “gravity”. This a measure of how well a product is selling.

It reflects the number of affiliates who have earned a commission from a product, and other factors as viewed by Clickbank.

Many affiliates shy away from any product with a gravity below 60 or 70.

This isn't always the case though because there might be stunning products in there which sell extremely well yet not many affiliates have heard about them.

Some affiliates also become concerned when gravity is too high - for instance, the product's gravity in the example above is 138 this is very high.

The concern is that there are so many affiliates promoting the product that the marketplace may become overcrowded, and it will be very hard to sell that product.

However, some affiliates believe that a crowded market is a sign that the product is profitable.

You'll have to decide for yourself whether “gravity” matters to you in this case, although it's a good idea not to pick a product with terribly low gravity, because there is usually a reason.

Once you have identified a few products that you are interested in, you will want to click on the link that takes you to the product's sales page.

All you need to do is click the listing title to view it:

New Battery Reconditioning Course! Vsl Conversions 9.7%
& Epc \$2.1! (view mobile)

Hot New Niche! Popular Battery Reconditioning Course Now Available On Cbl! Great Vsl, High Conversions, Huge Epcs. Covers Great 4 Energy/solar, Prepper/survival, Home/garden/woodworking Lists + Media Buys/ppc. [Http://ezbatteryreconditioning.com/affiliates](http://ezbatteryreconditioning.com/affiliates)

Avg \$/conversion
\$54.24

PROMOTE

Affiliate Page: <https://EZbatteryReconditioning.com/affiliate...>
Affiliate Support Contact: affiliates@ezbatteryreconditioning.com

Stats: Grav: 138.18
Cat: **Green Products : Conservation & Efficiency**



From: [Power Plus 40W](#) - [Computer Data](#) - [Ez-PC & More](#)

The reason that you want to do this because you need to make sure that they have a good, professional looking pitch page.

You don't want to put your time and energy into promoting a product with an amateurish looking sales page that might not convert.

There is another reason that you want to do this: you need to get to know the product as well as possible.

It is of course ideal if you buy the product, but in truth, there are affiliates who make a lot of money promoting products that they did not buy.

Whether you buy it or not, you should read the "sales page" to see what the merchant says about it, what they consider its strong points, and what customers are saying about the product in their testimonials.

How To Pick Your First Product?

It's a good idea to pick a product that is in an area that you have some familiarity with.

There are so many high quality, profitable products on Clickbank that it doesn't make sense to pick a product in an area that you don't enjoy.

For instance, if you hate tattoos, it doesn't make sense to promote the Clickbank Tattoo designs product.

If you are blessed with a super high metabolism and have never dieted, a weight loss product might not be the best choice for you.

The best thing to do is pick a product that you would enjoy promoting and learning more about.

And you also want to pick a product that is on the first page or two of its category on Clickbank, and that has fairly high gravity - above 60 or 70, at a minimum.

Once you have done that, you are in good shape.

And now that you've picked your first product, let's talk about creating your hoplink, and then how you will go about promoting your product.

Chapter 03 - Your Hoplink

Once you have selected a product, you will need to create what is called a "hoplink".

This is the link that you will put on your sales page, or in your email and when someone clicks on it, it will take them to the merchant's page where they can look over the product description and decide if it is right for them.

If the person then proceeds to buy it, Clickbank instantly credits the affiliate for that purchase.

You are going to want to put this link on several locations on your sales page, to make it easy for a customer to click on it.

The link should be on the top, middle, and bottom of the page so the customer never has to hunt for a way to get to the merchant's page.

The link contains your affiliate nickname, the publisher's name, and the phrase hop.clickbank.net.

Let us say that your nickname is sellsalot and you are creating a hoplink for the Fatloss 4 Idiots product.

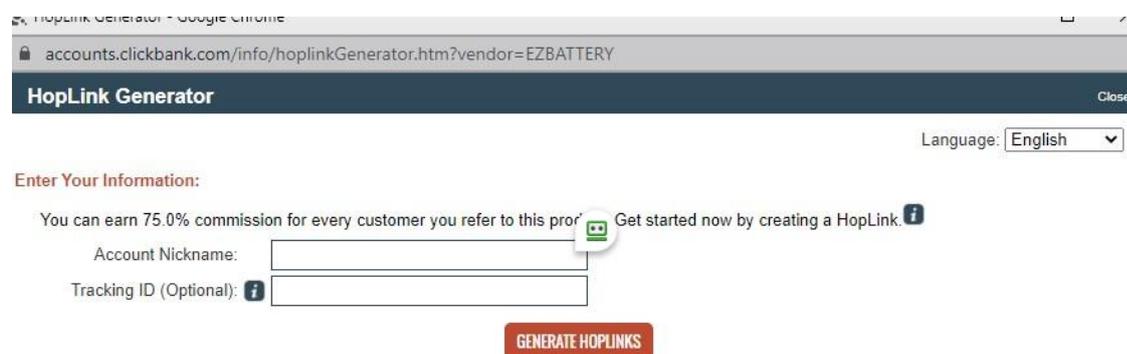
The hoplink would look like this:
<http://sellsalot.4idiots.hop.clickbank.net>

In the Battery product example above, you will see there is a “promote” button:



The screenshot shows a product listing for 'New Battery Reconditioning Course! Vsl Conversions 9.7% & Epc \$2.1!'. The listing includes a description, affiliate page URL, support contact, and a 'PROMOTE' button. A red box highlights the 'PROMOTE' button, and a red arrow points to it. The average \$/conversion is \$54.24. The category is 'Green Products : Conservation & Efficiency'.

You will click on that link, and this screen will pop up:



The screenshot shows the HopLink Generator form in a browser window. The form is titled 'HopLink Generator' and has a 'Close' button. The language is set to 'English'. The form asks for 'Account Nickname' and 'Tracking ID (Optional)'. There is a 'GENERATE HOPLINKS' button at the bottom.

Here, you simply fill in your Clickbank nickname. It is also a very good idea to create a tracking i.d., which can be up to eight characters, either numbers or letters.

The reason that you want to do this is because you will most likely want to test out different versions of sales letters, and the tracking i.d. will tell you where your sales came from.

So you would create a different hoplink for each sales page - changing only the tracking i.d.

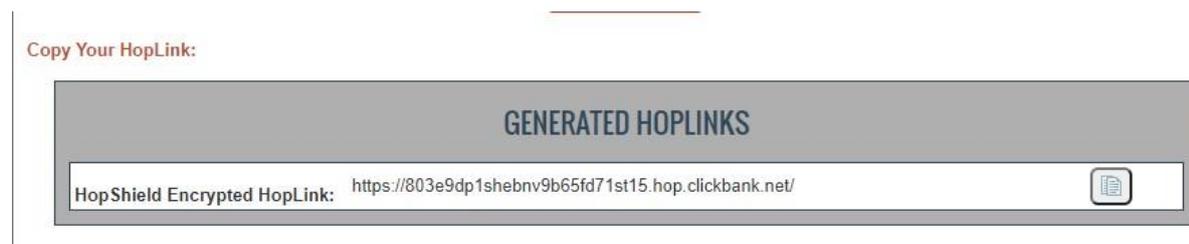
Make sure to keep a written record of which tracking id came from which sales page.

Then, when you see where your sales are coming from, you can tell which sales page converts most effectively, and you can eliminate the sales pages that do not convert well.

It is very important that you always include your properly spelled clickbank nickname in each hoplink that you create.

If you do not, you will not get any credit for the sale.

Here is what your hoplink would look like:



All right, now that you have picked a product and created a tracking i.d., let's move on to one of the most important parts of affiliate marketing:

How to promote the product and make money!

Chapter 04 - How To Market An Affiliate Product Using A Website?

One of the most popular ways to market an affiliate product is by creating a website, and writing a sales page that pitches the virtues of the product.

To do this, you are going to want your own domain, which you can get from any number of domain name services like Namecheap.com

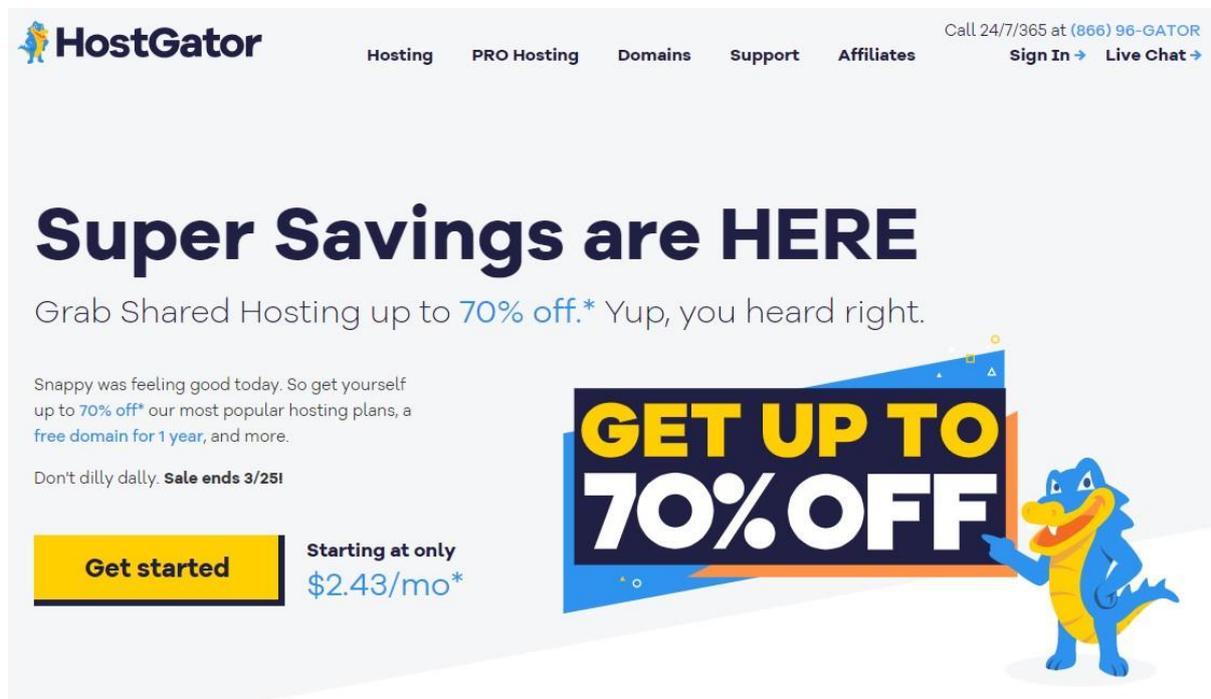
You are going to be reviewing the product, so the website name should reflect that.

The reason for this is simply that reviews generate more sales than in your face sales pages.

A website name like “fatlossproducts” or “weightlossproductreview” would be good.

Or in our battery example: “FixYourBattery” would be good.

Then you are going to pick a hosting company, like Hostgator so that you can host your website:



The image is a screenshot of the HostGator website homepage. At the top left is the HostGator logo. To its right are navigation links: Hosting, PRO Hosting, Domains, Support, and Affiliates. Further right is the phone number 'Call 24/7/365 at (866) 96-GATOR' and links for 'Sign In' and 'Live Chat'. The main headline reads 'Super Savings are HERE' in large, bold, dark blue letters. Below this is the text 'Grab Shared Hosting up to 70% off.* Yup, you heard right.' To the left of the main promotional graphic, there is smaller text: 'Snappy was feeling good today. So get yourself up to 70% off* our most popular hosting plans, a free domain for 1 year, and more.' Below that, it says 'Don't dilly dally. Sale ends 3/25!'. A yellow button with the text 'Get started' is positioned to the left of the price 'Starting at only \$2.43/mo*'. The central graphic features a blue and yellow banner with the text 'GET UP TO 70% OFF' in large, bold, white and yellow letters. To the right of the banner is the HostGator mascot, a blue and yellow cartoon alligator, pointing towards the banner.

If you know how to design your own website, that is great - you can save a lot of money that way.

If you don't, you can use software like Wordpress (this comes free with Hostgator) and you could use a page builder wordpress plugin like Optimizpress.

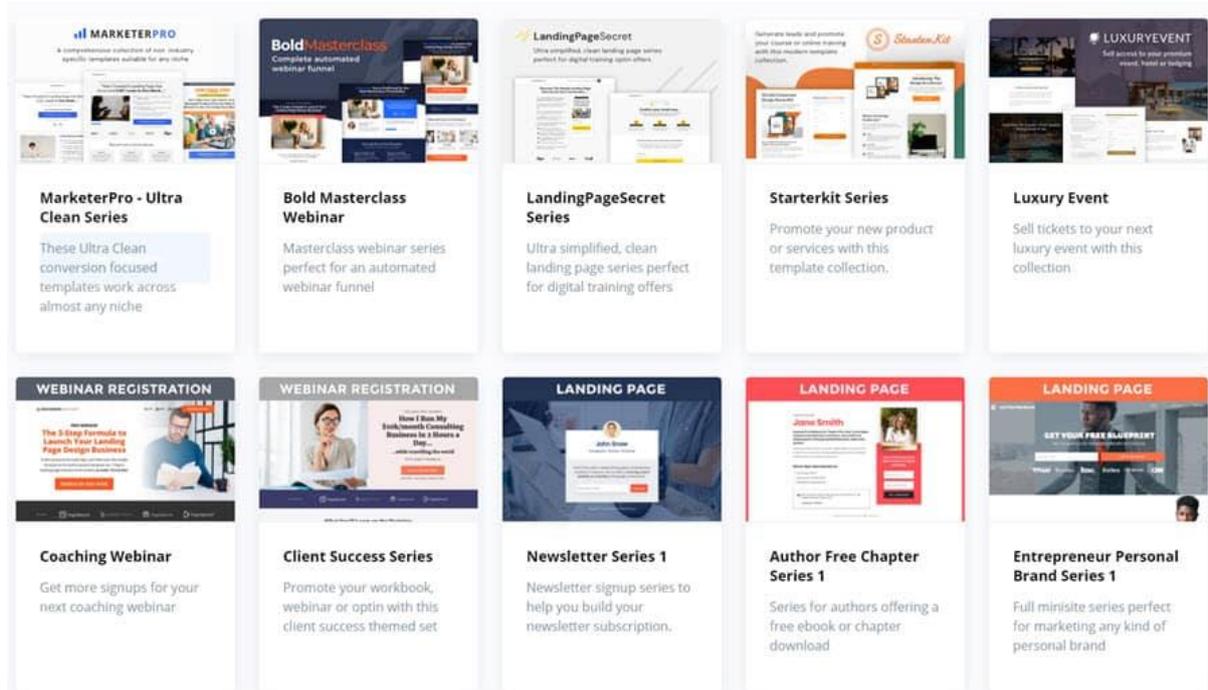
This has some advantages and disadvantages.

The main advantage of Wordpress is that it is incredibly easy to add new content, and delete old content (what you say on your site).

The downside of Wordpress is there is a bit of a learning curve.

You can always pay someone to do this for you, but with Optimizpress, it is pretty easy to make Wordpress look like a sales page.

Here's are some of the ready-made templates that Optimizpress offers:



It's a good idea to spend a few days studying sales pages for numerous Clickbank products.

This way, you are learning from people who are already out there selling.

You should look at the headline at the top of the sales pages and see how they entice their readers to keep reading further.

You should look at where they place the affiliate links.

You should look at the colour scheme and graphics.

And you should definitely ask yourself: which of these sales pages would make me want to buy?

Those are the sales pages that you should emulate and be inspired by. Note that we're saying "be inspired by", not "copy".

The typical sales page is going to take one of two approaches.

In both approaches, the page looks like a review page.

In one approach, you will present yourself as someone who has used this product, who had a problem that they needed solved before they discovered this product, and who found that the product worked really well to solve their problem.

The key to a review page like that is not to sound too gushing or overly enthusiastic, or you will sound as if you are writing an advertisement rather than an honest review, and lose the trust of your readers.

It is best, in fact, if you can find some minor flaw in the product.

Yes, that's right, a flaw.

You do not want to trash the product, or you will not be able to sell it. (*If you truly don't like the product, then pick a different product to promote!*)

There are many excellent, high quality products out there; there is no need to promote a product that you don't like.)

What you want to do is pick a minor flaw that will not take away from the product's effectiveness.

For instance, if you are promoting "Fat Loss 4 Idiots" you could say something like

“Most, but not all, of the recipes, were very good. There were a few recipes that I wasn’t crazy about, but the way the fat melted off me...I really didn’t mind!”

This reinforces that the product does what it says that it does, but it does not sound like an over-the-top “advertorial” - an advertisement disguised as an editorial.

For a product like “EZ Battery Reconditioning” you could say something like:

“This product was a little complex to put together and it really took me a while to understand the science behind it.

However, once I was able to understand it, I’ve never had to fork out for a brand new car battery since!”

So that is one common type of review site.

Here is the other kind: you write a product review page in which you review at least three similar products, all in the same category.

You give the page a name that reflects that, like “bestfatlossproducts” or “trafficproductreviews.”

You will rate each product using some type of rating system, often using stars - say, from one to four stars or one to five stars, with five stars being the best.

You will put the product that you recommend the most on top.

Now, here is a way to make some more money:

Put an affiliate link with your clickbank name on EACH product!

Someone may have found your page because they are researching the second rated product that you mention, and they may have their heart set on that product.

So you will want to say that the first product was great and it was the best at doing what it was supposed to.

The second product was also good but not quite as good, or it cost more and did the same job as the first product.

If you are reviewing two dog training products, for instance, you could say that the first product was extremely comprehensive and had so much information that you literally would never be able to read it all.

The second product is geared only towards puppies.

It is excellent if you want to learn how to train a puppy but has no information on training an adult dog.

The third product isn't very good and doesn't have that much information, and is not well written.

Now, here is an important question:

Do you have to actually buy all three products? Well, in a perfect world, you would buy and try all three products for your product review page.

However, this could get quite expensive, especially if you expand and have a lot of product review pages.

There are ways to get around buying each of the products.

You should not lie and claim that you used a product that you have never used, but here is what you can do.

You can get a LOT of information about the product from the merchant's sales page.

This is an example from the popular ***“Secrets To Dog Training”*** home page.

As you probably guessed, this is a dog training ebook, and also has a series of videos.

The sales page tells you that the book will teach you how to get your dog to be well behaved and listen:

This powerful information has helped thousands to successfully halt their dog's behavioural problems—and now it can help you, too!

"Who Else Wants To Know Top Training Secrets That Dog Experts Use Daily To Ensure That Their Dogs Are Always Well Behaved And Listen?"

These Secrets Can Be Used Anywhere By Anyone To Get Their Dogs To Listen, Understand And Obey...
Without Spending Countless Hours In Training!

It also tells you that if you buy this ebook, the buyer will get all these bonuses:

	<p>Free Bonus 1: Secrets to Dog Training Audio Book: Take and Listen Anywhere (VALUE \$67)</p> <p>It's not always convenient to read...and that's why I'm including this audiobook absolutely free. Listen on the go, anytime and anyplace!</p>
	<p>Free Bonus 2: Secrets to Dog Training Video Program (VALUE \$97)</p> <p>There is no substitute for seeing how these amazing commands and methods work in action. You'll see exactly how you need to act and you'll see how experts handle problem behaviour issues and nip them in the bud.</p>
	<p>Free Bonus 3: Secrets to Becoming the Alpha Dog eBook (VALUE \$19.95)</p> <p>If you want your dog to listen, you need to become The Leader of the Pack. This eBook shows you how to become the "alpha dog" in your household and ensure that your dog looks up to you and obeys you at all times while giving you a stunning insight into your dog's psychology!</p>

It tells you that you can download this ebook instantly.

And on another page of the website it actually tells you specific dog problems that are addressed:

This is a comprehensive book with over 250 pages that tells you everything you need to know and do to get your dog on the path to being obedient and happy!

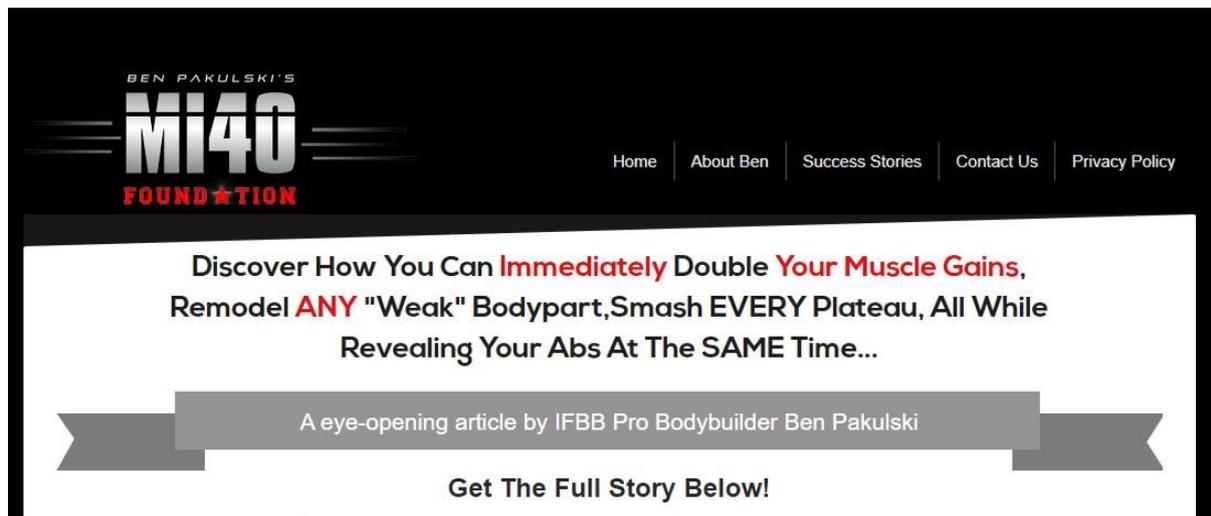
- ✓ **Understand Your Dog** and why they behave the way they do. Become a real-life dog whisperer and know intimately what your pet is thinking—and how to command him
- ✓ **Caring For Your Dog's Wellbeing** is a vital step: a happy, content and well-nourished dog wants to please its owners and is happy and settled
- ✓ **Training** shows your dog who's boss—and help them to feel happy and secure in their place with proven training methods that work and ensure your commands are obeyed every single time!

Information is power and you can never have too much of it—which is why I'm also giving you these four amazing bonuses.

So, without buying this ebook, you could very legitimately describe its contents and the problems that it can solve for dog owners.

Here is another example from a clickbank product, Ben Pakulski's MI40.

This is another product found on clickbank that teaches people bodybuilding techniques:



The image shows a screenshot of a website for "BEN PAKULSKI'S MI40 FOUNDATION". The header includes navigation links: Home, About Ben, Success Stories, Contact Us, and Privacy Policy. The main content area features a promotional message: "Discover How You Can **Immediately Double Your Muscle Gains**, Remodel **ANY** 'Weak' Bodypart, Smash EVERY Plateau, All While Revealing Your Abs At The SAME Time...". Below this is a grey ribbon graphic with the text "A eye-opening article by IFBB Pro Bodybuilder Ben Pakulski". At the bottom of the ribbon, it says "Get The Full Story Below!".

Again, without giving his secrets away, the author of this course does give you a long list of techniques that he is going to give you which will show you how to build muscle quickly.

And he spells out what he does NOT do, with a list of what he calls Dirty Little Lies that various people and industries spread when they claim they can help you build muscle.

So you can say on your sales page that this course does NOT rely on fad supplements or liquids, etc. etc.

And you can do this for every product that you plan to review, whether you will be writing a negative or positive review.

Go to the sales page, read the information, and you will have enough facts to tell your readers what the product does.

Now, in our next chapter, we're going to talk about how to drive traffic to that sales page, and some other methods of making affiliate sales.

Chapter 05 - How Will People Find Your Site?

Creating a website with your affiliate review page on it is all well and good, but how will people find your site?

There are several different ways to drive traffic to your site.

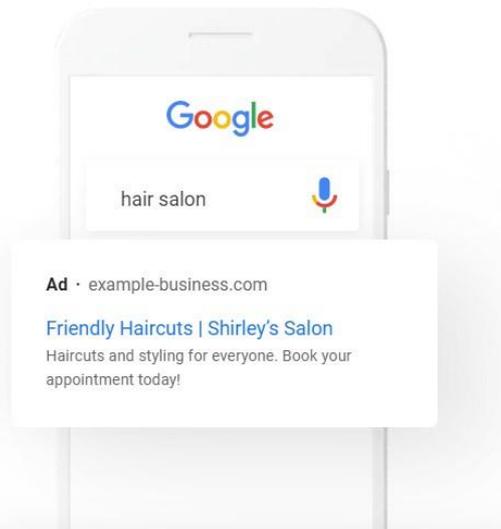
One common method is by using Google Ads:

<https://ads.google.com/>

Grow your business with Google Ads

Get in front of customers when they're searching for businesses like yours on Google Search and Maps. Only pay for results, like clicks to your website or calls to your business.

Start now



Now, the proper use of Google Ads would fill another ebook entirely, so we are just going to touch on it briefly here.

It's not extremely difficult to learn, but it does take some practice and trial and error before you get it right.

The snapshot below shows a list of sponsored links that come up when you type in the words “*dog training course*” on the google search engine.

You would find these links displayed:

Google

dog training course

About 1,590,000,000 results (0.73 seconds)

Ad · uk.pedigree.com/pedigree/training ▾
Puppy And Dog Training - Pedigree® Official Site
Get Started **Training** Your Puppy With Our Helpful Tricks And Articles. A Healthy Puppy Is A Happy Puppy. Find Out What Your Puppy Needs. Expert Advice. **Dog** Dental Care.
Puppy And Dog Training · Recall Pedigree SnackBall · Dog Nutrition · Dog Dental Care

Ad · www.learnirect.com/canine-care/level-3-diploma ▾
Canine Behaviour Course Online - 40% Off This Course Today
Level 3 Diploma in Canine Care, Behaviour & Welfare (RQF) Learnirect, Inspiring People To Realise Their Potential Through Online **Courses**. Accredited **Courses**. Deposit Only £9.99.
Help Center · About Us · Blog Center · Courses Offered · Contact Us

Ad · www.thecoursemix.co.uk/ ▾
The Course Mix - Online Animal Courses - TheCourseMix.co.uk
We Provide A Great Resource To Find An Online **Course** That Suits Your Needs. CPD Accredited **Training**. Exclusive Special Offers. Online **Training Courses**. Tutor Support.

Ad · www.dogstrust.org.uk/ ▾
Dogs Trust - Dog School - Online Dog Training Classes
At **Dog School**, we help you to understand your pooch and avoid common behavioural issues.

These are all paid advertisements.

By the way, the fact that there is a list of links is a good sign. It means that people are making money promoting dog training books.

If you type in a phrase and there are no sponsored links associated with it...that's not a good sign.

It is a pretty sure that there's no money to be made in that area.

It's rarely – VERY rarely, an undiscovered niche.

When you use Google Ads, you create an Ads campaign and are charged every time someone clicks on one of your ads.

The best way to learn about Google Ads is from the source; go to www.google.com/ads and visit their learning center.

It is worth spending a day or two going through their many Google Ads lessons, to learn how to set your campaign up correctly.

Here is one tip that will be useful to you as an affiliate: when you create a review page, do not just make it a one page website.

Google will charge you more for each keyword phrase that you bid on if they perceive that your website is low quality.

And they Google perceive one page websites as low quality.

So what you want to do is create maybe five or six other pages and link to them.

Just put the links in an unobtrusive place where they will not distract your visitors from your sales page message.

The links can lead to a page with your privacy policy, a “contact me” form, and a couple of pages with information about your products - say, weight loss or dog training or downloading itunes or whatever your site is about.

In addition to Google Ads, or instead of Google Ads, some people use other methods to promote affiliate products.

Let's touch on some them now...

Forum Marketing

Another way to promote your affiliate products is to go on to relevant forums and post helpful comments - again, not overly promotional - and include a link in your signature that leads to your web site.

Forums do not generally allow you to link directly to a merchant page.

Your “signature” is created when you are creating your profile. You do not to have a signature.

However, if you want to, you can create a link and put it in your signature, which is the line which will appear under every post of yours.

We can't emphasize enough that on a forum, if you appear at all self-promotional or 'spammy' you will be at best ignored and at worst banned.

You need to do the same thing that you do with articles - say something helpful and informative.

One word of advice - don't ask questions that contradict what your signature file says.

For instance, on internet marketing sites, don't ask for the best ways to make money online if your signature file links to a "make money online" site.

And if you are on a dog training site, don't ask questions about how to train a dog if you are promoting a dog training ebook.

This sounds like obvious advice, but people on forums do it frequently and it causes them to lose all credibility.

If you are presenting yourself as an authority, you need to sound as if you know what you are talking about.

Viral Marketing

And finally, viral marketing is an excellent way to promote your site.

To do this, you would write a short report that is relevant to the product that you are promoting.

For instance, if you are promoting a diet ebook, you could write a five page report with a title like "**Top 10 diet tips**" and give it away on diet web sites and on diet forums.

In the book would be the affiliate link to the product that you are promoting.

You could do the same with any type of product.

For a dog training ebook, you could write a report with a title like “Five ways to deal with an aggressive dog”, or “Five Biggest Dog Training Mistakes.”

For a fitness ebook you could write a report such as “Five Ab Flattening Exercises” or something similar.

You get the idea.

Conclusion

Many people have quit their jobs to become full time internet marketers as affiliates.

Reading this book was the easy part. Now you have the real challenge ahead of you – DOING IT.

If you follow the methods in this book you’ll make your first \$100 online.

The techniques and processes I’ve just explained will feel weird and alien the first time you do things.

You’ll get some things wrong and have to start again and all in all it’ll be a steep learning curve.

Stick with it and you’ll see the profits come in.

There’s more to it than that though.

If you see this method through to the end – that is until you’re actually banking the money that YOU have made online, then I promise you your life will change.

You’ll see the potential of the internet and a huge feeling of pride will swell up inside you because YOU have taken nothing but an idea – this book – and turned it into cold hard cash.

That puts you in the 5% of people who actually do something with information.

I said there were more rewards than your first \$100 though, and there are.

Once you realize for yourself that this method works (and I can tell you it does a million times but you won't really believe me until you've done it for yourself).

Then you can replicate the system as many times as you like and turn that \$100 into \$1,000 or \$100,000

You can quit your job, go full time on the internet or whatever you want.

It'll free you from someone else (i.e your employer) deciding what you're worth and put control of your own earning power firmly back in your own hands.

That's a rare thing in today's world.

I think you've realized by now that the real secret to this book isn't earning \$100 – it's about changing your life, becoming your own person and taking back control.

You do this and you'll never ever look back!

If you have any questions about anything in this ebook, as a special bonus I'm happy to answer any questions you have.

You can email me at: ben@fletcherblog.com

A handwritten signature in blue ink that reads "Benjamin Fletcher". The signature is written in a cursive, slightly slanted style.