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Introduction to Affiliate Marketing

Affiliate marketing is one of the easiest ways to make money on the internet. Beginners through to gurus are making truck loads of cash with affiliate marketing everyday.

Affiliate marketers really have it easy. They don't have to worry about product creation, customer support, or website hassles. They can just promote their affiliate links while they sit back and get paid. And more often than not, they get paid MORE than the product owner.

The hardest part about affiliate marketing is getting quality, targeted traffic to your offers. That's why I wrote this report - to share effective, no cost ways of promoting your affiliate links.

Finding a product to sell with high paying commissions - eg 60%, 70%, even 100% commissions are not uncommon these days. 100% instant commissions are my favorite. You get 100% of the sale paid to your Paypal account instantly. Can't beat that!

There are hundreds of affiliate networks, but a few of the more popular ones are Zaxaa.com, www.Clickbank.com, JVzoo.com, WarriorPlus.com. Each platform has thousands of digital products in their marketplace which affiliates can sign up for free and promote. Some offer 100% commissions, and if you're an experienced marketer, you can request instant payout.

You will need a **Paypal account** to collect commissions from most places. Getting a Paypal account is one of the first things to do when you start marketing online. Most popular affiliate programs will pay you to your Paypal account. Sign up is free at www.Paypal.com .

Without further ado, let's turn you into a power affiliate marketer!

1. The Future Is Video

Unless you've been hiding under a rock for the last decade, video marketing is taking over the web. Video is on every website and it's the preferred medium for high-earning affiliates and marketers.

One specific affiliate marketing method I want to share with you is the Youtube + Google search marketing method known as the <u>Youtube Bully method</u>. We say 'Bully' because you can beat or rank higher on Google than other videos, even ones made by big companies.

Basically, you create a video on a niche topic, and in particular, around a niche product name, and upload it to Youtube, and then add some backlinks, views and likes to get it ranked in Google and Youtube search for the keyword you selected.

The secret to Youtube Video marketing lies in choosing high search volume, and low-competition keywords.

Basically, you need to find keywords or a string of keywords (long tail keywords e.g. 'How to build a tree house on a budget') that a high number of people are searching for on search engines which have a low number of competing videos and/or pages in Google and Youtube search engine results page (SERPS).

A good rule to go by when looking at keyword strings are ones that have around 100 \sim 1000 searches a month but less than 100,000 pages in the search results on the search engines.

Lost you? Don't worry, keep reading, you'll get it.

Let's do a short example of how a good Youtube video affiliate marketing campaign would go.....

Let's say you're into "World of Warcraft" and you want to sell a product about it. So you go to www.Clickbank.com to find a product to promote about "WoW" i.e. a "World of Warcraft" guidebook. There are lots of WOW guides so it means people are buying them. (Of course, the niche and product you choose can be anything; I'm just using

this one as an example.)

Next you want to go over to Google's keyword planner tool https://ads.google.com/home/tools/keyword-planner/ and check out what people are searching for on the search engines about "World of Warcraft". Note that "World of Warcraft" is also known as "WOW" so include that in your tests too.

A quick search over at Google Keyword tool shows me that there are 550,000 searches a month for the term "World of Warcraft". Which is great, but I know without looking that there are going to be millions of pages in the search results for that search phrase.

So let's go further down the list. Remember, I want a keyword string that has around $100 \sim 1000$ searches a month and would still be a keyword a 'buyer' would search for. So I find this one: "world of warcraft hacks" which has 260 searches per month.

Then I go over to www.Google.com search page and pull up the results for the term "world of warcraft hacks" to see how many pages show up in the search results. These other pages you're your competition so the lower the better. After hitting search, I find there are 940,000 other pages listed for the term "world of warcraft hacks". Pretty good.

But let's try "wow hacks".

Over at https://ads.google.com/home/tools/keyword-planner/ again, "wow hacks" gets 390 searches a month. So lets try over at Google again... The results get 12,200,000 pages in the results. So we've got more searches per month but more competing pages.

OK, so let's go with "world of warcraft hacks" as our keyword. It is not perfect, more searches and fewer competing pages would be ideal, but for example purposes, let's roll with this one. We can sell a "World of Warcraft" guide to viewers of the video, so we have a fit there.

Now, the next part is to make a video revealing a few 'WOW hacks' and upload it to Youtube and **use the keywords "world of warcraft hacks" in the Video title** and in the description of the video. Then, get some backlinks, mainly social signals which

you can get gigs for on Fiverr.com .

Be careful you don't overuse the keywords (keyword spamming) in the description and in the anchor text of your backlinks. This will hurt your search engine ranking.

So where does your affiliate link go? In the description under the video! Once you've got your affiliate link from Clickbank or wherever, it's a good idea to cloak it using Google's link shortener https://goo.gl/ or another, such as Tinyurl.com

This method is revealed in more detail in the step-by-step guide (with Videos) called Youtube Bully 2.0. <u>Click here to see how to earn \$3000/mth with simple Youtube videos</u> and this style of affiliate marketing.

I recommend you grab the videos so you can download them and watch them on your computer at your leisure. They show you step by step, exactly how to create simple videos that rank high in google and make you affiliate commissions.

Now, before you skip this section thinking "I can't make videos", think again. It's not as hard as it seems. Start with an idea (even basic ideas are often the best) and you'll be making short promotional videos you can upload in no time. Just remember, you don't need to be Steven Spielberg.

A few tools that make video creation easy

<u>Animoto</u> is an easy, fill-in-the-blanks system for creating cool, slideshow-type videos automatically.

You simply upload video clips, photos, add in some text and Animoto will spin your content and put it into a neat little video you can then share on Youtube, facebook etc.

If you want more unique videos, then you'll need a video editing software. Windows PC systems almost always come with **Windows Movie Maker** already installed as standard. This is a good start but there is a plethora of movie making software out there for free and for purchase. Most paid ones have a free trial so try a few until you like one.

There are other tools you'll need depending on the types of video you want to make. Here are a few ideas of types of videos you can make and the other tools you'll need.

Screen capture clip – You can use screen capture software and give a walkthrough of the website you're promoting. You can demonstrate how to use software or a certain feature. Tools needed: <u>Screen capture software such as Snagit</u> (or a free alternative http://www.ezvid.com/) and a mic.

If you're really lazy, there is always Fiverr.com where you can pay people to create short videos for you for \$5. Check out Fiverr.com and just search for "video" and you'll find one you're looking for in the thousands of listings.

So you're all revved up about making your videos, but how is it going to get you traffic to your affiliate links? i.e. MAKE MONEY!

Like we talked about in the very beginning, making sure you're targeting keywords that are low-competition and high search volume for money/buyer keywords, is the most important part.

The <u>Youtube Bully 2.0 course</u> explains and runs you through step-by-step how to find the lucrative keywords and create the videos, so I highly recommend you check out the Youtube Bully course.

Here are a few extra points of advice for creating videos. This is of course, AFTER you know what keywords to target and what website or link you're going to promote.

First, when you make a video, you want your URL to appear on the screen.

- 1. You can do this by adding a watermark that's constantly displayed. Most good software lets you add this.
- 2. Have an intro and outro shot of just text showing your website URL/affiliate link with a subtle call to action.
- 3. Hold up a piece of card, paper or whiteboard, anything that you have written your URL on. This is the cheap and nasty way to do it, but it still works.
- 4. Say the name of your website or affiliate link in the video.

All of these can be done with fiverr gigs, so if you're too busy, get over to fiverr.

Next, when you upload your videos to Youtube and go to type the description, you want to type your URL (affiliate link or website url) at the very beginning of your description and **you must include the http://** to make the link clickable.

Viewers will see it and if they want to find out more, they'll click and voila! They're clicking and jumping over to your site/affiliate offer!

The tools you need for Youtube VIDEO MARKETING:

https://ads.google.com/home/tools/keyword-planner/

http://google.com

http://Youtube.com

http://fiverr.com

Animoto to make 'commercial' type videos

Snagit (screen capture software)

http://www.ezvid.com/ (free screen capture software)

http://Fiverr.com

Youtube Bully 2.0 course

2. Blogging

Blogs are a marketer's best friend. They're relatively easy to set up and use, flexible, great promotion tools and Google and real visitors love them. There are a heap of other benefits but just know that you need one if you want to increase your chances of making affiliate sales.

For those out there reading this that don't know what a blog is, a blog is web space for you to share your expertise, to brand you and sell your products. You keep a log of anything you want and it will site there in cyber space. Hence the name, blog (short for "web log").

Free Blogs

These days, just about everyone has a blog. So, if you have been hiding under that rock again and don't have yourself a blog yet, you had better get moving over to www.wordpress.com or www.blogger.com and get yourself a free blog. Some people will tell you that Wordpress is the best, but for a free blog, both WP and Blogger offer awesome free blogging platforms.

A Blog on your Website

You'll eventually want to have a blog on your own domain & hosting and setting up a Wordpress blog is the best blogging software platform for the job. It is the most popular among internet marketers and there are just so many (free) plugins and themes for it.

To make your life easier when setting up your blog, <u>watch these free Wordpress videos</u> <u>for newbies</u> and follow along. You'll have a money-making wordpress site up in no time.

If you want to tackle it yourself, get a domain name from http://namecheap.com, hosting from Hostgator.com and then install Wordpress through Cpanel. There are guys on fiverr who will do this for you for \$5. (but you still need your own domain/hosting)

If you're new to the internet and want to learn how to get your own Wordpress blog up on your own website and learn how to get other websites like a squeeze page and sales page, but don't know how, you can follow the step by step instructions inside **Newbie Start Up Guide**.

But before you throw up any old blog, think carefully about your purpose for it.

Is it to promote you? Is it to promote a particular product? Is it to offer information on one particular niche topic? Is it going to be a news blog? A review blog?

Choose your purpose first, then go and create a blog. This is not a chicken and egg conspiracy theory. The idea comes first, then the blog. The worst thing you can do is have a non-focused blog and spew up content in between all sorts of ads and banners and flashing lights. Visitors will be out of there faster than Oprah on a leg of ham.

"If you try to hit everyone, you'll end up hitting no-one." Get my picture? Good.

So, you've got your tightly targeted blog.....now what? This is where the fun begins!

Once you have chosen you blog's theme, the first thing you want is good relevant content for your blog. Remember those videos you made and uploaded to Youtube? Post them on your blog.

After that, you probably have a bunch of PLR articles on your computers too. PLR articles are a good starting point as **you should re-write them** as best you can before posting them. The search engines will reward you for unique content.

If you still need more content for your blog, remember that Video marketing is hot, so there are millions of videos you can take off Youtube and embed on your site.

Monetizing Your Blog

Blogs are advertising machines. It's super easy to put your affiliate links throughout the content, in sidebars and in banners etc..

Insert your affiliate links by hyper-linking some <u>powerful trigger words</u> as your anchor

text. As the visitor reads and like what he/she is reading, they will naturally click on your links to recommended products/offers, etc.

Don't know how to make a hyperlink with anchor text? You will use this little piece of code over and over so remember it.

ANCHOR TEXT

The place where it says *ANCHOR TEXT* is what you replace with keywords of your choice so the words will become a clickable link.

You probably don't need to worry too much about this HTML as with the Blogger and Wordpress blogs, you can easily insert hyperlinks by highlighting the keywords you want and clicking the hyperlink button and inserting your url.

You may also want to add banner ads to your blog. Banner ads are nothing more than hyperlinked images. This means you can actually make any image a link so when your visitor clicks on the image, they are forwarded automatically to the page that image links to *Hint-hint: your affiliate offer!*

Many products offered by major affiliate program companies such as Clickbank and Commission Junction will have banners you can use to place around the internet, such as on your blog. They often have the HTML code there as well so you just need to copy and paste into the blog's HTML source code.

Here's a banner made for affiliates promoting **Turnkey Cash Kits**.



I have this banner ad on a number of my websites hyperlinked to the Turnkey Cash Kits website sign up page with my affiliate link. Wherever possible, use an image hyperlinked with your affiliate link. It can be a banner ad or even the ebook cover of the product you're promoting.

Another awesome tip is to **have some hyperlinked text** under the banner ad too. Words help to relay your message more clearly than just a picture. Let's use the above banner as an example.



<u>Download Your Free Turnkey Multi-Profit Stream Kits Today!</u>

See how writing a brief message under your banner ad makes more of an impact to your advert? You will experience a higher click through rate by using this method.

If you don't know how to access or modify the HTML source code, it is better you leave it as is or you run risk of screwing up the look of your blog. If you insist on playing around with the HTML, save the original code so you can always go back to it in case you do screw it :)

It's helpful to remember the code for inserting images and making them hyperlinks because you'll use it a lot in your affiliate promotions around the web. I'll put the code below.

How to Hyperlink to an Image

The above is the HTML code for a hyperlinked image. The blue is your affiliate link, and the red is the url of the image. The image must be uploaded to a website and be live online somewhere. The image URL path goes where your anchor text would normally go if you were making a text hyperlink. Remember this code because you will use it for more affiliate marketing techniques I'll tell you about later in this report.

The best place to add your banners is above the fold. That is, the very top first part of your blog your visitor will see when they come to your site. The top fold is your "money space"! More people will see the top fold than any other space on your page.

You can also add your banners to your blog's sidebar, but the higher up on the sidebar

the better for click-throughs.

So you have your blog, good content, and your affiliate links throughout the

content and banner ads selling your recommendations. All you need now is traffic!

Getting Traffic To Your Blog

Remember Youtube Bully marketing? This methods will work perfectly for you to get

traffic to your blog, as well as to your affiliate links. Actually, it's usually better to send

traffic to your site before an affiliate link. You get branding and opportunity to collect

the lead's email. You can send the people to a review or article on your site and then

they can click on a banner or link or join your email list.

Update your blog with fresh content regularly and share it on Social

networking sites.

Everyone knows social network sites like Facebook, Twitter, LinkedIn, G+, etc... are

easy free traffic geysers. After updating your blog with new content, head over to your

social networks and share it as much as possible.

Submitting by hand is pretty time consuming so you may want to automate your blog

content syndication with a tool like the Post Socializer Plugin.

Another way to promote your blog is to join and submit your blog to blogging

communities like https://www.bloggingfusion.com/ and https://www.ontoplist.com/

Posting good articles on your blog, sharing them and joining blog communities are

just some ways to get free traffic to your blog.

The tools you need for Blogging:

http://www.wordpress.com

http://www.blogger.com

http://newbiestartupquide.com (guide on how to set up your first website/blog)

Post Socializer Plugin

3. List Building & Email Marketing

As you might already know, email marketing is a very powerful way to promote your affiliate offers. Email goes way back and is still the best way to market online, even though Social media is becoming more popular. Email still trumps Social for selling!

So where to start? How to get a hold of an email list to send emails to?

Time out: Here is where I'm going to blatantly pitch **Rocket List Building**, which is a course giving you the training and all the resources you need to start building a list.

The best tips I can give you when building a lead capture page is to make it simple and to the point. The whole goal is to get the persons email address, and to do that, you can offer an irresistible free product, such an ebook, a video or email course.

Check the free membership on offer at <u>Turnkeycashkits.com</u> where you can download done-for-you lead capture pages and reports you can offer to build your list. Using ready-made kits like that is a real short cut to get started building a list.

Once you've got your lead capture page, it's time to get traffic (use the methods I've already talked about earlier) to get traffic to your lead capture pages which will give you subscribers. Then you can send them emails and sell stuff!

Here's an Email Marketing Tip: Cloak Your Ugly Long Affiliate Links!

Before I get started about writing or sending emails, it is extremely important that you do something with your long and ugly "raw" affiliate links. Those links look ugly in emails and it makes the link look so obvious it's an affiliate link, resulting in **poor click-through rates**.

Long affiliate links can also be broken when wrapped in the email body leaving the reader with a broken link and no commission for you. Raw affiliate links can be hijacked too, which will make you lose out on commissions. You don't want any of these things getting in the way of your readers clicking on your link.

The best is to use a tracking service that is linked to your own domain.

The next best thing is to put the link in HTML of your email body. Either high-light text and hyperlink it, create an HTML button or hyperlink an image.

DON'T USE free online url shortening services such as http://tinyurl.com or any other link shortener. Your emails will end up getting flagged by the Spam filters and as a result, end up in the spam folder or not delivered to your prospects at all.

If you use Wordpress, you can use a free plugin like Pretty Links to cloak your links and that will be safe to use in email.

Writing The Subject Line

The first thing with writing promo emails is the **subject line**. Basically, your success rides on the effectiveness of your subject line.

The first step is to get the reader to open the email, and that's done with an electrifying subject line. This is crucial to a successful email campaign. If you can grab your prospect's attention by the "you-know-what" and get them to open your email, you've **got your foot in the door**.

It has to strike them like nothing else...literally. Your subject line has to be better than the other's in your prospects inbox for that day, so a lot depends on it.

Tests has shown that subject lines with the prospect's **first name** in it have an open rate more than 3 times of those without. People are people. They have a name, so use it. Using their first name is a must to build at least that marginal amount of trust and not look like a complete spammer.

LOOK HERE!! ! DON'T USE ALL CAPS AND HEAPS OF WEIRD '/&\$#"#\$%&')(%\$ SYMBOLS IN YOUR SUBJECT LINE!

You didn't miss that message but if an email turned up in my inbox with that in the subject line, that email would be eating SPAM box dirt quick smart.

The best way it to tell your offer in your subject line the way it is. Don't try to trick people. We aren't dumb....right? After you have your friendly personal subject line in

place, it's time to write your email body.

Writing The Email Body

What makes a good promo email? Again, you should use the prospects first name in the greeting, then start to introduce your offer.

List out benefits! One golden rule of direct marketing is to know that your prospects only listen to one radio station, **W.I.I.F.M.**.

No, it's not really a radio station, its <u>an acronym for "What's in it for me?".</u> All the reader is interested in is how it will help me (him or her). That means you need to list benefits, benefits, benefits and more benefits in your email.

You should end the email with a strong call to action. Eg. "Go and download this XYZ product now and see an increase of ABC immediately!" and add your affiliate link underneath.

Writing compelling email copy is an art. It takes practice and good email copy will help your affiliate marketing efforts many times over poor email junky copy. Why?

Because, email marketing boils down to pre-selling your prospect. That's the whole game right there. You need to convince the prospect to start thinking to buy with your email copy BEFORE they get to the sales page. Just keep that in mind the next time you go to write.

PS. Oh yeah, don't forget the PS at the end. You can sum up the benefits and write a brief call to action here with your affiliate link close by once again.

But all this is no good if you don't have an email list to start with!

You've probably heard a million times "the money is in the list". It's true, list owners can pretty much make money on tap when they mail out an offer to their list.

Remember, you can get a complete crash course in list building when you grab a copy of Rocket List Building, or if you want to get started for free, then the done-for-you

template and reports at Turnkeycashkits.com is where I highly recommend you start.

There is a way, though, for you to "borrow a list" if you haven't built one yet!

What I'm talking about here is purchasing email advertising. You may have heard about "solo ads", but the original, and still very effective method is "ezine advertising".

Google it now you'll see there are a ton of ezine ad services you can purchase ad spots from. Some of the ezines have thousands of readers, and in several niches.

They can cost anywhere from \$20- \$2500 per email ad - so there are ones to suit anyone's budget.

Here are some simple and effective email advertising services: (you only need a couple of these memberships to start)

Top Surfer - Known for their solo ads, but they offer several effective advertising options.

Fast List Mailer – An easy to use Safelist mailer with lots of biz opp traffic.

Herclulist – A very affordable solo ad email advertiser for Bizz Opp traffic.

Safelists and viral mailers are great for beginners but they only work for the 'make Money online' niche, and I recommend you spend as little time as possible with them. Upgrade as much as you can to set your advertising on autopilot. Use the rest of your time our time to get really targeted visitors through SEO, Youtube and social, over safelist marketing.

Resources to help you build a list

Rocket List Building (complete list building video course)

Turnkeycashkits.com (free list building kits)

<u>Top Surfer</u> (for advertising)

<u>Fast List Mailer</u> (for advertising)

Herclulist (for advertising)

4. Online Forums

Forum marketing is an oldie but still a goodie. Online forums are a place where you can meet others with similar interests and share your expertise on the subject. Building trust and gaining social status helps people will trust you and your recommendations.

Nearly every niche you can think of has an online forum full of people with the same interest. If there is a niche without an online forum, jump on it! You could be the first one on it and take all the glory (and dollars).

All jokes aside, forum marketing takes finesse. You can't just jump on any forum and scream "BUY MY EBOOK" or you'll have a very short stay there.

Forums are filled with loyal members who know when spammers have hit the place. Best thing is to start out as a regular person/member and start meeting other members and contribute useful info to threads.

Forums allow you to have a "signature" with your URL in it. This is a small section that appears at the bottom of every post you make on the site. In your signature you can have a message with your affiliate links and or banners with it. This is a way to advertise your affiliate recommendations without actually "hard selling".

Often a forum will be run on PHPBB forum software. To add your signature, you need to know a little **phpBB code**. It's similar to HTML, but here is some sample BB code.

[url=http://someaffiliatelink.com?=IDsomenumbers123]YOUR MESSAGE[/url]

That's for a text link, to add an image and make it clickable, use this code below.

[url=http://someaffiliatelink.com?=IDsomenuimbers123][img=http://affiliatesite.co m/images/banner.jpg][/url]

Some popular forums for Internet marketers are www.warriorforum.com and http://forums.digitalpoint.com. A new one is JVfocus.com which is dedicated to building your JV and business network.

NOTE: Some forums won't allow a direct affiliate link, but why not direct them to your article or blog or Youtube Video?

The most important part about using forums/social websites is to stay active. Of course you also need to be helpful to show your expertise and friendly too. People will then know you are the real deal when you are a frequent contributor and want to know more about you and go snooping around your websites/blogs/affiliate links!

Tools needed for Online Forum and Social Website Marketing:

http://google.com (to search for related forums in your niche)

htttp://warriorforum.com

http://forums.digitalpoint.com

5. Social Networking

The final method I want to talk about is social networking.

There are three social sites for businesses which I highly recommend.

- 1. Facebook
- 2. Twitter
- 3. Linkedin

Facebook

I assume you have a Facebook account. Facebook has over a billion users so this is the place where your customers are going to be.

Should I use my personal account (main profile) or a Page for marketing?

Unless you're life is all about your business and you don't mind sharing all your business online with friends and family, you should be using a Facebook page to market your business.

Create a page for your business below:

https://www.facebook.com/pages/create

It's best to get a professional look for your page. Get a nice header image and profile pic. If it's YOUR face that you're marketing, then use pictures of you. If it's your logo or business name, use that.

Start posting - and keep posting on a regular basis - articles, videos and links to recommended pages (could be promotions too) to keep engagement up.

I recommend getting the Facebook widget and adding it to your websites. https://developers.facebook.com/docs/plugins/page-plugin

To get more Followers and Likes, start putting your Facebook page URL in the bottom

of your emails and in the PDFs you sell and give away. Cross promote your Facebook

link on your LinkedIn page, Twitter page and vise versa.

Twitter

Create an account here if you haven't got one already. https://twitter.com/

With Twitter, there is only one page or timeline you can use per account, unlike

Facebook where you can create a page. With Twitter, if you use it for business, all of

your followers will see it. So I recommend using Twitter for business and keep

Facebook (profile, not page) for personal stuff.

Again, you have the option to upload header and profile pictures. I recommend you

use the same ones on all your social networking sites to create familiarity and

branding for your business.

With twitter, you can only write 140 characters per Tweet, so it's nice and easy to grite

a quick blurb or post a famous quote or post a link.

Remember you want to build a following, so post a balance of cool stuff where you

aren't selling along with promos and recommendations.

LinkedIn

Create your account here. https://www.linkedin.com/

This is the social networking site for business professionals. Treat this site as your

business card. You can list your websites, your expertise and work history. You can

connect with others in your market, and also use it as a great place to attract

customers and clients.

Tips for Social marketing

Remember, with all social networking sites, you need to keep a balance of sharing cool,

helpful and relevant non-sales content along with your promos and recommendations.

Social marketing is very personal and your followers don't want to see an ad every day with a hypey call to action. Be human and connect on a social level.

Tools needed for Free Social Marketing:

https://www.facebook.com/pages/create

https://developers.facebook.com/docs/plugins/page-plugin

https://twitter.com/

https://www.linkedin.com/

Conclusion

Well done. You made it to the end. There you have it. The best 6 ways to promote your affiliate links for free and without a website. I know I shared a lot of information and most of it probably went over your head, but **save this report in a safe place** and refer to it as often as you need.

Try as much as you can to implement the ideas and methods I share in this report and you'll see good results with your affiliate marketing for a long time to come.

Thanks for reading and don't forget you can make money with this report by rebranding it with your affiliate links!

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