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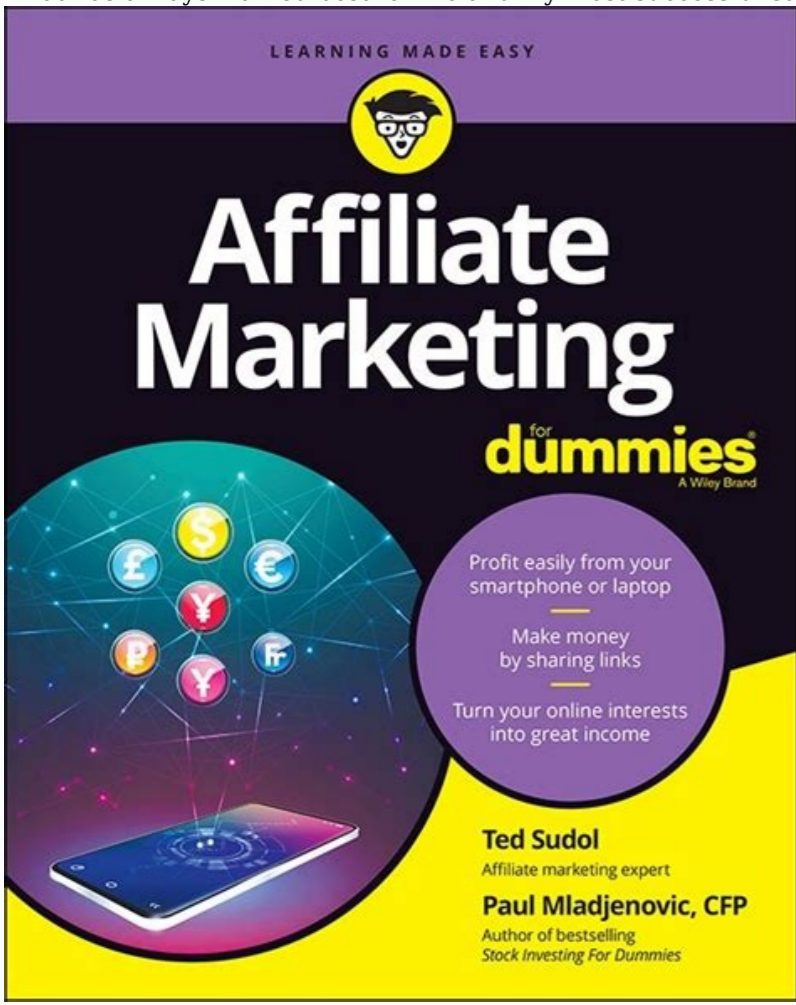
Affiliate marketing for dummies pdf free download

What is affiliate marketing for beginners. Is affiliate marketing easy to learn. How to start affiliate marketing pdf. What is affiliate marketing pdf.

1. Find An Affiliate Marketing Niche Understanding this part is crucial if you want to make money as an affiliate marketer on the internet. If you blow off this section don't be surprised if your business goes belly up! So how to find a profitable affiliate marketing niche? Your Niche Must Be Evergreen Let's be honest, you don't want to have recurring affiliate commission landing straight in your bank account for the next 2 years... you want them for the rest of your life! The most common mistake I see everyday is newbies going into the wrong niche. Niches that won't even be around for more than a couple of years. And sure you could catch a trend, have to restart, catch another trend, then have to restart again... but who wants to play that exhausting game? Just think about all the people who used to sell fidget spinners. Sure, it was great for a couple of months. But once the trend died down, everyone selling fidgets had no way to clear their inventory and had to take a big loss. It's the same thing in affiliate marketing. Pick a niche that's not going anywhere for the next 10-20 years... For example, my favorite niche is a digital marketing niche. Why? The internet's not going anywhere, and neither is digital marketing. This is why the main product I promote is a digital marketing platform called Builderrall. I'm positioned in a niche that will never end. Your Niche Must Be High Demand This may go hand and hand with picking an evergreen niche, because if it's going to be around forever, then chances are it's in high demand. And if you're thinking... but aren't niches with higher demand more competitive, well you're right! Competition isn't always bad though. Competition means there's a LOT of money to be made. And if you come into a niche with a solid strategy & a game plan, you can also be a big player in that niche. But before I show you that, let's go a bit deeper and talk about how to choose the RIGHT product to promote that will pay you big. 2. Find A Profitable Affiliate Marketing Product Focus on One Core Product I know some affiliates who promote dozens, even hundreds of different products all to the same niche... And, it doesn't work too well. Sure now they can say they have 'multiple streams of income' and feel better about themselves. But, that doesn't get you to your goal faster! Plus, imagine having to manage hundreds of different payouts from all these companies, then trying to organize that in your taxes. This is why throughout the past 3 years as a full-time affiliate, I've mainly promoted just 1 CORE product throughout my career. The result? I became one of the best affiliates of the company in 1 year. Recurring Commissions So many times in the past everything is going smoothly... Enjoying my day... Then BAM. "Your Facebook ad account has been disabled" All of sudden I have zero income coming in because I was promoting one-off products on Clickbank... But now, it wouldn't be a problem because 80% of my income comes from recurring commissions that come in every month. I could not work for the next 3 months & still make the same amount because I already have hundreds of customers paying Builderrall monthly under me. This gives me the peace of mind I always wanted in life.



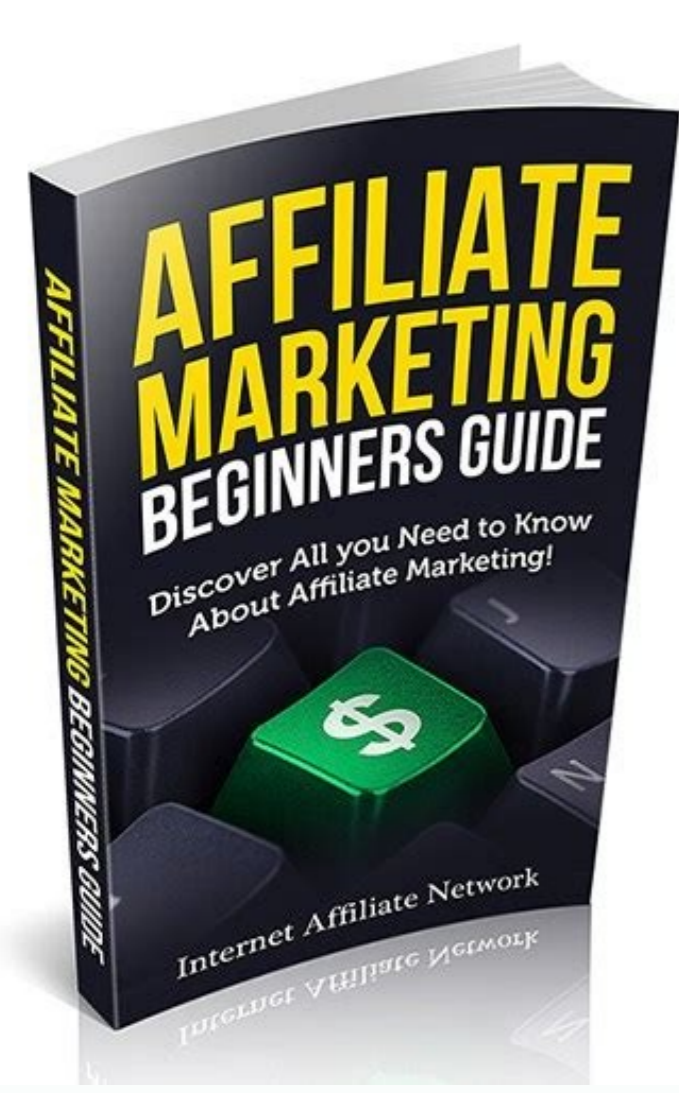
So, when it comes to choosing your product make sure you can keep making money from the customers rather than just making a sale once and they are gone forever. If your niche has no recurring affiliate programs then try to add on another 1-3 products that you can sell in the back-end of your funnel. If you want to promote the same product I promote that gives you monthly recurring commissions, click the link below to get instant access to my Top Affiliate Training. Irresistible Offer Did you know people see 500 ads per day on average? This means people are constantly being pitched offers left & right. What does this mean for you? People are more skeptical than ever... This means you need the most amount of LEVERAGE you can possibly get. The easiest way to do that is by promoting a solid company with an irresistible product. In other words, something so good they just can't pass it up! You can find many affiliate products on Clickbank, JVZoo, or WarriorPlus. However, most of those products won't even be longer than 2 years. This is another reason why I went all-in with the Builderrall affiliate program. For example, Builderrall is the most complete digital marketing platform that exists today. Starting at just \$19.90 per month, not only is the product one of the best available, but the price is irresistible. Which makes it that much easier to promote. Above all else, no matter what you want to promote, just make sure it's a solid product in an everlasting niche that you believe will be around in the next 5-10 years. Read more about why I choose Builderrall Affiliate Program in my in-depth review. 3. Develop The Right Strategy If you fail to plan, you plan to fail. I know, cheesy saying but it's true! So many affiliates nowadays will just listen to anyone on the internet without making their own game plan for their niche. And, the slowest way to a full-time income online is by switching constantly switching your strategy & game plan. As you know there are many different approaches you can take to make money with affiliate marketing. So let me save you time and show you what has always worked best for me and my most successful students. Lead Collection Ever started promoting a new product and you wish you could just start making sales right away without building some sales funnel? If so, you're dreaming.



Or even worse, you've been sold that fake dream by someone else. You have 2 main jobs as an affiliate.



This is the first one: Collect leads! I don't care what anyone says if you're looking to never stress about bills again. The money is in the list. Especially as an affiliate, your email list is your asset. When you have thousands of people on a list that actually trust you, they will buy the products you recommend forever. And from my experience, the more leads I collect the more money I make! Educate Your Audience Maybe you have leads but they're not buying from you or taking your recommendations? It's kind of like dating... After the first date, people typically don't go straight to the bedroom. It takes some time. You need to trust each other first. In the online world, it's the same thing. Even though you collect a lead, it doesn't mean it's a done deal. It just means they're interested in your offer. Just like dating, you must prove you're a real person they can trust. How do you do that? Give them content, educate them on their problems, give an awesome lead magnet, and prove you're the one that can solve their problem. Then make your offer. Once you have a predictable way to collect leads and enhance those leads life, your sales & life will change forever. 4. Create a High-Converting Sales Funnel The Opt-in Page In order to start collecting leads, you need an automated process to allow you to do that. This is where your affiliate funnel comes into place. And the opt-in page is how they enter your funnel. Let's go over the basics. You never just give your email to someone for the fun of it, right? This is why you must give away a 'lead magnet' something you give away for free in exchange for their name and email. Whether it's a webinar, free checklist, pdf, ebook, video series, course, etc. A free piece of value that your niche can't afford to miss out on! That's what makes a good lead magnet. Once you create your lead magnet (or hire someone to make it) it's now time to put it on your opt-in page so you have a way an automated way of capturing leads. Here's an example of a great opt-in page: To create a high converting opt-in page like the examples above, you will need some type of funnel builder. Unfortunately, most funnel builders like ClickFunnels are either too confusing to use or too expensive ranging to as high as \$297/month. This is why I switched from using ClickFunnels to Builderrall a couple of years ago. It's a fraction of the price and they give you twice the amount of tools for no extra charge. The Bridge Page Immediately after someone gives you their email on your opt-in page, they will get sent straight to what you call a bridge page. The goal of this bridge page is in the name itself. It acts as a bridge to the product you are recommending as an affiliate. Meaning, this is where you want to make a short video to introduce yourself, tell them why you're here, and lastly how the product is going to help them. That's it! Under that video you want to leave a button with your affiliate link inside. But what if you really can't or don't want to make a video? If you haven't noticed, my goal is to be as transparent as possible in this free guide. Will having a video make it convert higher? Yes. Can you still do affiliate marketing if you don't have a video? Absolutely. You just need to have a little bit of a different game plan/strategy. Everyone has their own strategy as I said before. For example, instead of taking your new leads to a bridge video, you can send them straight to a thank you page. The Thank You Page Where you are delivering the lead magnet that they just opted in for. The difference is, there's no recommendation to buy a product. Usually looks something like this: With this strategy, even though you won't be making any money right of the back. You still gave your lead great value! The BIG money will come shortly after this. Because remember, every sale STARTS with a lead. 5. Build an Email List According to the marketing rule of 7, it takes an average of 7 times for people to see something before they even consider taking an action. That means you need to constantly show people that your product can help them with their problems. That the product is the guide for their belly fat, for their marketing tools, for their organic diets, whatever the niche may be. The point is, the money is in the follow-up. What are you supposed to write in your email follow up to get people to buy off your link? That will always depend on the product you're promoting. What problem is it solving? That's what you want to talk about in your follow up. Follow Up Email Strategy Here's my follow up email sequence I follow for nearly all of my most successful email campaigns: Email 1: Lead magnet deliver + why you're here, what can they expect. Email 2: State the problem they have & why it's a big deal Email 3: Give empathy to the problem with your own story + soft recommendation. Email 4: Introduce the solution (the affiliate product), how it helped you & can help them too. Email 5: Why you picked that solution... (why you picked coke over Pepsi or Builderrall over Clickfunnels... they need to know why this solution is the best over everything else, before buying) Email 6: Proof your solution is the best! (customer testimonials or results the product has brought you) Email 7: Overcome objections (these are questions the lead might have before buying). Email 8: What you get + introduce your free bonuses! Email 9: Reasons to act now! (scarcity, let them know your bonus offer is closing soon) Email 10: Last call, the offer is closing forever (Don't be afraid of give scarcity in your offer, people need a reason to act now!) What To Do After The Follow Up? Okay... so you did you follow up, you made some offers, you solved their problem, now what? At this point, this is where most affiliates will never speak to people again... But in reality this is where the real money is! As I said before, your email list has the ability to generate your monthly income for the rest of your life. In order to do that you need to consistently email your list (preferably every day) Will some people not want to hear from you every day and unsubscribe? Yes, and you should let them! You only want people on your list that WANT to hear from you every day and like your daily content/recommendations. This way when you do go to make an offer, people get excited rather than mad. And most importantly, your conversions and sales will skyrocket to numbers you have never thought possible. You may ask: "what the heck do I send these people every day without getting repetitive or annoying?" Good question. Every niche is a little bit different. For example, the way I sell Builderrall is by following a simple pattern. Rotate these types of emails in no particular throughout the week: 1. Recommending content for them to watch This doesn't even have to be your own content. If it's around the niche and it's of great value, share it with them! That's your job as an affiliate right? 2. Content with recommended product This type of email is similar to the autoresponder emails shown in the last section. You typically want to give some content on a problem that your list is facing. Share a story on how you or a friend overcame it, give some tips to solve that problem, then at the very end of the email... recommend a better solution. 3. Give an offer to them they can't pass up No content here, be more direct. Layout your offer and clearly explain the benefits of the product you're recommending. To boost your sales, even more, take advantage of offering free bonuses if they buy on that day only. Combine that with the product you're promoting and you should have an offer they just can't afford to miss out on! Remember your broadcast list is an ongoing sequence that essentially goes on forever. Once you build up an engaged email list of around 500 - 1,000 people that open your emails and listen to your recommendations, is when everything will change for you. Related Article: Email Affiliate Marketing 101 | The Ultimate Guide [2022] 6. Offer Affiliate Bonuses There are 2 crucial reasons why you must use bonuses if you want better results as an affiliate marketer: 1. Bonuses are your unique selling proposition. Every successful business must have something that separates itself from the rest of the competition. Whether it's Netflix sweeping Blockbuster because they re-invented the way people rent and watch movies. Or, Amazon sweeping all the retail stores out of business because they gave people a faster & easier way to buy products... The reason they succeeded is that their product gave MORE value. Luckily with affiliate marketing, you don't have to reinvent the wheel since you are just promoting it, but, you do need a way to separate yourself from the rest of the other affiliates out there. 2. Bonuses are the best way to drive scarcity to your offers. Ever heard the saying, FOMO? "the fear of missing out" Everyone has it. People don't like to miss out on stuff! For example: Let's say a guy named Jim sees a marketing software that he really likes but he's just not 100% certain if he wants to spend the money yet... Chances are he will just throw off buying it until there's a real reason to act now, right? Let's say the next day the same company sends Jim another email offering 50% OFF on the marketing software BUT the deal is ending within the next 72 hours... Jim will most likely pull his credit card out and be glad to give his hard-earned money in exchange for that deal. All because he didn't want to miss out! This is why having scarcity is crucial when you go to make an offer. The only problem with affiliate marketing is that you don't have the ability to discount the products you're promoting. So what can you do? Offer bonuses for a limited amount of time! This way instead of 'discounting' your offer, you're just adding more value to it. Which makes people buy even more. This is why having bonuses are crucial if you want faster results in affiliate marketing. How To Make Bonuses That Actually Sell? By now, you should know the importance of adding some high-quality bonuses to your offer. The question is how do you make them? And more importantly, how do you make bonuses that actually sell? Don't overcomplicate it. To give you some ideas of the bonuses I offer when promoting a digital marketing platform like Builderrall: Done for you funnels, Email swipes, Free training, PDF cheat sheets / ebook It will always depend on your niche... If you do have a good niche picked out already, the bonuses ideas I gave above will work great for practically any product out there. Now let's take a look at the best ways to get traffic for affiliate marketing. 7. Get Traffic For Affiliate Marketing Traffic is one of the most important jobs as an affiliate. You can have the best converting funnel, the best emails, and the best marketing strategy, but if you don't have a consistent flow of people (traffic) coming into your funnel... you won't have a business. There are dozens of ways to get traffic online nowadays, but I think the most important thing to follow no matter what is a focus. Instead of being on 3-5 different platforms at once, I like to just focus on 1 platform to get traffic. This way I can absolutely dominate that platform and know everything about it. This brings me to the 1 and 1 strategy I follow: Free Affiliate Traffic Sources Having 1 free way to bring new people to your funnel: Youtube videos/SEO Facebook Group/Instagram page/Blogging/SEO Facebook Profile Paid Affiliate Traffic Sources And having 1 paid way of bringing new people to your funnel: Youtube Ads/Facebook Ads/Instagram Ads/Google Ads So, if you're making YouTube videos as your free traffic source then use Youtube ads for your paid traffic... Or, if you're starting a Facebook group as your free traffic source then use Facebook ads for your paid traffic... See the pattern? You want to learn more about how to drive traffic to your website then you should check out the in-depth guide and discover the best strategies to generate more website traffic to your affiliate marketing business. Do I Need Website For Affiliate Marketing? Do you really need a website to do affiliate marketing? This seems to be quite the question in our line of work, and to be honest... I didn't realize how many people are quite comfortable with affiliate marketing without an actual website. There is absolutely no right or wrong answer, but oftentimes affiliate marketers don't have websites because quite frankly, it scares them. There might be a knowledge gap that leads to uncertainty on how to create one. You'll be surprised at how many people choose against a website because they fear the cost might be too high to create one, or they don't know code. Well, the truth is, websites can be quite pricey. So just like you and I, instead of exploring alternative options or learning how to use simple platforms like Builderrall, they stick to what they know. This means, affiliates stick to using their affiliate links and share them on their social media accounts. These successful affiliates tend to think... "Why fix what ain't broke?". The bottom line is they're right. If it works for you or for them, why fix it? A website helps communicate your success. It's a professional way of conveying trust and loyalty. Having a website comes with other perks that will help elevate your business and extend your reach. Take a moment to examine this amazing world of talented affiliates and help partner them up with a website that can help elevate their game. See how to create an affiliate marketing website from scratch. I hope you can take this guide and all these seven proven steps we talked about today to start a profitable affiliate marketing business in 2022 faster than you ever thought possible. This may just be exactly what you need to start or restart your affiliate business that actually makes a profit. Download your affiliate marketing PDF for beginners version. Download the affiliate marketing for beginners PDF and see the 7-step checklist I've used to become one of the top affiliates for a massive software company to help you start (or re-start) a successful affiliate marketing business in 2022 Here's a short "affiliate marketing for dummies pdf" manual covering some of the main things you need to know before you starting out. Download this guide in pdf format here. When I started out as an affiliate, I thought, I'd be super rich very quickly. I rushed into building websites and joining affiliate programs. But an investment in my education sales made by their affiliates. One of the first places I found digital products was Clickbank. Clickbank has hundreds of digital products which can suit almost any niche you can think of. See Clickbank Secrets Pdf. Then there are products with offer recurring commissions. Recurring commission affiliate programs tend to be things like memberships or software products. With a recurring commission, you can sell an item once, and benefit from commissions for years, even decades. High ticket products are another thing to consider as an affiliate. With a high ticket digital product you can make up to \$8000 on a single sale. See what is high ticket affiliate marketing. Obviously that's a whole lot better than selling a book from Amazon at 3% commission. Multi-tier commissions are also worth a mention here too. With a multi-tier program, you can earn commissions based on sales made by your referrals. See best two tier affiliate programs. Using a product range is another consideration worth bearing in mind for affiliates. With a product range, you refer the customer to the entry level product. At any time, if your initial referral purchases another product from the range, you make a commission - even years later. As you can see, there's many different types of products you can promote as an affiliate.



Another consideration is how you are going to promote these products. There's two main strategies for promoting products online: paid and free. Paid strategies are much faster, but you'll need a good product range, or return on your investment (ROI) to make it work. You can't easily use paid marketing with Amazon products for example because they pay such low commissions. You'll need a higher value product/product range. Organic strategies such as blogging, or v'logging (video blogging), will take much longer to generate the same results you can see very quickly using paid strategies. But with organic strategies you can build traffic over time and eventually benefit from free sales through your content. Depending on your values, you can choose a suitable and appropriate marketing strategy which suits you. If you have a corporate job, and are time poor, blogging might not be the best option. You'll want to use paid advertising. But if you're only working part time and affiliate marketing is going to be another income source, organic marketing might be more suitable for you. Ikigai is a Japanese saying meaning "reason for being", or purpose. If you're going to be a content creator, it's a good idea to align with your ikigai. When you are aligned with your values and purpose, work seems easy and flows naturally. When you're fighting against your values, everything seems like a hardship. Since organic marketing takes such a long time, it's well worth choosing a topic and strategy which is aligned with your ikigai. Expect to make some mistakes as an affiliate marketer. Mistakes are made when you take action. Uncertain action is far better than certain inaction. One of the mistakes I made was to build a niche website around a topic I didn't know or care about. It was out of alignment with my ikigai and I was just desperately trying to make money. I built a mushroom harvesting site and blogged on it for several months. Every blog post had to be researched and it was incredibly difficult keeping going. Eventually I ranked the site at the top of Google for its main keywords. But it didn't make any money and I eventually gave up on it. So if you're going to write about something and become a blogger, make sure it's something you care about and can continue for a good period of time. Impatience is the enemy of an affiliate marketer. I've made this mistake myself. I threw a lot of money at a marketing campaign because I got fed up of getting no sales! I got myself into financial trouble with a credit card and deep in debt running paid advertising on YouTube.



Affiliates who use paid advertising do so carefully at first. Only when they have a consistently profitable campaign do they increase their budget. Super affiliates often spend tens of thousands of dollars a day on their marketing campaigns. But they have done their research starting from \$10 a day and slowly built up when they know they have a profitable campaign. Beginner affiliates can get impatient and think throwing money at the problem is the solution! But Google, or any marketing platform will take your money regardless of whether you make any sales or not! So beware! There's a lot to learn as an affiliate before you can even make your first sale. One of the main problems is getting stuck in learning mode. It can become a bit of an addiction watching videos and learning new skills. But learning doesn't move your business forward. You also need to implement what you've learned as you go, otherwise you'll find months have passed and you haven't moved your online business forward. See also 23 affiliate marketing mistakes newbie affiliates should avoid. I hope this affiliate marketing for dummies pdf has given you some insights into the affiliate marketing business. Hopefully it will better prepare you for your affiliate journey if you choose to accept this mission! If so, you can start by clicking this link to access a free video series. You can also download this guide in pdf format here.