

What Is Affiliate Marketing (GUIDE)

by GregDeTisi - Wednesday, October 03, 2012

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What Is Affiliate Marketing (COMPLETE GUIDE)

Clickbank and affiliate marketing

Simple Ways To Get Started With Affiliate Marketing.

Now, I just want to start off by saying that this is a way to create another revenue stream, but it is also a business model in and of itself. So, it can be used to add additional revenue to your account or a primary focus. That's up to you, but for me it is a great source of revenue.

That's for you to decide 'what you wish to apply' to this, but first read this and it will give you a way better idea of what you may wish to do.

Enjoy! :)

Affiliate marketing and something which I use which is [Clickbank](#) are simple starting points to monetizing your website or blog and earning extra revenue from sites and as a business - if you wish to build it this way.

No matter what Small Business Niche you are in you can maximise your earnings by adding Affiliate products and services.

Personally I tend to use what's known as Evergreen products as they will never go out of fashion. They are more secure and so you can learn to maximise profits and earn recurring commissions by harnessing the power of affiliate marketing.

My favorite expert whom I have learned from is a guy called Rob Cornish. He is a down to earth real and honest guy and I have learned a great deal from him over the years.

In short - I use affiliate marketing to enhance my business income and I can help you to find the right

products and services to enhance your business income also.

Contact me at the contact page if you require help with defining which affiliate products may best suit your niche/market.

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Let's go deeper into Clickbank and affiliate marketing

But before I begin with talking about [Clickbank](#) I wanted to explain a little about affiliate marketing generally. Now, Clickbank is just one of many companies whom you can be a member of whereby you can promote affiliate products. You can become an affiliate of many sites. if you go to a website and scroll to the bottom you might see an affiliate option. There you can create a link and become a partner with the company.

Clickbank is a great place to start as they have great training's, many products to choose from and great tools to help you get the maximum commissions when starting out.

Other affiliate sites include Commission Junction, JVzoo and Shareasale and there are many many more.

The point is that - there are THOUSANDS of choices when it comes to looking for things to become an affiliate for. I started here with Clickbank because it is no-brainer starting point. Why? Simply because they have over 100k products to choose from and they give you metrics so you can see which products perform the best - so in other words you can aim for the greatest converting products/services and create an income situation very quickly.

What this means is that - you can start to earn commissions from products on Clickbank to give you some revenue to put back into your business or to fund your affiliate marketing business. The more you expand and grow your own business the more money you make and you can grow a list (advised) and sell high end products like \$500-\$5k to your list thus giving you a solid monthly income of around \$5-10k or more depending on how much your list trusts you - and providing you have given them tons of tips and value to get them buying from you.

So, if you start with Clickbank you can see how you go.

NOTE: I have written a book on affiliate marketing which you can buy at the bottom on this page which explains 'simply' how to start a profitable affiliate marketing business.

Now back to Clickbank and affiliate marketing for a moment

Making Money With Clickbank Is Well Worth Investing Time Into:

As I said just now - there are over 100,000 products to choose from with Clickbank and in every conceivable Niche.

So no matter what you are into you can find something to sell.

There are very important facts about Clickbank though that I want to share before you go crazy signing up and promoting just any products. The first thing to know is that no-one is going to buy off of you unless they know you or trust you.

Think about it - why would you buy a random product off of me if you didn't know me? No reason!

This is not like buying in shops with trusted brands.

So you must learn to engage with your target market and create a core message to get them to your chosen product/s.

This is why I ONLY promote what I use and am confident in sharing. This way i can build trust and loyalty in order to promote with ease. Makes sense huh! The more relevant the product to your niche the better and the quality of it of course matters.

Here are some further tips for how I use Clickbank with great success:

Getting It Right With Clickbank and Affiliate Marketing

- 1) FIND PRODUCTS YOU HAVE PASSION FOR. I HAVE SAID IT BEFORE AND I WILL SAY IT AGAIN! (WHAT IS YOUR PASSION/NICHE?) AND WHY IS IT THE RIGHT PRODUCT TO SHARE.
- 2) Choose A Niche That Has A Market Customer Value. So If It Is Popular OR NOT AT LEAST IT HAS TO SELL. (KNOW WHAT THE DEMAND IS!) It may be a weird niche but that's ok. If it is in demand ALL GOOD.
- 3) Don't go trying to promote many different Clickbank Products at the beginning of your training, GET GOOD WITH ONE and MOVE ON. (MASTER THE SKILL FIRST!) Learn how it works and get used to the system.
- 4) Drive targeted customers to YOUR LIST so that you can sell after they are IN. (WHO ARE YOU TARGETING AT?) So, for example - try to create or find an ebook, report, video, training, or anything you can offer up front and then once your subscriber signs up you can offer them something like a \$7-\$30 offer from that point. This is even before they are on your list. This way you are building revenue right from the front. At the back end they may buy later on in a few months which may be a way higher product or service, but for now try to monetize the front end.

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- 5) Test different forms of marketing, I.e Facebook PPC, Warrior Forum, Blogging, Youtube or any other preferred method.
- 6) Build Rapport with the buyer before they have bought so that they buy eventually of course. (ALWAYS GIVE DEEP VALUE FIRST AND SALES FOLLOW)
- 7) Try Taking a Clickbank Mastery Course - Personally I Recommend ([Sarah Staars Trainings For More Info](#))
- 8) Look at how others are marketing and what drives you to buy from them. (STUDY TOP MARKETERS AND TAKE NOTES)
- 9) Don't sell outright to your list KEEP THEM ENGAGED IN YOU before you promote a Clickbank or any other product. (BUILD THE RELATIONSHIPS EFFECTIVELY)
- 10) Create a high converting cool squeeze or sales page page to collect details (name and e-mail) to get them on your list. (USE Leadpages they have a free course) OR get help from an outsourced partner. I use FIVERR.COM to create it.
- 11) Study keywords. if you are using Google PPC or Facebook PPC you don't want to waste your time and money. Start off with lower bids like \$0.01 per click so that you can tweak and test your keywords. Look for keywords that are competitive but not saturated. Also, use Google Keyword tool or another tool to do your research. For Free traffic create a Facebook fanpage or blog and list and drive traffic there. You really need to master the art of KEYWORDS.

12) Search on Google for your competition, see what they are doing and which sales pages seem to be converting. Study a top seller. COPY THEM. Go to Google, look at the paid ads. If they are there for more than 30 days then it is probably a great converter otherwise they wouldn't be there for that long.

13) When choosing a Clickbank product to promote, again continue to do your research deeply. Look at the best sales pages In Clickbank 'Gravity' and when a product is over a gravity of 60+ it is selling well. Aim at the right types of potential buyers with the right traffic so that they are more likely to press the buy button rather than just be browsing. (TARGET BUYERS NOT BROWSERS) when looking for KEYWORDS in your ad's for Google and text.

14) If you are new to using and mastering PPC or (Pay per Click) then study Perry Marshall's Google Cash. He is the world's greatest in this area in my opinion. Grab the book in my 'Online tools Section' *Just by following these helpful tips you are going to be able to CONQUER CLICKBANK steadily and start creating an income.*

15) *Get my book below as it is all explained in much greater depth and detail in that book.*

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Why Do People Fail With Clickbank and Affiliate Marketing:

They simply do no homework and get excited about making money. And they then try to just promote anything and everything.

THIS IS VERY WRONG. Some may make a sale or two but the idea here is to create sale after sale with Clickbank and affiliate marketing by applying the right strategy, so it is more about having a system or technique to mastering just as it is with any other marketing type. Take my word for it - you don't want to simply look at the \$\$\$\$ signs.

Start a list building system NOW and create a blog/website to grow your business so that you can accumulate income. We all want to make more money of course, but anything worth doing is worth doing right.

So do it properly and you will be able to earn affiliate commissions for years to come. Once you learn the art it can pay you for years. And the reason for that is even if things change which they often do in all

parts of life, IF you have subscriptions, and recurring revenue from affiliate products which you promote - then you will earn anyway.

Think about it - Paying monthly and quaterly for stuff is something most of us do. And we forget what we are paying for.

Many people just pay monthly for stuff. Memberships, hosting, bills, and many other things, so set that up to sell.

Whatever type of business you own or want to own now, Affiliate Marketing can help you to monetize your website or blog or offline store. Personally I use affiliate marketing to build revenue in my list and also on my blog and in sales funnels. Never forget either that you can share products and services in your market niche to help your brand and give you more income.

Affiliate marketing and click bank is a great way to do that.

Using Clickbank and affiliate marketing Is Very Powerful And Can Make You Great Money If You Play The Game Right!

If You Are Not Yet A Member Of Clickbank Yet Then You Can Join Below:

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IF YOU WANT TO BEGIN YOUR AFFILIATE JOURNEY RIGHT AWAY YOU CAN USE CLICKBANK TO PROMOTE OVER 100,000 PRODUCTS AND CREATE MORE ONLINE INCOME?

CLICK IMAGE TO JOIN NOW:

Here's my simple to follow affiliate marketing eBook which I wrote BUT which all essential elements are in this post.

So in other words you don't need to get the book to be able to start a new business and create additional income.

I do always update this book with the most relevant tips, strategies, processes and also any changes which occur in this area.

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So there's the overview. Now let's break it all down and get into what it all means.

Many have this grand idea of becoming an Affiliate marketer making tons of money every day on

autopilot, and it seems like a dream to many but it's not always quite so easy.

So, you are promoting other people's products and services and this might mean using a link, a banner, an Advert or on a network, and you will be earning a payment commission IF someone buys the product. If they don't they just click and go away. Some affiliate sites will offer you revenue just to gather e-mails. So, you don't need a sale per say you need an action.

This is another way of affiliate marketing.

Essentially you get a commission which could be anything from 5% to 100%. But why would an affiliate site give you 100%? Because they value THE LIST and loyal subscribers so much that they are prepared to give you the full 100%.

So - affiliate marketing is a PROCESS where you earn a commission by promoting other people's stuff. You will search and find products/services you like and respect (like I said before) and share it with others and you will profit from each of the sales you make.

There are really 4 parts to this.

THE MERCHANT

THE NETWORK

THE PUBLISHER

THE CUSTOMER

Where as some will also mention it with 3 parts which is an **advertiser, a publisher and a Consumer.**

Within this there are essentially 2 parts to it which the **CREATOR and the SELLER.**

So there is the creation of the product/service and the marketing of it and each will receive a share of the sale.

So, you could be BOTH a creator and a SELLER like me with my \$10k course. BUT you don't need your own products.

Let's now break down the 4 component parts which I just covered above.

What Is The Merchant:

This is the creator and could also be the seller. This is also the brand, the retailer and the vendor. [Now this may be someone like me selling \\$10k per month courses](#) 'OR' it could be a massive corporation brand. So this means single person businesses, new startups, established companies, so literally anyone can be the merchant. And they 'at times' not even involved in the process after production.

What Is An Affiliate: These can be individuals like you or I or a bigger enterprise. You or I could produce a great extra income or we could produce an amazing income if we choose to master becoming a super affiliate. Companies can earn Millions of dollars as they have huge resources to promote and market.

Its simple when looking at it like this: **PEOPLE BUY THROUGH EMOTION**. Your'e job is to get them to buy from you. They click the link and make a purchase, but sometimes they only get so far, and that's why the system for attracting them and converting them has to be as powerful as possible. Otherwise your nearest competitors will get the lions-share of the commissions. You can promote one or multiple products varying in price.

For example - you can sell a cheaper product at the front end and a high end product at the back end, meaning that you create income from the very beginning, but after they have received several emails from you they then may buy a larger ticket item. So you may make \$7-15 on the firnt and \$3-5k on the back. This is something worth studying and really mastering.

What are some great ways to create an income?

AN AUTHORITY BLOG LIKE THIS WHERE PEOPLE TRUST YOU

A REVIEW SITE WHERE YOU SHARE VARIOUS PRODUCTS IN A SINGLE NICHE AND BUYERS CAN CHOOSE WHAT THEY BUY. SO, you know when you go to site to find out what the best Hi-Fi is or the best Web hosting or anything else where there may be a top 10 list? These sites are affiliate sites creating commissions from the sales they make.

A LIST is always a great way to earn commissions because your subscriber has already trusted you to opt in to your list. And after a while they may make a purchase.

Now let's talk a bit about the CONSUMER. You and I are of course consumers, all of us are. What matters here is that we find the right consumers for our offers. You and me have to ensure we can share and market our offers effectively in order to create those all important sales. We can do so in a variety of ways also. So what can we use to promote?

SOCIAL MEDIA such as Facebook, Twitter, Instagram and YouTube are all areas I use with great success.

DIGITAL BILL BOARDS, THE MEDIA, CONTENT MARKETING (like this!), BLOGGING etc. You need to choose where you can most effective.

You and I can choose how we promote and what we tell our consumers. I have noticed that many sites these days will let their potential consumer know that they will receive a revenue share of the product or service. This is not mandatory but it seems to be increasing in popularity which suggests the greater need for openness and honesty, which we all want.

So what is the NETWORK?

As I touched on previously, we don't always need a network because you or I might directly take an affiliate link from a Website, and so we have no need for the network, but many networks are useful with their resources, tools and training, so for a newbie this may be a great place to begin. So, we don't always need them but they are pretty useful depending on what we decide to promote and when they handle the process of payments and send it directly to you this may be a preferred way for you to operate.

The largest network on the planet at the moment is AMAZON. You can sign up as an associate and pretty much promote anything there.

One of the greatest perks to being involved with a network is because they may have an entire suite of products you can promote - so this could be very useful for you. And we all know that people may buy more than one type of product. So you will receive a commission from the network from a unique link you share or banner.

TIP: It is worth starting a Business plan as this could be a great Business model for you, so don't treat it like a hobby, instead have income goals, know your expenses, create a spreadsheet to monitor sales, and so on. And make sure that you put the time into it in order to start creating results. If you play around with it then you will never get anywhere I can assure you of that.

Now, something else you may wish to know is that you can either be the AFFILIATE plain and simple OR become a merchant yourself.

So as a merchant others will promote YOUR PRODUCT. Just like My [\\$10k oer month passion to profits course](#) which I created FOR FREE using thinkific. Even though it costs me nothing to use their platform I still had to do all the work in getting the content, videos, audios, PDF's, Zoom trainings and strategies added. So don't go thinking It's easy. IT AIN'T! But I can help you with this should you wish to launch a course.

If you wish to become an affiliate marketer then you simply will promote others products. Which I also

do. But I recommend that you promote only what you know, like and trust. I know that phrase is normally related to people BUT I also use it here. Why? I wouldn't want my name associated with Sex toys or Porn for example. I want to have integrity and sell what I can put my name to. Just like this blog, my Business Coaching, my books, courses, podcast etc. Make sense?

Now Let's talk TRAFFIC.

There are various kinds of traffic. But the one to avoid is JUNK traffic. This is the kind of traffic where vendors might sell it to you and you get excited about sending an affiliate offer to 10000 people 'BUT' none of them may be interested or even click on your offer. NOT GOOD! You have to know your traffic, and apply specific targeted content to them. They say that someone has to see something about 7 times before they make a purchase and that's why you and I will see Google Ads at the top right of our search many times over. And when cookies are enabled they can re-promote and re-target to us time and time again.

Have you ever clicked on a site like for example A Hair product, and then wherever you click afterwards the ad keeps on appearing?

That's what I mean by re-targeting. The bots collect your location details and re target to you.

There are many ways to sell, and to promote through a variety for traffic sources. One way is through [Google Ads](#).

PLEASE NOTE: Are you a person who used Googles Ads? It can be a very powerful tool, and when used correctly can create amazing results, however, you may be someone who can't yet use Google Ads well? If not - I highly recommend that [YOU CLICK HERE TO LEARN THE ART OF GOOGLE ADS](#) COURTESY OF HUBSOT 'before' you throw any money at it - as you can lose a great deal of money by just trying and testing and this can be disastrous I KNOW. If a corporation or Billion dollar company wishes to throw millions at Google Ads, that's different to you or I throwing away our hard earned income.

These huge companies often have the ability to expect huge losses and from there - adjust, learn and grow. WE DON'T! So, personally, I will typically gather as much information as I can in whatever area I am trying to master OR I outsource it.

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So - perhaps you want to create your own course?

This is a huge area worth many billions of dollars today. You could create something from your niche, experience, expertise, career, talents, strengths and so on, And so you have to first think of the IDEA. From there you can then begin to find out who might want this product. What I did was to look around me and see what was needed. I bought others products and tested them. And I then started to define my product and plan.

TIP: Ask yourself, what you might need or want now. Put yourself in the shoes of another as it is easier to build something this way. Also look at others reviews of products/services and see what they say. Work out your plan from there to offer something of value.

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I also use trending sites, Google keyword tool and other places to determine what others are already searching for. Get out there and see what's going on in order to define your strategy. Where are the most views? What's big right now? What are people talking about?

I was just on a Podcast call using zoom with my buddy and we shot the shit about fitness and pivoting in business, so, we recorded it and this can be used in a course. Record several of these and you have a series. OR go to YouTube, create videos there on a specific niche and add your affiliate link to the top of the description of your video. This way you deliver great value whilst at the same time perhaps get sales from clicks below your video. You can even earn commissions from video views, and banners places across your videos.

Your videos might also lead to a membership site or subscription which you create using a membership site creator platforms such as MemberPress By Wordpress, Tendenci, Membermouse or Wild Apricot. You can decide who you work with and why. You can look at the features and benefits of all platforms and narrow them down to something you can work with. If you are not techy then hire someone.

How do you know who may be interested in what you have to offer though?

You can search for those who have liked and shared various videos and content - and through the popularity start to form trends from your research. So, by seeing what others WANT you can disrupt that area. And you will want to create simple polls on FB, surveys using survey Monkey and seeing what others tweet about the most.

Can you see the power of this?

Can you see that you can build a business from this?

Can you see that you can leverage off of the traffic in the online world?

Can you see that you can create an additional income regardless of your current life/business?

Can you see that this is not rocket science but more a process?

You can even start with an idea of creating a product as a merchant and you can then connect with those who already have an interest in this core subject and BUILD something from this. You can use Paypal or another payment processor and start to gather revenue EVEN BEFORE YOU LAUNCH something. Cool huh!

List of Affiliate Resources and Networks I have learned from and others earned from to create revenue every month:

[Mark Ling At Affilorama](#)

[Sarah Staar](#)

[Dr Joe Vitale](#)

[JVzoo](#)

[SOLVID](#)

[ShareaSale](#)

[Clickbank](#)

[eBay Partner Network](#)

[CJ Affiliate](#)

[Amazon Associates](#)

[RAKUTEN #1 Network](#)

[Awin](#)

[DoAffiliate](#)

[TradeDoubler](#)

[Leadgid](#)

[Dean Holland](#)

NOTE: I do use more than these but these are the best I am aware of and I have clients who use these products and love them, and I promote a variety of the ones which relate to my niche. Now, I used to promote Hostgator also - But for some reason they suspended my account. When I phoned Hostgator it cost me £200 in phone charges, so be aware of who you work with, and what your costs may be when you get set up with some affiliate companies. Don't make these mistakes.

Remember that these are networks and companies I or my clients HAVE USED and learned from. There are many more.

But right now I want you to think about your niche. And to really find products which resonate with your ethics, your message, what you believe in and your values. I cannot stress that enough.

Example:

I am a Mindset and Business book writer, Business blogger, Podcaster, Passion to profit course creator, a Business Coach, so I choose products which RELATE to me. So - when I share them to my lists they

will not be surprised that I recommend certain and specific products. Makes sense? I wouldn't send them an affiliate offer for training puppies. Capiche!

Also - IF I use other networks over coming weeks I will add them above should they be worth partnering with.

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SO, lets get back to YOUR IDEAS, Could you create something from your passions?

I found ways because I refused to quit. And that's not a super strength anyone can use it. So if you want it badly enough YOU WILL FIND WAYS.

You don't even need to be as wise as this guy!

BUT - Your idea will need to be validated by others, so it will need to be something which YOU KNOW others are interested in.

And as we said, you will need to communicate and connect with potential buyers by asking them IF they would buy what you are considering creating. Don't waste your time creating something which YOU think is amazing but hasn't been shared and tested with the market you are in. BIG BIG MISTAKE!

When and only when you think you are sure that you have a great product then start asking those who are interested to buy it from you. So who are these people and where are they?

Great question! You can find them on Facebook, Twitter, Instagram and Youtube in particular because you can use surveys on FB - and on Twitter you can really see what people are interacting with. Get in contact with them. Search on Insta for what's going on and being seen the most. Create the polls and surveys on FB and look at YouTube views. After you know your core subject area you can then search for highly popular videos on this subject and then connect with those interacting with them.

NOTE: Ensure you have a good payment processor such as Paypal set up so you can receive payments.

If you can gather enough interest and interaction with your product you can then start to hire others to help you with the various areas of creation and development to further expand it.

Do you need help with this? If so then I suggest searching for those who are already selling courses and connecting with them to see how they built theirs and how they sell it. That's what I did.

HOT TIP: This was the quickest way to start a business I ever knew. Every other business I started took many months and sometimes years, but my course took me only a few months max and I simply added the highest converting content I had over the years which was relevant to my core subject and niche. So the tip is USE WHAT YOU HAVE, find those who are hot for it. And create it.

There are tons of Product and course creation videos, posts, podcasts and books on this so define which will help you the most.

If you want advice on any of this or with starting ANY type of business from home, or if you need business ideas, work from home tools or anything just holla and I will connect on a call with you to create a solid starting point. [CLICK HERE to get in touch OK](#)

Of course then - if your product is in high enough demand then you can promote it using other affiliates. COOL HUH!

[IF IT HELPS YOU AND IF YOU HAVE AN IDEA BUT WANT TO KNOW HOW TO GET IT OUT THERE WITH EACH STEP AND YOU WANT TO LEARN TO EARN \\$10k PER MONTH DOING SO CLICK HERE FOR MY COURSE WHICH IS JUST £29.70. EVERY TOOL IS THERE TO HELP YOU START. AND ILL GIVE YOU YOUR MONEY BACK WITHIN 28 DAYS IF YOU DON'T LIKE IT. No Risk At All!](#)

So you have your awesome niche product and you have built relationships with those WHO can sell it for you!

YOU ROCK!

Remember that you can connect with FURTHER potential merchants in a variety of ways. You are simply sharing your revenue with them. Nothing wrong with that! Know your % you are prepared to share and be generous.

HOT TIP: Now, something I like to do is to JV with the right partners who can promote my products and have a solid list of subscribers. A great asset. Use your network, connect with those in your niche. I use Linked in and connect and i have a whole process for doing deals with are mutually beneficial. Never lead with greed. Lead with giving. Do your homework on them and get to know them. Build rapport and then ask how YOU can help them. Then - they will ask you what they can do for you.

There are many great partners, networks, groups, tools and resources out there which can help you to find partners for your affiliate product. I will add resources at the bottom of here.

If all of this though seems a bit far ahead for you then stick to being an affiliate marketer for now. You can build a great business model from affiliate marketing and from starting a business online.

So - start looking around at what products appeal to you the most. Start to build that all important email list, and use the idea I gave you about JVing.

START YOUR LIST

HAVE A GIVEAWAY

BUILD YOUR LIST

SHARE YOUR EBOOK WITH A JV PARTNER

GET THEM ON YOUR LIST.

ADD VALUE AND SHARE AFFILIATE PRODUCTS YOU USE AND RECOMMEND

START MASTERING MARKETING SUCH AS GOOGLE PPC WHICH I SUGGESTED ONLY WHEN READY TO INVEST

REMEMBER TO CONNECT WITH OTHER FANS OF POPULAR AFFILIATE PRODUCTS AND ALSO REVIEW THEM

THEN LINK THE AFFILIATE LINK TO YOU BY WRITING A BLOG. CREATING VIDEOS, SHARING ON YOUR LIST

And... you don't need a huge list to make money. You just need a responsive list of people who are already interested in what you share. Its about the quality of your list NOT JUST THE SIZE. Just ensure you are engaged with them. Share value, be honest and you are more likely to make sales. You can share, add value and sometimes add a payment button and the liklihood is that IF THEY TRUST YOU a % will buy and buy more than once.

What can you do to keep your list engaged? Well - what do you love? Videos, books, training's? I use video in some of my lists as it is the next best thing for trust and to become personal with another. Give tutorials etc.

Something I also using my [FREE CREATE A DREAM BUSINESS WEBINAR HERE](#) to help Small Business grow is to build a list here which I can also share value with and ultimately sell my Coaching to. So as a premium Coach selling high end packages I can also share this once they have seen my webinar. Even if they miss it they still get added to my list. :)

So, you can make revenue and commissions by SHARING WHAT YOU LOVE.

Be sure to hide the affiliate link and hyper link something in order to make it more appealing.

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You can also look around my blog here and see the various points where I can get clicks on affiliate offers. I can give books away, I can add banners to my side bar. I can offer tools and resources which I USE to share and I have a passion for.

By the way - if you have an idea, passion, experience, strength, skill, talent, or interest which you have always wished to express then you may find this course or useful for you. I have created it and written this to support your journey, guide you into the entrepreneurial arena and to assist you in your path to expressing your greatest gifts with the world through your very own micro or Small Business model.

[THE \\$10k PER MONTH WORK FROM HOME COURSE](#)

And...

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ESSENTIAL BEGINNER TOOLS AND TIPS NEEDED BEGIN AS AN AFFILIATE MARKETER:

[FREE TRIAL OF Leadpages](#) to create sales pages capture leads, turn them into conversions and build a huge responsive list.

[AWEBER](#) to build a highly responsive list to share value and even ultimately sell to.

[JOIN CLICKBANK FREE HERE](#) to choose from over 100,000 products and start your affiliate journey

Do bear this in mind

I can help you to set all of this up. Simply contact me here and message me re:affiliate marketing setup. There are specific processes which need to be started the right way in order to create a sound business which can pay you quickly. Many people get into this because of their excitement for EASY MONEY. They think it is a simple way to get paid as it were, but it is not. It takes sound

strategies, patience, skills, timing, knowing numbers, monitoring and measuring results, testing and tweaking and even failure. So,

So, now let's get to how the process works from the very beginning.

You will be attracting the right people to your offer and here is an example of how that will look:

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So you will have something like this:

1. TARGETED TRAFFIC (THE EYEBALL) CREATE AWARENESS
2. SPECIFIC MARKETING & LEAD GENERATION TO GET THAT ATTENTION
3. A [POWERFUL OPT-IN PAGE](#) WITH SALES COPY FROM ADS/CONTENT
4. YOU WILL EDUCATE THE READER USING THAT COPY OR VIDEO
5. YOU WILL OFFER VALUE DRIVEN FREE REPORT, VIDEO SERIES EBOOK
6. ALSO AT FRONT END THEY WILL GET THANKYOU PAGE AND OTO
7. THE [OTO IS ONE TIME OFFER FOR \\$7-10](#) BUT COULD BE MORE
8. THEY EITHER TAKE IT OR THEY DON'T BUT ARE NOW ON YOUR LIST
9. YOU SEND THEM E-MAILS VIA [AUTORESPONDERS LIKE AWEBER](#)
10. YOU DELIVER GREAT VALUE AND ASK FOR CALL TO ACTION FOR [PREMIUM PRODUCT/OFFER](#) ONCE THEY TRUST YOU

Get the picture? There are tons of examples of sales funnels and Affiliate marketing setups which vary quite a bit but this is what works for me on many of my offers.

Here is another example: In this example it is more of a simple demonstration of traffic, squeeze page and free offer, Opt in, or not Opt in, If Opted In the email sequence follows. Now, this doesn't show a OTO One Time Offer, as it is less sophisticated. This is more about LIST BUILDING as a primary goal and not focused on front end profits. Either way, the list is being grown in both examples and Mid range offers can be shared throughout the email series process followed by HIGH end offers.

Remember I said that I have HIGH END Premium Coaching? Well this is currently £2k and so I offer this both at www.GregDeTisi.com but also in my sales funnels where I give away free value driven content. I also share my Small Business Coaching on this very blog. So, for me it is about leveraging every area I can whilst delivering results.

Remember that - you can sell to your list WHEN you have a product

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they may like and which is of course highly relevant to them. I also often share products which I prefer too others.

This is about SHARING not being a HARD SALESPERSON.

This is as much about education as anything else.

You can share videos, webinars, tips, tricks, and whatever you are an expert in or at. If you are a great cook then do a video of a recipe, or share a cocktail you made and so on. People are more likely to respond to you when they see an actual presentation.

You can even promote your training on FB, Instagram, Linked in or Twitter. USE the tools which are there and FREE.

Sp, why will they buy from you from a webinar or video? People love to feel connected to something which is LIVE or which has been live. They want to feel connected to something NEW, exciting or fresh. Explain to them what is good about this thing. Share features, its benefits, why it looks, tastes,

feels, or sounds so good. You get the idea I am sure.

Then guess what? BOOM! They are gonna buy from your affiliate link.

This is not pushy this is sharing. Now, this may not be your product, it might be an affiliate product which you can share and even UPSELL them on. If they buy product A they may buy B and C afterwards if they like it. And you may be able to offer greater value with money off, vouchers and so on, if the affiliate merchant allows you to do so.

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Now, what is your income goal?

The reason I ask is because - YOU NEED TO KNOW WHAT YOU ARE AIMING FOR AND WHY. This gives you a solid foundation to work with. And also, When you know what it is and why you also know how many products you need to sell. As you start selling and increasing your profit margins from what I have explained you can then consider re-investing back into your business with specific tools. I talked earlier about PPC or Pay Per click in the form of Google Ads. This takes skill and may be better outsourced so that you don't waste the money you have made trying and failing. You might also use FB ads, Linked in Groups and Instagram to sell to in a variety of ways.

This will take deep keyword research and mastery over where to advertise. There is often a lot of competition, so you need to be able to stand out with your copy, marketing, budget and exposure. This can take years to learn.

A sneaky tip: Do a google search for something YOU KNOW AND LOVE. Anything. Then look at who else is advertising beneath them. These other top companies all use similar words. For example If you own Paypal, and you advertise on Google, you may also include keywords in your campaign which include Stripe, SAGEpay, and others. make sense?

So, USE your competitor's brand to serve yours.

This is where you will really need to know your numbers. What is your spend? Or Cost Per Click. When someone clicks on your Ad, or your organically searched product (meaning that you have been able to rank your product on page 1 of Google from great SEO) then you start to see trends and know what ads are working versus your organically searched products.

Simply - scale up the marketing that is creating the most Optins. And from there tweak and test your marketing content and see which converts the highest in sales. A certain percentage of those clicking on your ad will buy. So your job is to try to increase that of course. Need some help with this? Then I suggest hiring a PPC expert.

NOTE: I said previously that MOST people do not buy right away. However, many more will Opt-in for FREE value.

Then there are others who will see something around 7 times and buy it. This is the kind of measuring you will need to undertake.

Personally I believe in making things EASY for people as they are bombarded day after day by offers, so walk in their shoes and think about what they want and why. Place payment buttons in easy reach, share webinars on your homepage and once they opt-in you can begin sending them emails right away.

What do I do? I offer free ebooks mainly, then I share tons of value and videos, I may then offer free webinars and courses. My [\\$10k per month course which has all the tools needed to build a micro business](#) then leads to my High End coaching. So, I make money on course sales, also on affiliate sharing, and then a certain number of people BUY my [high end coaching where I help them start and build a business from discovering passions, designing the right business model, to developing the business by means of specific marketing and promotion.](#)

HECK you can copy me. Look at my emails, look at my coaching, get a feel for it all. Learn the process.

There are several ways to get your products sold and affiliate products as you now know.

Now, I think you have enough information to be going on with so, with that said - I just want to finish with the easiest way to get started in Affiliate marketing OK.

1. Go to [CLICKBANK and start searching](#) for products.
2. OR start by reviewing HOT products in your niche sector.
3. Start to [create a sales page](#) get [HOSTING HERE](#) and [BUILD that list.](#)
4. USE powerful free ways to engage. Such as video, webinar training or just with great value content.
5. As you begin to master the art and make sales then [re-invest it to grow it.](#)
6. Remember that things change so WHAT IS GREAT NOW may not be tomorrow. Learn to ride with it.
7. Do you want extra income or to become a Super affiliate? Decide upon your income goal and work out sales.
8. Don't try to promote anything and everything half-heartedly. It won't work. Start in one network

or place and master it.

9. USE great tools as I mentioned and work it as a serious business.
10. GET HELP with weaker areas otherwise you may burn out and fail.

So, there you have it. If you have any questions about this or wish to talk to me about getting started in your very own Affiliate marketing business then get in touch. Again you can start by exploring your passions and what you'd really love to do most. [That's why my \\$10k per month course helps clients with and it's just £29.70. Less than a Pair of jeans and it could pay you for life.](#)

I hope you enjoyed **What Is Affiliate Marketing (COMPLETE GUIDE)** and I hope that you can also

[Create Income As An Affiliate](#)

All the very best for now

Greg

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