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Introduction

An affiliate is quite similar to an online sales agent. The duty of an affiliate is to promote and sell products from vendors. Affiliates get paid in commissions from each of the sale made. It's a low-cost business that could bring big profit when done the right way.

One of the many wonders of the Internet business is that it allows everyone to have the same opportunity to succeed. Affiliate marketing is one of those businesses. What sets a successful online entrepreneur apart from the rest is creativity and skills.

This book will teach you how to achieve success. It will explore comprehensively on techniques that you can add to your marketing arsenal. You will be exposed to new perspectives of this business and you will learn what others had taken years and bad experiences have learned.

Anyone can be an affiliate. All you need is just a computer with a decent Internet connection, a little bit of knowledge on IT, and you're good to go. But, of course, you'd want to take this to the next level with this course.

The Pros and Cons of Affiliate Marketing

For those who are still skeptical on affiliate marketing whether it's still significant and in demand or not, the answer is yes.

It has gone through a lot of changes the past few years, and it has gone through ups and downs. Some methods and some websites are now obsolete, consumed by time. Essentially, it has evolved. It will continue to evolve and it will continue to be significant. It has proven itself to be a big part of online marketing's advancement.

Let's address those doubts that a newbie might still have for affiliate business here. Affiliate marketing is proven to be beneficial for all sides of all transactions. Here are the pros and cons, for your consideration.

Pros

For The Product Vendor

If you look at affiliate marketing from the product vendor's point of view, you'd see that affiliate marketing is one fine deal. A vendor doesn't have to pay any fees upfront for the affiliates to start promoting their product and also, the affiliates are paid based on their performance.

So, a vendor doesn't have to worry about loss investment because if the affiliate doesn't perform, the vendor doesn't have to pay. As mentioned, the affiliate business is commission-based.

And for little risk and almost no expenditure, the affiliates are sent out to promote the product. They work very hard at it, too, for their own benefits.

For The Customer

The customer will get, through an affiliate, a product that they've been searching for. Remember, an affiliate will go out of his way to sell a product, so they would usually provide details on a product for the customer's benefits.

What successful affiliates usually do is they provide a product review on their own website to be read by the customers. Here, all the functions, features, and also weaknesses of the products are addressed. This, of course, makes it easier for the customer to know whether this particular product is for them or not.

Some affiliates also provide bonuses for the customer to purchase through them. These bonuses are not an intrinsic part of an affiliate business but those affiliates who want to make big sales, would do this. And, again, the customers get benefits from this.

For The Affiliate

What the affiliate gains from this business is, as mentioned, extra income for doing something easy. And if it were done right, affiliates would gain a lot more than just 'extra income'. They could run a profitable business by being an affiliate.

If the affiliate truly is serious about the online business and they dedicate themselves to it, they could learn to maybe one day become product vendors themselves. This is up to them, of course. They could just remain an affiliate and just grow their own reach if they choose to.

Cons

For The Product Vendor

Some affiliates, driven solely by making sales, would use false advertising to sell their products. They would sell the product more than what it actually is or maybe they promise things that the product can't deliver.

This is something that the vendor doesn't have full control of especially for products or promotions where a large number of affiliates are involved. They can monitor the advertising habits of the affiliates but not all, unfortunately, as that would require a large amount of energy.

When a customer is not happy with the product that doesn't deliver what it is falsely promised, they would ask for refunds. Having a lot of refunds will truly hurt the business.

The damage done by false advertising is much more menacing than just giving refunds. The credibility of the vendor will be impaired. Their name will be tainted and they'll be seen as swindlers.

For The Affiliate

The swindling game can go both ways. If an unfortunate affiliate were to take part in a program with a dishonest vendor, they will suffer losses.

These vendors would usually start an affiliate program and send out affiliates to make promotions and sales. Then, after all is done, they close down their business leaving the affiliates with no commission for all the sales that were made.

It's hard to identify these dishonest vendors. It would require experience to know them. This business must be done with attentiveness and cautiousness to avoid this kind of vendors.

Conclusion

There are pros and cons in everything. And there will be dishonest people who take advantages of a lucrative and significant business such as the affiliate business.

These are the challenges that we must face (or avoid, in the case of swindlers) to achieve success. Even though it's a great way to gain extra income, it still is hazardous. But for the potential of this particular business, all the efforts are going to be worth it.

Choosing The Most Profitable Product To Promote

As an affiliate, there are two ways of working: 1) You can take everything you can get your hands on and work really hard, or 2) You can choose the best products that bring in the big profits.

Of course it's always great to be a prolific affiliate with achievements and work rate that trumps others. But, do all products really worth your time and effort?

A novice affiliate would always participate in every affiliate program they can. This is because a novice is always hungry. However, how long can you work that way? One day, you'll be exhausted and your subscribers, too, will be exhausted.

So, the best way to overcome this exhaustion while still earning high commissions is by choosing the best products. In this context, the best products are the ones that can ensure you, as an affiliate, high earnings.

There are a few aspects to look at before deciding on a product to promote. A product has to fulfill some criteria for it to be considered a good product for you. It's not going to be difficult, though, to determine how good the product is.

Now, you might think that by doing this, you'll be limiting your choices therefore limiting your earnings as an affiliate because of cherry picking. In actuality, you don't really lose much but have a lot more to gain.

This is because every day, there is a new product being launched. You will never run out of products to promote so you don't have to worry about losing anything if you cherry-pick. If an opportunity (i.e. best-selling product) is missed, you can always move on and find the next one.

However, commissions and earnings shouldn't be taken lightly. You have to make sure that you get the best product for you to promote. So, what are the criteria for a good product to promote?

Criteria To Choose A Product

Commission Must Be High

When choosing a product, make sure that the commission rate provided is not lower than **50%** if it were not a high-ticket sale.

The usual commission rate for a low-ticket product is **50%** or above. It can even go up to **100%**. Yes, the affiliate can keep all of the money made from the sale of the product.

However, when it comes to high-ticket products, the commission can be less than **50%**. For example, the commission for a **\$997** product would give **\$197** commission. But since it is high-priced, despite having a lower percentage for commission, it is still high in value.

Selling high-ticket products is a bit more challenging than low-ticket. The conversion rate is much lower. To take on the high-ticket challenges, you must first build your list and credentials.

Here's a comparison of selling high ticket and low ticket product:

- Low ticket product – your sales can easily go up to 500 or more with \$37 product, you've made \$18,500 or more with this.
- High ticket product – it is harder to sell high priced product, if you can only make 10 copies of sales, you earn only \$9,970.

This is the difference between choosing a low tick or high ticket product.

Digital Products

There are many affiliate programs you can choose to do. You can sell and promote appliances, books, clothes, and many other things online. However, the best products, the ones that sell really well, are digital products.

Physical products not only don't sell as well as digital products, but they also provide low commission rates. To generate enough money from selling physical products commissions would require massive conversion rates.

Digital products include:

- Software
- E-Books
- Webinars
- Video Tutorials

New digital products are launched every day so and their sales could go up to thousands after launched. There's no need to worry about running out of products to promote.

Physical products also would make delivery more difficult. If you were an affiliate who connected a buyer to a vendor and they're both from different countries, they might encounter problems with the shipment. And if the customer requests for a refund, there goes your commission.

Selling digital products will have instances where the customer requests for a refund, too, but it's a very rare occurrence.

In addition, digital products require only few simple steps to download the file in PDF file, almost in no time you can start enjoying the product; in contrast, a physical book requires shipment that could take up to months.

Also, with digital products, you will not encounter problems with shipment. One less thing to worry about!

Quality Of The Product

First of all, you would need to know about the quality of the product. You have to make sure that it is a product, to you, worth buying, and then will you be able to know that is a product worth selling.

You do not want to sell shoddy products as it will not only flop, but also affect your credibility as an affiliate. You might lose the confidence of your subscribers. That is not something desirable as your email list and subscribers are a vital part of your business.

Avoid upsetting them at all costs as they can unsubscribe you easier than subscribing you.

Tip: If you are not so keen on buying the product, you need to do some research on the reviews articles from other users on the product you've chosen.

Or you can look at the rating and comments from the other users on the product. It is very common for users to provide feedbacks after the application of the product. Look at those with at least 4 or 5 stars rating. If it is within your niche, you are good to go.

Market Demand

Of course, the product should also have demand. A product wouldn't even exist if without demand but here, you must know how strong is the demand. If it were not really popular then it would be a bit challenging to sell.

To know the market demand, you'd need a bit of research. You can ask fellow affiliates whom you have acquainted with or you can go to group discussions.

This is why as an affiliate, it is important to network. When you know and interact with more people, you'll have a deeper understanding on the market and how it functions.

What if you are a newbie with fewer networks in this business yet? No worries, you can always check on the bestsellers in the marketplace. Without doubt it would be the product with high demand from users.

Credibility Of Sales Letter

Another aspect that you should evaluate on the product is the credibility of the sales letter. If the sales letter is not appealing to you, then you should not participate in the product's promotion.

As an affiliate, you know the importance of a well-crafted sales letter. The product vendors should know that this is where they win or lose you. If they did not prepare a good sales letter, it would be hard for their product to make conversions.

You should know the vital elements of a good sales letter, for example, what does a good headline look like? How well does a good copy read? And, most importantly, does it provide sufficient information on the product?

What you should look for here is whether the sales letter can sell or not. An appealing sales letter should not need further analysis. You would know and be confident of the product straight away.

Provision Of Promotional Tools

You must also know whether the product vendor provide promotional tools or not. If they do not, then there'd be extra work for you. What you should look for in promotional tools are banners and swipe emails, usually.

Most product vendors have these prepared for affiliates. These tools will make your work a lot easier. Usually, for swipe emails, the pertinent information has all been written. All you need to do is to fill in your affiliate links (a space is provided) and upload it to your AutoResponder.

The AutoResponder is another tool you must have in the affiliate business, the software that would do wonders. The mainfunction of

AutoResponder is to manage all your subscribers and differentiate them according to different niches.

Upsell

To have an extra commission, it's best to sell a product that has an upsell. When there is an upsell, an affiliate usually gets **100%** commission for the **frontend** product and a certain percentage for the **backend** product. The **backend** product, or the **upsell**, is usually priced high.

Instead of selling high-ticket products straight away, you can commit to selling the **frontend** product.

In case you are not familiar with the terms '**frontend**' and '**backend**', I will explain to you briefly. When a customer lands on a sales page where a product is sold, they are at the **frontend** product's page. Once they've made purchase, they will be directed to another page where another product is sold that is called the **backend** product.

The **backend** product is usually priced higher than the **frontend** product, which is why it's also referred to as an **upsell**. These sales pages that the customers are being directed through are called a sales funnel.

Having a backend product is a great way to maximize profit from a sales funnel. If you sell a product with an upsell, you will garner higher amount of commission as well.

For instance, a frontend or low ticket product with the price of \$37, and then they'll be directed to the backend or upsell page with the price of \$77 for example – this is the basic sales funnel for a product launch.

The sales funnel can be continued with another down-sell and then one more upsell. This is a whole other scope. So, I will not continue to explain about this to keep your focus on Affiliate Marketing.

Recurring Element

It's very rare to receive recurring payment for commission but it's also a great advantage for the affiliate if they were to find a program that promises recurring commission.

This is usually for membership sites where each member has to pay each month. You, as an affiliate will receive commission for each month they're still subscribed to the site.

Even though the commission is not as high as any high-ticket sale, it still provides a steady income.

Instant Payment

Instant payment was not a common thing not long ago. Instead, affiliates will be paid 30 days after a purchase is made. This is because within 30 days, the customers might ask for refunds. So, the affiliates will only be paid when the item sold is non-refundable.

Now, there are marketplaces on the Internet that has a system called 'tentative payment' where the affiliates will get instant payment. 80% of the commission will be given to the affiliate within 5-7 days. However, if a customer asks for a refund, the system will make the refund from the

other 20% of the commission, and the rest will be pay off after 30 days. All is automated.

As an affiliate, you must always stick to the 80/20 rule to avoid any conflict.

EPC

EPC stands for “Earnings Per Click” and it’s very important for all affiliates to pay close attention to this.

EPC is the average earnings for each click that an affiliate send to the vendor website. It is the conversion rate for an affiliate. It calculates for each click. Calculating EPC gives an accurate and precise result for average sales.

EPC Formula

To calculate EPC, one does not have to be a mathematician. It is actually very simple and everyone can do it.

The formula for EPC is as follows:

$$\text{Sales / No. of clicks} = \text{EPC}$$

Example: Let’s say if an affiliate is selling a 100-dollar product. And one product is sold from 100 clicks that they directed to the link. This is how the formula is used:

$$\text{Sales / No. of clicks} = \text{EPC}$$

$$\text{\$100 / 100 clicks} = \text{\$1.00}$$

The EPC is \\$1.00

The higher the EPC is, the more likely that an affiliate get a higher commission for the product.

Above is an example of a high-ticket product's EPC because the product was priced at \$100. Usually, these products have high EPC value. Selling high-ticket products can be a bit challenging, though, and it is recommended that you do it only occasionally.

Also, it is not recommended that you sell high-ticket products because not many are interested in them. When you promote these products in your emails to your subscribers, you are exhausting your list.



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Review Writing Technique

In this chapter, you will learn the technique of how to write a simple and effective review that generates affiliate commissions and how to create a '1-page affiliate website'. This is the next step after you've selected a product to promote.

What is review writing? Review writing is a social proof for a product; it is a testimony of someone about the product after the application of product. As a consumer or customer, we usually do some comparisons between products and considerations before we buy something.

Pertinent information can be found in reviews. By doing research on the review articles online, customers will be more convinced to buy something. So, great review writing can boost the sales.

First thing's first, you need to get the review access from the product vendor. There are two ways to get the review access:

1. Purchase, and
2. Ask permission for review copy

First method is the simplest way – purchase the product and study the product. After you've finished evaluating the product, write an article about the pros and cons of the product.

Tip: You can make the purchase through your own affiliate link, so you can get the commission too. With 100% commission rate for the product, you use almost nothing to purchase the product.

However, you must purchase only for the review writing purpose, do not try to cheat the system on the sales you've made.

Second method requires you to contact the product vendor to ask for a 'review copy' or 'full access' to the product. You can find the ways to contact the product vendor when you join his affiliate program. It can be an email address, a Skype ID or a Forum PM.

In the case where you need to contact the product vendor, it is better if you can prove yourself as an affiliate that is capable in generating sales, so the product vendor will provide the 'review copy' for free to you.

There are three ways to prove your credibility; all you need to do is to show the product vendor:

1. Your past sales record,
2. Your own site, or
3. Your email list or the traffic to your site.

The fastest way to prove your credibility is to let the numbers talk the deal for you, show them what you are capable of doing. You may attach a file or the screenshot of your past sales record together in the email. This is without doubt the most convincing proof you can provide.

Send a link that directs the product vendor to your own affiliate site to show the sales page you've prepared. This is for him to know how you are going to generate traffic to his site. Keep in mind, to make sure you have the best sales letter put on and ready to be shown.

Last but not least, reveal the size of your mailing list or the traffic to your site. The number of mailing list shows the maximum traffic that you can send to his site, longer list would be an advantage.

Here is an example of the email; you can take a look at how it should be done:

Hi [vendor],

My name is [your name] and I have just requested for approval to promote your latest product Turbo Syndicate.

I was wondering if I can get access to your latest offer? I don't require a full product access; a review copy will be enough. This is so I can write a honest review on your newest product.

Currently I have over 75,000 email subscribers that I will mail out your offer to. I will also be dispensing my own Bonus offers for anyone who buys through my link.

Looking forward to hear from you soon!

[your name]

In this email, it shows the size of the mailing list to convince the product vendor to give access to the product. Furthermore, it shows the effort that you'll put in to convert traffic to the vendor's site by dispensing your own Bonus offers.

What is mentioned in the email may be applicable to someone already in the affiliate business long enough, but what if you are a newbie without any past sales record and small mailing list?

For this scenario, I highly recommend you to purchase the product instead of getting the free access to the product. However, you can choose to send an email to the product vendor and ask for a discount.

Here is an example of email to request for said discount:

Hi [vendor],

My name is [your name] and I have just requested for approval to promote your latest product Turbo Syndicate.

I am new to affiliate marketing and have just started a new website with the intention of promoting your offer. I was wondering if I can get review access to your product?

I would appreciate if you can give me a discount of some sort as my main intention is to write an honest review on your product before putting in my marketing efforts to promote your offer.

Looking forward to hear from you soon!

[your name]

After you already purchase the product or get the access to the product, you can start planning out how you are going to write the review for the product.

Review Writing Technique

As I mentioned, a good review article can increase the conversion rate, and hence, boost the sales as well. From here on, I will lead you step-by-step on how to write a good review article.

First, try to keep the review writing somewhere around 300-500 words only. A review article should be straightforward and precise. Show them only the important things they need to know, such as the pros and cons or testimony of someone using the product. Anything more than 500 words will exceed the attention span of your readers.

Write in the conversational form – a me-to-you tone of message. You don't have to be formal. Make it more personal and friendly, because the purpose of review writing is to tell them about how you feel about the product.

In your review writing, there are only two things you must put your focus on, which are the pros and cons of the product. Remember to be concise and straight to the point, do not exaggerate on the pros and skip the cons of the product to make more sales.

Insert the photo of product or screenshots from different angles in your review article, readers can see exactly how the product will look like with the visual aids you've provided.

Tip: Insert a 5-star rating system in your article as well. This is really common nowadays in review writing. It gives a rough idea to the readers on how would you rate if they were not really the reading type.

Tip #2: If the product you are promoting needs demonstration, insert a video in your review or upload it to YouTube that demonstrates the product. Explain the features and the functions of the product while you are demonstrating in the video.

Tip #3: Insert the pros and cons in the form comparison chart. It is easier to read and compare in the form of chart. Besides, if you are selling physical product, find another similar product to make a comparison chart.

Setup Your Own Review Article Site

The next step after you have finished the review writing, you'll need a platform to upload your review article – a review article website. To setup your own website is not as hard as it used to be nowadays, with some help from various software.

Follow these 3 easy steps and you can setup your own review article site quickly and effectively.

1. Setup WordPress,
2. Register a Domain Name, and then
3. Host it with your own server

In almost no time at all, your website is good to go. Let's move forward into the steps.

Step #1: WordPress

WordPress is a software for you to create your own website in several easy steps.

Even though I would like to tell you about exactly how to set up WordPress, but I don't want to distract your focus on Affiliate Marketing. So, to cut the story short, you can go to WordPress.org, there will be a short documentation on how to setup WordPress and how to use it to start your own website. Or, you can go to YouTube and search for some easy tutorials on it.

This is simple and most importantly it is free! However, there are premium package for business use, if you are keen on better features in WordPress and are not limited to the budget, feel free to go for the paid version.

After this, you can start editing your own website. WordPress is extremely easy to use and to make changes in your content, you don't need to understand how HTML functions. What you need to do is just some basic drag-and-drop designing work and you can have it live when you're done.

With only one account you've created, you are able to create more than just one website. You can delete the website anytime as well. One of the highlighted features that I think is really important in WordPress is the SEO checking system built-in with the software.

There is an indicator enable you to check on the SEO score your article has scored. If your article doesn't pass the SEO check, you can always change the keywords in your headline, meta-descriptions, and contents. You can always make a few minor tweaks. The SEO indicator will show you which part in your website is weaker in SEO.

Step #2: Register A Domain Name

You can't set up a website borrowing from other servers such as Wordpress or Blogger. The customers will not trust your site if your domain name has “.wordpress.com” on it. Hence, purchasing your own domain name is necessary.

One of the sites that you can go to is *NameCheap.com*. There are other domain registrars, of course, but this is just the one highly recommended.

Once there, you can check on any particular name's availability. Before we get to that, there's one thing that you should do, which is actually coming up with a domain name.

The key here is to make it searchable, clear, and easy to be understood.

You can use any words and phrases that are relevant to the product and mash them into one word. For example:

Here are some examples of domain name usually used:

1. _____ *Review.com*
2. _____ *Bonus.com*
3. _____ *Special.com*

These are all optional domain name that I usually use.

Come up with at least 10 of these domain names so that you have more to choose from. After selecting the best name available, you can go on to purchase and register it.

After that, you'll need a website server.

Step #3: Host With Your Own Server

After that, you'll need a host to upload your website. Here are two reliable host suggested:

1. Hostgator.com – most popular choice by internet marketers
2. BlueHost.com – another highly recommended and reliable hosting solution

This is a step where you can get an official .com website, for instance, *whatever.com*. Don't use free blog such as *whatever.wordpress.com*, because people tend to take a .com website more seriously than a .wordpress.com or .blogspot.com.

It somehow sounds like just another blog. It doesn't bear professionalism.

Here you go with the 3 steps formula in setting up a website. No more struggling with HTML codes to set up a website anymore!

However, if you are not so keen about using WordPress to set up your website, HTML and Dreamweaver will be another two alternative ways to setup a website.

Building Your Affiliate Business Empire

In this chapter, I am going to teach you on how to set up a simple site to increase your mailing list, how to write simple, fast and effective promotional email and how to follow-up your subscribers.

To build your affiliate business empire, the biggest asset is the mailing list. The bigger list you have, the more profit you can earn. However,

often times most of the marketers had forgotten one important step, which is to send the traffic to their own landing page first.

It is highly recommended that you don't send traffic straight to the vendor's page through your affiliate link just like that. If you do so, 96%-98% of the traffic will be wasted. The vendor will get all the emails while you are gaining nothing more than a few commissions. Why settle for that when you can have more?

If you paid for the traffic, but the vendor's sales letter doesn't sell, you lose money! To solve this and make it a win-win for both you and the vendor, you send your traffic to your own landing page to collect their email first.

A landing page is a page to collect the name and email of the visitors. It is straightforward and usually minimal with very little designs. Don't put any sales letter here. Your call to action should be included in the promotional emails, which I will explain later in this chapter.

The format of a landing page as follows:

1. Headline
2. Sub-headline
3. Graphics of the free report
4. Opt-in form
5. Download button for free report

Here is an example of how a landing page should look like:

FREE PLR: Grab This Report & Brand Yourself As An Expert In The *Hottest* Wave In Social Media!

I'm Giving You The Private Label Rights To This Report! So You Can Put Your Name As The Author, Edit The Content And Sell It For 100% Profits!



Enter Your Best Email Below And Download For **FREE**:

Download Now

[Click Here To Get Instant Access](#)

The headline in your landing page should be either in dark red or black, recommended to use dark red. The headline is usually a call to action teaser to the visitor. There are three common fonts for headline, which are Tahoma, Arial Black and Helvetica.

In this example, the headline is “**Grab This Report & Brand Yourself As An Expert In The *Hottest* Wave In Social Media**” in dark red color with a phrase of call to action as well!

Tip: If you have noticed in more detail, the first alphabet in every word is in capital form. This is proven to be easier to read to the visitor, hence increasing the chances of visitors to finish the headline.

It is then followed by the graphics of the product. As you already know that graphics is really important in a website. Put yourself in the shoes of the visitor: Would you like to read a page full of words? Or would you love the website with some visual aids in the middle? I don't need a magic ball to know the answer must be the latter one.

Notice that the next element at the bottom of the graphics is the big red arrow pointed down to the opt-in form. This big red arrow was proven to be eye attracting. The first thing your visitor will be leading to is actually the big arrow, and then they'll notice the opt-in form to fill in their email address.

Below the red arrow is the most important opt-in form with an orange or yellow button to sign up. This orange and yellow button was proven to be an element that will increase the conversion rate as well.

This is the main purpose of a landing page, the other things are there as a call to action to get the visitors to opt-in their email addresses and grow your mailing list.

When your mailing list is getting bigger, I am not talking about few hundreds here, but few thousands or even more, you'll need a software to manage your mailing list for you! We call it AutoResponder.

What AutoResponder will do for you is essential. It makes your job easier. With just a few clicks, you can have your email list managed. Here are some basic features that what the AutoResponder can do for you:

1. Autoresponder follow up
2. Email deliverability rate
3. Done for you sign up forms
4. Done for you email newsletters
5. Automatic emails from your blog posts
6. Drag and drop editor
7. Manage subscribers
8. Subscriber segmenting

9. Email marketing tracking

These are the basic features in the software. You can make things automated with the software. The suggested low-cost and effective AutoResponder are GetResponse.com and Aweber.com. With a low-cost of monthly fees, you can get these amazing features.

After the opt-in of email address in the landing page, redirect the traffic to the vendor's page through your affiliate link. It is very important that you redirect them through **your affiliate link**. If you do not do this, you will not get the commission even if they purchase the product.

That is the first path you can choose, the second option is to redirect the traffic to your **bonus or review page**. This is the most recommended method, because you can build up your credibility through the bonuses and review pages you have showed them. Hence, you keep the subscribers with you.

If you are not a trustable source, sooner or later, the subscribers will not follow you anymore and click on the unsubscribe button.

AFFILIATE MARKETING EXAMPLE



This is how it should be. Step 1 to send the traffic to the landing page **first**, and then to the vendor's page or your bonus or review page.

A bonus page is basically an extra page where you give away one or more of your products as a bonus for them in return of their subscription to your newsletters. On the other hand, a review page is where you write reviews about the product you are promoting at that time.

To write a review article on the product, you need to understand and know what the product is all about. You can either get the review access from the vendor or you buy it from the vendor, of course, through your affiliate link, as mention in the *Review Writing Technique* chapter.

Here is an example of review page prepared for you.

14
Mar 2013

SOURCE CODE GOLDMINE RETIREMENT SALE

Edmund Loh

Hey it's Edmund here and I just caught wind that PLR expert Jeremy Burns is retiring his Source Code Gold Mine private label rights!

I used to buy his Source Code products at \$97 – \$197 per bundle, and also profited from rebranding his works.

Now Jeremy Burns is retiring his SCGM brand, so he's doing something that shocked many marketers and myself included:

=> **Get The Source Code Gold Mine Retirement Package And CLAIM MY BONUSES**

Jeremy is letting go ALL of his previous Source Code Gold Mine packages for way less than you would get even from one SCGM package.

+PLUS for the first time ever he's removing all of the license restrictions so you are getting virtually UNRESTRICTED PLR license to these products!

**** BONUS! GET MY EXTRA 48 PLRGOLD PRODUCTS! ****

Because this doesn't happen all the time, I will also extend a BONUS deal only for my subscribers (and I don't do this all the time either).

Grab 48 Private Label Rights!
Just Paste Your Name On These 100% Ready-To-Go, In-Demand Products, Upload To Your Website & Be In Business - Make That, 48 Businesses - With A Hot Line Of Products In Your Name!

PLRGold: Enterprise has helped HUNDREDS of Internet Marketers like you build businesses that generates four to six figure incomes - irrefutable proof at:
www.PrivateLabelRightsGold.com

Now, I will reveal to you how to write follow-up emails as promised earlier. There are only two parts in an email, which are the headline and the body. The headline of the email is the subject line that will show up in the subscribers' mailbox.

Headline indeed is the most vital part, because it decides the fate of your email, whether to be read by subscribers or be deleted without even being read by the subscribers. So, what is the important thing you need to take care of to write a headline that attracts people to open it?

First technique is to use numbers, statistics or scarcity factor. When there is a numbers or statistic that proves you as not a scam, the possibility that people will click on it and check out what's in it will be higher.

Scarcity factor is like the 'limited sales' technique, it is a common marketing technique to cause people feel the sense of urgency to buy this, because it is limited. For instance, a headline with *Bonus! Only limits to 50...* or something similar. People love "limited edition". They'd jump into action more quickly.

Second technique is to give a teaser in your headline, remain suspended until they open the email. This is what we call a cliffhanger technique. You do not tell them what the email is about in the subject line. For example, *Reasons why I hate MLM...* or *Is this the last software you ever needed?* They will not know what this email is all about until they click to open the email.

Tip: Use sentence case in your headline, it is easier to read this way. Compare these two:

my review for optimizepress

My review for OptimizePress

Which one is easier to read? Of course, the second one.

Tip #2: Keep your subject line within 35-50 characters only. The reason why you need to limit your subject line characters is because 50 characters are the longest the mailbox will show. Anything longer than this will not be shown. So, your subject line will be cut off in the mid-sentence if it were too long.

Here come to the second part of an email – the body. Straightforward and precise is the key for the body. You don't need to write a long-winded email but there are only one or two important points you need them to know. They might not be able to read the entire email if it is too long.

Don't waste the opportunities to make a sale because of the long emails. Keep it short within 200-300 words will do. Straight to the point to the “**what's in it for me**” and **call to action** in the email. Insert your URL link to the same site every time after the call to action.

The ideal way in putting URL link will be 3 times in an email – in the beginning, middle and at the end.

Too many times of call to action leaves bad impression to them as well, 3 will be the ideal numbers. The URL can be linked to your affiliate link or bonus or review page. As mentioned, link to the bonus or review page is the most recommended way.

Tip:Keep the body of your email with 55 characters per line. Why? People feel easier to read with the shorter length per line. Imagine you is to read an email from beginning to the other end, will it be easier to read half of the page and move forward to the next line? This is a time-tested method proven to be useful in email marketing.

Now, how often should you send the follow-up emails to your subscribers? My answer to you will be at least **4** follow-up emails with the interval of **1 email per day**.

The emails that you are going to send should be as following:

1st day: First Promotional Email

2nd day: Reminder Email

3rd day: Q & A Email

Last day: Last Call Email

Tip: Remember to use AutoResponder to send all these emails to your subscribers. A small cheat to send the emails on the day you want automated, AutoResponder does it all for you!

Tip: Use link tracker or link cloaker to keep track on the people that are clicking on the link in your emails. With this, you can improve your email writing skills by conducting some split test in the elements of your emails.

Change one element at one time and see which one contribute more traffic to the website you've linked. No worries on this, it is one of the services in AutoResponder.

What if your link is a complicated long link? People usually will not click into long links with some indecipherable words, because it looks like a virus link. You can simplify your link with YoURLs.org, get more clicks with a much simpler link! The best part is it is free!



Get the Video Course

on Udemy!

[Click Here!](#)

Generating Traffic With Pay-Per-Click

One of the methods to generate traffic to get them to your site is by using pay-per-click. In this arrangement, the advertiser has to pay for each click of that particular link.

The two biggest search engines provide this advertising service, which are Google and Bing.

How It Works

With Google, you will utilize a program provided by them called the Google Adwords where you can bid for the most searched keyword that is relevant for your product. Once you've won that bid, your website will be prioritized in the Google search results.

The higher the search for the keyword, the higher the bidding price.

However, the key here is 'relevance'. Google has an exceptional customer relationship and they go out of their way to protect that relationship. When a bidder bids for a keyword, Google will send out editors to check on the relevancy of the website service or product with the keyword.

If there is no relevancy, then the bidding is annulled. This is how Google counters false advertising. If this method were to be used, always go for relevancy instead of just for the sake of the particular keyword being popular.

You pay to the ad space provider using the pay-per-click system where you have to pay for each click you get.

How To Use Google Adwords

1. Create Adwords account

First of all, you will need to register a Google Adwords account. If you are already a Gmail user, you don't have to worry about filling in other details that you've already filled in for your Gmail account. All you need here is your email address and password, then you're good to go.

With Google Adwords, you don't have to worry about payment just yet. It is free to register.

2. Choose keywords

This is where you have to compete with millions of other users who are probably competing for the same keywords that you want. Find keywords that are relevant to your products the most so that it is easier for the customers to find you.

3. Plan daily budget

Finally, set your daily budget based on your financial plan. Let's say, the cost-per-click is 10 cent on average for that particular keyword, and you'd like to bid for 100 clicks per day, your daily budget will be 10 cent times 100, so in total 10 dollars a day. Different keywords may have different starting bid. Of course, after some time of testing over the traffic and the keyword, you can change your daily budget from Google Adwords anytime to increase the clicks to your site.

Key Phrases Instead Of Keywords

Gaining popularity through keyword searches is great, however, if you were able to put yourself in the customer's shoes, you'd know that they would not search for keywords. Instead, they would use phrases to search.

For instance, for customers who want to learn Facebook advertising, they would type in, "How do I advertise on Facebook," in the search box. This is actually a common mistake for people who want to utilize the Google Adwords to promote their product.

Keeping Track Of Your Clicks

In Google Adwords, there is a feature that allows the user to track the number of clicks they are getting called the Google Adwords Dimension Tab. The main function

of the Dimension Tab is to analyze the number of traffic and clicks that you are getting from Google Adwords.

First, the Dimension Tab analyzes the clicks according to time. From the hour of a day up to a year, they analyze and present to you in statistics form. This way, you can know when the best time is to put on your ads.

For instance, result shows that Saturday has the lowest performance, you may pause your ads on weekends. Here you can save up some budget for a better bid on weekdays.

Secondly, the Dimension Tabs provides geographic analysis of your ad. With this feature, you can find which are of the world your ad works the best. You can sort these statistics based on conversions, countries, states, and more. This is so that you can know who your target audience is.

The third feature here is the search terms. The search terms analysis allows you to know all the other search terms that triggered your ads from multiple views.

At this point here in the search terms analysis chart, you may see what kind of keyword the users search in the search engine that lead them to your site. You may find some useful keywords here for future use, or if you happen to find some irrelevant terms that have made their way in, you can negate it right away.

Generating Traffic With Solo Ads

In this chapter, I will introduce to you one of the techniques to generate traffic to your site – with solo ads. First of all, why solo ads out of so many other techniques?

Here's why:

Reason #1: Fastest and Most Effective

Buying solo ads from the other vendors indeed is the fastest and most effective way to generate traffic to your site for the starters, because you don't have a long mailing list to mail them your promotional emails.

So, to increase your mailing list, you need to buy solo ads from other vendors.

Moreover, the budget on how much you spend is controllable. The total amount that you need to pay depends on how many traffic the vendors had sent to your page, which is what we call "pay per click". I will further explain about pay per click later.

Reason #2: Targeted Leads

With the buying of solo ads from the vendors from the same niche as yours, you are going to get all targeted leads to your site. The traffic they send to your site are those that are interested in your offer, instead of getting traffic from other niches that are not your target and probably will not make any purchases.

Another benefit from buying solo ads is that you can increase your mailing list as well. When the directed leads from the vendor to your site make any purchase, you get to collect the email addresses as well through the landing page.

Reason #3: Instant Results and Conversion Rate

The results of the conversion rate can be seen almost instantly, and this is the best part of buying solo ads. The vendor you buy solo ads from will straightaway send the solo ads email to their subscribers, to promote your affiliate link.

This is why you don't need to wait for many days for the traffic to your site.

Here are the three reasons why I choose to introduce about solo ads instead of all the other ways to generate traffic.

However, most of the marketers forgotten that solo ad emails are serve as a PRESELL only. They put the sales page in their solo ad emails instead, which is why so many of them cannot grow their mailing list through buying solo ads.

The sequence of how solo ads should works is first, of course, seeing the solo ad emails. Second, to the landing page to opt-in their email address, and then last to the sales page of the promoted product.

This is how the sequence should be; don't put any sales-related messages in your solo ad email, you can insert message about the free report to download if they opt-in their email today. The solo ad messages and landing page must be congruent, so it makes sense to the readers.

Here is an example for you to revise on how a landing page should be:

Sales Statistics		Total: 10
	Number	Amount
Amount of sales	851	\$87,572.50
Number of sales	851	
Amount of refunded sales	16	\$1,672.50
Number of refunded sales	16	
ALL commissions		\$87,572.50 sales from just 1 method
PAID commissions		
UNPAID commissions		

FREE! Get My Course & Discover 8 Ways To Profit MASSIVELY From Private Label Rights!

To Master The Skill Of Making Money AT WILL With PLR Starting Today, Enter Your Details Below:

Enter Your Name Here

Enter Your Best Email Address

YES! Let Me In!

*This is a FREE course that used to sell for \$47. Credit card is not required.

As you can see it, starts with a simple but action-oriented headline about the free report your subscribers will receive after the opt-in of email address, and then a call to action to fill the box below with a big red arrow pointed down and the orange call to action button.

Tip: The conversion rate is higher if you only ask for their email with a single opt-in. Some of the marketers would ask for double opt-in, however, this will not increase the conversion rate.

This is the common format of a landing page, so, your solo ad email should mention something about the free report instead of the product you are promoting. Let the vendor do the sales with the sales page. Your job is to direct the traffic to their site.

How To Write Solo Ad

A solo ad email needn't be too complicated. It must be simple so that it's easier for readers to take in. The basic and effective format for a solo ad is as follows:

1. Short and precise – maximum of 200 words, and 55 characters per line
2. 3 URLs to the same site – beginning, middle, end

This should be the basic format of a solo ad email as well.

Tip: Give a semi-blind offer, which give only half of the information about the offer. This is one of the cliffhanger techniques, to arouse their curiosity to know more about what is the next offer you are going to give them.

The solo ad should be written in the following way:

Hey **[[firstname]]**,
If you are _____ and _____ then you owe it to yourself to see this:
⇒ **[[LINK GOES HERE]]**
Here is how to _____.
Click here to find out now:
⇒ **[[LINK GOES HERE]]**
YOUR NAME
P.S. You can get in now at absolutely no-cost. Here it is again:
⇒ **[[LINK GOES HERE]]**

As mentioned, you should lead the traffic to your landing page **first!** For the purpose to collect the email addresses from the subscribers to grow the mailing list, because the size of the mailing list is the biggest asset of an affiliate, hence, do not send to the vendor sales copy first.

The first priority is to build your own mailing list first.

How To Track Conversions

Tracking the conversion rate to the site is equally important because you will need to know how many clicks you've sent to the vendor's page. The recommended software is **Google Analytics** and **Link Tracker Tool**.

Google Analytics is a free service provided by Google; you can find this through the Google search engine and signup for free! However, there are several link tracker tools available online that you can purchase to have more functions.

Reliable Places To Get Solo Ad Vendors

Go to GetSoloAdTraffic.com and look for the suitable package that suits your budget plan, you will need to know how many clicks you want to buy from the vendor – 200, 500 or 1000 clicks.

This is one of the reliable places that you can go, or you can simply search for 'solo ad' or 'email advertising' plus your 'niche name' in the Google Search Engine.

Try to contact a few solo ad vendors and collect all the information needed if you are able to, the "Questions to Ask" is already done for you, I'll reveal it to you later. The purpose of asking them this set of question is for the comparison purpose, to compare the price, size of mailing list, reliability and so on.

The clicks you bought is the number of traffic you will get, this way you know exactly what you are going to get. However, worst-case scenario,

it would be the number of clicks the vendor sent is not equivalent to the clicks you've bought from him.

This is another reason why tracking is so important, because you need to know your number just in case anything happens. You have to discuss about the terms and conditions with the vendor before to avoid any conflict.

Here's the set of **“Questions to Ask”**:

1. How big is your email list?
2. How you manage to get my leads?
3. How many clicks are you able to generate?
4. Can you provide me a suitable offer?
5. How 'old' is your list?

These are the commonly asked questions to make sure it is a reliable vendor to joint venture of. The last question is to make sure the mailing list is an up-to-date list; if the mailing list is too old, you may want to reconsider the deal with him.

Here's the most important part in dealing with the vendor, **how much should you spend?** The price range will be from \$0.20-\$0.50 per click. For example, the first option of 200 clicks for \$80 will be \$0.40 per click. Do the math and know how much you pay for the clicks.

For starters, you should start off small with 200 clicks first. Always remember to do the tracking, to track on the number of clicks to your site.

Using Blogs To Sell

There are so many to gain from writing a blog. Not only it allows you to express and share your ideas and opinions, it can also be used to sell your products. And as an affiliate marketer, this is an important aspect of your business.

Why Blog?

As an affiliate marketer, you need to build a relationship with your customers. One of the reasons for this is that you can have a bond with your customers. The customers need to know that they're not purchasing products from a robot on the Internet. Let them in on the side of you that is not just an affiliate marketer.

This 'human touch' goes a long way as it builds trust between the customers and you. Use your blog to share opinions, ideas, or maybe just on things that you enjoy, like pictures of your travels and adventures. Some may groan at the idea of doing this, but it is to remind the customers that you are like them.

All affiliates should have personality or, more correctly, an affable and approachable personality. If you go on this venture without a personality, hiding behind a name and a picture, it might not be good for business. The customers want to see the other side of you, too, the side that is just not selling products.

What To Do With Your Blog

Well, as mentioned, just write about anything that pertains to the business that you do and also the products you sell. It's perfectly fine to stray away from that to talk about your interest in a couple of posts every now and then.

The key to having a lot of readers and followers on your blog is to have good content. But you also need to interact with the readers. When they read on something you've written and they want to chime in on that particular topic, you have to entertain them. They appreciate that you read and acknowledge their ideas and opinions. Also, by reading and replying the comments, you can something new for yourself, too.

Establish Relationship With Other Bloggers

As you know, networking is important in business. It is equally as important to network with other bloggers of the same niche.

You can interact with other bloggers by leaving comments, liking their posts, or share it on your social media such as Facebook and Twitter. You should also interact with them on social media by adding them on Facebook or following them on Twitter.

When you promote their posts, in return, they might share yours, too. From there you will get new unique readers from their following. And if they are experts in the same field you are, you can get advice and pointers.

The benefits of networking are a lot and there is no reason to shy away from it. Also, another great reason for networking with other bloggers is that you can write guest post on their blog.

Guest Blogging

This is one of the best methods to bring in new readers to your blog. Guest blogging is just you writing a post to be published on someone else's blog and they in return do the same to you.

To do this, you must first find a blog that discusses the same topic that you do on your blog. It's best to find a blog that has almost the same amount of readers and followers as you.

Then, you must interact with them as mentioned above, via social media or commenting. After that, propose the idea of guest-blogging to them.

Why should you do this? This is so that you can get new traffic of the same niche without venturing out to other unfamiliar places on the Internet. By writing a guest post, you have access to the other blogger's readers and followers' attention. Should they like what you write, they will go to your blog, too.

Finding the blog with the same niche and topic is important, because you know that the readers and followers are interested on that particular niche. Hence, the chances are higher that they like your blog, too. And remember, these readers are also your target audience. By guest-blogging, you have new exposure to an untapped target audience.

Usually, a guest-blogging arrangement doesn't require any monetary involvement. If you have a high number of readers and followers, the other blogger would agree to do this guest posting for free. This is another type of advertising that doesn't need money.

Writing A Guest Blog Post

Writing a blog post is totally up to you. You can choose however way you like but here are just some recommendations based on what popular posts.

1. Have Images

Include images in your posts. Nowadays, communication has gotten more visual than before. Also, having images are a surefire way to grab the attention of a blog frequenter.

If your blog post is a tutorial or guide, then visual aid is needed. This is so that they readers can understand your post better. Especially when you write something that involves numbers, you will need images to boot. You can share images such as charts, etc.

2. Include Hyperlinks

When you are making a point and need evidence to support in a post, it's a must that you quote the source of that information. This can be included in the form of a hyperlink in the post itself. You don't have to worry about readers diverting away from the post because that usually doesn't happen.

Rarely do they click on these hyperlinks but it's still a good idea to have them accessible.

3. Make Your Blog Accessible & Visible

In the end of the post, (and also the beginning, if you want) include the link to your own blog so that the readers would know where to find more of your writings.

People tend to shy away from naked links, so you must dress them in a hyperlink. Make the link to your blog as visible and accessible as possible. This will encourage them to go to your blog for a visit.

The Common Mistakes Internet Marketers Did Not Realize

More and more startups had risen up nowadays thanks to the rapid growth of the technologies; Internet marketing is no longer new to us. However, not every one of the Internet marketers can survive until the end, because they do not know the right way.

Hence, when you see a flat movement in your conversion rates and sales rate even though you've done all you can to send the swipe emails to your subscribers, you are yet to find out which part of your marketing you did it wrongly.

If you are encountering the same situation, you are leaving your money behind if you didn't read this part of the book. I am going to tell you what the common mistakes are that you did not realize.

Spam

This is one of the common mistakes that an Internet marketer, especially newbie, did most of the time but yet to realize. This is a common thinking, "The more emails I send, the more sales I am going to make." This is a wrong thought that you must eliminate when you are planning your email marketing strategies.

Put yourself in the shoes of your subscribers. You wouldn't want to receive emails every day, seeing that someone is selling something to you.

You can prevent this by adopting the double opt-in system in your landing page. Double opt-in requires the prospect to fill in their email address twice to confirm their subscription, thus, it is a double confirmation act that they are giving you the consent to send your newsletters to them.

It is true that you may lose some subscribers because of the double opt-in system, but see this from another angle; those who double confirm their consent and subscribe to your newsletters are the serious prospects that would consider your offer.

Compared to getting a bunch of 'subscribers', it would be an advantage if you can get 'serious buyers' into your list.

Small tip for you: Make sure the system to unsubscribe your newsletters is well functioned. Even though it is better that you can keep your list, yet, it is their freedom to opt-out and choose what kind of emails they want to receive.

Wrong Choice of Words

The art of words is powerful if you use it in a right way. This is indeed a difficult lesson to learn for each Internet marketer, however, if you can master this, you can easily earn yourself the title of super affiliate.

Throughout years, the way of writing emails and sales letter had evolved numerous times to cope with the needs of internet users. The choice of words that work few years ago will not be able to catch the users' heart anymore.

To master the art of words, you must first understand the needs of prospects. The study of prospects may takes a lot of efforts, but it helps a lot for you to tweak the way you write to them. This little tweak may bring massive sales to you, you wouldn't know until you did it.

One way to improve the choice of words is to do a split test. First, split your mailing list into half. Change one element in the email each time you are going to send it to your subscribers. Send the first edition of your email to the first half, and the second edition to the other half.

You can track the conversion rate by using the tracking system service from the net. This way, you can improve your email marketing along the way.

You can tweak your subject line, the opening, or the ending call to action. Remember to change only one element each time, to keep track on which element affects the conversion rate.

It is recommended to do this once in a while, because the Internet business is an ever-changing platform. The way of doing things in as recent as last year may not applicable now.

Attract the Wrong Traffic

This is especially for newbie who do not understand how to generate the right traffic to the landing page. When you are directing the wrong crowd to your landing page, it will affect your subscribers list as well. It may seem that you are getting a lot of subscribers, but it is not the targeted subscribers that you actually need.

They want instant result but use the wrong way, such as generating traffic from different niche. This is not the right way to generate traffic; all you'll get is increased number of subscribers, but not sales.

For starters, be patient and start with small amount first. There are ways to get instant result as well as boost your sales like buying solo ads or doing ad swaps with other Internet marketer.

After a few of solo ads buying, with a larger list you can then start doing the ad swaps. Growing your mailing list should be the utmost important task an Internet marketer should focus on.

In spite of all these techniques, some of the Internet marketers are still doing this wrong. Going to the wrong site and generate wrong traffic to the landing page. Hence, they couldn't sustain and survive in the business.

Couldn't Identify the Demand

A product or service demanded by the consumers is different from the product or service that the consumers want. While demands is something the consumers need, a product and service that the consumers want is just something they desire – not a necessity.

Compare to the instant and immediate desire of a consumer, a product that can fulfill the long-term needs of a consumer is obviously a better choice. Nonetheless, some marketers only see the short-term goals in the business.

They couldn't identify which products are the evergreen products that could sustain longer in the market.

Apart from this, sometimes they've forgotten to make sure that the product is a proven seller. A product that is demanded by the crowd but couldn't sell is no different than a wrong product to sell.

Before you make the decision to sell that particular product, do some research on the credibility of the product vendor, quality of the product, sales page, sales funnels, and so much more to be listed down.

So, make sure it is a proven seller even though it is a product that demands by the consumers.

Couldn't Identify the Right Product

This is one major mistake that could ruin your credibility and sales. As mentioned, to identify the right product to promote, research on the product. This is an unavoidable act, especially for starters, to start with. Or, that is the first time you promote the vendor's products.

Do not pick vendors that focus on collecting the leads. This kind of products is usually not a quality one, as they put their focus on growing the mailing list only, not the quality of the product.

If you are to promote this kind of low quality product, and lead your subscribers to subscribe to someone would spam on email marketing, your credibility could be ruined. Worst-case scenario, your subscribers unsubscribe your newsletters.

So, be sure of what kind of product you are promoting.

Protecting Your Affiliate Commission

Thanks to the growing of internet technologies in astonishing rapidity, that brings a lot of benefits and makes our life a lot more convenient compare to the past days. But, we should not only look at the pros of the Internet, we must take the cons of Internet into accounts as well.

Looking at the lucrative commission that being an affiliate can bring to the Internet marketers, the thieves will not overlook the chance to steal from you as well!

At the same time when you are earning your passive income from the affiliate program, you should watch out for the thieves. An Internet business owner should have the awareness on this and buy an anti-thieve software program in the system. This is to protect your affiliate commission to be targeted.

Here are some things that you can do to protect your business and prevent this to happen:

Meta Refresh

It is a method of instructing a web browser to refresh certain page automatically after certain interval of time. This step can reduce the commission bypassing without notice and, of course, the commission hijacking from the unwelcome thief.

However, this requires a little knowledge in writing HTML scripts. By changing the HTML scripts in your browser, even a novice in writing script can do this as well. Simply search for the command that you should key in the script will do.

In spite of the benefits that Meta refresh can bring to you, there's one problem Meta refresh could bring to your site as well. Some search engines don't like Meta refreshes because some site owners used it for unpleasant purposes. If you are to use this method, use it with caution.

URL Redirection Service

URL redirecting service is also called URL forwarding, which enable you to make a web page available under more than one URL address. When someone attempts to open the website that has been redirected, the website with a different URL will be opened.

You can find this service for free on the net, or if you are not financially constrained, you can buy domain name for each affiliate program that you join. This is a method that decreases the possibilities of the same URL to appear too often, hence, decreases the risks of being targeted by the commission thief.

Web-based Ad Tracking Service

You can use this service to check out which website that led the prospect to your affiliate page. This is a common service for Internet marketers to study which advertising method is the best method, because it will record the entire advertising campaign.

However, you, as an affiliate, can make good use of this service to trace where the visitors to your site came from. If there is a suspicious source, you can figure out and solve the problem right away before it causes you any damages.

Ad Tracking Scripts

If you are not so keen on using the services provided online, you can use ad tracking scripts instead. However, this requires you to have knowledge in writing the HTML scripts.

You can search the net for some useful scripts that will notify you if they find out suspicious sources that lead to your site. The advantage of knowing how to write the ad tracking scripts is you can make the tracking work easier, as the system is automated.

With the ad tracking script, you can hide your affiliate link from the thief and hence reduce the risk.

JavaScript Redirect

This is another script that enables you to redirect your visitors to another site from the first site they visit. Exactly when is the time someone will need the JavaScript redirect? It is when the time you need to move your site to a new domain name.

You can place the JavaScript redirect in your old domain name, informing the visitors that you've moved your site to another domain name. There will be a new link to redirect them to the new site.

You can create a custom field to store your redirect URL and set type to hidden. This way, you are making your redirected URL hidden; only those with permission will see it. As a result, you can reduce commission thief as well.

Conclusion

Affiliate marketing offers many opportunities and lucrative passive income to you if you know the right techniques. In addition, the flexible time that allows an affiliate to work from home is another attractive highlight that interest people to jump into the bandwagon as well.

Whether your affiliate business will be a successful or fail, it mostly depends on you. Now that you know how an affiliate business works, you can start your own affiliate business with more knowledge than other affiliate marketers who have thread the same waters.

Remember not to give up so easily. This is to your business success.



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