

HOW TO
Get Rich
FROM
Affiliate Marketing



“How To Get Rich From Affiliate Marketing”

Introduction

Welcome to **Affiliate Marketing Magic!** We have a few points to cover here before jumping into the gritty details of affiliate marketing. Please read this introduction all the way through before moving on to the rest of the report. I promise you'll be glad you did.

Let's begin with an important question...

Why do you want to learn affiliate marketing?

If you've got a piece of paper and a pen handy, write down your answer(s). My bet is you probably answered something along the lines of: “It looks like an easy way to make some money on the Internet.”

You're right! Affiliate marketing *can* be a *very* easy way to make money online. However, you should know from the start that affiliate marketing is not a 'get rich quick scheme!'

Talented affiliates can generate real wealth – they can even ‘get rich’ – but they do so by taking affiliate marketing seriously and **treating it like a real business**.

This mindset of commitment is crucial. Far too many people just ‘play’ at affiliate marketing like a hobby, then wonder why they aren't making real money. The answer, of course, is that doing things ‘halfway’ only gets you half the results – and its often even less than that.

So, what does it mean to treat affiliate marketing like a real business?

First of all, it means being willing to invest in both the tools and the knowledge needed to run a successful online marketing campaign.

‘Top’ affiliates tend to invest in:

- ✓ Unique domain names for each niche market they want to target
- ✓ Web hosting to set up their own websites under those domain names
- ✓ An autoresponder service for collecting opt-in leads to an email list, to which the affiliate can send “follow up” email promotions.

- ✓ Education and training in ‘ Internet marketing fundamentals’ like copy writing and traffic generation techniques.

Don't let this scare you off. These tools and resources are inexpensive. They're also easy to set up as long as you have basic to intermediate proficiency with computers.

Now, let's talk about another aspect of affiliate marketing.

Successful affiliates have something in common: *they've learned to think strategically*. In other words, they do their market research and formulate their plan of action *before* they ever launch their marketing campaign.

In the ‘old days’, when there was less competition, you could get away with being lax in regards to market targeting. You could even get away with not having a proven method or business plan behind your campaign.

These days, however, that just isn't so. Your mindset should be ‘selective’, and your focus should be on achieving domination in one niche market at a time. This takes patience, but it is an approach that will pay off greatly in the long run.

What Is Affiliate Marketing?

Affiliate marketing involves two parties:

1. A Merchant – The merchant owns a product or service for sale on the Internet.
2. An Affiliate - The affiliate is an individual, acting independently, who helps promote a merchant's product or service in exchange for a commission based on a percentage of each sale.

Let's elaborate on this a bit more.

A **merchant** is usually the owner (or, at the very least, the ‘licensee’) of the product(s) and/or service(s) being sold from his web site. He or she can spend tons of time and money on advertising, traffic generation and other methods in order to make sales, and keep 100% of the profit on everything.

However, a smart merchant understands that he can't possibly reach all of his online target market on his own. It's too costly and too time consuming. So, he starts an **affiliate program** to build up an independent sales force working his behalf.

Individuals like you can join the program and become **affiliates**.

It is important to note here that, as an affiliate, *you are NOT an employee of the merchant*. It's not a contract job. Any terms you consent to when joining an affiliate program will govern things like:

- How much you get paid for referring sales
- When and how you get paid
- Acceptable methods of advertising and promoting the merchant's products

In other words, as an affiliate, *you are in business for yourself*. You help drive traffic to the merchant's website via your own advertising methods. Whenever you refer a new customer to the merchant, he credits you with any sales generated and pays you a commission.

Commissions are usually a percentage of the product price. For example, if you refer someone who buys a \$97 product, and your commission is 50%, then you earn \$48.50.

Make sense?

The sale you helped to generate is a sale the merchant otherwise might not have made on his own. He's making *some* sales through his own efforts and keeping the full \$97, while making sales of \$48.50 off the customers you refer. Since he is profit-sharing with you, it is a win-win situation for both parties.

How Affiliate Programs Work

Affiliate commissions are the heart of an affiliate marketer's income. You've seen an example of one type of percentage-based commission, but there are other types of commission structures you may come across depending on the affiliate program you're involved in.

First, there is no set rule about how high a percentage commission a merchant can offer you. It can be as low as 1% or as high as 100%. Most merchants, though, will set the percentage at a level that is attractive to potential affiliates.

Also, it is important to note that your commissions may be based on a **per sale** basis or on **total sales**.

Some merchants skip all of this and go with a **flat-rate** commission. For example, a merchant might decide to pay a flat-rate of \$50 on sales of all products priced from \$75-\$150.

Now, you might be wondering exactly how a merchant tracks your referrals and knows to credit you with a sale?

The key to your commissions is your **affiliate link**.

The easiest way to explain this is to take you through a real world example. Think about all of the websites that you visit on a daily basis. Whenever you go to Ebay, for example, you type in <http://www.ebay.com/>, right? This is just a 'direct link.'

Now, imagine that a friend of yours is an affiliate of Ebay. If you typed in <http://www.ebay.com/> or clicked on a plain link, there would be no way for Ebay's affiliate program to know that your friend referred you.

Why?

Because the link just takes you directly to the site, and doesn't contain any special, personally identifying information about who referred you.

Now, let's say that your friend gave you his affiliate link to Ebay instead. It might look something like this:

<http://www.ebay.com/affid?=6699124>

The above link is just an example I made up, but it's good enough to show you what's going on here. See the **affid?=** part of the URL? It indicates an affiliate referral.

The number series of "6699124" represent your friend's actual "affiliate ID" in this hypothetical scenario. Once you click that link, the affiliate ID is noted by the affiliate program where your friend's name is associated uniquely with his affiliateID.

Affiliates links come in many lengths and formats, and you'll find they vary from merchant to merchant depending on the software solution they use to run their affiliate programs.

The digital store known as Clickbank (www.clickbank.com), for example, formats all affiliate links like so:

<http://affid.merchantname.hop.clickbank.net/>

The 'affid' part of the URL gets replaced with your unique affiliate ID, while the "merchant name" is replaced with the unique ID of the merchant.

Clickbank is an interesting case because it is actually a payment processor for *multiple*, different merchants. Hence, the "merchant name" portion of your affiliate link will change depending on which merchant/product you're promoting.

Getting Started – Step 1: First, Target a Niche

Your success as an affiliate rests upon proper targeting of hot, ready-to-buy niche markets. In other words, you want to be “selling water to the thirsty” rather than selling ice to Eskimos.

Believe it or not, the subject of niche targeting is sometimes controversial among affiliate marketers, despite being a relatively simple step in the process.

Some will tell you to start by targeting a subject area for which you have a pre-existing interest or passion. Others say you should avoid affinity-based targeting, in case your interests are too obscure, and just go where the money is, regardless of how you feel about a particular market.

My recommendation is that you find a happy medium between the two. It is a bit more difficult to go into a market you know little about. It can be done, but you’ll have to do some reading to catch up on all the industry terms so you sound like you know what you’re talking about when emailing potential customers.

But let’s say you love ‘real estate’ or ‘computers’ or ‘cooking.’ You know enough about your topic that you can help others. At the very least, your enjoyment of the subject is high enough that you’re willing to dig up whatever information you need.

This is a good place to be in because market descriptions as general as these leave a lot of room for further refinement. “Real estate”, for example, can be broken down into dozens of sub-markets that are more highly targeted, e.g., ‘loan refinancing’, ‘flipping houses’ or ‘home repair.’

The above could be broken down further into things like:

- Loan refinancing for people with bad credit
- How to flip houses with no startup capital
- Do-it-yourself home repair on a shoestring budget

You see, everything we’ve listed so far represents a potential target market, but some of them are *more highly targeted* (hence, easier to reach) than others.

Just going after the ‘real estate’ market, for example, would be disastrous for an affiliate. The description is far too broad and includes too many types of customers. You’ve got to get specific about the needs that exist in a marketplace, and exactly which ones you aim to serve.

The method for doing so is part brainstorming and part good, old-fashioned research. I recommend sitting down first with your own list of ideas and sorting through to find which ones hold the broadest potential.

As you sort through your list, try to think of potential “key words” that average people would use to describe the market.

For example, if you begin with “Sports and Recreation”, you might break your list down further like so:

1. Football, Soccer, Baseball, Tennis, Golf, Bicycling, Jogging, Snowboarding, Fishing, Rock climbing, Hunting, Camping, etc..
2. Sports and recreation equipment: football equipment, footballs, uniforms, jerseys, helmets, gloves, and so on for each category of sport or recreational activity.
3. Sports and recreation ‘how to’: rules of football, learn to play football, and so on for each category of sport or recreational activity.
4. Sports and recreation hobbies: collecting football jerseys, betting on football or ‘sports betting’, dream teams – and so on for each category of sport or recreational activity.

If you hit a wall when creating your list, don’t worry. You don’t have to do all of this brainstorming on your own. You can go online with just a few descriptive key phrases and uncover many of these “sub-niche” ideas for yourself.

For example, if you want to break down the “fishing” market a bit further, start by looking into the most popular information on the subject by visiting sites like Amazon.com (www.amazon.com).

You’re likely to come across some titles like “What Fish Don’t Want You to Know: An Insider’s Guide to Fresh Water Fishing,” or, “Salt Water Fishing Made Easy.”

Both of those titles give you potential market key phrases: “fresh water fishing” and “salt water fishing.” They’re both in the same general market, but represent the interests and needs of two types of customer. The same thing goes for “bass fishing” or “catfish noodling.”

To narrow this down with laser-targeted accuracy, you’ll need to take a few more steps. The next step in the process is to investigate which affiliate products are available in your market.

Are the products all targeted to the *general* interests of the market, or do they target the specific subsets? This matters because it is also going to affect how you put together your affiliate offer, and how you drive traffic to the offer.

Let's go ahead and examine how and why now.

Getting Started – Step 2: Further Target Your Market by Locating Affiliate Products to Offer

There is an infinite variety of products you can offer to the marketplace as an affiliate. You might offer “physical” goods in the form of equipment. You might offer “intangible” goods like downloadable ebooks, videos or other types of information.

Using our ‘fishing’ example here, we’re talking about the difference between offering “rods and lures” versus selling people information about how to fish.

This may come as a surprise to some, but the *information market* is actually MUCH easier to exploit; hence, far more lucrative than focusing on physical goods. For that reason, we’re going to focus here solely on information products for examples in our discussion of targeting.

Fair enough?

Let's continue using “fishing” to illustrate our point. Imagine for a moment that you've decided to go into business as an affiliate, and you want to focus promoting these “how to” guides.

You might wonder if you have to choose between “bass fishing” versus “trout fishing”, or “fresh water” versus “salt water.” The answer is ‘no’. You don't have to go that narrow in this instance.

While you can bet that some of your visitors (aka, potential customers) might live in a part of the world where a certain type of fishing is unavailable to them, that really isn't the deciding factor.

So, what is?

The deciding factor is: *what type of fisherman are you targeting? The professional or the ‘weekend warrior’? The ‘fanatic’ or the ‘casual’ fisherman?*

You see, what you want to do is **describe your ideal customer**. Is he dedicated or lazy? Does he want a fast, easy and cheap solution or is he willing to pay a bit more for high-end information?

There's no right or wrong answer here. However, your answers DO determine *which* type of product you'll want to promote, and how you structure your offer. It's all about the unique 'spin' you're putting on the solutions you're offering.

For example, if you want to sell to the "lazy" fishermen, you'd want to offer them titles like "What Fish Don't Want You to Know" or "How to Catch a Boatload of Bass This Weekend While Barely Lifting a Finger."

Likewise, if you think your audience is a bit more fanatical, you could offer them that first title along with something more advanced, like: "How to Read the Lake: Finding Fish by Water Depth and Temperature." Don't worry, I made that last one up ;-)

Do you see the distinction, though? A casual fisherman probably won't invest in a hardcore, 6 DVD boxed set about fishing, but the fanatic will. You can sell to either of them, but you have to put the *right* product in front of them if you want to do well.

Where Can I Find Affiliate Products?

There are hundreds of places to find affiliate programs and products on the Internet. As far as information products are concerned, the number one place to start is at the **Clickbank Marketplace**: <http://www.clickbank.com/marketplace.htm>

Also, it's a good idea to search through the following **affiliate program directories**:

<http://www.associateprograms.com/>

<http://www.affiliatesdirectory.com/>

Finally, don't forget to check any niche-related web sites you come across. If you find a site with a product you like, search around the navigation links (especially the bottom footer) for links that say "Affiliates", "Affiliate Program", "Make Money", etc.

Getting Started – Step 3: Verify Your Market Using Key Word Research

An important step for any affiliate marketer, key word research is a method of verifying market interest and estimating the potential number of visitors you'll be able to direct to your offer.

The major search engines (such as Google, Yahoo!, MSN, etc) keep logs of the search terms entered by every user. These databases are then made available to the public through both on- and off-site key word research tools.

For example, you can find out what people are searching in Google by using Google's Key Word Research Tool available here:

<http://adwords.google.com/select/KeywordToolExternal>

Likewise, you can mine a huge database containing compiled data from numerous search engines by using a service like **WordTracker**. The folks at WordTracker offer both a free service and a subscription service. You can access their free key word suggestion tool here:

<http://freekeywords.wordtracker.com/>

You're probably thinking: "That's great, but what am I supposed to do here?" It's simply. Take your list of key words and enter them (one search at a time) into one of these research tools, then have a look at the results.

Let's pretend you've decided on "bass fishing" as your market. You decide to use WordTracker for your research.

You enter in the phrase: "bass fishing and WordTracker will return all the most popular variations of that search phase, along with search volume data, like so:

3,182 searches (top 100 only)	
Searches	Keyword
1012	bass fishing
209	free bass fishing games
134	bass fishing home page
122	play bass fishing games
117	bass fishing tips
76	bass fishing lures
66	orlando bass fishing guides
55	bass fishing techniques
50	bass fishing reports
49	smallmouth bass fishing
46	bass fishing homepage
41	fishing bass
39	bass fishing tackle
36	online bass fishing game
33	striped bass fishing
31	bass fishing florida

The numbers you see to the left represent an *average* search volume for the month across multiple search engines. It is not an exact science, and these are not exact numbers. In fact, you might even be able to double or triple some of those numbers for high volume search engines like Google.

What you're looking for here is evidence of market interest in your niche. If you're going to sell bass fishing "how to" guides, you'll see you've got pretty good odds as there are several hundred people per month searching for information in the form of "bass fishing tips", "bass fishing techniques" and so on.

This can get tricky, though. Sometimes a very good market will have low search volume on certain terms (e.g., 1 to 2 per month) and you might mistakenly assume that the market does not exist.

The key thing to remember about keywords is this:

1. You need to research more than just a few variations.
2. Don't assume that search volume equals interest or profitability.

Keywords are useful tools for judging how much traffic you could generate, but they are not the end all be all of determining a market's profitability. They are meant merely to verify that your market exists *online* and that the market is *actively searching for the information* you intend to provide.

Getting Started – Step 4: Create Your Offer

What exactly does it mean to 'create an offer'? Isn't the product itself the offer?

In a word, 'no.' You're definitely selling a product, but you're also selling a "solution." The question is: "what solution are you selling?"

To create a powerful offer you must give people a *compelling reason they will benefit from owning the product.*

The easiest way to do this is to purchase a copy of the product yourself so you can study and review it. You'll want to write down all of the potential benefits you see.

For instance, is the product (or solution):

- ✓ Reliable?
- ✓ Proven?
- ✓ Guaranteed?
- ✓ Fast?
- ✓ Easy?
- ✓ Fun?
- ✓ Worth every penny?
- ✓ Unlike anything else?
- ✓ Comprehensive?
- ✓ Magical?
- ✓ Instant?

- ✓ Long-term?
- ✓ Etc....

Key words like these are ones you'll want to pay attention to as you think about the benefits of the product. This will help you write the *copy* for your offer, both on your opt-in page as well as in your follow, promotional emails.

In order to get the hang of this, try writing a review for the product. This doesn't have to be a professional review. You can just jot down some short sentences like so:

The most detailed guide I've ever seen on how to catch bass.

This works instantly and easily. Read the guide tonight, and go out on the lake tomorrow morning. You'll have so many bass in your boat you won't believe your eyes. It's incredible!

Most bass fishing guides don't tell you this one secret you need to know if you want to catch a basketful of fish quicker than you can say 'dinner' – otherwise, improper execution of this crucial step could send you home empty handed!

Notice that you are *not describing features*, like: "A 300 page long guide to bass fishing that includes pictures and how-to information." Instead, you're describing the product in terms of *the end result the customer hopes to achieve*: catching more bass as quickly and effortlessly as possible!

This is the crux of how affiliate offers are structured: go for the gut. Go for people's emotional needs and desires, and they'll do the job of rationalizing the purchase intellectually.

Getting Started – Step 5: Set up Your Own Website and Lead-Capture System to Present Your Offer

This is likely the one area where most new affiliates get confused, and there are several reasons for that confusion:

1. It is possible to do affiliate marketing without your own site or lead capture system.
2. Setting up a website and lead capture system requires technical knowledge that some people don't have.

Let's talk about the technical angle, first. Just how computer savvy do you need to be? If you are going the do-it-yourself route, you need to learn the following:

1. How to register a domain name
2. How to sign up for web hosting
3. How to make your domain name point to your web host
4. How to create a basic web page
5. How to set up an 'autoresponder'

While there's not quite enough room in the report to explain each of these steps in depth, I can assure you that they are quite easy once you've seen how to do them.

Creating a web page, for example, is a lot easier these days because most web hosts offer a "what you see is what you get" type of site design software that looks and functions a lot like a word processing program.

Also, you've always got the option of finding someone more technically savvy to help you – maybe a neighbor, relative, friend or even a freelancer that you hire to do the whole set up for you.

Now, let's talk about this idea of doing affiliate marketing *without* a website.

The thing to understand is that your affiliate is your key to earning commissions. That link needs to be *somewhere on a website*, but it doesn't necessarily have to be *your* website.

For instance, let's say you created a promotional video and uploaded it to your YouTube. There's a 'description' area that you can fill in for the video, and this information appears on the page YouTube creates to serve your video. If you want to do so, you could drop your affiliate link into that description area.

Any traffic going through your affiliate link there would be YouTube traffic. You're basically 'stealing' both their traffic and their website capabilities. Make sense?

Some affiliate marketers love doing this sort of thing, but there is a definite purpose to having your own website, and to capturing targeted leads.

Why We Use Websites and Lead Capture

The two primary reasons for having your own website are as follows:

1. You can send whatever traffic to it you want, and control what that traffic sees when it arrives.
2. You need a web site in order to put up your "lead capture form" for collecting the names and email addresses of your visitors.

Again, let's look at why you'd want to do things this way. First, why do you want total control over your traffic? It is quite simple: if you control what your visitor sees, then you control *what he thinks*.

That sounds more Orwellian than intended, but it is an important truth. First impressions are very important, and you'll be a lot more successful in your affiliate business when you control what information your prospects see about the affiliate product you're promoting, and when they see it.

Second, there's the matter of "following up" with your visitors. If someone comes to your website, looks around for a few seconds and then leaves, you've lost a potential sale.

A certain percentage of your visitors *are* going to leave, but many of them would be happy to receive more information (follow ups) from you.

In order to send them that information, you have to have a way of contact them. That's why you collect their names and email addresses. By giving you that information, they indicate their interest in your information, and you can follow up on that via email.

Here's an example of a typical website using a lead capture form:

***** WAIT!!! *****

Free Information:

Find out how to get **\$100** emailed to you
over & over again up to **93** times a day UNLIMITED!

***** FREE! *****



Just fill out your name & email below:

Your First Name:

Your Email:

Sign Up Now!

Hey! We hate spam as much as you do, so we promise
never to give out your details to anyone!

Guaranteed in writing!

Notice the “Your First Name” and “Email” boxes, as well as the “Sign up Now!” button? Those three elements make up the lead capture form. If you were a visitor to that site, and decided to opt-in to the email list, the owner could follow up with you via email like so:

Hi Joe,

Thanks for joining the list! I know you’re eager to find out how to get \$100 in cold, hard cash emailed to you day in and day out. First, go ahead and download your copy of this free report explaining the basics of the system:

[Your download link here]

The report is lengthy, but it's an easy read. You'll learn all about making money online using some very clever methods no one has seen before.

If you're in a hurry, though, I recommend you go ahead and check out this website:

[Your affiliate link here]

To your success,

Bob

The above is an illustration of what could be the first of many follow up emails 'Bob' might send, as an affiliate, to each visitor who opts-in to his list. Can you see the power of this technique?

Instead of losing the visitor (a potential customer), you can 'slow drip' information to him in order to 'pre-sell' or persuade him towards buying a particular product.

This method works because people *like* to be sold to, when you do it right. Give them free information. Show them the benefits of the product you're promoting. Make them focus on *the solution* or *end result* of owning the product.

The ability to follow up is the number one reason for an affiliate to own a website and lead capture system. You can prep your customer to be in a buying frame of mind *before* he reaches the merchant's web site!

Getting Started – Step 6: Drive Market-Specific Traffic to Your Offer

Here's where the real fun starts, and you'll be able to gauge the effectiveness of the affiliate marketing system you've set up. Those commission checks won't come rolling in on their own. You've got to drive market-specific traffic to your web site, so that people actually see your offer.

So, how do you drive good, targeted traffic to your site?

The first thing to know is that there are literally dozens upon dozens of ways to drive targeted traffic to a site. The only things that might limit you will come down to budgeting issues around **money** or **time**, as those are the two key ingredients in any traffic system.

Let's talk now about 'money methods' versus 'time methods.' There's really no such thing as "free" traffic, after all, so keep in mind that any method you see is going to cost you either money or time.

Money Methods

The #1 'money method' available online today is pay-per-click (ppc) advertising.

What is pay-per-click, you ask?

It is essentially a paid form of search engine marketing that allows you to place a "cost-per-click" bid to run advertisements on any market-related key words you choose.

In other words, let's say you want to advertise on Google, and you want your advertisement to show up any time someone searches on the phrase: "bass fishing".

What you would need to do, first, is set up a **Google Adwords** account so that you can advertise on Google. Then, you would create your first advertising campaign by entering in the key words you want to bid on.

Google will tell you what the current going rate is for those keywords, along with how many clicks-per-day, on average, you can expect to get if your ad performs well. The phrase "bass fishing", for example, might be going for something like 5 to 10 cents per click.

You can bid higher or lower than the suggested minimum, but you typically need to bid at least the suggested amount in order for your ads to receive enough exposure through the first leg of your campaign (you can adjust your bid according once you see how many clicks you're getting).

The best thing about PPC advertising is that allows you to target exactly the key words you want, and to drive targeted traffic towards your site as quickly as possible.

It will take you just an hour or two to set up an account with a service like Google Adwords, and you can usually expect some traffic to start coming in to your site within 24 hours.

Time Methods

Methods involving a time investment can be called 'content methods', since that is primarily what you'll be creating in order to drive traffic. When I say "content" here, I'm talking about things like **articles** and **press releases**.

Article marketing, in particular, has proven highly effective for affiliates.

The article marketing method involves the creation of 10 or so market keyword-targeted articles between 300 – 500 words in length. You'll take these articles and submit them for publication at various 'article directories' (e.g. www.articledashboard.com).

What happens is, if your article is good, it will be picked up and "syndicated" by other web site owners who need good content to present to their visitors.

The way you get traffic from this method comes from what's known as your 'author byline', which you include at the end of every article you submit, for example:

Fred Jones is an avid bass fisherman, and expert on all things fishing related. For more information, visit: <http://www.your-website.com/> , and don't forget to grab your copy of Fred's latest, free report called: "10 Bass Fishing Tips for Dummies."

The benefit to this method (and the same can be said here for press releases) is that articles create an aura of authority and credibility.

This is good because it is much better to have a visitor coming to your site who feels like he already 'knows' you a little bit, and respects the information that you've provided.

Another **time method** you can use is to go to where your market "hangs out" on the web. You can often find them talking about their favorite subject in market-specific forums, or browsing for information at "Answers" type site.

The **forum method** involves locating and joining market forums to become a trusted and active member. In order to get traffic to your site, you'll created a **forum signature** that appends automatically to the bottom of each of your posts:

I catch more fish in one weekend than you catch all year. Don't be jealous! Let me show you how it's done! → <http://www.freds-bass-fishing-tips.com/>

The **answers method** involves visiting 'answers' sites like Yahoo Answers (answers.yahoo.com) and AnswerBag (www.answerbag.com). These sites are organized by category, so it's usually pretty easy to find an area that applies to your niche.

All you have to do is browse around for unanswered questions pertinent to your market, And choose some that you can answer with authority. Some sites will allow you to link directly back to your site from within the answer, while on others you'll be able to place that link in your member profile.

The key with this method is, again, establishing trust and credibility by providing helpful information. The better your answers, the more likely people are to check you out and eventually visit your site.

Keep in mind we are just scratching the surface here in terms of the kinds of traffic generating methods you can use.

Traffic, in general, is too broad of a subject to cover in full here, so I highly recommend you invest in some courses on the subject if you can afford it.

Getting Started – Step 7: Grow Your Business by Adding Products to the Backend

An important concept to understand in any marketing endeavor is that of the “sales funnel”. A well-designed sales funnel will consist of what’s known as a **lead product** and a **backend product**.

As the name suggests, a lead product is the product you “lead” with when building up your opt-in list and existing customer database. It is your **first offer** to your market and usually not intended to be the biggest money-maker. Lead products, for this reason, are generally low-priced and simple offers.

Backend products, on the other hand, are usually higher ticket items. They represent your “follow up” offer to your list that you send after the lead product has done its job.

So, for example, you might lead with a product like an ebook called “Bass Fishing for Beginners,” then follow up on the backend with a higher-priced video product called “Ultimate Bass Fishing System.”

The goal here is monetize your list on two fronts. First, the people on your list who have not yet purchased from you might take you up on your backend offer.

Second, you want to see if existing customers, who purchased the lead product, will take you up on your backend offer, so you make even more sales.

This approach is how the ‘serious’ money gets made in affiliate marketing. You can earn decent commissions on your lead products, but you’ll be limiting yourself if you don’t add additional affiliate products into the mix on the backend.

The reason for this is simple. You’ve probably heard of the 80/20 rule, right? Eight percent of your sales will come from 20% of your list, i.e., from your existing customers.

People who have already bought from you before have demonstrated their trust in you, as well as their interest in the product you are offering. You're leaving money on the table if you don't follow up with them about additional offers.

Conclusion

Affiliate marketing gives the average person a fantastic opportunity to create a real, home based business. Unlike other home businesses, affiliate businesses are easy to set up and don't require much in the way of start up capital at all.

This ease of operation means, too, that you can set up multiple affiliate businesses. You don't have to stick to just one niche. Once you get your first business going, you can duplicate your business model into other markets to create additional revenue streams.

While affiliate marketing is not a 'get rich quick scheme,' it really *can* produce for you a very serious income. The better you get at the business, the likelier you are to achieve real wealth.

If you've enjoyed learning about the basics of affiliate marketing covered in this report, don't hesitate to keep going. You can get top-notch training from a variety of online sources, some free and some paid.

So, why not start today?

To Your Success,

Mike Saunders

Recommended Programs:

**Packed With TONS Of Secret Affiliate Marketing Strategies, Tactics, Tricks
And Much Much More!**



The Simple Step-By-Step System You've Been Missing - *Newbie Cash Machine™!*



The World's First, Only And Most Complete Membership Dedicated To Super Affiliate Marketing...



Super Affiliates™ Inner Circle Membership Club!

Ebook Business In A Box™ System!

