

Make Money
with
Affiliate Marketing

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Make Money Online with Affiliate Marketing

What is affiliate marketing? In simple terms, it means promoting other peoples' products and earning a commission on any sales made. Affiliate programs give you the opportunity to earn money from sales generated of other people's products. An affiliate is an individual (like you!) who sends traffic to a product creator's website. When you sign up to be an affiliate, you are given your own unique affiliate link which tracks how much traffic you send to the product website. You receive a commission for each sale that is made through your affiliate link.

There is a wide range and variety of affiliate programs. You can find affiliate programs for both physical and digital products, as well as for services such as coaching and even membership sites. When you send traffic to a website as an affiliate that results in a sale, you earn a commission.

Affiliate marketing is one of the quickest and easiest ways to get started making money online. You don't have to worry about creating a product, paying for graphics, developing a sales letter or following up with buyers. And most affiliate programs are free to join, so it is a low cost way to get started.

Sound good? It certainly can be, but there are some things you need to do to be successful as an affiliate.

First, choosing a good product is key. There are all kinds of affiliate programs out there, so you need to do your homework before getting involved in any. There are some things to determine before you choose your affiliate products.

Make sure you do your research. Is the niche popular? Is there a lot of competition in the niche or will you be able to establish yourself pretty quickly? How does the sales page for the product you are considering promoting look? Would you buy from the site? Look at the product and sales page from the viewpoint of a prospective customer. If you wouldn't buy the product, chances are others won't either.

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Secondly, make sure you don't just send people to the targeted website without collecting their contact information. This is often a part of affiliate marketing that is overlooked. However, it is very important! Product creators build lists from the customers they receive from you. As an affiliate, you should also be building a list. Before sending your visitors to the sales page of the affiliate product, offer them something for free if they will opt-in to your list. You can create a short report on the niche and give it away before forwarding the visitor on to the sales page. By building a list, you can create a long term relationship with the visitor and offer them additional value and product offers. Don't let your visitors go away and never hear from you again!

Lastly, set up a blog or website set around the niche you are selling products in. That way, you can sell multiple products in the same niche.

Let's look at an example as how this all comes together. After doing some research, you find out that gardening is a hot topic. You can start a blog or website on tips and resources for gardeners. You can write articles related to gardening and link to different gardening products/resources. You can also give away a free report, "5 Tips to Better Gardening" to build your list.

Some places to find good affiliate programs are:

- Clickbank – only offers digital products such as ebooks, ecourses, etc.
<http://www.clickbank.com>
- Commission Junction – offers mainly physical products
<http://www.cj.com>
- Paydotcom – offers both digital and physical products
<http://www.paydotcom.com>
- Linkshare – offers both digital and physical products
<http://www.linkshare.com>
- Share a Sale – offers both digital and physical products
<http://www.shareasale.com>
- Do a Google search for "your niche + affiliates" or "your niche + affiliate programs."

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For example, if you want to sell weight loss products, type into the Google search “weight loss affiliates” or “weight loss affiliate programs” – do not include the parentheses.

IMPORTANT As with any program, you need to do your own research. I have given you resources to check out, but you must research them yourself.

Affiliate programs differ on how they pay their affiliates (ex. by check or Paypal), how often, if there are any minimum earnings required before you receive payment, etc.

Make sure you know all these things before signing up for an affiliate program. Choose ones that are going to fit your personal needs.

Wishing you success,

Laurie Neumann

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