

AFFILIATE MARKETING

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Affiliate Marketing

What is Affiliate Marketing? Simply put, it is selling someone else's products and making a commission every time you make a sale.

Affiliate Marketing is a great strategy to make money for either new website owners or seasoned business owners. For the “newbie”, it allows them to get up and running in a business rather quickly, without investing a lot of money. It also allows you to have products to sell without putting the time into creating any of your own.

For the business owner who has been around for a while, selling affiliate products can be another source of income, and a profitable one at that.

Requirements

A website is not essential, but is strongly recommended.

How Do You Get Started?

Example

Let's say you have a real interest in basketball. If you do not have any of your own products to sell, you can still build a business around your interest by finding other people's products to sell. You could sell basketballs, hoops, jerseys,

books, etc.

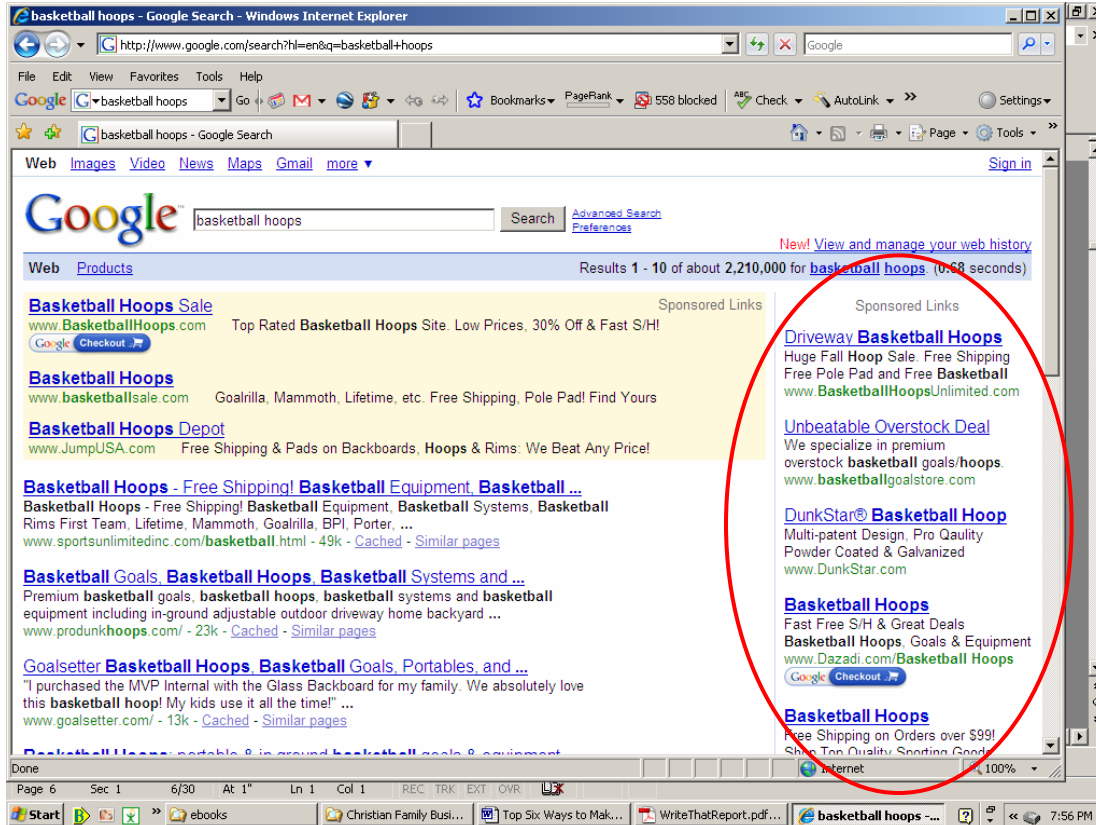
Step 1. Do an online search using www.wordtracker.com (there is a free trial.)

Wordtracker is a tool that tells you how many searches there has been daily for a certain keyword phrase, and also, how many other sites are competing for the same keyword phrase. Put in the keywords of the product you are interested in selling into Wordtracker (ex. basketball hoops) By keywords, I mean the word/words you would put into the search engine to search for the product. By checking this on Wordtracker, you can see how many people are actually searching for your type of product in a day. You want to choose a product to sell that there is a good market for.

Step 2. Determine if people will buy the product. Do some research to determine if this is a product people will pay money for. There are products that people search for, but are looking for free information or items. You need to determine if this is a product people will spend money on. One way to do this is to check out amazon.com and your local bookstore to see if there are books and magazines being published on your topic. While you are at your bookstore, check out the ads in the magazines, to see if there are ads being placed for your type of product. .

Another way to check the market is to see if there are Google Ads for this type of product. These are the ads down the right side of the page when you do a

search on Google, as shown below.



If people are paying to advertise for the product, there most likely is a market for it.

If all of the above checks out good, you most likely have found a product that will appeal to a buying market

Step 3. Find a product. Do a search on Google or your favorite search engine for the type of product you want to sell. Look into the product to ensure it is a good quality product and that the company is reputable.

Step 4. Look to see if they offer an affiliate program. If they do, there will usually be a link at the bottom of the page or on the navigation bar for "affiliate

program.” If there is no affiliate program offered and, if it is a product you really want to promote, ask the website owner about it. If they receive enough requests, they may start one.

Tip It is helpful to put your keywords into the Google search box with the word “affiliate” (don’t put the quotes) after them. This should bring up the sites that have the product you are looking for and that offer an affiliate program.

Step 5. Sign up for the affiliate program. When you do, you will be emailed your login information (user name and password). Most affiliate programs are free to sign up.

Step 6. Get your affiliate link. Login to the affiliate page and get your affiliate link, which can be placed on your website, blog, sent out in emails, etc. Then when someone clicks on your affiliate link and buys a product, you will be given a commission.

What to Look For When Choosing an Affiliate Program

When checking into affiliate programs to offer, check out::

- Is it a **good quality** product you can stand behind?
- The **amount of commission** you will receive - look at the cost of the product and figure out how much you would make on each sale. On a

digital product, I would recommend finding products that offer at least 35% or above. Physical product commissions will normally be less.

- **When you will be paid** - is it once a month, once a week, etc? Normally, most affiliate commissions are paid either through Paypal or by sending you a check.

Even though affiliate products are not your own products, you want to treat them as your own, and only offer good quality products with a company that has good customer service. You do not want to damage your reputation by recommending something that is not a quality product.

You will need to market affiliate products just as you would if you had your own product. It is not good enough to sign up for the program, get your affiliate link, put it on your website or blog, and sit back and wait to see the money come in. It won't happen.

You need to actively promote it. The ideal way to handle affiliate products is to purchase the product and use it yourself. Then write a personal testimonial about it, which can be put on a page on your website or on your blog, including the positives about it and if there is a negative, you can be honest and tell about it. People will appreciate your honesty and begin to trust you to tell them the truth.

If you are promoting many affiliate products, it may not be reasonable for you to purchase them all yourself. In that case, make sure you really learn what the product is all about. If they have testimonials on the site, read them. You can learn a lot from what people say about it.

Many times, the owner will provide content that you can use as an affiliate to promote the product.

I recommend starting a website and having a separate page devoted to each affiliate product you promote (they should be related to the same niche. If they are not, they should be on separate websites).

Marketing

You then need to get traffic to your site. Some of the best free ways to generate traffic are:

- **Article marketing** (write articles about a topic related to the product you are promoting, submit them to article directories, and include a link back to the page on your website that includes the affiliate product you are promoting.) Check the directory's rules about including affiliate links in your articles. Some will let you, but have guidelines on how to do it. Be sure to follow them, or your article will be rejected.
- **Posting at forums** related to the niche you have chosen (be sure to include a link to the page promoting your affiliate product in your

signature.) Again, be sure to follow the forums's rules about including links to affiliate products.

- **Search engine optimization** (optimize your website with keywords and content related to your niche). You can take a great free course that will teach you the basics of search engine optimization (seo) at www.gnc-web-creations.com
- **Blogging** – start a blog where you post information regularly that would appeal to your market. You can then promote your affiliate products there also.
- **Start an email list** – set up a page where you can capture people's name and email addresses, so you can stay in touch with them. Send them helpful information and build their trust. Then, promote your affiliate products to them (do not overload them with offers, but sprinkle them within the context of other good information you are providing.)

This is just a basic outline of how affiliate programs work. For a great resource (that I have personally used and learned from) that will teach you more details about affiliate marketing, click on the link below.

[Affiliate Marketing Sweetie](#)

Another resource that I have not personally used, but has gotten great reviews.

[Super Affiliate Handbook](#)