

## Module 9: Affiliate Marketing 101



You'll find the top three methods of creating an income online in this module and the next two. Each one doesn't cover all the details but gives you a birds-eye view of each method. Though seasoned marketers use many methods and strategies, I strongly recommend you begin with just one. Learn it well, and when you have engaged it as best you can – and are making money with it – move on to other methods.

**Affiliate Marketing, for First Steppers, is the simplest, fastest, and most efficient method of generating income.**

What is it?

Google Dictionary says: "A marketing arrangement by which an online retailer pays a commission to an external website (or individual) for traffic or sales generated from its referrals."



Another way of putting it, Entrepreneur.com says: "A way for a company to sell its products by signing up individuals or companies ('affiliates') who market the company's products for a commission."

And one more high-falutin' definition for you. "Marketing Terms.com" defines affiliate marketing this way: "Revenue

sharing between online advertisers/merchants and online publishers/salespeople, whereby compensation is based on performance measures, typically in the form of sales, clicks, registrations, or a hybrid model." (Now that's a mouthful!)

To make it much simpler: Affiliates, also known as associates, are people like you and me, who advertise and promote products and services they don't own, didn't create, and don't stock or manufacture. If and when someone purchases an advertised product or service as a result of your "marketing" efforts, the product or service company pays you a commission.

**Bottom line: You promote and sell and put money in your pocket. Easy, peasy!**

The simplicity makes it very attractive for First Steppers! All you need to do is promote and the company does the rest: product delivery, product returns, fund collection through a payment system, and customer service.

To be effective and profitable with affiliate marketing, you don't need a domain or website, an autoresponder membership, link tracking system, or an expensive computer and other "cloud services."

Simply promote and collect your commissions when somebody purchases the goods.

With affiliate marketing, you are paid for referrals. You're an online salesman or sales representative who earns commissions for selling stuff. This practice is a common, age-old sales model. You're probably familiar with it if you've ever purchased a car,



washing machine, a cell phone, or goods from the Amway rep or Avon lady who appeared on your doorstep.

Some companies pay money for a “cost per action” or CPA. If a customer referred by your advertising efforts merely clicks and signs up to subscribe or to receive information from the company, you’ll receive a small amount of money. Companies place great value in getting people on their email or customer list. The amount could be \$1 to \$25, depending on the company and the product.

“Flat rate” amounts, sometimes \$50 or more, can be earned every time a customer makes a purchase. A flat rate is paid no matter how much the customer ends up buying, including the upsells.

Affiliate marketing commissions range from 3% to 50%, depending upon the company controlling the product, the stock, and the manufacturing. Higher commissions are generally paid to expand email marketing connections and contacts of the company which can increase their exposure, scope, or market share.



Major companies like Amazon.com have affiliate programs and pay you a commission when you sell one of their products. The commissions are low, so you need to promote and sell a lot to get decent return for your efforts. On average, commissions from such companies range from 2 to 10%.

Promoting digital products, like e-books, online or computer programs, and private label rights (PLR) have higher commissions (up to 100%) due to delivery by download with no physical inventory and no shipping costs.

Now, you may be asking yourself, “Are there any downsides or drawbacks to this type of method? Hold on! I’ll get to that later in this module. While I’ve got a full “head of steam” – That’s train engineer lingo! – on this subject, I’ll delve a little deeper. ☺

## **VIDEO TUTORIAL – Introduction to Affiliate Marketing 101**

[Click Here to watch!](#)

[Click Here to check out Walt's wonderful coffee!](#)

## What are the benefits of participating in an affiliate program?

- ***You don't have to develop your own product.*** You can piggy-back on the creativity and work of others.
- ***You don't have to collect money from the sales of these products.*** That's handled by the affiliate marketing companies. No need to deal with credit card payments, PayPal, Payza, or other payment providers. *Except for transferring the commissions into your own bank account.*
- ***You have few or no up-front costs to get started.*** Many affiliate programs cost nothing join and provide free training. Any funds needed would be for you to purchase traffic to their sales pages or websites.
- ***You can work part-time.*** You can work in your spare time, at home, on vacation, or at a local coffee shop. You choose the time and hours according to your schedule and lifestyle. Mmm, sounds good, doesn't it?
- ***You have the opportunity to build a generous re-occurring or passive income.*** That's money you make when you're sleeping, working, or on vacation. Sounds even better, eh? Your advertisements are out there 24 hours a day, 7 days a week, 365 days a year – working for you and earning commissions!
- ***You are the owner of a small business.*** That definitely gives you a feeling of accomplishment and pride. Taking control of your own future and developing ways to improve the lifestyle of you and your family members is a joy and blessing. Other benefits of owning your own business include tax deductions for your home office, utilities, office furniture and equipment, "vacations" to conferences and seminars in exotic locations, and a host of other business expenses you can write off.



**For an unknown reason, the latest online marketing fad failed to attract female participants!**



## What do you have to consider to begin affiliate marketing?

1. ***Choose a “niche” market.*** Although marketing products from Amazon.com would be a wide niche with wide appeal, try to find out where the hot niche markets are and what products have the most potential to bring you the highest income. One key to your personal satisfaction is to select an area that fits with your passions, a hobby, even your profession, and base your niche from this. You might as well love what you do and do what you love! Why spend time and energy on something you don't enjoy? (You'll learn more about “Riches From Niches” in one of the Specialty Modules. [Click HERE](#) to find out how you can add modules to your First Steps Online training.)
2. ***Join an affiliate marketing program.*** Many companies offer them, and you can scroll to the bottom of their main websites for links to learn which ones. Choosing the right one for you is essential. Find a company with a good reputation and product selection, plus a history of high-quality customer service and satisfaction. Be sure to watch my video below.

Take as much time as you need to do your research. Go to Google and enter “affiliate marketing companies.” Look at the results, check out websites that interest you, and read their promotional material.

JVZoo - ClickBank – Warrior Plus – Strong Future International (SFI)  
- Commission Junction - Max Bounty - ShareASale - Wealthy Affiliate  
- Amazon.com –

**For a more complete listing, go to:**

<https://www.thebalance.com/a-z-list-of-ad-networks-and-affiliate-programs-2531524>



**Look over these quick tips *before* choosing an affiliate marketing program.**

- Find a program or genre which caters to your likes and interests.
- Look for a high-quality program and check it out with the Better Business Bureau or Government Consumer Department before you sign on the virtual dotted line.
- Become a member of an affiliate company offering real and viable products. Many have a free trials or a “free-to-join” policy.
- Find a program that caters to a growing target or niche market.
- A great choice would be an affiliate program with a compensation plan that pays out a commission or residual income – of 40% or more. Do not waste your time with programs that don’t reward you substantially for your efforts.
- Beware of minimum quotas you must fulfill or sales targets too hard to achieve. Check into their compensation plan!
- Make sure the program offers plenty of resources to help you grow your business in the shortest possible time. Not every affiliate program has these capacities. Choose one with practical tools you can use and access.
- See if the program has a proven system which allows you to check your networks and compensation. Does the company have it available online for you to view anytime and anywhere?
- Check if the program offer strong incentives for members/affiliates who renew their membership each year or access to other programs and products?
- Beware of the things current (or past disgruntled) members are displeased with in a program. Ask someone involved in the program what their experience has been. Search for reviews and/or testimonials on the internet and read them carefully.
- ***Which affiliate marketing program do I recommend?***  
My recommendation of an Affiliate program is covered below in an over-my-shoulder video walk through.

Or, [Click here to see what I am doing!](#) Real People, Real Opportunity! It might be just what you're looking for.



### 3. Choose a product or products to sell.

What specific niche do you want to promote? What products are available that support this niche? Examine the following tips for choosing products within your particular niche.

- First, establish whether or not there's a *viable demand for this product*. Aside from determining if people want the product, find out what type of people this product targets and determine if you can easily reach this audience.
- How good is the *product sales page*? If it doesn't look as though it can convert visitors into buyers, you must decide how much work it will take on your part to override this drawback. Is it worth the extra effort you'll need to invest? Go with your gut feeling. If you don't feel comfortable with the look, the sales copy, or the order process, chances are the average viewer won't either.
- Can you make enough profit by promoting the product? Some owners reward their affiliates by giving them generous commissions while others merely offer a tiny percentage. Getting an idea of how much you'll earn versus your time and effort is crucial to your success.
- The *quality of the product* is vital. If you don't feel confident about how good it is or how well it performs, it will be a challenge to convince your customers otherwise. And difficult for you to launch a successful promotional campaign and maintain it over an extended period of time.
- Down the road, you'll need your own means to *track and monitor* everything related to your affiliate activities – things like the number of visitors (traffic) you sent to each sales page, how many of them actually made a purchase (conversions), and the ability to run sales and refund

statistics. This will keep you informed of each product's performance, and allow you to determine which campaigns need to be tweaked, expanded, or dropped altogether.

#### 4. Create trust and build a standard of quality in everything you do.

Shakespeare in his epic story *Hamlet*, wrote these words:

"This above all: to thine own self be true, and it must follow, as the night the day, thou canst not then be false to any man".

If you base your business on truth, honesty, and trust, you will go far. If you're not happy with a certain product, then choose to *eliminate* it rather than be hypocritical and promote with lies and false information.



#### 5. First Steppers . . . take the walkin' slow!

As with all training in this series, there's no need for you to be frustrated or overwhelmed by comparing your efforts with those who've been in the biz for years. As a passionate pilot of radio-controlled airplanes, I say this:

*"Fly your own plane and enjoy the journey! Be the pilot of your own craft and realize that your focused education, engagement, and expansion will pay off over a period of time and turn your dreams into reality."*

Please watch my video covering the basics of affiliate marketing addressed in this module along with some other concerns. I share a way to make affiliate marketing very effective and profitable for you!







Watch a video about Affiliate Marketing with my good friend and mentor, George McBride.

[Click HERE to watch now.](#)

This over-the-shoulder video walks you through setting up an Affiliate Marketing program.

[Click HERE to watch now.](#)

**Follow-up instructions for setting up an affiliate program with SFI:**

1. [Click HERE to go to the signup page.](#)
2. Read through the information provided and scroll to the bottom of the page.
3. Enter your name, email address, password, and other details needed.
4. Once submitted, please check your email INBOX within 15 minutes to confirm and whitelist SFI's email address. [Click HERE on how to "whitelist."](#)
5. Follow through with the basic training and introduction to SFI and their marketing system and read through the "Launch Pad" lessons.
6. Visit your SFI Affiliate's Center by going to: [www.sfimg.com/Home/Alerts](http://www.sfimg.com/Home/Alerts), log in with your SFI Identification number and your password.
7. Watch for a welcome and introduction email from me with additional information and details about SFI's Marketing program.

## **Shiny Object Syndrome**

**Sometimes adults act like kids – impetuous, immature, and lacking in social graces!**

(Keep reading . . .)

"Grownups" might even take on childhood syndromes that normally fade away by the time they reach puberty – Attention Deficit Disorder, ADD, or it's next of twin – Attention Deficit Hyperactivity Disorder, ADHD!

Have you ever started a project, but ditched it for something else you considered more important at the time? Did you put the project on the back shelf and eventually forget about it?

**Me, too!**

I'm impressed with T. Harv Eker, a successful business man, coach, and motivator. He has the ability to pinpoint the problems with earning an online income and hit you with a solution. One of his latest blogs was so appropriate, I just had to bring out the high points here.

**"How to Avoid Shiny Object Syndrome and Stay on the Fast Track to Success"** starts out by purporting that many of us have a malady called Shiny Object Syndrome!

What is it? It's a syndrome that affects most First Steppers within the first two years of working online! (Carefully, it could last longer, till death do you part!)

T. Harv Eker says, "They jump from whatever looks cool and interesting at the moment to whatever comes along next, without seeing the first thing through. What can you do about it? Two words: *focus and commitment*."

In 12 years, Eker had 14 different jobs, 12 different businesses and still ended up broke! His problem, according to him? Not following through with his current involvement. Things changed, struggles ensued, and he couldn't stay focused. When his attention got diverted to something new and "shiny," he'd think that the next thing was going to be faster, smarter, better.

His reasoning in his own words: "Why should I stick with this really hard thing? It was habitual. Why did I choose the thing that was really hard? It wasn't hard when I chose it. It was beautiful, but then I made it hard. The shiny object is shiny until you get there. Then it becomes dull and ugly."

Ekers' comments probably hit all of us at one point or another in time, no matter which circumstance we're in: hard, easy, unknown, unsure, unprofitable, whatever. He tells us that it's *not* our current "vehicle" that we are driving that's the problem – it's us! His personal conclusion? "It's not the business. It's me."

## **The Shiny Object Syndrome causes your focus to be off-center, and you lose your commitment to what you're doing at the moment!**

Even good friends can shift your focus and clarity by dangling shiny new objects in front of your face. You think, "Hey, it worked for them, it should work for me." However, if your mindset is not strong, you'll still be broke, unsuccessful, and discontentment will slowly destroy your soul.

The treatment for this malady? Regain your focus and work on yourself! Begin improving *you*. In the process, you may find something you really enjoy, something you are truly passionate about, and something that will command your attention.

"If I work on me and just do something I really enjoy, let me try that," Eker says. "I then became a millionaire in two and a half years."

He concludes with this splendid piece of advice: "Commit to something for a minimum of three years. Why three years? That's how long it takes to systemize something so it can work without you. Don't even think of leaving it. It's like the Army. You're in for three years, period. There's no going away. You commit to it."

**Can you make a three-year commitment?** Do you have the staying power, focus, and commitment to see your way to success with internet entrepreneurialism? Can you promise right now that you will do whatever it takes to learn your craft, engage your experience and knowledge, and then expand it to fulfill your dreams and desires? You got it! The 3 E's to Succeed!

Good questions! But only good if these questions inspire you to focus, prioritize your goals, and stick to them!

There will never a better time to get off the fence and start doing something than *now*! Be focused! Commit to your future . . . today!

Thank you, T. Harv Eker!

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