

i. How to build your list from affiliate marketing

You are able to gain attention and trust through your relationship with individuals who agree to get content from you. And you are able to earn attention from individuals via search engines because Google trusts your content.

Ideally, you want both.

First of all pick a high converting offer.

List building is all about opt-in conversion rates and the value of every subscriber over the life of the relationship. This is where useful content comes into play... you're not going to get somebody to give up their main e-mail address unless you promise and deliver useful content in return. And your lifelong buyer value will be lower if you don't sustain a great relationship with your list.

In our last video we looked at how to make a squeeze page to capture emails. Offering a free report that coincides with the product you are an affiliate of is a great way to get people to sign up.

Here are some quick tips that make list building work:

You can't be timid about promoting, or else you won't make any cash. However you likewise need a balance between solid content and affiliate offers to sustain a positive relationship. Crafting content that provides independent value but likewise naturally leads to a product recommendation is one bright way to do it.

You'll do better with Google Adwords by having a high quality score for your landing page. The greatest way to do that is to host the page on a domain with lots of content and a decent amount of inbound links. So think of tying this tactic with a blogging strategy that supplies the content links you send to the list.

Greater than opt-in conversion rates, your chief concern is recouping ad expenses as soon as possible if you have any. One way to do that (and likewise make immediate profit) is to send the new subscriber to a highly-relevant affiliate offer as soon as they opt-in.

You don't have to a huge audience to make good money from affiliate marketing, however you do need a strong relationship with the correct individuals.

Next we will look at how to send traffic and get commissions!