

Affiliate Marketing 2.0

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Introduction

I know, I know- there are a ton of affiliate marketing guides out there, right?

Well let me tell you something- most of them suck.

There are definitely a few good ones out there, but they're hard to come by. And that's why I'm putting this together- to tell you what *works*.

Now I'm not promising ANYTHING. Because I can't do the work for you, I'm not going to guarantee you any kind of income per day, month, etc.

But what I *can* guarantee is this- if you put in good work, you'll get good results.

If you put in a **lot** of good work- you're more likely to get **lots** of good results.

Make sense?

Okay- so let's get started by talking about why most affiliate marketers FAIL- despite spending hours and hours on their business.

Why Most Affiliates Fail

There are actually a number of reasons why affiliates seem to fail online.

Here are just a few:

- They don't build a list
- They don't treat this like a business
- They take shortcuts
- They don't know their target audience
- They don't focus
- They go for "get rich easy" courses and methods

All of those are horrible traps to fall into. But even when you've conquered those things, there is one more reason why thousands of affiliates fail:

They don't provide value.

Sure- they might send some kind of crappy free report or something every now and then.

But there's a LOT more to building a good relationship than that!

For example, let's say that you're in the internet marketing niche. You decide that you'll build value by getting some free PLR report and sending it to your list.

Well, marketers who have been around for a while know what crappy PLR is. They know that you probably purchased that report for \$1 (or got it free) from some cruddy PLR membership site.

Meanwhile, what those marketers *really* need is probably something of high quality.

Maybe they need a really good tool to do X.

Or they're looking for information on how to do a JV, or build trust with their list, or how to skyrocket conversions on their sales pages, etc.

Or let's talk about the weight loss niche.

If you send them some cruddy report that basically just says "eat better", that isn't too helpful.

Instead, tell them specific foods to eat and why. Or give them specific exercises to try, and a good reason why.

Or you can send a little report on the importance of sleep for people trying to lose weight.

The bottom line is that **you have to deliver value.** Whether this is in video, audio, or written format- it doesn't matter. But you *have* to help them solve the problems that they're having- period!

How do you do that? It's a basic 3 step process:

- 1) Research to see what their problems are
- 2) Find the solution
- 3) Give them the solution

This builds trust, meaning they'll be more willing to buy the products you recommend.

Got it?

Now let's talk about something that a lot of affiliates struggle with- finding a good niche.

How to Pick a Niche

There are tens of thousands of niches out there. Choosing one can be tough- especially when you're first starting out.

I recommend that you look at 2 main thing when you try to determine which niche you get into:

Evergreen versus Temporary

Personally, I recommend choosing an "evergreen" niche. These are niches that will never, ever go away.

My favorites fall into 3 main markets, but there are a lot of others that you could get into.

The big 3 are:

- Health
- Wealth
- Relationships

Within each of these, there are TONS of niches you can get into.

For example, within Health you can get into weight loss, male enhancement, STDs, acne, heart disease, Alheimers, meditation- all kinds of stuff!

In fact- some of these can even be considered markets, and have multiple sub-niches. For example, weight loss can be weight loss for men or women, shedding water weight, fitness, gluten-free diets... all kinds of stuff!

But because these niches are **never** going away, they fall under the category of "evergreen."

Now, there are tons of other evergreen niches.

Baby clothes, shoes, t-shirts, travel- things like that are also evergreen. And there is a TON of money spent on them. So if you want to get into them, go for it. They just aren't my favorites, plus they don't tie into the next section very well.

Now, a temporary fad would be something like a specific video game. Even though there will be a large audience for a short period of time, in the long term everyone will forget about this game.

Now in addition to choosing an evergreen niche, you also want to...

Choose a Hungry Niche

Your goal as an affiliate marketer is to help solve people's problems, right?

Well how can you do that if they don't really care about those problems?

For example- needing to drill a hole in a wall isn't exactly life changing. Sure, they may like their power drill, but it won't change their lives forever.

Meanwhile, what if you can help someone lose 100 pounds? *That* is life changing.

Or maybe you help save a marriage. *That* is life changing.

You see, some niches have problems that really don't matter. Others have problems that- if you sell the solution for- will make the world a much better place.

So what kind of niches are "hungry"? Again, it often boils down to the big 3:

- Health
- Wealth
- Relationships

If I'm very overweight, I *really* want to lose weight.

Meanwhile, do I *really* want that new pair of pants? And if I get it- will I see the world in a much happier, better light? Probably not.

That's why I like those big 3 markets, and those are the ones that I recommend you get into as well.

Now let's say you've drilled down into those markets and picked a specific one. For example, maybe you want to do the "weight loss for women over 40" niche.

Let's go find a good product for you to promote.

How to Find a Product to Promote

The great thing about being an affiliate is that there are TONS Of great products to promote.

The worst thing about being an affiliate is that there are TONS Of great products to promote!

Sometimes it can be difficult to choose what you want to promote. If you're in a big niche, there are hundreds of possible options.

For example, let's talk about the weight loss market. In this one market, you can promote treadmills, information products (like Truth About Abs), medicine balls, workout programs (like P90X), weight loss pills, pull-up bars- and a TON of other stuff.

Or even if you're in a market that primarily involves information products, there are still tons of options to choose from. If you go to Clickbank.com, you'll find an awful lot of ebooks and video products on weight loss.

So how do you choose what to promote? There are a few things to consider:

- 1) Is the product selling? If its on Amazon, how many good reviews does it have? If it's on Clickbank, what's the gravity?
- 2) Do customers seem to like it? What do all of the reviews of this product say?
- 3) Have you used it before? Did it work for you? (if you haven't used it- consider trying it!)
- 4) What's the price point? Does it seem outrageously cheap or expensive?
- 5) How much trust do you have with your target market? Is your list responsive and loving you? Or are you starting out from scratch?
- 6) Is there a sales page? Does it look scammy or legitimate? Would you buy that product based on the sales page?
- 7) Is there an opt-in form on the sales page?

You see, there are a lot of different things to think about. Write these questions down, and answer them **honestly**. It's hard to see where to go from here if you aren't sure where "here" is.

Generally, if you're building a list and in a large market, you can try promoting ebooks on Clickbank.com. Even though a lot of people don't like ebooks, they do sell *and* they're becoming more common.

All of the books sold on Amazon Kindle are considered ebooks, so they're *definitely* in demand right now.

This will take a little time, but *don't* get hung up over it. Over the years you are most likely going to promote dozens or even hundreds of different products, so you can't get too hung up on one!

Just pick a good one that customers like and are buying, and keep moving forward.

The next step to discuss is building a list. Since "the money is in the list", this is a core part of any affiliate marketing business.

How to Build a List

Huge, detailed courses have been written about building a list. And because this isn't a list-building course, I won't go into that too much.

That said, I *will* tell you what I think is the best way to build a list- **sell your own product.**

I know that this sounds daunting, but if you use PLR the process goes MUCH faster. Just purchase a quality PLR package in your niche, spice up the report and sales page, upload it, and you're good to go.

The reason that I recommend selling your own product is this- you can have affiliates drive traffic to your site! This means that instead of driving a ton of traffic to a squeeze page (like most list building courses recommend) all by yourself, you can have hundreds of other people drive the traffic for you.

This is how all of the "gurus" do it, and you should too.

Remember that this doesn't mean product creation is now your main business model. Instead, it just means that you are using product creation to build a list. This list will then be the foundation of your main business model- affiliate marketing.

To help in your list building efforts, make sure you price your product pretty low- less than \$20. Also try to offer your affiliates 95% or 100% commissions. This will attract more of them, and help you build a list much faster than offering say 50% commissions.

If you don't want to sell your own product, you can always go the "traditional" route. This is basically where you give away a free report in exchange for an email address. To do this, you would create a sales page, put an optin form on there, and drive traffic.

A few sources of traffic you can use are

- Document sharing sites (DocStoc, Scribd)
- Video sharing sites (YouTube, Vimeo)
- Press Releases (PRLog.org, WebWire.com)
- Paid traffic (MSN Adcenter, Google Adwords, Adbrite, LeadImpact)
- Forums in your niche
- Solo ads

I don't want to dive too much into details here, as there are entire courses written for each of these traffic sources! But again, I recommend selling your own product instead of giving away something on a squeeze page.

****NOTE**** Another reason why I like selling your own product is this- **you know your list can buy stuff.** There are millions of people out there who will never buy a *thing*. They will take and take and take, and never buy your stuff! Those aren't the kind of people you want taking up space on your autoresponder list.

So let's take a look at what we've covered so far:

- You've picked a niche
- You've picked a product to promote
- You've built a list

Now is where the magic happens- building trust and credibility with your list of subscribers.

How do you do that? **By giving value.**

How to Give Tons of Value

When it comes to affiliate marketing, the *relationship* you have with your list is the most important asset you have.

It's not about how many subscribers you have, despite what many people tell you.

That's how a guy with 2,000 subscribers can beat out marketers with 50,000 subscribers.

It's all about relationships- not numbers!

So how do you build that relationship? How do you give tons of value to your subscribers so that they know, like and trust you?

Help them solve their problems. I've said it before, and I'll say it again- if you help people solve their problems, they'll love you!

Let's say that you give a customer a few *extremely* powerful tips on how to lose weight. Not only are they powerful, but they're the main things that helped you lose weight.

Well guess what- if it helps them shed a few pounds, they'll *love* you for it! They'll see you as the helpful expert, and look to you for advice on good products in the future.

So you want to be not only the expert, but also their friend. You want to be that helping hand who knows what you're talking about.

Granted- this means doing your research, but you're willing to read a few books to make 6 or 7 figures online, right?

I thought so.

And remember that you have to do this on a *very* regular basis. You can't just email your subscribers once a month and expect them to remember you.

Instead, you want to be in communication with them on a constant basis. Try to send at least one or 2 emails per week, although some marketers email every single day!

Just make sure that you're giving them value, and not just promoting offer after offer. Nobody likes getting sold to, but people do love finding out about good deals.

That's why you should always be learning more about what your list wants. For example, if they're in the weight loss niche- are they more interested in workout equipment, nutrition, or diet pills? If you're in the make money online niche, is your list looking for quality PLR, Facebook strategies, or SEO methods?

This is why you have to really know your audience. Figure out what they want- then give it to them!

Sometimes you can give it to them for free. Other times you can create the product yourself.

But instead of making the products yourself, it's generally easier to just be an affiliate- especially once you have a good list put together.

So what next? Now you have this great list that loves you, and you're probably looking for more products to promote. Well this is a good time to start setting up Joint Ventures, or JVs.

Basically this is just a situation where you use the assets you have (like your list), put it together with someone else who has an asset (maybe a product creator or service provider), and you both benefit.

So let's look at how you can do this.

How to Set Up JVs

Joint Ventures are one of the most powerful things your business can do. In fact, it is probably the *single* most powerful thing you can do for your business.

Why?

Because it allows you to leverage your current assets effectively.

Here's how you do this:

- 1) Analyze the assets that you have
- 2) Think about assets that you *don't* have
- 3) Consider how combining these 2 sets of assets can benefit everyone
- 4) Look for people with those assets you don't have, but want
- 5) Start building a business relationship with those people through email, Skype, Saturday morning coffee, etc.
- 6) As you get to know each other, start discussing business deals
- 7) Profit

Confused yet?

Don't be- it's not too difficult. For a more detailed example, let's see how this can work out if you have a responsive list in a certain niche.

- 1) You think about the assets that you have- the best one is your list.
- 2) You realize that an asset that you *don't* have is a very high quality, high priced product of your own.
- 3) You realize that if you promote a high priced product as an affiliate, you get high commissions, the product owner makes some money and gets new clients, and your list gets access to a great product (possibly at a discount). So- everybody wins.
- 4) Look for people in your niche with high quality products you can promote.

- 5) Contact them through email or Skype and compliment them on their website, product, etc. **It helps if you PURCHASE the product for yourself!**
- 6) Start talking to them on a fairly regular basis. Get to know them as a person and a business owner.
- 7) As you build the relationship, talk about how you're in the same niche. Let them know that you have a high quality list of people who are also interested in your niche. Ask them if they'd be interested in doing a JV, and how that could work out.
 - a. HINT: A great way to do a JV is to have the product owner or service provider give a special discount to the list owner's subscribers. So a product that normally cost \$97 to the public only costs \$77 to your list

Do you see how powerful JVs are? EVERYONE benefits and is happy!

And this my friend is where the big money as an affiliate is made. Find special deals for your list, and affiliate commissions will pile up ridiculously fast.

Happy promoting!

-**Your Name**