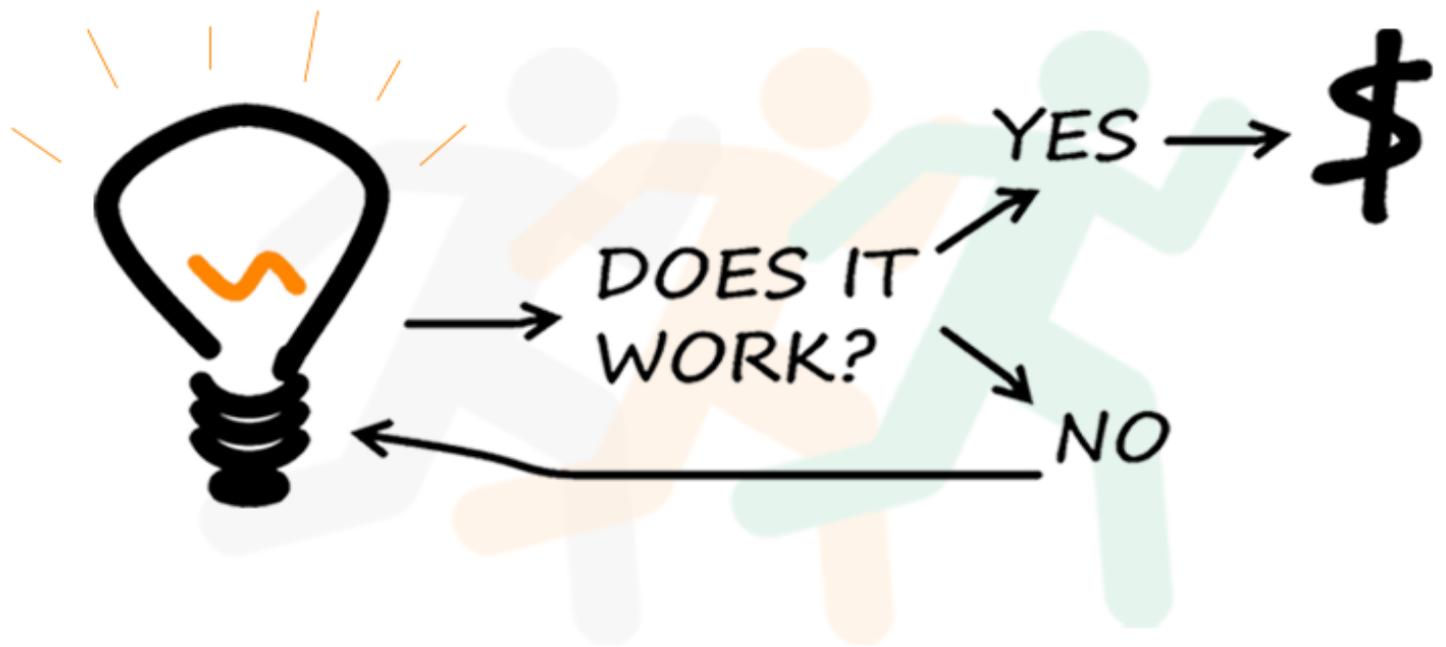


AFFILIATE MARKETING ACTION-PLAN



Point And Click Your Way To
Affiliate Commissions With A
Step-By-Step Action Plan

Table of Contents

Introduction.....	3
Your Stepping Stone To Online Success.....	4
Get In The Right Mindset	5
Pick A Niche You Like.....	7
Create A Site Around Your Niche	9
Research Different Affiliate Platforms	11
JVZoo.....	11
ClickBank	12
ShareASale.....	12
Find Quality Products That Match Your Niche	14
JVZoo.....	14
ClickBank	15
ShareASale.....	16
Only Add Useful Content To Your Site.....	18
Product/Offer Reviews.....	18
How-To's	19
Comparisons	19
Best Places To Put Your Affiliate Links.....	21
Add Extra Bonuses To Make More Sales	23
Build Your List Along The Way.....	25
Conclusion And Some Final Advice	27

Introduction

Many successful Internet marketers today started out as affiliates of other marketers' products and offers. In fact, many of those successful Internet marketers today still utilize affiliate marketing in their business models today. Done properly, affiliate marketing can be a very lucrative component of an online marketing business.

However, just as with most elements of an online marketing business, affiliate marketing is only profitable when it's done properly and with an end goal in mind. The end goal needs to be that you select offers that work well for your list of subscribers, not just promote anything and everything in order to make some quick money. If the product you are considering promoting doesn't fit well with your list, chances are you won't make many to any sales. Worse than that, it could damage your reputation and credibility with your list if you promote too many offers that don't resonate with them.

Many Internet marketers like to start with and continue on with affiliate marketing because it often involves less work than coming up with your own offers. For one thing, you just need to promote credible offers from other Internet marketers. For another thing, most Internet marketers will provide sales material (including sales copy, sales emails, banner ads, etc.) to easily promote their offers. Thus, you don't have to come up with your own product or your own sales copy to promote it. You also don't have to support and update the product since it's not your own product to support and update.

As a result, you can see why affiliate marketing is an attractive marketing avenue for many Internet marketers and why many beginning Internet marketers prefer to start with this avenue first before venturing into creating their own offers. As mentioned above, there is a proper way to enter the affiliate marketing world so that you can be successful at it and earn much

from it. This ebook will teach what you need to know so you can be a successful affiliate marketer.

Your Stepping Stone To Online Success

Many successful Internet marketers today started out as affiliates of other Internet marketers' products. Many of them do this for a number of reasons:

- **They don't have to create their own offers.**
- **They don't have to create their own sales copy or marketing materials.**
- **They don't have to provide support or update the products.**
- **They can learn what it is like to sell products online before actually creating their own.**
- **They can make some money online quickly before they start spending time and money creating their own offers.**

All of these and other reasons are key to why many Internet marketers start off as affiliates of other Internet marketers' products. Internet marketing can be quite complicated and overwhelming to the "newbie" who has no previous marketing experience online. In fact, some online marketers don't even have previous marketing experience offline, having served in completely unrelated industries. In fact, one noted and successful Internet marketer with his own 7-figure company today was painting houses before he started marketing online. Yes, he also promoted other marketers' products, and he still does it today.

Affiliate marketing is often a great way for new Internet marketers to learn how to "get their feet wet" in terms of selling online. You can often make money more quickly by starting out as an affiliate, as you don't have to spend time and money creating your own product. In addition, you don't have to write sales copy or create other marketing materials for those offers. Usually, most Internet marketers who have created their own offers also create sales material to promote those offers so that it is easier for their

affiliates to promote those offers. And, as mentioned above, you can get an idea of what it takes to successfully sell online by promoting other marketers' products first before creating and selling your own. This can be quite helpful for people who have little to no previous experience selling anything.



Get In The Right Mindset

Many new Internet marketers just starting out and planning to begin with affiliate marketing make a critical mistake that hinders their success, sometimes to the point where they give up. This critical mistake is not entering the online marketing world, including affiliate marketing, with the right mindset.

Unlike the offline world where you have a boss or higher executive telling you exactly what you need to do, when to report to work, what is expected of you, etc., you have no one but yourself to tell you what you need to do and complete in the online marketing world. It's you, and you alone. If you don't get completed what needs to be done, there will be no boss to criticize or punish you, no reprimands for being "late to work" or slacking off during the day.

Some people can more easily make the transition from the offline world where someone else directs them to complete the tasks required to doing it themselves in the online marketing world, while others cannot. An important point: If you cannot direct yourself to complete the tasks that are required, you will NEVER succeed at online marketing, including affiliate marketing. You will likely be best-served never entering the online marketing world and instead continue to serve under a boss. You must learn to be accountable for your own actions, including completing what is required of you on a set timetable yourself, if you ever want to succeed at online marketing, including affiliate marketing.

Failure to complete tasks in a timely fashion will lead to your business taking longer to get established or not getting established at all. There are many tasks that need to be completed, many of which will probably not be familiar to you. This means you must learn how to complete the tasks necessary to have an online marketing business, including an affiliate marketing business, and no one but you can actually learn to do these tasks and complete them



in a timely fashion. The only person who gets hurt by not learning these tasks and putting them to work for their business is you.

Therefore, you must ensure that you will hold yourself accountable and put maximum effort into your online marketing business. No one else will do this for you, unlike in the offline world. If you truly want to be successful at online marketing, including affiliate marketing, you must treat this business and all the associated tasks related to it as if you were working for a boss in the offline world and that there will be serious consequences if you fail to do these tasks in a timely fashion. Treating this business as anything less than a job that your livelihood depends on will lead to you failing at Internet marketing, period.

Therefore, if you have other obligations – such as family, taking care of an elderly loved one, attending school or have an offline job – you need to manage them while still putting in the required hours and effort at your online marketing business in order for it to become successful. Regarding affiliate marketing, you still have to put in the hours and effort to make connections, pick out appropriate offers in your selected niche, get the sales material, send out the emails, get traffic to those offers, follow up with them, etc. No one will do this for you, and even if your other obligations require time in their own right, in the remaining hours, you must put in the effort to build your online business.

Therefore, if you have to give up going out with friends, spending time with family or elderly loved ones, etc., you must do it if you want to achieve success online. Obviously, you still have to put in time toward your schooling and your offline job, but other activities that are not critical to your livelihood have to be reduced or eliminated in order to give you the time to build your online business. As time goes on and your business is more established, you will likely gain some free time back to spend as you choose while your business continues to work for you, but in the beginning, you must make the commitment to build your business and see it through. Failure to do this will lead to failure online, period.

Pick A Niche You Like

A key to success in affiliate marketing (and really in any online marketing, actually) is to pick a niche that you like. While one can be successful in a niche they are not fond of or familiar with, it's often easier, especially for those just starting out, to pick a niche they like and/or have some familiarity with.

Picking a niche you like will make it easier for you to do research on it, including researching potential competitors in that niche and selecting products you want to promote from that niche, etc. You'll be more eager to read up on it and do the necessary research in order to be successful at affiliate marketing. It will also make it easier to be away from family, friends, loved ones, etc. and other activities you are missing out on if you are doing the research on a topic/niche you enjoy reading and learning about.

In addition, many Internet marketers say that it's easier to be profitable at niches you like to learn about and have an interest in because the quality of work you do in regards to that niche is often better. You often put more of yourself into the work because you enjoy the topic, much like people who work in offline careers choose a field that they are interested in learning more about. This is why college students choose to major in something they enjoy, something they could see themselves working in for the rest of their lives.

Likewise, marketers promoting products from a specific niche they like and are interested in will make the work more enjoyable and enable you to put forth better work than in a niche where you have little to no interest. Doing work in a niche that bores you will show up in your work, and potential customers, subscribers, and even the Internet marketers of the products you promote will be able to tell that you are not really interested in the product

or in the customers, which will only detract from your reputation and make it harder for you to achieve the success you want online.

How do you pick a niche you like? Well, consider your interests- what really makes you excited? Is it marketing, gardening, pets, relationships, sports? What exactly gets you excited? What do you often talk about offline to family and friends? What news items do you really stand up and pay attention to? These questions should give you an idea of what interests you and what niche you should choose.

Note that it is easier to succeed with affiliate marketing (and online marketing in general) with some niches than others. Niches that are too specialized may not have enough eager buyers to make it worthwhile and something that can help you build your online income. Thus, you must take that into consideration as well when choosing your niche. Still, most niches have several areas that should lend themselves well to promoting products to a large target market of buyers so that you can profit from affiliate marketing.



Create A Site Around Your Niche

Once you have decided upon the niche that you will focus on for your affiliate marketing, the next step is to create a site based on that niche. This means that you will need a domain name, Web hosting, and a way to build your site.

For your domain name, you should attempt to choose a domain name that relates to the niche you have chosen. For instance, if you have chosen pets as your niche, you may want to select a domain name like petscentral.com or petsreview.com. Preferably, you'd like to have the name of the niche in the domain name if you can. This will help with both search engine optimization (SEO) efforts and also being a memorable name for visitors to your site so that they return to your site often.

Use the domain name search tool at domain name registrars such as GoDaddy.com and Namecheap.com to learn which domain names are available. The most preferred domain name extension is .com, with .net and .org being the two most preferred extensions after .com. In truth, though, any domain name extension can work with enough marketing effort and persistence, even .biz, .us, or .co, as it's the site and the quality of information and reviews that really matter, but getting a .com or .net or .org extension would be best to start off if possible.

As for Web hosting, you need to find a quality Web host that can provide you with enough hosting space to meet your requirements, plus also provides you with continuous up-time of your site and enables easy contact with technical support in case of a problem. You don't want your site to have a technical issue that goes unresolved for hours on end because you can't reach any member of the technical support team. Most quality Web hosts will provide access to technical support teams via phone, email, and/or online chat so that any technical problems get resolved quickly. Check the [Affiliate Marketing Action Plan Resources List](#) for several Web hosts to choose

from- HostGator.com and BlueHost.com are just two noted Web hosts to consider for your site.

As for building your site, most Web hosting providers include a type of website-building software program that will enable you to create Web pages without having to know much to any Hypertext Markup Language (HTML).

Conversely, you could install a software program like WordPress to enable you to easily build Web pages and be able to update them easily with new information. WordPress is popular because it not only can create Web pages easily, but it is also a great way to host a blog, a key item to help you build your affiliate marketing business. You will need to review many product offers and provide your thoughts in an easy format for people to read and consider your content- WordPress is a great way to do this, as many people like to visit blogs and post their comments and questions in response to posts.

Fortunately, most quality Web hosting providers provide easy WordPress installation programs to easily install WordPress on your Web hosting account. Three of the most popular WordPress installation programs are Fantastico, Softaculous, and SimpleScripts. These programs can install WordPress seamlessly without even knowing how to use File Transfer Protocol (FTP), though you can install the WordPress files manually via FTP if you prefer instead. Suffice it to say, there are many ways to install WordPress on your Web host and use it to help build your affiliate marketing business.

Research Different Affiliate Platforms

In order to build your affiliate marketing business and your profits, you need to find products in your chosen niche. To find these products, you need to go to the platforms that have such products for you to promote as an affiliate.

There are many different affiliate platforms online- many will be listed in the Affiliate Marketing Action Plan Resources List. In this chapter, we will focus on three of the most popular platforms, as well as some of their characteristics: JVZoo, ClickBank, and ShareASale.

JVZoo

JVZoo has really come on strong over the last few years to become a top online marketing platform, both for sellers and for affiliates. In fact, it is now listed at #779 on Inc 5000's America's Fastest-Growing Private Companies. More and more Internet marketers are selling their products online via the JVZoo Marketplace, taking advantage of the platform's ability to not only sell their products via their own efforts, but also to recruit affiliates to help them sell their products through them as well.

JVZoo has digital products from virtually every conceivable category- from business/finance, Internet Marketing/ecommerce, publishing/writing to cooking/food, health/fitness, self-improvement, and more. Virtually every category that you could promote products in (outside of risqué topics) is here.

You only need to register an account at JVZoo in order to sell your own offers on the platform and to promote other marketers' products as an affiliate. Just head to <https://www.jvzoo.com/auth/register> to get started.



ClickBank

ClickBank is a privately held Internet retailer of both physical and digital products. A subsidiary of Keynetics Inc., one of Idaho's largest privately-held technology companies, it was founded in 1998. It currently has over more than 6 million clients worldwide and is now the 87th-largest Internet retailer in North America.

ClickBank has a vast library of over 6 million unique products that are served around the world. The company looks to satisfy their customers and to provide entrepreneurs with the right tools and resources to create, publish, and market their products in order to grow their businesses.

To sign up for an account to begin promoting products from ClickBank's marketplace, go to <https://accounts.clickbank.com/signup/>. There you will be required to provide personal information, banking information (so you can get paid), and then account information related to your ClickBank account.

ShareASale

ShareASale is an affiliate marketing network based in the River North neighborhood in Chicago, Illinois. It was founded in 2000 and serves both affiliates and merchants. The company has received accolades for accuracy, efficiency, and speed, as well as its honest reputation in the affiliate marketing industry.

ShareASale has many categories of merchants you can promote, including home and garden, fashion, green, business, art and music, food and drink, family and kids, education, and more.

There are two different sign-ups depending on whether you want to be a merchant or an affiliate. To become an affiliate to promote featured

merchants, go to <http://www.shareasale.com/newsignup.cfm>. You will be asked to create a username and password, confirm your password, and identify what country you live in to complete step 1. There are five total steps to become a ShareASale affiliate.

Note that in the next chapter, we will look at each platform in more detail, specifically in how to find the best products for you to promote as an affiliate.

Find Quality Products That Match Your Niche

In order to be successful at promoting products as an affiliate, you need to find quality products that match your niche. This is a critical step that many Internet marketers overlook and don't give the proper time or due diligence in selecting the right products to promote for their target audience. The type of products you select can go a long way toward being a successful affiliate and establishing a good reputation as an Internet marketer.

As mentioned in the last chapter, we will look at each platform to help you learn exactly how to find quality products that match your niche using each platform.

JVZoo

To begin promoting products as an affiliate on the JVZoo platform, you need to sign up for an account as described in the last chapter. Just click the "Start Promoting" button on the main page of the site. (Note that there is one JVZoo account for both affiliates and sellers; thus, once you register as an affiliate, you will be able to sell on the JVZoo platform as well when you are ready).

Once you have successfully registered a JVZoo account, you will see a tab at the top that says "Affiliates." Click on that, then click on "Find Products." Here, you will see various products listed, plus see a section with "Category," "Subcategory," "Filter," and "Display" at the top.

If you click on the "Category" drop-down button, you'll see several categories of products you can choose from, including Business/Finance, Education, Internet Marketing/E-Commerce, Self-Improvement, and more. Find the category that either matches or is closely affiliated with your niche and select it. Then click the "Subcategory" drop-down button- here, you'll



see several categories from within the main category. For instance, if “Internet Marketing/E-Commerce” is your category, you’ll see “Affiliate Marketing,” “Article Marketing,” “PLR,” and “SEO,” among others. Again, select the subcategory that matches or closely affiliates with your chosen niche and click on it.

You can filter between “All Products,” “Automated Webinars,” and “Front-End” (Products), and you can adjust the display to show 25, 50, 100, and 250 rows of products. Additionally, in the upper-right hand part of the screen, you will see a button that says “How To Video- Find Things To Promote!”- this can also help you to find the right products to promote as an affiliate.

[ClickBank](#)

To begin promoting products as an affiliate on the ClickBank platform, you need to register for an account as described in the last chapter. Once you do and confirm your account, you can access the ClickBank Marketplace by clicking on “Marketplace” at the top of the screen.

On this page, you will find instructions on how to find products to promote, as well as a primer on affiliate marketing if you are unfamiliar on exactly what it is and how it relates to ClickBank. There are two main ways to find products to promote on the ClickBank platform- via the Categories section on the left side of the page and via keywords using the “Find Products” search box at the top of the page. Choose a category that fits or closely resembles the niche you have selected.

Once you select a category and click on it, you will see the top products based on popularity. You’ll see the name of the product, the URL of the product, some information about what the product is, the average \$/sale, and a “Promote” button. You would click the “Promote” button to get your unique referral link to promote that product.



Note that you can sort product results based on popularity, avg \$/sale, initial \$/sale, avg %/sale, avg rebill total, avg %/rebill, and by gravity (i.e. a measure of how many sales and how recent those sales were of a ClickBank product). In addition, you can also sort results from low to high or high to low (default). You can also apply filters on the left side of the screen using any of the aforementioned factors (except popularity), plus the date a product was added to the Marketplace and the timeframe for my stats.

Using the various filters provided, you can find products using a wide set of criteria to find the perfect product for your audience. Additionally, on the initial Dashboard after you log in, there are helpful links to help you get the most out of being a ClickBank affiliate, including the “Knowledge Base,” “ClickBank Blog,” “Partner Offers,” and “ClickBank University” (a paid training site endorsed by ClickBank itself).

ShareASale

To begin promoting products as an affiliate on the ShareASale platform, you need to register for an account as described in the last chapter. Once you do that and confirm your account, you will receive an affiliate welcome package. You will have access to many categories of merchants and products, including computers/electronics, automotive, art/music/photography, cosmetics, auction services, clothing, online dating services, and more.

Once you select a category, you will see several merchants affiliated with that category, along with the sales commission you can earn and a “Join Program” button. If you click on a “Join Program” button, you will find out more information about the merchant. You will also receive HTML referral links and banners from the merchants you choose to join. You will place these on your websites, blogs, social media accounts, and other places that allow affiliate links/banners so that you can earn affiliate commissions. Just choose the merchants that you think will match up best with your target audience based on the descriptions of their businesses.

One important note about ShareASale: They give you the ability to deep link- this means that you can link prospects straight to a registration page on the merchant's website, bypassing the merchant's home page. This can help to ensure that you get referral commissions from your clickthroughs, as people will be taken directly to the product page rather than the home page, which could result in lost commissions because people get lost on the site.



Only Add Useful Content To Your Site

Most Internet marketers involved in affiliate marketing promotions will use their site and/or blog to post reviews about various products they are promoting in an effort to convince visitors that these are offers worth purchasing.

To convince people that you are an authority in reviewing products and to increase your conversion rates, be sure to only add useful content to your site or blog. You don't want to go off-topic and have your prospect distracted by information or offers that don't have anything to do with the offer you are promoting.

When you are promoting affiliate offers, there are three main types of content you should be focusing on, which are discussed below.

Product/Offer Reviews

When people are considering purchasing an offer, whether an ebook, software program, membership program, training, etc., they want to know the "insides" of it. In other words, they want to know the quality of the information inside the ebook or membership program, how well the software program works and if it serves the purpose it is supposed to serve, etc.

Therefore, you should contact the vendors of these offers for early access to them before the product launch period and spend some time going over the offers in detail. This is what people are looking for before purchasing through an affiliate link- inside information that can help them decide whether the offer is really for them or not.



When going through an offer and reviewing it, you should not only write about it, but you should also utilize audio and video in your review. If it's an ebook, software program, or membership site, you can show a little of what is inside of the offer and review what you liked about it and what you didn't like about it or where you thought it could be better.

Don't be afraid to mention the negatives along with the positives of an offer, as people can get suspicious of an affiliate marketer lauding a product offer as if it's the best thing on Earth with no weaknesses whatsoever. Very few product offers are so good that they have no flaws in them, so don't be afraid to mention the negatives of an offer so that you appear honest to the people checking out your review- this will make it more likely they will learn to trust you and come back to you whenever a new product offer comes out.

How-To's

How-To's should especially be the content when you are reviewing software programs, such as software programs to improve your site's search engine optimization (SEO) or for publishing Kindle books or other types of books, etc. How-To's are usually videos that show exactly how to operate a software program (though text can also accompany the video as well, since some people like to read along with the video in using something or even just to read instructions when working with a software program).

People may be intimidated by software programs and be hesitant to purchase them. If you show them how the software program works and that it is not that hard to use, however, they will be likelier to purchase it because they'll feel comfortable with the program thanks to your "how-to" video and/or text.

Comparisons

Comparisons should be the content when you are comparing two offers, especially offers that are similar to each other. These could be two ebooks on the same topic or two software programs that are designed to perform the same or similar function (i.e. SEO, Kindle or book publishing, etc.).

Comparisons can be text, audio/video, or a combination of both. With software programs and membership sites in particular, you should really consider using audio/video because it's easier to demonstrate the differences in software programs or membership sites and their features if people can see what exactly the differences are. With ebooks, either text, audio/video, or both can be used, as it's easier to describe differences in ebooks with just text and not quite as vital to display the differences on-screen as compared to software programs or membership sites.



Best Places To Put Your Affiliate Links

The placement of your affiliate links is very important when it comes to people seeing them and clicking onto them. Obviously, people need to notice them in order to be able to click onto them, so it's critical to place them in areas where people are likely to notice them.

As mentioned, you should have a website and especially a blog when it comes to reviewing product offers. This way, people will come back to your site regularly for the latest product reviews.

When you are reviewing an ebook, membership site, software program, etc., you should include your affiliate link to the said product within the review. In fact, you would be wise to put it in the review at least twice- once at the beginning of the review and once at the end of the review. This way, the reader doesn't have to scroll back up to the link at the beginning of the review if he/she reads through the review and decides to purchase the product. Anything you can do to make it easier for the reader to order the product through your affiliate link, the better, as the conversions will be higher.

Note that if you have an extensive review on a product, you could even put your affiliate link in the review three times- once at the beginning, once in the middle, and once at the end of the review. Again, the idea is to make it easy for the reader to go to the merchant's website and order the product through your link- you don't want to make the reader have to scroll through a lot of text just to find your affiliate link- make it easy for the reader to give you the affiliate sale and commission!

Note that putting affiliate links in review content on a site or blog is not the only good way to get affiliate commissions. You should also utilize banner ads and text ads in the sidebar of your website or blog (especially if it's a

WordPress blog, as it's very easy to put ads and text in the sidebar of a WordPress blog). The idea is to get the reader to notice the ads- banner ads in particular are noticeable because they often include images that draw the reader's attention toward them. Remember it was mentioned that most Internet marketers provide advertising materials for their offers- these usually includes text ads and banner ads. Be sure to utilize these, as they can often help you earn more clickthroughs and affiliate commissions without really doing any extra work.

Other good places to include affiliate links include on social media pages (such as Facebook Fanpages and Twitter posts), in email marketing messages, and even in Pay-Per-Click advertising. Note that many online forums don't allow affiliate links in forum signatures, though you MAY be able to post a link to your site and review of a product (check with the online forum in question to see if this is acceptable before you do so).

Add Extra Bonuses To Make More Sales

Affiliate marketing is a very popular segment of Internet marketing today, as evidenced by the fact there are many affiliate marketing networks with thousands of affiliates on each platform- we reviewed JVZoo, ClickBank, and ShareASale- and that's not all of them.

Thus, affiliate marketing is a very competitive industry, and with thousands of affiliates promoting the same offers, it can be very hard to stand out and earn affiliate commissions, especially when you are going up against established, more experienced marketers. How can you stand out and make good commissions when the competition is so fierce?

The key is adding your own value to the affiliate offer, specifically in the form of bonuses. When you are writing/posting reviews and sending out email messages to your subscribers promoting an offer, inform them that you will add some special bonuses when they purchase through your affiliate link.

Note that these bonuses must be valuable, and the most effective tactic is providing special bonuses that they can only get from you (or at least products/services that can't be readily provided by everyone promoting the offer).

You may be wondering what type of bonuses you can provide to convince people to purchase through your affiliate link. You have several options:

- **Creating your own digital products (even your own membership site and providing free access, etc.)**
- **Hosting your own Webinar that shows how to use a product (such as a software program, etc.) and answering questions about how to use that product, etc.**

- **Providing in-depth knowledge of a topic or software program that only you can provide based on previous experience, etc.**
- **Having digital products created for you by outsourcers.**
- **Using PLR that you either have or purchased (and modified accordingly if needed) to provide a unique bonus that complements the offer.**
- **Providing additional services that enhance the offer (such as offering SEO services to enhance a website offer or offering writing services to provide additional content for an ebook offer, etc.).**

There are plenty of ways you can offer valuable bonuses that stand out from the crowd and convince people to purchase through your affiliate link. The key is to learn what people need help with or what they find valuable as a bonus to an offer through research of your target market, then providing them with that help either through your own means or through the use of outsourcers and/or PLR.



Build Your List Along The Way

Remember that “the money is in the list” in Internet marketing. Just because you are promoting other people’s products does not mean you should ignore building your own list along the way. You should ALWAYS be trying to build your list no matter what marketing methods you are using online- building your list should be your #1 goal at all times, as that can boost your business’ long-term sales and profitability.

There are software programs that enable you to put opt-in boxes on top of other people’s Web pages so that you can gain their contact information to follow up with them later, both for the offer you’re currently promoting and for future offers.

Additionally, if you are reviewing product offers on your site and/or blog, you should have opt-in boxes available on each page where you are doing reviews- this is another way to get people to join your list. If you are providing good reviews and information on various product offers, chances are high that people will want to join your list so they can see the reviews you are providing on other people’s products. You can even contact them via email whenever you post a new product review on your site or blog.

Another reason people will want to be on your list is if you are providing good, useful bonuses to other marketers’ offers. If you get a reputation for providing good, useful bonuses, people will want to join your list so that they can click through your affiliate link whenever you promote an offer and get your bonuses, leading to more affiliate commissions for you.

Again, building your list is key to Internet marketing, no matter if it’s affiliate marketing, social media marketing, etc. Also keep in mind that you want to build relationships and engagement with the subscribers on your list- this is key to building a sustainable, long-term online business.

In addition, people are usually skeptical of offers and will not purchase on their first visit; in fact, it takes an average of seven emails or showings of an offer in order for most people to click through and purchase an offer. If you don't get people to sign up to your list, you will likely lose the visitor to your review page or other page on your site/blog forever, likely leading the visitor to someone's else review site and that marketer getting the affiliate commission instead of you! Therefore, building your list is vital even if you are only involved in affiliate marketing- many affiliate marketers make the mistake of not building their list along the way of promoting other marketers' offers; don't be one of those who makes that mistake and then wishes he/she had built his/her list from the beginning- start building your list now!

Conclusion And Some Final Advice

After reading this ebook, you should have a pretty good idea of what it will take to make solid affiliate commissions. Three big keys you should take away from this book:

- **Keeping your target market in mind when promoting affiliate offers and not promoting everything just to get commissions.**
- **Provide extra value to convince people to purchase through your affiliate link by offering rare, unique bonuses to those who do.**
- **Building your list as you promote other marketers' offers.**

As was mentioned in this book, don't think that you can just promote every offer that comes along and make tons of commissions. The offers must align with what your target market is looking for- otherwise, they will just think you are out to make money off of them and will not turn to you for any future product offers, thereby hampering your affiliate marketing efforts. Do research to learn what your target market is looking for, then help them by finding product offers that match up with what they are looking for.

Additionally, learn something about the marketers offering these products; don't just promote anyone. If the marketer doesn't have a good reputation and has underdelivered in the past, it's best not to promote that marketer and his/her offers or you will damage your own reputation and credibility.

Stand out from the affiliate marketing crowd by offering rare, unique bonuses that your target market is looking for. The more valuable your bonus is in the eyes of your readers, the more likely they will purchase the offer through your link.

Always remember to build your own list, both to establish a relationship with those reading your product reviews and to follow-up with them regarding the offers you are promoting. Most people don't buy an offer right away- they need to be reminded and followed up with in order to purchase, whether it's your own product offer or another marketer's offer.

By following the information in this book and keeping the above points in mind, you will have a great chance to boost your affiliate marketing commissions and your reputation as an affiliate and online marketer.

Good luck!