The Affiliate Marketer’s Handbook

By Daniel Craig
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Introduction

Before you dive into this report, let me ask you a question. Why are you here?

Obviously you are here to learn more about affiliate marketing but what is the REAL reason?

Maybe you have had enough of your job and are looking for a way to tell your boss to shove it. Maybe you are just looking for a bit of extra income to help with the mortgage payments or an extra holiday every year. Maybe you want to make millions of dollars and take over the world, I don’t know.

But whatever your reason is and whatever end goal you have in mind, affiliate marketing can help you get there.

This report covers all the important aspects of starting a career as an affiliate marketer. We will be looking at the process step by step, to help you become a professional affiliate marketer and make money. The ultimate goal of any affiliate marketer is to grow an audience they can sell affiliate products to, and that is exactly what you will learn from this report.

We will be taking a look at the different steps you need to take to start promoting affiliate products, get people clicking on your links and making your first sale. The different modules that will be covered here include:

- What is affiliate marketing and how you can benefit from it
- Why 99% of wannabe affiliate marketers fail, and what you can do to avoid it
- Creating your first affiliate marketing strategy
- The different types of affiliate programs, and how to choose the right one
- The steps you need to take to set up your landing page and list building campaign (don’t panic if you have no idea what I’m talking about just yet)
- Driving traffic to your landing page and getting your visitors to click on your affiliate links
- Different problems you are going to face with affiliate marketing, and how to overcome them
1. What is Affiliate Marketing

In plain English, affiliate marketing is an opportunity to earn money by promoting products and services created by someone else. This means you get paid for promoting a product or service you didn’t create.

Affiliate marketing is a real opportunity that’s been taken advantage of by millions of people. Unfortunately, not everyone succeeds, but the ones that do succeed enjoy thousands of dollars paid into their accounts every single month, week or sometimes every day.

This is also one of the easiest ways to get started in the online world and create an online business that will bring in a sustainable income. Creating your own product or service can take months, or even years, to properly develop – and in this time you will more than likely not be making any money. This is one of the reasons why affiliate marketing is great for newbies starting out – it gives you an opportunity to make money online by selling products and services you didn’t actually create.

One of my favourite things about this business model is the fact I don’t have to deal with customer complaints, refund requests or any other headaches that product creators have to deal with.

Thousands of individuals have been able to use affiliate marketing to set themselves free. From helping to pay the bills to being able to go on well-deserved holidays, affiliate marketing is an opportunity that can be grabbed by any person with access to a computer and an internet connection. Through affiliate marketing, many people have also been able to leave their day-jobs and create a better-paying online business that also gives them a chance to spend more time with their family and loved ones.
2. Benefits of Affiliate Marketing

When it comes to determining the benefits of a certain type of opportunity, it is important to analyze your own situation and circumstances before you start. Every person is different and unique in their own way, which also means that affiliate marketing will benefit each person in their own way.

There are, however, a few benefits that every person can share when it comes to starting a career as an affiliate marketer. These benefits will help anyone regardless of their circumstances or situation.

You work for yourself

One of the most promising benefits of affiliate marketing is the fact that you can work for yourself. As an affiliate marketer, it is your job to develop a proper strategy that will help you make money. This also means that you will be on your own – there will be no boss to work for.

Even though working for yourself might seem stressful and challenging, in the end it all comes down to having a will to perform. Working for yourself means you are making money for yourself, instead of sitting in a 9 to 5 job making your boss rich. It can be a daunting process stepping into the unknown but the rewards when you succeed will definitely make it all worthwhile.

You set your own working hours

Being an affiliate marketer means you have an opportunity to set your own working hours. If you find it more comfortable to work in the evening, then work in the evening. If you’re a morning person then work in the morning. You can fit in and around your family life and be as flexible as you choose. Providing you complete enough work daily and are productive in your work time then choose the hours that suit you best.

It is important to realize that this benefit comes with a lot of responsibility as well. If you fail to set up a proper schedule, the results might not be what you want them to be.
Benefits of Affiliate Marketing

You have more freedom over what you do

Freedom is something we’re all searching for, especially in the workplace. Many people are stuck in positions in their workplace where they have no freedom over how they do their work. No matter how many excellent ideas you have to present, you need to keep doing your job the way your contract states you should.

This can be a terrible experience for creative people who tend to think outside the box.

With affiliate marketing, you have complete freedom over how you want to run your online business. You can decide what products you want to sell, how you want to sell them and who you sell them to. You also get to decide on other elements where you would’ve had no opinion in your 9 to 5 job.

You decide how much money you make

Once your affiliate marketing career starts to take off, the only person who has control over how much you will be earning at the end of the month is you.

This is a major benefit of affiliate marketing, but also comes with risks and responsibility. The more time you can invest into your affiliate marketing business, the more potential you have to make more money.

More time with your family and loved ones

One of the worst things about a day job is the fact that you get so little time to spend with your family, friends and other loved ones. In a regular routine, a parent only gets a small amount of time every day to spend with their children. The same applies for friends, your husband or wife, and even your own parents.

Making the decision to become an affiliate marketer and start making money from home means you will have more free time. Since you will be able to set your own working hours and work out a schedule to fit everything into your daily activities, you will also be able to get more free time that you can use to spend with your children, partner, parents, friends or whomever you want to spend time with.
I remember times when I would be leaving for work at 6.30 in the morning and my children (being the early risers they are) would team up to try and stop me going. One would stand in front of the door and the other would hide my work-shoes in the hope that I wouldn’t go to work that day. On numerous occasions they made me late but how could I get angry with them. Two young girls who just want to spend a little more time with their daddy. When I finally managed to get out the door, I would see them both standing at the window waving, with the saddest looks on their faces.

The ability to work from anywhere
This is my personal favourite. An online affiliate marketing business gives you the ability to work from anywhere and is probably the most powerful benefit of affiliate marketing. With the World Wide Web being available on any device that’s connected to the internet, you can work from literally anywhere if you have a portable device. Work while waiting for your flight to board, or even while dining at a restaurant. The possibilities are endless when you have an opportunity to go mobile with your business.

More than one income stream
Ok I lied. This is my personal favourite.

As an affiliate marketer, your job is to promote products and services. You help someone market their own products and/or services, and they pay you every time someone clicks on your affiliate links and makes a purchase.

If you specialize in promoting more than one affiliate product in more than one niche (which you obviously should be doing), you are also creating multiple income streams. With multiple income streams and a smart plan, you can literally keep rinsing and repeating the process and essentially ‘write your own paychecks’. YOU decide how much money YOU want to make

Meet new people worldwide
Networking is a core element of being successful at affiliate marketing. This means that you will meet new people from all over the world.
If you’re a socialite and love networking, then this benefit will definitely be attractive to you. During your career as an affiliate marketer, you will need to network with fellow affiliate marketers and build up an audience of followers and buyers.
3. Why 99% Of Wannabe Affiliates Fail

The number one reason most people fail at affiliate marketing is patience. People do not realize that it takes time to develop an online business but with time comes results.

Affiliate marketing is a type of business that constantly needs building, development and refinement. While this is very important for anyone looking to build a real business online, many people fail to realize this. People seem to think money should magically drop into their account overnight – and this is NOT the case with affiliate marketing.

Do NOT be sucked in by the endless amount of get-rich-quick scams and other spammy sales pages that promise ‘millions of dollars overnight by clicking 3 buttons and doing absolutely no work’. I’m here to tell you they are ALL complete B.S. If you have fallen for them in the past then don’t feel bad, I have as well.

The truth is affiliate marketing is just like any other business and should be treated as one. There is no magic pill or secret push button system that you haven’t discovered yet that will flood your bank account with millions of dollars overnight. Anyone who tells you different is lying.

In order to be a true success when it comes to affiliate marketing, you need to develop a new set of responsibilities and you need to be able to constantly put effort into your business without expecting immediate results. You need to have patience and persistence.

Elements of a successful affiliate marketer

Being a success at affiliate marketing does not happen overnight. You need to learn new things constantly, and then implement what you learn into your business model. Once you’ve mastered this skill, you need to realize that patience is the key to success here – even though results may not happen overnight, or maybe not even within the first week or two; if you simply keep going strong without losing hope you WILL see results.

A successful affiliate marketer:
Why 99% Of Wannabe Affiliates Fail

- Should know that it takes time to see results
- Should have the ability to easily adapt to new responsibilities
- Should know when it’s time to make important adjustments to their business model
- Should be able to easily determine the best product to promote, and to what audience to promote to
- Should be able to keep putting in effort and not give up even if results take some time

These are all things that newbie affiliate marketers can learn along the way to becoming successful. There is no need to worry or to consider yourself as a failure in affiliate marketing if you do not possess these skills straight away. Every successful affiliate marketer had to start somewhere – and each one of them had to adopt and learn these skills in order to progress to where they are today.

How NOT to fail at affiliate marketing

As a new affiliate marketer, you will face many obstacles, hurdles and problems along the way. I’m yet to meet anyone who simply got it right the first time. This is all natural and happens to everyone, especially when starting out.

The key to NOT failing as an affiliate marketer is to build up some sort of coping mechanism to help you deal with the issues you will be facing down the road. Setting up a simple system to keep track of your projects and to manage all your planning is a good starting point. This will already help you stay organized and implement your plans step by step.

These tips are also useful for new affiliate marketers:

- No matter how hard it seems, and no matter how many challenges you have to face – do not give up!
- Stay motivated and always put your very best into your affiliate marketing business. Once you’ve built up a successful online business promoting affiliate products and services, all of the hard work you’ve put into your business will definitely pay off.
Why 99% Of Wannabe Affiliates Fail

- You are free to use other affiliate marketers as inspiration, but do not copy them. Try to use your own creative spin with your strategy. This can sometimes be just what you need to skyrocket your business.
- Although it’s unethical to copy from others, you can still use the proven methods that are being used by thousands of other affiliate marketers. Methods such as keyword research, niche selection and site promotion all have many different ways to accomplish the final goal – you simply need to find a strategy that works for you, and then keep at it.
- Always be eager to learn from your audience. Keep in mind that you are promoting products and/or services, and your goal is to get people to buy from your link. Once you get to know your audience, it will be easier to promote products and services to them.

Believe in yourself

If you really believe in yourself, then you will be able to accomplish virtually anything. It is of upmost importance to keep pushing yourself to continue working on an affiliate marketing career, even when things seem to be standing still.

Keep yourself motivated and always believe that you can do it. If you keep telling yourself you can succeed, then you will have more confidence in what you do.

Research shows that the more confidence you have in your own projects, the better you’ll push yourself to accomplish more and to be more successful.

Know that you CAN make money online

A big reason many people fail at affiliate marketing, and making money online in general, is because they are being discouraged by others not believing in the online industry. Many people believe that it is impossible to make money online and prefer to stay in a hard-working day job.

If you believe in your affiliate marketing business, and you tell yourself that you CAN make money online and that you CAN make a success of your business, then you’re already one step ahead of the people too afraid to take the risk.

It all starts with belief. If you don’t believe affiliate marketing will work for you then guess what? It won’t. Most people begin with a ‘I’m not convinced this is going to work
but I’ll give it a go’ sort of attitude. They set up a blog but only write one post, they set up one Facebook page and join two forums. Then they wonder why hoards of hungry buyers aren’t kicking down their virtual door throwing money at them. This sort of half-assed attempt isn’t going to cut it and the reason they do it is so they can say to themselves ‘see, I told you this wouldn’t work’
**4. Creating Your Strategy**

Affiliate marketing is a real business opportunity that can make you a lot of money. But you need to do things the right way, the first time round. To avoid self-inflicted problems and issues arising when you first start out, proper planning and organization is needed.

Developing a strategy to follow when it comes to affiliate marketing is a great way to be more successful. This involves an in-depth planning phase where you will choose the products and/or services you want to promote, as well as the identity of your online affiliate marketing business. The next step is a research phase where you will identify different opportunities that will help you bring in more sales. Once you have these details in front of you, setting up a landing page with the right elements to attract more conversions and sales is necessary. And finally you will need to develop a strategy on how you will be driving traffic to your landing page and affiliate links to maximize your profits and ensure you do make money.

During these phases and steps, you need to do proper research and planning in order to ensure your plans are of high quality and will be effective once implemented. Even though it’s virtually impossible to predict the specific success rate of this type of plan, you can be rest assured that you will be able to succeed at some level if you do research and planning before you take any action.

A successful planning phase should at least include the following details:

- The niche you want to target (ex. Weight loss, Gaming, Get your ex back etc etc)
- The products and/or services you want to promote within your niche (ex. New weight loss pills or gaming deals for the Sony PlayStation 4)
- The affiliate networks or programs you are going to use for your online business
- The keywords you want to target in your landing page
- Important elements that should be included in your landing page
- The auto responder service you are going to use, as well as the methods you are going to use to build your list (ex. AWeber or GetResponse)
Creating Your Strategy

• The methods that you will be using to drive traffic to your landing page and affiliate links, as well as the budget for advertising.

The planning phase is only the very first step to creating an effective strategy for your affiliate marketing business.

The action phase includes executing your plans and taking action. This means taking the information you’ve gathered while doing your research and planning, and putting them into action.

All the planning in the world is useless if you never actually DO anything.

Whilst taking action, you will need to perform the following tasks and objectives:

• Create a brand for your online business
• Set up a landing or squeeze page to collect email addresses
• Set up a list building strategy with an auto responder to send out regular emails to new subscribers
• Set up a redirect offer on your squeeze page’s “Thank you” page
• Drive traffic to your landing page through free and paid traffic generation methods

We will be covering all of these phases, tasks and objectives within the next few chapters of this report.
5. Affiliate Programs

As an affiliate marketer, you will have to make a couple of important choices when it comes to your online business. Choosing what type of affiliate programs to focus on is one of those important choices.

Affiliate marketing is a term that refers to promoting any product that you did not make yourself, or any service you are not offering yourself, and getting paid every time one of your referrals makes a purchase. There are a lot more to affiliate marketing than this though.

Different types of affiliate programs exist, and each have their own advantages and disadvantages. You will need to analyze what each one can offer you and decide on a type of affiliate program to focus on.

You are also not limited to promoting a single kind of affiliate program, but it is recommended for newbie affiliate marketers to start small. Choose a specific type of affiliate program that you would like to start with, and once you start to see some success you can branch out. As you grow and become more acquainted with the way everything works, you will also be able to add new types of programs to your business.

Different types of affiliate programs

While some affiliate programs will pay you only if you refer a sale, others might pay you for a simple lead. Learning what the different types of affiliate programs are is vital to your success. Once you are aware of the aspects of each type of program, you’ll be able to better determine which type of program will work for you and the business model you are planning to set up.

Pay-Per-Sale

The “pay-per-sale” affiliate program type is an old-fashioned method that pays you for every sale you refer. This means that you promote a product and/or a service, and once someone clicks on your link and buys something (be it a product or a service), you get paid a certain commission.
Even though this is can be one of the hardest types of programs, it is also very rewarding as commission rates can be as high as 75%+. Unfortunately, it also means that the sale will be harder to get. You only get paid once the visitor you referred to the affiliate site pays for something they are buying from the merchant (ie. Web hosting, a book about dieting, etc).

Advantages of Pay-Per-Sale commission style:

- Larger commission rates that can be as high as 75% or even more of the total sale amount. (I have even seen commissions as high as 100% on some product launches)
- A cookie is usually placed in the visitor’s browser, so even if they don’t buy the product or service you referred them to immediately, you will still get paid if they do decide to buy it a couple of days later.
- There’s affiliate offers available for virtually any type of product or service. This means you have a wider selection of offers to choose from when you pick which offers to promote.
- Affiliate networks offer you the ability to promote various kinds of pay-per-sale affiliate offers and get paid in one place.
- To make a decent income you only have to sell only a couple of high priced products every month. There’s no need for thousands and thousands of conversions for a decent profit.

Disadvantages of Pay-Per-Sale commission rates:

- It can be harder to make a sale than with most of the other types of commission payment styles. Your visitor can need a bit more ‘pre-selling’
- The lifespan of a cookie placed in the user’s browser might be as little as 1 day (It can also be as long as a “lifetime” cookie). This means that there is no guarantee that the visitor will return and buy the product within the period your cookie stays active in their web browser.

Pay-Per-Lead

Affiliate programs offering a pay-per-lead commission style will pay you for every lead you refer to them. This type of program is usually easier to promote and convert since visitors are not required to make an actual purchase, but only to give out some
information – like their name and email address. Once the visitor enters their details and gets converted into a lead, you get paid.

Even though these type of programs do not pay as much as Pay-Per-Sale, it’s easier to convert which means you’ll be able to build up a large amount of leads that could result in a good amount of money.

Advantages of Pay-Per-Lead:

- You get paid when someone enters their details, even without a purchase.
- Pay-Per-Lead converts easier and faster than Pay-Per-Sale.
- Since this program type converts easier, you have the potential to refer a lot of leads, which will result in a higher amount of commission.

Disadvantages of Pay-Per-Lead:

- Pay-Per-Lead pays much less commission than Pay-Per-Sale.

Cost-Per-Action

Cost-Per-Action is probably the easiest way to profit quickly from affiliate marketing. This type of program pays you every time a visitor takes an action. This could be anything from downloading an app to filling out a survey.

This method has become increasingly popular over the past few years and has helped many people hit the $100 per day mark very quickly. The secret to being successful with this method is to drive A LOT of targeted traffic to your offer pages.

Advantages of Cost-Per-Action:

- Many people have been able to generate more than $50 per day within their first month.
- This type of program is quite easy to promote, and you can start making money soon after you set up your system.
- Usually features attractive offers like “Get a free iphone” or “Get a free bottle of the latest diet pill”.
- Different types of offers that fits almost any niche.
- Payments vary from less than $1 to over $50 commission per action completed.
• Get paid when someone installs an app or enters their email address.

Disadvantages of Cost-Per-Action:

• Offers are sometimes only available to major countries like United States and Canada.
• Most worldwide offers pay very little.
• You need to get thousands of conversions if you target the easier to convert programs.
• Visitors from unsupported countries are redirected to random offers.
• The offer you wish to promote might not be available to your target audience.

Cost-Per-Click
Even though Cost-Per-Click is usually only brought up when it comes to ad serving networks such as Google AdSense, there are still a few affiliate programs that offer a CPC (Cost-Per-Click) commission style.

These program types will pay you for every unique visitor that you send to their link.

The payments involved with this type of program is usually very low, but if you can get a lot of traffic to your website, and get a high enough click-through rate, then this type of program could definitely suit your business model.

Advantages of Cost-Per-Click:

• You get paid every time someone clicks on the affiliate link or banner.
• Usually comes with attractive banners and email message samples.

Disadvantages of Cost-Per-Click:

• Click commission rates are usually very low (Could be anything between under $1.00 and over $5.00)
• You need thousands to tens of thousands of clicks to make a good amount of money.
• You do not get a piece of the profit the affiliate site makes if the visitor actually buys something.
• Your account could get suspended if someone clicks on your links too much from the same IP address / computer.
Choosing A Niche

Before you can start your affiliate marketing campaign, or even think about choosing a product or service to promote, you need to decide on a niche that you want to target. I would recommend choosing one niche to focus on when you’re just starting out and when you have more experience and know how things work then by all means choose another.

When choosing a niche to target with your first affiliate marketing campaign, you should start by looking at your own set of skills, as well as what you know about. It’s better to start with a niche that you already have some knowledge and experience in – this will make creating content and promoting the products and/or services much easier for you.

Get out a pen and paper and write down all your skills. Maybe you’re good at fixing computers, or you might know about losing weight. The possibilities are endless, so be sure to list everything you can think of. Once you have a list of your skills and knowledge, you should start to filter through your list by giving priority to the skills you are better at. Try to end up with a list of only a few skills you can use – like “I know how to lose weight fast” and “I know what foods burn fat”.

Your filtered list will help you choose a niche. For example, if you filter your list down to “computer skills”, you might want to target the “IT” niche. If you filter your list down to “losing weight fast” or something similar, you should target the “weight loss” niche. If you filter your list down to “good at fishing”, you should target the “fishing” niche.

‘But Daniel, I don’t have any skills’ I hear you say. Don’t panic. (Although this is probably not true) Make a list of all your friends, family, neighbours and co-workers, then see what hobbies, skills and interests they have. If you don’t know, ask them. You never know what this exercise will uncover, someone you work with could be a secret salsa dancing expert or an MMA cage fighter. These are all potential niches.

‘But Daniel, I don’t have any friends or family members, I don’t work and I live in the middle of nowhere’. (Although this is probably not true either) Go down to your local supermarket or any other store and see what magazines are for sale. This will give you
Choosing A Niche

lots more niche ideas and also visit www.magazines.com. You will discover a massive amount of different topics covered from knitting to sailing.

Your niche doesn’t have to be a topic that you are extremely knowledgeable about but at the very least should be something that you have an interest in and would enjoy learning about. This will make the research process a lot less laborious.

What is a profitable niche?

All niches might not be equally profitable. Once you have a list of niches you want to target, you should do some research to determine which niche has the least competition and would give you the most profit.

If you target a niche with a high amount of competition, it might be hard for you to get good rankings and to make enough profit. A high competition niche might also mean that the niche is saturated and there’s not enough opportunity for newbie affiliates to get going.

Having said that, if there are a lot of people in one particular niche it’s for a good reason. It makes money. But if there are hundreds of affiliates promoting the same products then you will have to use some advanced strategies to get noticed.

A profitable niche is a niche that has a low (but not too low) or medium amount of competition, as well as keywords that would be easy to rank for. The niche should also have higher-priced items to promote, and should pay well.

To find out if the niche you want to target is profitable, you can do research that will help you determine the competition and the value of the niche. This information will help you decide whether or not you should be targeting this niche, or be looking elsewhere.

Keyword Research

To find the competition of a specific niche, you can start with keyword research. Keyword research is a process that involves searching for keywords that you can target within your niche and content, and then analyzing these keywords to find out how high or low the competition for the specific keywords are.
Choosing A Niche

You can use a free tool such as Google’s Keyword Planner to find some keywords in your niche. Start by searching for an affiliate website that targets the niche you want to target – a simple search on Google will help you with this. Enter the URL(s) you find of your competitor’s into Google’s Keyword Planner and take a look at the keywords being targeted by the specific site.

Next to each keyword you will find important information such as the average amount of monthly searches, the average bid and also the competition for the specific keyword. The competition mentioned here, as well as the average bid, are data drawn directly from Google’s advertising network – Google AdWords.

SEMRush also offers great tools that you can use to see the keywords a website is ranking for, as well as the average cost-per-click and the amount of competition related to each keyword. Simply head over to http://semrush.com and enter a website URL to start analyzing the site for keywords and competition.
7. Picking An Offer

By now you know what niche you want to target. You also know about the different types of affiliate offers that you can use to make money from. This includes cost-per-sale, cost-per-lead, cost-per-click and cost-per-action programs – each with their own set of pros and cons.

After deciding on a niche that you want to target, it’s time to move on and pick an offer you can start with. For newbie affiliate marketers, it’s usually better to start with a single offer. This will help you stay focused on one product – you can build up an affiliate marketing business around this product and once you’re familiar with how everything works and you feel more comfortable with an affiliate marketing career, you can start to add more affiliate offers to promote.

The choices you have made so far with regards to the type of offers you want to promote and the niche you want to target will now affect the offer you choose. Depending on the niche and type of offer you are looking for, you might want to register at an affiliate network such as ClickBank or CommissionJunction, or you might have to register at a private affiliate program.

During the next few steps, you will search for affiliate offers in your niche and make an important decision about whether you want / need to sign up with an affiliate network or a privately hosted affiliate program.

Affiliate Networks vs. Private Affiliate Programs

When it comes to earning money online through affiliate marketing, you have two choices:

1. Sign up with an affiliate network and have all your earnings in one central account.
2. Sign up with private affiliate programs and manage your earnings on several platforms.

Since you will be starting out with one single offer, you can choose any of these options. Promoting more than one offer will have a definite effect when you compare
these two options, but with a single program you will only receive profit for one offer, thus you can choose to register with an affiliate network or rather go with a private program.

Let’s take a quick look at the pros and cons of each type:

<table>
<thead>
<tr>
<th>Affiliate Networks</th>
<th>Private Affiliate Programs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Multiple offers to promote from many different companies.</td>
<td>Only promote products and/or services offered by the company offering the affiliate program.</td>
</tr>
<tr>
<td>All your earnings come into one central account from which you can withdraw.</td>
<td>Earnings are accumulated at each private program separately.</td>
</tr>
<tr>
<td>Easier to reach a minimum payment threshold as you can promote multiple offers and profit for all of them on one platform.</td>
<td>You need to earn enough commission from each private offer to reach the minimum threshold for withdrawal on each private program separately.</td>
</tr>
<tr>
<td>Affiliate network might charge you a “handling fee” as they are giving you access to multiple offers.</td>
<td>Private programs usually pays out your full commission amount without deducting any handling fees.</td>
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Considering these options, it is sometimes better to go with an affiliate network to have multiple offers. This will also be very useful when you start promoting additional offers.

Unfortunately, some products and/or services can only be found on private affiliate programs – if your niche has a product or service you want to promote that can only be promoted through a private program, then it is best to stick to that private program for now.

**Finding an offer to promote**

Here’s a few methods that you can use to find offers that you can promote:

- Search google for “offer” + “affiliate program”. For example, if you want to promote a diet pill offer, then you can do a search for “diet pill affiliate program” (without the quotes ““”). This will bring up multiple results. Open each result from the first page of Google’s listings in a new tab and take a look at every program. Take down the URL, type of program, type of commission payment system, the commission amount per sale, etc.
• Visit ClickBank, Commission Junction or a similar network and search for an offer in your niche. These networks usually offer a sidebar with categories to choose from.

• Find a website that sells a product or service you wish to promote, and contact them. Ask them if you can send them referrals. Many websites will offer you an opportunity to send referrals to them and compensate you for your hard work.

• Many niche-specific affiliate networks exist. For example, WarriorPlus is a great platform to promote products related to internet marketing. HealthHub is also a great platform to promote health related products. Search Google for “niche” + “affiliate network” to see if there’s any affiliate networks that specializes in your niche. These networks will also offer higher commission rates sometimes.

**Tip:** If you plan to promote an offer from ClickBank, be sure to check that the gravity is at least 30+. This means the product is selling well. Also try to get an offer with a gravity that’s not too high, as this also means that there’s a lot of competition for the program. You should also make use of the filters to get an offer that pays out a large commission percentage.

Once you have a few potential affiliate offers, you can start to filter through them to find the perfect one to promote.

When filtering through the results and data you’ve collected, keep the following tips in mind:

• Only promote cheaper products if they pay a large percentage of commissions.
• Ensure there is not too much competition for the offer you want to promote.
• Make sure there are keywords that you can target when it comes to promoting your offer through SEO.
• Try to target a higher-priced product. This means you need to land a fewer amount of sales every month to get your paycheck.
• Make sure your offer is relevant to your target audience (don’t promote a flower-arranging product to people interested in Golf. Sounds obvious right?)

Once you’ve decided on a final offer to promote, you should copy your affiliate link and download any banners offered by the affiliate program. Keep all of this in one single folder that you can easily access.
Some affiliate programs also offer helpful email swipes, reviews, press releases and articles that you can rewrite and use in your own marketing campaigns. If the affiliate program you have chosen offers these, be sure to save them in this folder as well. These files will be very useful when you get to the point where you need to write content for your squeeze page.

You should copy the details of all the affiliate programs and offers you find while doing research into a spreadsheet or document. This will help you determine which offer would be the best option to start with.
8. Setting Up A Squeeze Page

Now that you know what offer you are going to promote, it is time to start setting up your affiliate marketing business. You first need to set up a squeeze page before you continue.

What is a Squeeze Page?

A squeeze page is simply a landing page that collects a visitor’s email address in exchange for something – free email updates, a free report, free software, etc. When the visitor enters their email address, they are added to your list building system, which makes them a subscriber that you can promote affiliate offers to.

Why use a Squeeze Page?

You might be wondering why this report contains a section that explains how to set up a squeeze page when all you want to do is promote your affiliate links. The reason is simple – a squeeze page will help you increase conversions and build a list of potential buyers at the same time.

Ask any internet marketing Guru and they will tell you rule number 1 is building an email list. Owning a high quality email list is one of the best ways to profit from affiliate offers over and over again.

Linking directly to your affiliate offer means that you do NOT get the visitor as a subscriber on your own list, and if they decide NOT to proceed with the purchase, you lose out. By adding a squeeze page in the middle, you are giving yourself an opportunity to collect the email address of visitors BEFORE they are sent to your affiliate link – you can then promote multiple offers to them and even get them to buy the product or service if they didn’t complete the purchase the first time around.

Elements of a conversion-optimized Squeeze Page

Optimizing your squeeze page for better conversions is essential. This will help you get more subscribers and ultimately make more money.

These are a few elements that should always be included on a squeeze page:
Setting Up A Squeeze Page

1. A catchy headline that immediately tells the visitor what your page offers them.
2. A description or sales letter that provides more detail about the offer visitors are about to subscribe to.
3. A free product or service that the visitor will receive if they subscribe. This could be anything from a free report to a basic logo design. It all depends on the niche you are targeting and the type of affiliate offer you are planning to promote. This is only optional and alternative methods for collecting the visitor’s email address also exist – like inviting them to subscribe for updates or inviting them to request more information via email.
4. An attractive and creative image that will “wow” the visitor. The image can be a mockup of the product you are giving away or even a general photo that visitors will find interesting. Be sure to use an image that is relevant to the offer you are promoting.
5. Videos are optional. Adding a video to your squeeze page can make your offer more appealing and could boost your conversion rate. But I have known in some cases for a video to decrease response so this is something you will have to test.
6. A subscription form where visitors can fill in their email address to receive the offer. We will go through the process of using an auto-responder to aid with this in the next chapter of this report.

Apart from these important elements, your squeeze page should also be properly optimized. This is also called SEO and includes optimizing your content to include your focus keywords.

Here’s a few tips that will help you properly optimize your squeeze page’s on-page SEO:

- Add your focus keyword to the title of your page (Meta title and page title).
- Your focus keyword should be used in the first and last paragraph of your content.
- Use your focus keyword in image alt tags.
- Your focus keyword should also be used a couple of times within the body of your content.
- You should also use your focus keyword in header tags (h1, h2, h3).
- Additional keywords can also be targeted. Use these keywords in the body of your content.
Different types of Squeeze Pages

When creating your squeeze page, you can take one of several different approaches. There are a few different types of squeeze pages – each has its own pros and cons and can be used for several different types of offers.

Basic Squeeze Page

A basic squeeze page only lists the best benefits of an offer and then offers a “click here” button that takes the visitor to the affiliate offer. This does NOT include a subscription form; thus you will not be able to collect email addresses to promote other offers to.

Above is a sample basic squeeze page. The page lists a title, a few bullet points with benefits of the offer, a button that reads ‘click here now!’ and a description at the bottom. When someone clicks on the button, they are redirected to an affiliate url.
News-Style Squeeze Page

A news-style squeeze page is very common and includes an article in a “news” format. The article usually tells about a success story and then links out to an affiliate offer, or even to multiple affiliate offers.

In the above sample page, you see that there are a few items in the menu, a headline and a news-style article. The page also contains various advertisement links – all of which can lead to different affiliate offers.

“Work at home” offers are usually very popular with this type of squeeze page. Many people will write their own success stories in a news-format and then get people to buy the products and/or services they used to become successful.
Lead-Generating Squeeze Pages

A lead-generating squeeze page usually contains information about a product written in an attractive style that will convince the reader to give you their details. This is also the standard format for squeeze pages and are being used by thousands of affiliate marketers.

This type of squeeze page contains a heading, subheadings, a description, some bullet points and also a subscription form. The positioning of every element is important as this will improve or decrease the conversion rate of your page.

A lead-gen squeeze page should tell the visitor exactly why they need to enter their information – will they receive a free downloadable report, or are they simply requesting more information?

The “Do I Qualify” Squeeze Page

This type of squeeze page is actually just as popular, and asks the user for several bits of information in order to see if they qualify for a specific offer. The user’s details gets
Setting Up A Squeeze Page

entered into your email list, and then the user sees a message “Congratulations, You qualify!”. This message can then be followed by a button that redirects the visitor to an affiliate offer, or you can set the page to automatically redirect the user to an affiliate offer after a certain amount of time (seconds).

It is important to list a lot of useful information when you use this type of squeeze page. List all of the benefits that the user will have with the product/service you are promoting, as well as some vital facts about the offer.

You should also create a form that contains relevant answers. If you are promoting a weight loss program, you should ask questions related to weight loss and not to another niche. The same goes for any niche – keep your questions relevant to what you are promoting.

The “Send me more info” Squeeze Page

This type of squeeze page is very similar to the lead-generation and “Do I Qualify” types. You list information about a product/service and then lets a user fill out a form to
request more information. When they do request more information, you send them to an affiliate offer and also send them an email with “more information” and a link to your affiliate offer.

This type of squeeze page doesn’t have to contain a lot of information. You simply need to get the attention of the visitor and get them to be interested in what you’re saying – then they will want to know more. This is exactly what you want – as soon as the visitor feels that they did not get all the information they needed from your site, they will be more eager to request more information.

After submitting information, the visitor gets redirected to an affiliate offer, as well as an email with more information and an affiliate link.

**Review-Style Squeeze Page**

A different approach to promoting your affiliate offers is to use a review-style squeeze page. This type of squeeze page shows reviews about different products/services and then links to their affiliate offers.
The good thing about a review-style squeeze page is that you can promote virtually any kind of offer here. From hairdryers to paid survey programs to different web hosting programs. The possibilities are endless – simply gather a few affiliate links for offers and then write short reviews on your squeeze page that links out to your affiliate offers.

You can also integrate a subscription form into a review-style squeeze page to collect email addresses while sending traffic to your affiliate links.

Info-Style Squeeze Page

The final type of squeeze page is a page that contains an article with useful information about a product or service. The page then contains links and banners that link out to affiliate offers.
Setting Up A Squeeze Page

This squeeze page type also has a lot of potential as you can promote virtually any offer – product or service – here. Simply write a catchy headline, include a couple of items in the menu bar, add a couple of advertisements and you’re good to go. Remember that this page needs to be properly optimized for improved search rankings.

Adding a “sign up to our newsletter” form on this type of squeeze page is a very good idea. If the visitor finds the content very helpful, but do not want to buy right away, they might decide to subscribe to your newsletter – which gives you a lead to promote new offers to.
Setting Up A Squeeze Page

Setting up your first Squeeze Page

Now that you understand why it’s important to use a squeeze page before sending a visitor to an affiliate link, and you know about the different types of squeeze pages, you should start to set up your own squeeze page.

You can set up a professional squeeze page that’s optimized to convert better in just a few steps. It’s important that you pay close attention to the elements mentioned that should be included, and that you choose a platform or option that’s in your budget range.

Step 1: Decide on a Squeeze Page type

Before you wander into the world of online platforms that will help you build your squeeze page, you should first decide on what type of squeeze page you want to build. This will also help you choose a platform, and you’ll be able to select a template and set up your squeeze page faster.

Look at the different types of squeeze pages mentioned in this chapter and decide on which one you want to target.

Step 2: Choose a platform

When it comes to building a squeeze page, you have a lot of different options. Each option comes with its own pros, as well as its own price tag. There are a few free options as well that shouldn’t be ignored, especially if you are low on budget.

WordPress

The first option is to use WordPress in combination with a few plugins and themes that will help you set up a squeeze page and collect email addresses. WordPress is a free platform that can be downloaded at http://wordpress.org – you will need hosting and a domain name to use WordPress. You can get these features at a platform such as GoDaddy or NameCheap.

After buying a domain name and hosting, you should continue to install WordPress on your server. Most hosting providers offer a 1-click installer that will do this for you.
automatically – so you don’t have to tinker with things like uploading the files and creating a database.

Once installed, you should install some essential plugins onto your WordPress site, and also choose a theme that will suit your site. Remember to take the type of squeeze page you are building into account when choosing a theme.

Look for the following features when making a decision on what theme to use:

- It’s essential that you use a responsive, mobile-friendly theme
- Your theme should include a sidebar if you want to place a subscription form on the right or left side of your website
- Your theme should include a clean, modern layout without being too cluttered

Many themes also offer a “Theme Options” page where you can customize many features of the installed theme. It’s a good idea to look for this option as well when choosing a theme to use for your squeeze page.

Some essential plugins that will help you get up and running:

- JetPack (Lots of different features)
- W3Cache (Makes your site load faster)
- SiteOrigin Page Builder (Helps you build your squeeze page)
- Ultimate WordPress Shortcodes (Gives you instant access to very useful features that can be added to any page or post)
- Google Analytics Dashboards (Gives you an insight about the traffic that lands on your squeeze page)
- A Mailing list plugin (Such as MailChimp for WordPress or MailPoet)

These essential plugins will help you get up and running quickly. You can then continue to installing a plugin that will generate a terms and conditions as well as a privacy policy for you. Google also recommends having a contact page, so install a plugin like Contact Form 7 and add a contact form on a “Contact Us” page.

Now that you have the essentials ready, you can start to create your squeeze page with the help of the page builder you installed.

LeadPages
Setting Up A Squeeze Page

LeadPages is a popular online platform that allows you to build your own squeeze pages and landing pages directly online. They offer a wide variety of themes and styles to choose from, so you have total freedom over how you want to create your squeeze page.

You can visit LeadPages and start creating your landing pages at http://leadpages.com

Custom HTML Template

If you have some background knowledge about HTML and CSS, you can download and edit a HTML template to use for your landing page. There’s loads of free and paid squeeze page templates that can be downloaded on the internet – simply find the one that works for you and edit the template to suit your needs.

Even though these are not the only available options when it comes to choosing a platform, they are the most popular and frequently used options.

Step 3: Customize Your Squeeze Page

Once you’ve decided on a platform, it’s time to take action. Take full advantage of all the benefits and features that comes with the platform of your choice, and set up your squeeze page.

Remember to include all the vital areas and take into consideration the type of squeeze page you’ve decided to create. Include an attractive and eye-catching headline, followed by all the vital information about what you are promoting. Remember to include a subscription form or a link to the affiliate offer somewhere on your squeeze page.

Step 4: Launch / Publish

The last step is to launch or publish your squeeze page. The process for completing this step will defer based on the platform you have chosen.

For example, on WordPress you simply need to hit the “Publish” button to publish your squeeze page. With LeadPages, you have to click on “Publish” to publish your entire
squeeze page site. With a custom HTML template, you need to log into your FTP server and upload the files to your hosting server.

Once you have uploaded or published your squeeze page, you are ready to move on.
9. Auto-Responders and Email Marketing

You now have your squeeze page set up, but how are you going to collect email addresses and send out newsletters and promotional emails to your list of email contacts?

This can be accomplished by using an Auto-Responder. This is also known as e-mail marketing, and most internet marketing Guru’s will tell you that list building is an essential part of being a successful affiliate marketer.

What is an Auto-Responder?

An auto-responder is simply an email marketing application that allows you to send automated emails to all your subscribers. The service usually gives you an option to generate an email subscription form that can be integrated onto your squeeze page – every time someone enters their email address, they are added to your email list, hosted by the software you use.

You can then start to set up automated emails to automatically go out to all, or only to a group of your subscribers. Automated emails can be set to be sent to users based on certain conditions – like right after they’ve signed up, or a week after they’ve signed up, or even every day.

Why use an Auto-Responder?

By using an auto-responder, you are automating a large part of your affiliate marketing business. This means that you will be able to make extra money from an automated task and also make money sending broadcast emails.

Auto-Responder Platforms

When it comes to choosing a platform to use as your auto-responder, it’s important to evaluate the quality of service offered by each platform. While every platform offers the same basic features – such as collecting email addresses and sending out emails to them – not every platform is trustworthy and will give you good results.
If you do not have a budget to spend on an auto-responder when you are only starting out, you should try out MailPoet for WordPress. This is a free email marketing plugin that allows you to manage your entire email subscriber list from within your WordPress website / squeeze page. You can set up different lists, different subscription forms and set up automated emails to go out to your lists at any given time.

I would always recommend using a paid service if you do have some money or you’re not using WordPress. Your email list is your online ‘holy grail’ and should be guarded with your life so this isn’t the place to scrimp on the few dollars they will charge you per month.

**AWeber**

AWeber is probably the most popular auto-responder and email marketing solution online. They offer a 30-day free trial so you can test out their services.

With this platform, you can easily set up multiple lists, group your contacts into different categories, set up different subscription forms, style your subscription forms and set up different emails to automatically go out to your contacts based on specific criteria.

Visit AWeber at [http://aweber.com](http://aweber.com)

**GetResponse**

GetResponse is another popular choice when it comes to online email marketing platforms. They also offer a free trial so you can test out their services when you’re only getting started.

This platform also offers multiple lists, multiple subscription forms, the ability to style your subscription forms, automated emails and more. They also have a large variety of email templates to choose from, should you wish to use a template instead of starting from scratch when compiling your automated marketing emails.

Visit GetResponse at [http://getresponse.com](http://getresponse.com)
The Money Is In The List

Once you decide on an auto-responder and email marketing platform, you should set up an account to get things started. After registering, fill out your profile with your personal details.

The question “How do I make money from this?” might rise at this stage of the process. Let’s take a look at some of the best and most profitable ways to monetize your list right from the start:

- Set up automated emails with tips that relate to the niche you are targeting. Include affiliate links to different offers that relates to the tips you offer.
- Set up automated emails that promotes different affiliate offers, or even the same affiliate offer, just with a different tone or style every time.
- Cross-promote your own squeeze pages to build multiple empires of affiliate marketing businesses.
- Set up a promotional page and promote this page to your email list. The page should list some helpful tips and link out to affiliate offers.

These are only a couple of tips that you can use. If you use your creativity, you’ll soon realize that the possibilities truly are endless.

Some tips when it comes to email marketing and setting up your auto-responder account:

- Do NOT over-promote. If you promote too many affiliate links to your email list, your subscribers will see you as spam and they will be more likely to unsubscribe.
- Offer helpful content in your email marketing campaigns – this will increase the chances of the reader clicking the links.
- Do NOT promote affiliate links in every single email you send. Connect with your audience by sharing something person once in a while, and ask them to connect with you if they can relate to your story.
- If you offer a course, be sure to set up your auto-responder to deliver the content every day for the period of days the course lasts. Promote your affiliate offer in the first and last emails you send out. You can also link out to different affiliate offers within your course itself.
By keeping these tips in mind when setting up your email messages and scheduling your auto-responder, you are increasing the chances of subscriber-engagement and minimizing the risk of losing subscribers.

**Integration on Squeeze Page**

The last step is to integrate a subscription form into your squeeze page. Simply visit the platform that you chose to use for your email marketing campaigns, and head over to their form designer. Design a form that collects the information you need from your subscribers – such as their first name and email address – and then generate the code for the form. Copy and paste the code onto your squeeze page – where you want the subscription form to show up.

Some squeeze page builders also offer you the ability to connect to an auto-responder, and they will then automatically integrate a subscription form that will collect data and send it to your auto-responder account.

Weigh all your options and choose the one that would best suit your squeeze page and the platform you’ve built your squeeze page with.
10. Free Traffic (For those on a budget)

Congratulations on reaching this part of your free report. You are well on your way to making your first dollar online.

Reaching this part means you have gone through our entire guide on starting your affiliate marketing business, setting up a landing page and integrating an auto-responder service to collect email addresses.

You have started your very first affiliate marketing business… so now what? Now you need to drive traffic to your squeeze page to make money. Driving traffic to your squeeze page is essential as you will not be able to make any referred sales if no one knows about your squeeze page!

In this section we will be looking at 4 different ways you can generate traffic to your squeeze page for free. This is also called free website traffic and is perfect for any newbie starting out with a very limited budget. These methods will allow you to drive traffic and make sales without having to spend any money on paid advertising – an excellent way to start your business and make some money to re-invest into paid advertising for better and more targeted results.

Blog Commenting

The first free traffic method is blog commenting. This is a simple method that allows you to drive highly targeted traffic to your squeeze page, which means better conversion rates and the ability to build your email list faster.

How does blog commenting work?

The process is actually quite simple and easy to do. You simply need to look for blogs and website that discusses topics within the niche you are targeting – you then leave a comment on these blogs with a link back to your website.

This will drive traffic to your website and build quality backlinks for your site at the same time, which will also help your squeeze page rank higher in search engines.
Free Traffic (For those on a budget)

How to find blogs to comment on?

To find blogs you can leave a comment on, you can use Google or a platform such as DropMyLink (http://dropmylink.com). A lot of people also like to use CommentLuv enabled blogs – with this type of comment system you get a backlink, traffic and your latest post is listed underneath your comment. Some blogs will also allow you to add your Twitter handle for additional exposure.

You can also use Google Alerts (https://google.com/alerts) to set up alerts so Google can notify you each time someone posts a new blog post that relates to your niche. Enter a couple of keywords related to your niche and select “blogs”. Every time you receive an email from Google notifying you of a new blog post, head over to the page and leave a comment.

Be sure to read through every article / blog post before making a comment. If you leave a simple comment like “thanks for the post”, your comment won’t get much attention, and could even be marked as spam. Try to leave a thought-provoking comment that will spark a conversation – this will give you more exposure and more traffic!

Forum Marketing

Another great way to drive free traffic to your squeeze page is by utilizing the power of forum marketing and forum signatures. By using this method, you can establish yourself as an expert in a certain niche or on a specific topic within a forum, giving you a lot of authority, which leads to thousands of free visitors to your squeeze page.

How does forum marketing work?

To promote your link on forums, you have to take a smarter approach. You CANNOT promote your squeeze page within replies or threads, and you CANNOT add messages like “thanks for sharing” and expect highly levels of traffic. You need to go at it with a plan and with knowledge on the topic or niche you are targeting.

How to find forums to become active in?

Before you can start with your forum marketing campaign, you first need to find a couple of forums where you can register. You need to register and become an active
member within these forums – establish some authority for yourself before you start promoting your link.

To find forums, you can use Google. Simply search for a keyword related to your niche, followed by “forum” or “discussion”. For example, if you are targeting the weight loss niche, you might search for “lose weight fast forum” or “lose weight fast discussion”.

You can also use a tool such as DropMyLink to find forums where you can get traffic from.

Doing things right the first time around

It is vital that you do forum marketing the right way, the first time around. This will avoid suspended accounts, which could limit your ability and opportunity to promote your link on forums.

Start by registering on a few niche-related forums. Once registered, verify your account and fill out your entire profile, including a profile picture. Hold on to a signature for now – you first need to become active within the forum before you start promoting.

Once you are happy with your profile, start by searching through the most recent threads. You need to find threads where you can leave a reply on – find something that you can give a valuable comment on, or a helpful hint.

Always reply with helpful and meaningful replies. NEVER do a “thank you for sharing” reply – this could get your account flagged as a spammer. The more helpful and thought-provoking comments you can add to threads, the more exposure you will receive and the more authority you will build for yourself.

Continue doing this for a couple of days, and then once you’ve built some authority for yourself, it’s time to set up your signature.

Using your signature for link promotion

To drive traffic from forums to your website, you will be adding a link to your squeeze page in your forum signature. Head over to your profile and find the settings page for your signature.
**Free Traffic (For those on a budget)**

**Tips:** Some forums will only allow you to add a signature to your profile after you’ve reached a certain criterion. Be sure to read the terms and conditions of each forum to determine what criteria you need to meet.

You need to write a compelling call-to-action that will get people to click on your link. It is also recommended to embed your link within your call-to-action, instead of adding your naked URL to your signature. Try to write an attention-grabbing call-to-action that will get people to click on your link.

Now that you’ve set up a forum signature, head back to the forum and start making more replies. Every time you reply to a thread or start a new thread, your call-to-action will be displayed at the bottom of your comment. This is where people will see your link and click if they feel eager to.

**Facebook Fan Pages**

Being active within social media networks is an essential part of being successful online, and where better to start than with Facebook!

Facebook is the internet’s largest social media platform and receives millions of unique visitors each and every day. This also means that Facebook is a great platform to tap into if you need to drive traffic to your website.

To drive traffic from Facebook to your squeeze page, you need to set up a fan page to grow an audience and have a source for driving traffic. The process is quite simple – all you need is an existing Facebook account and a little bit of time.

**Step 1: Set up your fan page**

Setting up a Facebook fan page is quick and easy. Simply log onto your Facebook account and click on the “Create Page” link in the left-hand sidebar. This will take you to a page that allows you to set up your Fan page.

Select the most appropriate fields. For a squeeze page, you can choose the option to create a ‘brand’ page and then select “Website” as the category. This will also bring up an option to add a URL to your fan page.
After selecting a page type, you can move on to giving your page a name, a description and entering the URL to your squeeze page in the appropriate box. The next page will allow you to upload a profile picture for your new fan page – be sure to upload a clear and high quality image that represents your squeeze page / niche.

The last step is to select an audience – you can skip this step for now.

**Step 2: Configure your fan page**

Now that you have created your new Facebook fan page, it’s time for some customization. Head over to your fan page and make sure you have an attractive and eye-catching profile picture added to your fan page. Also upload a cover photo that clearly represents what your squeeze page is offering. Use a high resolution and high quality image to make your fan page look more professional.

You should also go into the “About” section of your fan page and customize the different options there. Add a description and any other details you can add. This will also build authority for your fan page.

**Step 3: Posting to your fan page**

Once your fan page has been set up and configured to look more professional, you can start creating posts on your fan page. It is important that you do NOT spam your fan page, but rather fill it with useful content.

Since your fan page is very new, start by adding a couple of posts. 4 or 5 would do. Share some helpful tips that relates to your squeeze page and the offers you are promoting.

Continue by adding more posts, but this time you should schedule the posts instead of publishing them immediately. Facebook has a built in function for this – simply click on the arrow next to the “Publish” button – this will bring up a drop-down menu where you can choose to schedule the post. Create and schedule at least one post per day for the next month.

You can add several “promotional” posts within your schedules posts – just be sure not to over promote your site as this will come across as spam and you won’t be able to grow your page as effectively. It is usually recommended to post one promotional post
after every 5 to 7 regular posts you make. Creating a call-to-action rather than promoting your squeeze page outright is also a good idea – give your followers a reason to want to click on the link.

Posting videos and images to your page will also help you attract a wider audience.

Step 4: Growing your fan page

The steps you’ve completed thus far will all help you to set up a professional looking fan page and fill that fan page with useful content. Now you need to grow your fan page by promoting it in order to attract likes and followers.

There are several ways you can promote your fan page:

- Promote your fan page in different Facebook groups related to your niche. Enter one of the keywords you are targeting in Facebook’s search bar and choose the “Groups” tab on the results page.
- Become active within a few groups before posting your link. This works similar to forum marketing – share some helpful tips and comment on posts made by other members – when you’ve built up some authority in that group, sharing a link will bring in better results and more likes / shares.
- Embed your facebook fan page on your squeeze page. This can easily be done through plugins or even by adding a small piece of coding to the source file.
- Share a link to your fan page on your Facebook timeline.
- Share a link to your fan page on all your social media accounts including Twitter, Google Plus, Pinterest, LinkedIn and more.
- Add a link to your fan page in your email signature – every time you send out an email the recipient will see the link.
- Invite your Facebook friends to like your new fan page.

These tips will help you grow your fan page. It’s important to constantly update your fan page and promote it to get more likes and followers. The larger your audience, the more people will see your links and posts.

Guest Posting

One of the best ways to drive targeted traffic to your squeeze page and build backlinks of high quality at the very same time is by utilizing the power of guest posting.
Guest posting is a simple technique that allows you to get a backlink from another blog – this drives traffic and gives you a very valuable backlink that will push your site higher in search engines.

With guest posting, you will need to write high quality articles that you can post on other blogs. In exchange, these blogs will give you a link back to your site in an author box – anyone reading the post on that blog will be able to land on your squeeze page by clicking on the link in your author box.

Here’s a few tips to consider when using guest posts to promote your squeeze page:

- Try to target blogs that relates to the niche you are targeting. This way you will get highly targeted traffic to your squeeze page.
- Contact blog owners and suggest a topic to them and ask if you can post the topic as a guest post on their blog. If they say yes, you can send them the post with a link back to your site.
- Most blogs that accept guest posts will allow you to write your own author or resource box – write a captivating call-to-action and include a link to your site. Give the reader a reason to click on your link.
- Consider the PA (Page Authority) and DA (Domain Authority) of a website before posting a guest post. The higher the PA and DA of a website, the better quality backlink it will give you.
- Write about topics that’s relevant to your squeeze page and the offer promoted on your squeeze page.

By utilizing these tips, you will be able to get better results with guest posts.
11. Paid Traffic

For those who have a start-up budget to give their business a “paid” boost, or once you’ve accumulated enough profit to re-invest into your business – paid advertising is a great way to get highly targeted traffic to your website that easily converts.

With this type of promotional method, you pay a certain fee in order to get traffic driven to your website from various platforms and sites. By utilizing paid advertising, you are paying for visitors that’s already interested in what you offer on your squeeze page – this means faster and easier conversions, and the ability to start profiting faster.

Facebook Ads

One of the most popular ways to get paid traffic to your site is through Facebook Ads. By utilizing Facebook ads and by working with a smart plan, you can get clicks for as little as $0.01 per click – this is cheap, yet effective advertising that works.

Many people have switched from Google AdWords and similar programs to Facebook Ads – simply because it works, it’s cheaper and you can specify a variety of filtering options when choosing who to target.

Keep in mind that Facebook is a social network. This network has millions of users who each have their own account. Each account has a profile with information such as gender, age, interests, education and more. Facebook is also able to see what a user is interested in based on the posts they make, the groups they join and their overall activity on the network.

By taking advantage of these features, you are able to select exactly what type of audience you want to target – target your audience down to age, gender, interests, location and more. This means your traffic will be targeted and they will be interested in what you are offering.

Setting Up Facebook Ads

To use Facebook Ads, you will need a personal Facebook account and a Fan Page related to your website. Having a fan page is not a definite requirement, but is well worth having.
Facebook offers different types of ads you can choose from, but the most popular ones to get traffic to your site is:

- **Website Clicks** – You pay a certain fee every time someone clicks on your ad and visits your website.
- **Fan Page Promotion** – You pay a certain fee for every person that sees your fan page promoted on their timeline.
- **Post Promotion** – You pay a certain fee for every person that sees your post promoted in their timeline.

These are the 3 essential Facebook Ad types. Each has its own pros and cons, so it’s important to consider each type before making a final decision. A balanced combination of these ads can also be very effective.

**Tip:** As with any PPC advertising system, you are at risk of losing money instead of making money. You will need to go through several tests in order to find the perfect ad that converts well. Once you find the ad that converts best, run that ad and remove the ones that don’t perform well.

To set up your Facebook Ads, head over to the Facebook Ads center. The first step is to choose what type of ads you would like to set up, and thereafter you can continue to setting up the ad.

**Tip:** With Fan Page and Post Promotions, it’s better to log into Facebook ads center instead of using the “Promote Post” or “Promote Page” buttons. The Ad Center gives you more targeting options for these type of ads, whereas setting up the ad directly from your fan page will give you limited choices.

Some tips that you should consider when setting up a Facebook Ad:

- Website clicks will only send visitors to your website, whereas promoting your fan page you can include a link to your site within the advert – giving you visitors to your website and fan page likes with one single ad.
• Do research on the internet to find out more about your target audience. This data will help you when it comes to selecting the best targeting options for your Facebook Ads.
• Targeting second and third-tier countries will cost less than targeting countries such as the United States and Canada.
• Use an eye-catching image for your ad. Research shows that images with the color RED converts better.
• Use a captivating call-to-action that will make the user eager to click.
• Use a relevant, yet catchy title for your ad to catch the attention of users at first sight.

As a final tip for Facebook Ads – it’s a good idea to do some split testing to find the ads that converts best. Create a couple of Facebook Ads promoting your website and fan page – then let them run for a couple of days. Try to modify the ones that don’t convert well, and see if you can get them to perform better.

After a week or so, you’ll be able to determine which ads performs best based on the analytical data provided to you by Facebook. End the ads that don’t bring you any traffic or conversions, and let the ones that do work run on.

**Pay-Per-Click Advertising**

Facebook isn’t the only network that provides PPC advertising. The idea of paid-per-click advertising is to pay an advertising platform a certain fee for every visitor they can refer to your website.

Most PPC advertising providers work very similar to Facebook Ads – you set up an ad with a title and description, and then choose your target audience. Your ads will then be displayed on a platform the advertising provider targets. Some PPC providers will also allow you to add an image to your advert, as with Facebook Ads, to make your ads more attractive.

There are several different PPC advertising platforms that you can utilize, including:
• Google AdWords
If you have a budget to get targeted visitors to your landing page to get conversions faster, then you should consider adding some of these PPC networks into your paid advertising plan.

**Solo Ads**

Another great way to get some leads and conversions for your affiliate marketing business, and to get targeted visitors to your squeeze page, is by utilizing the power of solo ads.

Solo Ads are basically email promotions that gets sent out to someone else’s list. Many people have large email lists that they use to promote products to, and they will usually allow other people to promote offers and links to their email lists at a cost.

The great thing about Solo Ads: they really work and can bring in a lot of conversions. The only downside is the fact that you need a conversion-optimized message in order to make a Solo Ad work. If your message doesn’t “speak” to its readers, they won't be enticed to click on your link.

Here’s a few tips to help you out:

- Solo ads are usually in the form of email newsletter or promotional emails.
- You get access to the subscribers of an internet marketer’s list building business.
- Prices can vary from as low as $1 to more than $1000. The price will depend on the quality and size of the list.
- You need to create your own subject and message.
- If you don’t have a captivating and attention-grabbing subject, your message might not be opened.
- If you’re not good at writing catchy subjects and e-mail messages, get a freelancer with experience to do it for you.
- You can make thousands of dollars in commission with Solo Ads if you send the right ad to the right people.
12. Problems And Pitfalls

As with any opportunity, affiliate marketing comes with risks and a lot of challenges. If you understand the risks and challenges you will be facing, you will be able to overcome them more easily and without the thoughts of giving up.

Why am I not seeing results?

The number one reason why you are not seeing any results yet: time.

Creating an affiliate marketing business takes time, but with time comes rewards. You need to be patient and keep working on your business, building it piece-by-piece every day. Some people see results in as little as a week, while others only see results in a month. Results vary and you should not give up because you are not seeing results in the first few weeks.

My traffic isn’t converting at all, what can I do?

A common problem with website traffic is that it doesn’t convert well, sometimes even not at all. This is a result of generic traffic. In order to get good conversions, you need to get targeted traffic to your squeeze page – this means people who are already interested in what you have to offer.

If you’re using paid advertising, then you should have a look at your campaigns. Try to make a few adjustments in order to get a better ad-targeting formula.

If you’re using free traffic methods, then you should try to adjust the way you promote your content with these strategies. Try to write more captivating call-to-actions and proofread your marketing plan. Sometimes a simple adjustment such as changing a couple of keywords can do wonders.

I don’t know what offer to promote, what can I do?

Choosing the right offer to promote is very important, but you shouldn’t let it stand in your way of success. If you find it difficult to choose a product to promote, then you should turn to the internet to do some research.
A great way to find an offer you can promote is to first consider a product or service you would personally use. It might even be something you’ve already used – this will give you better insight into the product or service, and will allow you to write with a more “personal” approach.

**I’m excited to get started, but how do I get paid?**

Each affiliate program and network has their own set up payment options for their affiliate programs, but the most popular payment methods offered by these platforms usually include PayPal and EFT / Wire transfers.

You should take a look at the affiliate terms of the program or network you sign up with to find more information about how they will pay you. If you cannot find any information, then you should contact the company offering the program to find out.

**I applied for an affiliate program, but got declined?**

Top paying and higher class affiliate programs might require a website with existing traffic when you apply. It’s a good idea to start out with the ones that can be applied for without having to provide an existing website – once your website receives more traffic you can consider applying to these type of programs.

**Summary**

Don’t be one of the ‘wannabe’ affiliate marketers that don’t give this business model time to work. My biggest piece of advice would be to focus. Laser in on one thing at a time, don’t get distracted by all the ‘shiny objects’ that we are all bombarded with on a daily basis. Focus stands for-

- Follow
- One
- Course
- Until
- Successful
Plan your strategy step by step and don’t move on to the next step until you have completed the one you are on.

I sincerely hope you have enjoyed this report. Please feel free to reach out to me if you have any questions.

Catch you later

Daniel Craig
Recommended Resources

- Discover How To Make Thousands Online Within A Few Weeks From Now- [Watch This Short Video](#) For Undeniable Proof And See How To Get Started In The Next Few Minutes.
- Earn Up to $2642.60 a Day By Copying [this Little-Known Super Affiliate Secret Weapon](#)" (Even If You're a Stone-Cold Newbie with No List, No Clue and No Money)
- EXPOSED: The EASY, FAST And FUN Way To [Find A Killer Profitable Niche](#) - TODAY
- ATTENTION: Struggling Affiliate Marketers...
  FREE! [THE DIRTY AFFILIATE MARKETING SECRET](#) Brace Yourself... The Truth Is Gonna P*** You Off
- Steal The [7 Super-Affiliate 'Hacks'](http://) Responsible For An Extra $184,325.96 In Commissions In The Last 12 Months...