

SUCCESSFUL AFFILIATE MARKETING 101



HOW TO START YOUR OWN SUCCESSFUL,
PROFITABLE & SUSTAINABLE
AFFILIATE MARKETING BUSINESS

**MY FUTURE
BUSINESS**
HELPFUL PEOPLE HELPING PEOPLE



By Rick Nuske - www.myfuturebusiness.com



Affiliate Marketing Program
Module One:
Introduction to Affiliate Marketing

By
Rick Nuske





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Introduction

I'd like to personally welcome you to the very first module of my Affiliate Marketing program.

Hi, my name's Rick Nuske, and I'm so glad you've decided to join me.

I have created this program for individuals like you, who are looking for a way to generate revenue while avoiding the major expense and delays that come with starting their own business from scratch.

This is not a get rich quick tactic so the amount of your success will mostly be decided on the level of effort and time you put into learning and applying the strategies and methods that I will show you here to make real money based on affiliate marketing.

In this first module of the Affiliate Marketing program, you'll learn:

- What an affiliate is and how you can make money as one
- Why you should not expect overnight result and understanding realistic expectation from this type of business
- The pros and cons of an affiliate marketing business model and how to determine if it's the right fit for your business goals

My Affiliate Marketing program is designed to provide you with everything you need to know about getting started in affiliate marketing and how to build a steady cash flow from it. Affiliate marketing can be a solid business venture that doesn't require prior experience or knowledge and it doesn't require a significant cash flow in order to get started.

To your success,
Rick Nuske





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Introduction to Affiliate Marketing

What is Affiliate Marketing?

Before we get into the basics of affiliate marketing, it's important that you understand exactly what an affiliate is. An affiliate is a person who sells or promotes someone else's products or services for a commission. The affiliate does not own the products or actually provide the services; they only receive a portion of the profit from the sales they generate.

Affiliate marketing is when an affiliate creates a business based on their affiliate sales. This is generally an online business that provides affiliates the opportunity to work from anywhere in addition to sell products and services from companies around the world.

Unlike starting a traditional business, affiliate marketing is a more cost-effective approach as you don't have to worry about taking the time to provide services or create products to sell. You also don't have to worry about keeping items in stock or collecting payments. All of this is done by the company you are selling for.

Overall, affiliate marketing is a much simpler business model than starting your own business but as with any business you must put in the effort to make it a success.





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Not a Get Rich Quick Business Model

While most affiliate marketing information you find in online business-based programs out there promise great wealth, it really isn't that simple. Yes, you can make good money as an affiliate and it is a valid way to make money but it's not something that will happen overnight.

Just like any other business, affiliate marketing takes planning, dedication and hard work to make it a success. Not only will you need to consistently research your market but you will also need to stay active within the business to maintain your customer's interests and needs.

Because so many programs out there promise instant success, some may consider affiliate marketing a scam but it truly is a valid business model for those willing to put in the effort. Affiliate marketing has actually been around for quite a few years and predates the widespread use of the internet.

It was Amazon.com's initiation of their affiliate program back in 1996 that sparked the interest in affiliate marketing and brought it to its current popular state. Since then, their program has been used as a model by many other companies starting their own affiliate programs.





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Pros and Cons to Affiliate Marketing

Pros

While I've already briefly covered some of the benefits to affiliate marketing, here I will go over them in more detail. I will also discuss some of the downfalls to having a business solely based on affiliate marketing and what you can do to avoid them.

Less Start Up Costs

Traditional businesses can cost thousands of dollars to set up. Even if you start a franchise business, you are required to invest hefty sums of cash that put you at a disadvantage before you even open up for business.

When you start an affiliate marketing business, your costs are minimal. You can usually start with only spending about \$100 - \$150 dollars a year. These costs include domain name registration for your site or blog, which usually ranges from \$10 - \$15 a year. You will also incur hosting fees for your site or blog that will amount to about \$5 - \$10 per month or about \$75 - \$100 per year.





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Unlimited Sales Potential

As your business gets up and running, you will also require an autoresponder service to send emails out to your list. Some vary in the amount that they charge as some charge a monthly fee and others charge a minimal fee per email. At the beginning, you should only have to pay a small fee per month as your email list will be small. This expense will increase slightly as your sales increase and you start finding more offers to promote.

Other than these basic expenses, the only other fees you will incur are those that are optional especially as you're just starting out. These are items like website design, logo, and possibly content writing if you don't have the ability to do them yourself. I recommend that if you can afford to, outsource as much as possible so you can focus on your business.

With most businesses, you are somewhat limited to the amount of products or services you can sell. This is because either you need to have the capacity to stock a certain amount of products so they are available to sell or you need to have the manpower to sell services.

With an affiliate marketing business, you can sell an unlimited amount of products or services because it doesn't require to you to have items in stock or provide actual services. The actual company that provides the product or service is responsible for that as well as shipping, customer complaints, and payment collection.

Your only job is to drive traffic to their products and services and entice people to buy them. The more affiliate products you sell, the more profitable your business will be.





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Flexible Schedule/Work From Anywhere

Any job you are hired for will require you to be physically at their location for a specific amount of time. You will also need to follow their rules as far as dress code, how many breaks you can take, and when you are allowed to go home.

An affiliate marketing business is virtually open 24 hours a day but it will only require a few hours a day for you to keep it running. Of course, you will need to put more time into it at the beginning to get things started but after that you can set your own schedule. So whether you want to work normal hours during the day or work late at night, you can work whenever it's best for you.

This also makes affiliate marketing a good choice as a side business for those who already working a full time job. It's a very easy business to do on the evenings or weekends if you have other obligations that take up your time during the week.

You can also work on an affiliate marketing business essentially from anywhere in the world. As long as you have a computer and an internet connection, you are ready to work. If you have another job, travel a lot, or have a hectic schedule, your business is available to you anytime you need it.





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Minimal Skills Required

Unlike most high paying jobs, no high level skills or certifications are required to be an affiliate marketer. You don't need a college degree or any special skills to make it a success. While having certain skills will definitely help you along the way, you don't need to be an expert to make money.

Some skills that may be beneficial are:

- Basic research skills via the internet
- General computer skills
- Drive and determination
- Ability to distinguish profitable markets or niches (found in this course)

Cons

While being an affiliate marketer has many benefits, it also has some downfalls that require careful consideration prior to getting started. Review these carefully to make sure this is something that fits your business goals.

Success Doesn't Happen Overnight

I've mentioned this already but it bears repeating, affiliate marketing is NOT a get rich quick scheme. This isn't something you will start today and wake up tomorrow with \$10,000 in your bank account. It just doesn't work that way.

It takes time to find the right offers to promote as well as build up an audience to promote those offers to. With the help of this program, you will have faster results than others who try to figure it out on their own but it will still require your time and effort.





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Requires Time and Effort to Research Profitable Offers

As I just mentioned, affiliate marketing requires that you take the time and effort to promote the offers that are right for your business. We will cover how to find the best products and services to sell in a later module but for now you need to know that this is an essential part of this business.

While there are thousands of products and services out there, you will want to research popularity, profitability and the reputation of the business that is offering them. This will take up some time but it will be well worth it in the long run when you have a good understanding of the offers you promote and how to present them to your customers.

Understanding Your Customer's Needs

Every niche or market out there has its own unique set of customers. As an affiliate marketer, it will be your job to figure out who they are, what they want, how they want it and the price they are willing to pay for it.

Gaining this knowledge can be an interesting learning experience but it will take time to develop. For example, people who are interested in buying electronic equipment will be a different audience than those who are looking for the next trend in weight loss products.

You will need to know how to speak to your audience so you can build trust and credibility with them. When you sound like you're one of them, you will be able to speak to their needs and desires and have a better chance of generating sales than someone who is randomly selling products. Again, we will cover more of how to do this in a later module.





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Ability to Drive Traffic to Offers

Of all the things you will need to learn as part of being an affiliate marketer, learning how to drive traffic to offers will be among the most important. Without the ability to drive traffic to offers, your business will be non-existent.

The main part of your business is the ability to get your customers to the offers you are trying to promote. This involves understanding email marketing, pay-per-click advertising, social media marketing, search engine optimization and other proven strategies. None of these are difficult to learn but understanding how all of them work is a required part of your success.

We cover all of these in this program but as you are probably realizing, affiliate marketing is a business that doesn't instantly bring you success overnight. It is a real business that requires planning, research, and understanding your customers to be profitable.





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Task List

Now that you've completed the first module of this program, it's time to start looking at what you want for your affiliate marketing business. Before you move on to the next module, take some time to think about and write down the following items:

- What types of products or services interest you?
- Are you aware of an affiliate program that is already in place for them?
- If not, do some research on the company's site or email them to find out more information.
- Do you want to promote one type of product or do you want to promote as many as possible?

While you may not have answers to these questions right away, thinking about them and coming up with answers will help you to be in the right frame of mind as you go through this program.

In the next module, we will be covering how to locate offers to promote.

See you there!

