

# The Beginners Dream Of Affiliate Marketing

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There might be several reasons why you are looking to enter the world of affiliate marketing. Maybe you are sick and tired of having your boss constantly looking over your shoulder, or just frustrated with living a life dominated by your working hours. If you are seeking the freedom of working your own scheduled hours, then it is possible to make a decent living with affiliate marketing.

Starting an affiliate marketing business is not that complicated, if you implement an easy to follow plan you can be set up extremely quickly, and on your path to a new career in affiliate marketing.

The basics of affiliate marketing consist of finding a product to promote, then driving traffic to this product. The aim is to get the customer to click on your affiliate link and make a purchase, earning you a commission!

Now, you might be feeling lost at this point, sounds simple, but you still don't know where to start. So, let's break it down some more.

## ***Step 1 – Finding a niche or product***

This is where you want to find an affiliate program to promote, one that has popular products with high quality. Amazon, Clickbank and Ebay are excellent places to start, others include Commission Junction and Linkshare. With these programs you simply sign up for an account, select the product you want to promote, and you're ready to get started with affiliate marketing.

The selection of products which you can promote ranges from pet supplies, technology products, home and garden supplies, to health and fitness products. Choose one of these broad subjects and find a popular product, then move onto step 2 below.

## ***Step 2 – Write articles to promote your product***

Writing articles is the cheapest way to start driving traffic to your website. Write an article of about 400 words in length and then publish in the top article directories. Remember, these directories are all ready receiving tons of traffic every day, you want to tap into this.

It won't take long to learn the basics of article writing. Once you have the hang of writing, you can easily write one or two article each day. If you write consistently for one month, you will have 60 articles circulating on the web promoting your affiliate products.

As a beginner, to affiliate marketing, you will find it easier to write on topics on which you are knowledgeable, eventually expanding to different areas.

### ***Step 3 – Setting up a blog of your own***

All you need to do is create a simple blog for your visitors. Provide them with some additional information about your chosen product. This would be the perfect time to list some of the benefits and uses of the product. On this page, you will have a link to the order page. Your customer is convinced that this product is the solution they have been searching for and completes their purchase. You have made your first sale!

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### ***Affiliate Programs – The Basics***

If you look for affiliate programs online you will find there are thousands of programs that you can promote. For someone just starting out this can make choosing a program or product to promote difficult.

Many people like to start by using some of the more well known companies. This would include Amazon, Clickbank, Linkshare and Commission Junction. Each of these companies has their own set of guidelines and it is important to read through them before signing up.

Some sites will have certain requirement in place like having an established website or living in a certain country. So research the company first and ensure that you meet all the requirements.

Always look at the commission rates to make sure you are being fairly compensated for your hard work. Don't be scared to promote more expensive products as well, just one large sale could put a nice chunk of cash into your bank account.

One thing that you may be tempted to do is to jump on the newest craze going around the internet. You hear crazy reports about people making thousands of dollars and want to be part of this.

Stop, whatever you do don't join these crazes. You will be competing with people known as Super Affiliates. They have years of experience and have huge mailing lists.

Instead you want to go for products that are in demand but have a smaller target market. This way you will have more success in promoting products and actually getting great results!

To make affiliate marketing work you will have to spend lots of time writing about certain topics or niches. So make certain that you have an interest in what you are promoting.

You might have an interest in skin care issues and by doing some research you discover that the topic of psoriasis is really hot right now. By looking for some affiliate programs in the health sector you find some good products to promote.

Now you can set up your own website and include tons of great information on the treatment and causes of psoriasis. Because there is less competition for this niche your promotions will start to get noticed faster. Your site will become indexed quickly and people will find you in the search engines.

The key to becoming a good affiliate is to connect with your website visitor. You want to build a relationship with them so that they earn your trust. When this happens you will notice that you start to get repeat customers. Those people who are ready to purchase your recommendations. When this happens you know you are on the way to becoming a successful affiliate marketer.

## ***Affiliate Programs for the Health Niche***

If you have decided to work as an affiliate in the health niche you will have tons of programs and products to promote. Everyday people are searching for information relating to health topics. This includes weight loss, pregnancy, menopause, skin care and anti aging.

What you may think is that this is too big of a market to get into, but you would be totally wrong. Because there are so many sub topics of this field that the opportunities are endless!

One of the key aspects to promoting any type of health product is to promote good items/products that actually 'work'. The worst thing a new marketer can do is to just start promoting anything and everything they can get their hands on.

If you take the time to join a good health program as an affiliate you will gain a good reputation. This is what you want after all. One thing to remember is that you want to create trust with your readers. If they are happy with your recommendations they will begin to buy from you more often. This is exactly what you want have happen.

You want to use the promotional material that the affiliate program gives you. But you want to personalize it if at all possible. If you have lost weight or dealt with a major health issue let your readers know about it. This allows you to make a connection with them and trust begins to automatically build up.

The best way to share your experiences is by creating a website around the products that you will be promoting. This is a great way to make your website stand out from other affiliate marketers.

Too many marketers just slap up the promotional material without making any changes. So when a visitor arrives on their site they have seen the same material too many times and click away.

But, if your site is different it will immediately attract their attention. They are more likely to stay on your site and hopefully click through to the sales page. If you are actively losing weight then you can post your story daily or weekly and make recommendations. You are personalizing your site. This applies to every niche not just the health sector.

When researching which affiliate program to join take a good look at the products and read reviews and testimonials. You should also read the terms and conditions of the site. Make sure you understand what your commission rate is and how and when you get paid.

Some programs will not pay you until you have earned \$50 to \$100. If you are not happy with this arrangement then do not sign up. Also ensure that they take affiliates from your country and that you can accept payments from them.

One great tip is to send the affiliate program an email and ask a few questions. See how long they take to reply and if they even do. This will give you some great feedback about how their customer service works. This is something you can pass on to your readers!

A quick search on the internet for - "health + affiliate programs" - will give you a huge list to start looking through.

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## ***Creating Your Affiliate Campaign***

Once you have chosen your affiliate program or product your next step is to create an affiliate campaign. To do this effectively you should have a website along with a way of building your own marketing list.

The reason why this is so important is that affiliate programs can shut down leaving you high and dry. If you have sent your merchant tons of traffic without getting leads then you have to start again from scratch.

On the other hand if you capture people's name and email addresses then you have a mailing list. You can effectively mail them with new offers and they won't even know or care that you have switched programs.

The best way to build your mailing list while promoting your affiliate campaign is to give your readers something for free. Actually you are asking them for their email address!

So what do you give them? Well a free 7 page report is good enough. Now you can create this report yourself or use PLR articles instead. PLR articles are fairly inexpensive and you can pick up a package of five for \$5. This will give you enough material for your report. Just add a few graphics and a cover page and your report is ready to go.

You will also need to use an auto-responder service so that you can email your list as it grows. There are free and paid services from which to choose. Most of them will have sign-up forms as templates. You simply copy and paste the code into your website and you have a professional looking sign up form.

Your next step is to tell people about your website and your free report. There are several ways you can do this. You can write informative articles about the product you are promoting and submit them to article directories. This works very well as long as you enjoy writing.

Other promotional methods include creating videos and posting them to video sharing sites. Sharing your new blog posts on Facebook, Google + and Twitter. Other great sites are Stumble Upon, Digg and Reddit. One newer option is to use a social sharing site called Social Monkee which posts your blog posts to 25 sites for free.

Remember that it takes time for people to find your site so don't get discouraged if you don't make sales immediately. Just keep on adding new information to your site and bookmark it consistently. Your traffic will start to improve and sales will start to happen.

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## ***Drilling Down Inside a Niche***

Many people today are looking to make a growing residual income with affiliate marketing, but it can be downright difficult to find the right niche or product to promote. What happens to new affiliate marketers is that they jump aboard that latest and greatest product release, expecting to make a ton of money. Unfortunately, they make nothing and give up with affiliate marketing before they have given it a chance to succeed.

The preferred way to start with affiliate marketing is to find a subject which is in demand but doesn't have many other people promoting it. This is ideal for beginners as it is much easier to get your website listed high in the search engines this way. This also provides you with a greater chance of earning money faster.

### **How do you go about finding a suitable niche?**

Take health and fitness, for example, this is a broad subject, but if you sit down and think, there are several sub niches or topics involved. It is one of these sub sections that you want to find to be profitable.

Put yourself into your customer's position for a moment. If you are looking for a pair of running shoes are you going to visit a general site about sporting goods and equipment, or are you going to find a site that just sells running shoes?

The second solution makes more sense. You will find what you are looking for more quickly, and will still have plenty of options on different types of shoes. Now, you could take this one step further and create a site about Nike or New Balance running shoes, making it even more specific and targeted.

The best way to see if your niche has the potential to be profitable is by doing a search using the Google Keyword suggestion tool. Put the term running shoes into the Google search box and see what results it provides you with in the drop menu that automatically shows up. You can drill down many levels with different search terms very quickly and very accurately using this simple technique.

The results will show you how much competition there is for these keywords when you click through as the number of pages is shown instantly below the search pane.

You want to choose a product with a decent number of searches each month, ideally below 10,000 and with low competition. Once you have your niche idea you can build your website around this product and start driving targeted traffic to your site.

## ***Setting Up Your First Blog***

Now that you have products to promote, you want to start driving traffic to your sales page. When you received your affiliate link, you would have been given access to promotional material. This generally includes banners, graphics and emails or sample ads. This material is great to have, but remember, hundreds of other people could potentially be using the same material. You want to make your marketing efforts stand out above the crowd.

### **The best way to achieve this is to set up your own blog.**

Check out <http://socrates-o-socrates.com/> for a very good example.

It is simple to do, and if funds are limited it can be done for free. There are various blogging platforms from which to choose, Wordpress and Blogger are two of the most popular. All you have to do is create an account and follow the instructions.

Within minutes, you can have your own blog ready, waiting for content.

Now, this is just a caution, if you choose to go with a non-paid blogging platform, you could wake up tomorrow and find your site has disappeared! If money is an issue then go ahead, however, your best choice is to use a paid method. What this entails is choosing a domain name and having a hosting account. You can set this up for under twenty dollars, with the hosting costing around \$5-7 per month after-wards.

Let's assume you are going with the paid route. First you want to create a hosting account and then get your domain name. You will then need to point your domain to your new hosting account. Depending on where you purchased your domain you will be asked to do this either during the checkout process or you will need to go back in and do it manually, once your purchase is completed.

### ***Check out these helpful Videos first.***

You will click on manage domains and then transfer DNS, here you will enter the domain name servers from your hosting account. Normally looks something like this: ns5252.hostname.com. This can take a few minutes to switch or longer depending on the company.

Your next task is to go into your hosting account and add your domain name. This is fairly straightforward to do, just follow the instructions as you go. Once you have this done you will want to install wordpress on your domain.

To do this you need to log in to your Cpanel and find the Fantastico icon this will take you through the wordpress installation. Remember to bookmark your site and password. Once this is done, log in, and you will be in your dashboard. From here, you can choose your theme and start posting. You have just created your first wordpress blog.

If you go on to join “[The Quiet Revolution](#)” you will get **'Free Access'** to numerous Video presentations ([As found Here](#)) that will walk you through the whole process.

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#### ***Start monetizing your affiliate products on your blog effectively***

Now that, you have your blog set up, you want to start earning revenue from it. You need to learn how to monetize your blog effectively using your affiliate products. You have lots of options which will generate an income for you.

One of the easiest ways to monetize your blog is to use a header which is clickable, this is a great place to use your program's graphics. Any visitor can simply click on your header and be taken to an order or sales page.

Monetizing your blog with plugins is going to be a lifesaver. The most common plugins are AdSense and Amazon. Before using them, you will have to create an account first. Installation is easy you simply install the plugin on your site and activate them. This is the best way for a beginner to get started with affiliate marketing.

Using photos and graphics on your blog is another powerful way to monetize your site. Adding videos and audio is an additional option. Along with written content, have an option to listen to the content. People love video as they can listen while working on something else. Getting your blog to be interactive is a fantastic way of driving traffic to your site.

If you are an Amazon affiliate, you have the ability to create your own online store, picking which products you want displayed. For custom products try signing up with Café Press.

It is possible to overdo monetizing your site. Ensure that your site doesn't become a mess of promotional ads and banners. It is vital to have valuable and relevant content on your site. You will get repeat visitors by providing them with useful information.

Using social sites such as Facebook and Twitter will help you monetize your blog, again post relevant information. People do not want to know about your personal life when they are attempting to run a business online.



Posting regular content on your blog will ultimately help your page ranking.

Use articles to promote your blog regularly.

If you just write one article with the hopes of receiving thousands of visitors, you will be sorely disappointed.

Write as often as you can, you want people to start recognizing your name and associating it with your niche. This way you will be viewed as an expert on the subject. Everyone loves an authority figure, and it naturally draws attention.

Monetize your blog in different ways, this will provide you with traffic from different sources including receiving links from other websites and blogs. Be consistent and persistent with your endeavours with affiliate marketing and you will see results.

### ***Tips for signing up with an affiliate program***

If we take a look at traditional marketing methods and compare them to products and services which are now offered on the Internet, there is a huge difference. Millions of people worldwide have access to the Internet and there is a vast market for a merchant to have his products sold online, generating him a large income.

Merchants and vendors can take advantage of aspiring affiliate marketers who want to promote their products as a means of earning additional income. What is great about this is that the affiliate marketer doesn't have to own the product, they simply refer customers to the merchant's website and earn a commission in return.

The key to being a successful affiliate marketer is to choose one of the best affiliate network programs, then promote and sell the products. There are various programs to choose from, and different people will find success with certain programs. One person might easily make a few thousand dollars each month, promoting a specific product, whereas another marketer might fail to earn anything.

Your first task is to find an affiliate program to sign up with. Some programs will require you to have a website or blog first, others do not. Do a quick search of affiliate marketing networks and read through the terms and conditions first. Make sure you meet any conditions necessary before applying.

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## ***Here are some tips for choosing the right affiliate program:***

If this is your first venture into affiliate marketing choose a subject on which you have some knowledge. It will make it easier to answer any questions from potential customers this way, and make writing promotional articles easier too.

Look through the affiliate marketing programs and read up on the merchants. You should have easy access to sales records, performances, benefits, products and customer support.

Next look at the quality of the products remember you are endorsing these products. Is it something that you would actually buy for your family and friends? If not, keep going until you find a product that meets your requirements.

Now, look at the company's compensation plan. Your whole objective here is to earn money, so ensure you will be paid fairly for your marketing efforts. Some programs have stipulations you must meet before being paid, so make sure you are aware of these first. There is nothing worse than making a few sales only to find out you have not reached the minimum pay out level. It is very wise to do your homework first.

When you have made your decision fill out the sign up form and wait to be approved, this can be anywhere from a few minutes to a couple of days. You will then have access to your affiliate link and promotional marketing material. These graphics can assist you in your promotions and are extremely useful if your time is limited. You are now ready to start generating traffic to your product.

## ***Understanding Affiliate Programs***

Anyone new to affiliate marketing will probably come across all kinds of terms and references that sound strange. One of these is merchant affiliate programs and this term can sound confusing for anyone.

A merchant's affiliate program is a program that is set up by a company that has products to sell. The merchant sets up an affiliate program as a way to attract people to earn money. The merchant will essentially have an agreement with you to pay a certain commission rate for each sale. These commission rates will vary depending upon the product and the company.

You could actually view yourself as an online sales person. You are finding the merchant online buyers. Obviously the more buyers you send the merchant the more money you will make.

Joining a merchant affiliate program is a great situation for everyone. The merchant sells his product and you as the affiliate make some money.

Before joining any affiliate program read the affiliate agreement and if you have any questions contact the merchant directly. All programs come with terms and conditions which work for both parties involved. Good affiliate programs will have referrals or testimonials from other affiliates. This allows you to see if this is a program which you should join or not.

You also want to check on payment methods. Many companies pay you through PayPal or they will send you a check in the mail. Just be certain that you can receive payments. Some companies have certain countries restricted so make sure yours isn't on their list.

There are literally thousands of affiliate programs to choose from. It just takes a little time to do some research and find the best affiliate program suited to you.

If you are just getting started with affiliate marketing then use the promotional material provided. Once you have a little experience you can easily create your own articles and material. This will make your website stand out from all the other affiliate marketers promoting the same company.

You can set up a free website or blog to advertise your products. Or you can spend less than \$20 to get a paid site. This looks more professional but do whichever method suits your current situation. If you take the free choice then use your first commission check to get your own website started.

Hopefully the world of affiliate marketing is a little less confusing now and you are excited about getting started.

## ***Using Clickbank to Earn Affiliate Cash***

Clickbank is a very popular method of earning affiliate cash. It is easy to join and there are thousands of products to promote. Once you start earning money you will be paid every two weeks.

Starting with Clickbank allows you to enjoy working from home while creating an income. The most important thing to remember is that it takes training and knowledge to know how to make a substantial income from Clickbank.

No doubt you will run into people who will tell you that you will never make money this way. But if you take the time to learn and then apply this training you can easily be successful.

To get started all you need to do is visit the Clickbank site at: [www.clickbank.com](http://www.clickbank.com) and sign up for an account. Once your account is created go to the 'Market Place' and search for products that you would like to promote. These products are usually ranked according to their popularity. Try to find a product that you would enjoy writing articles about.

The way in which Clickbank works is this. They work as a third party between different merchants and their affiliates. Clickbank is responsible for providing a delivery method for the merchant's products. The products on Clickbank are digital, so they can be delivered instantly via a download.

Clickbank also collects the commission fees for the merchants and pays it out to the affiliates on their behalf. They also deal with refunds directly.

The affiliate network within Clickbank is huge. There are more than 100,000 affiliates who promote the products. But with new products being released everyday there is always room for the new marketer.

Because this market is so large the potential for earnings is there and this is why Clickbank draws the attention of so many marketers from around the world.

One of the advantages of joining this network is that the majority of merchants provide you with affiliate tools to get started. This includes things like banners and graphics for your site. Some will even give you pre-written emails and articles to help in your promotional campaigns.

If you are brand new to the affiliate marketing concept there are many resources that can help you get started. You can do an internet search and find some great informative sites. There are also plenty of paid training sites but do your due diligence before signing up. Research the program and see what type of feedback the current students are giving them.

Or of course you can teach yourself affiliate marketing by joining internet marketing forums and getting help from there. The choice is yours but becoming an affiliate with Clickbank will be a good place to start.

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## Resources:

<http://socrates-o-socrates.com/>

[Setting Up A Blog With Cpanel Videos](#)

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