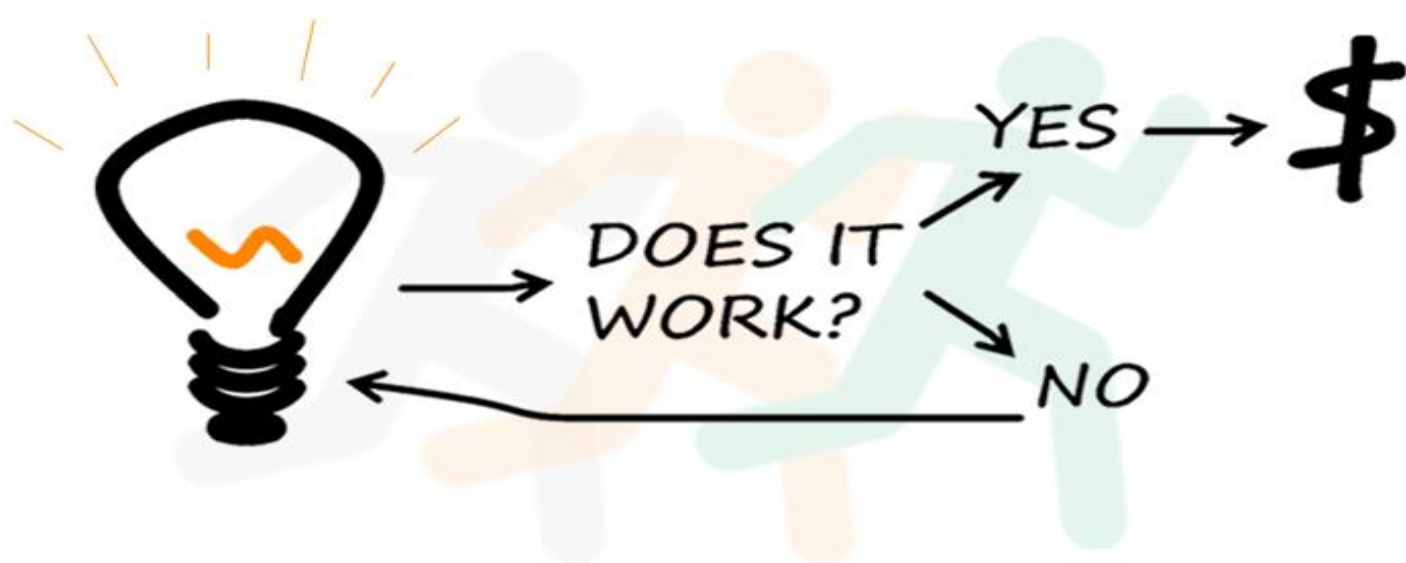


AFFILIATE MARKETING ACTION-PLAN



QUICK START

GUIDE

Quick Start Guide

“Affiliate Marketing Action Plan”

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Affiliate Marketing Action Plan Quick Start Guide

Step 1: Get Into The Right Mindset

You will never be successful at affiliate marketing (or any type of online marketing) if you are just thinking about how many sales you will make.

The Product and offers you promote must align with what your target market wants in order to get sales that result in commissions.

- You must be committed to making this business work.
- You must also be able to handle outside distractions well.

Step 2: Pick A Niche That You Like

Most Internet marketers succeed at promoting something they are interested in and/or have knowledge in. Most customers can tell when you are just going through the motions in promoting something, but not really being interested in it.

This lack of interest will hurt your commissions severely.


- Picking a niche you like will also make it easier to do research on the topic in question to improve your knowledge of the target market and the product offer.
- Evaluate what gets you excited, what you talk about often with others, etc.

This is the niche you should be focused on and products in this niche are what you should be promoting if you plan to succeed at affiliate marketing.

Create A Site Around Your Niche

Choose a domain name that relates to the niche you've chosen for SEO efforts and for consumers to remember the name of your site more easily.

- Use search tools at domain name registrars GoDaddy.com and/or Namecheap.com to find out what domain names are available and to register your preferred name.



Select a quality Web host, such as HostGator.com or BlueHost.com, to host your site. A quality Web host is one with good uptime of your site, good customer support, and good reviews.

Decide on how you will build your site – HTML (Hypertext Markup Language), WordPress, your Web hosting provider's Web building software, etc. Learn how to use it proficiently and create your site.

Step 3: Research Different Affiliate Platforms

Research several affiliate platforms to find the one(s) you will use in your affiliate marketing efforts and to find the products you will promote.

Three main affiliate platforms are:

- JVZoo.com
- ClickBank.com
- ShareASale.com

All three platforms offer different products from different categories; JVZoo offers digital products, ClickBank offers digital and physical products, ShareASale offers physical products.


All three platforms require registration before use and promotion:

- JVZoo and ClickBank only require one registration to be both a product vendor and an affiliate
- ShareASale has two separate registrations for product vendors and affiliates.

Step 4: Find Quality Products That Match Your Niche

Use the drop-down menus in each platform to narrow down the category and subcategory that matches or closely matches your preferred niche.

Consider various stats such as commission amount or percentage, popularity, avg \$/sale, initial \$/sale, avg %/sale, avg rebill total, avg %/rebill, and gravity to find the best product or products for you to promote and profit from.



Apply the various filters available to find the perfect offer(s) on each platform to promote.

Step 5: Only Add Useful Content To Your Site

There are three main types of content to provide on your site/blog to convince people that an offer is worth their purchase through your link:

- Product reviews
- How-To's
- Comparisons

Use a combination of text, audio, and photos/videos to show people what a product offer is like and why they should purchase it.

The Best Places To Put Your Affiliate Links

Placing your affiliate link inside of your product review is a good way to get people to use your link to purchase.

Depending on the size of the review, you can use your affiliate link between 1-3 times, with it definitely going at the end of the review at least.

Utilize banner ads and sidebars on your blog to promote relevant affiliate offers, as this will get your visitors' attention and entice them to click on them, activating your affiliate links.

Step 6: Add Extra Bonuses To Increase Your Sales

Providing extra bonuses differentiates your offer from other affiliates promoting the same product.

Here are a few ideas of bonuses you can offer:

- Ebooks
- Reports
- Videos
- Webinars
- WordPress Plugins
- Software programs
- etc.

Either create the bonuses yourself, use outsourcers to create them, or use quality PLR to create them.

Try to make the bonuses relevant to the main product offer to add extra value that people will notice and be more enticed to click onto your link and purchase from you.

Step 7: Build Your List Along The Way

Always strive to build your email list, even in affiliate marketing.

It takes an average of seven interactions for most people to buy anything from you online. This makes it vital to add these visitors to your opt-in list so you can follow up with them, build a relationship so they purchase products from your affiliate links.

Use opt-in boxes on your site/blog, including review pages, etc., to get people to subscribe to your list.

If you provide quality bonuses during affiliate commissions, people will be more eager to join your list and watch out for your affiliate promotions (i.e. purchase the offer via your link).