

The Fastest, Easiest Way to Build a List and Start Making Money Online

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Introduction to Affiliate Marketing

When you're starting something new, it's good to define your terms so you know what you're working on. So let's define affiliate marketing in the simplest way possible...

Affiliate marketing is promoting somebody else's product for a cut of the sale.

In the offline world, an affiliate is what would typically be known as a sales representative. But working online, you don't have to wear a suit or drag a briefcase of samples around with you!

And as I'll talk about a little later, **everything is 100% automated**. Sales and commissions are tracked automatically through web links and cookies, and you receive a check from ClickBank every two weeks or a payment from PayPal at the end of the month.

In fact, once you understand this strategy for making money through affiliate programs, you won't even have to think about it anymore—except when it comes to deciding how to spend the money you've made.

It's a win-win situation for both parties:

The merchant makes money without any up-front advertising cost (they only pay you if you generate a sale).

You make money without the hassles of creating a product, processing credit cards, or supporting customers.



Affiliate marketing is the fastest and easiest way to make money online. You simply promote the unique affiliate link provided by the product owner and you can start making money right away.

When you're first getting started, you don't need to create your own products to be successful online. Why spend hundreds of hours researching a profitable market and then compiling all of that information into a product you hope will be a good seller?

You can simply **take advantage of other people's hard work** and promote their products helping both you and them in the process.

All you have to do is refer people to a merchant's website through your personal affiliate link. When someone purchases through your link, you get a percentage of the sale.

Sales are tracked by cookies. A *cookie* is a small text file stored on your visitor's computer containing information that identifies you as the referring affiliate.

When you join an affiliate program, you'll get an affiliate link that contains your affiliate ID. When someone clicks on your affiliate link, your affiliate ID gets stored in a cookie and then the visitor is sent to the merchant's sales page. If the visitor buys the product, you get credit for the sale and earn a commission.

Affiliate marketing at its basic level is actually pretty simple. In fact, the whole process is as easy as 1 – 2 – 3...

1. Find a product you want to promote...
2. Join their affiliate program...
3. Promote your affiliate link...
4. Collect a check!

Ok, so maybe it's as easy as 1 – 2 – 3 – **4**, but why quibble?

You don't need a product or a complicated website and you don't have to handle customer support. All you have to do is refer people to a

merchant's website through your affiliate link and you get a percentage of the profits.

The downside of affiliate marketing is, at the end of the day, you're still just a commissioned sales person working for someone else...

The biggest mistake you can make is to drive traffic directly to a sales page...

If you do that, you'll miss out on the chance to build your own list, and that list is the basis of your long-term profits. It will give you a chance to build relationships and sell to those people again.

So how do you get started? Keep reading...

The Critical Piece of the Puzzle

To make money as an affiliate, all you really need to do is build a list, build relationships, and sell stuff. Sounds simple, right?

Of course, there are minor details, like creating an opt-in page and generating traffic. But if you concentrate on these three things, you will be successful.

Let's talk about *conversions* for a minute, because that's really the most critical piece of the affiliate marketing puzzle.

Conversion for an affiliate marketer is when a visitor buys the product you recommend.

Three factors count most for conversion:

1. The number of visitors you send to a sales page
2. The number of visitors who buy on that sales page
3. The commission amount you get

Let's do the simple math. If you send 100 visitors to a sales page that converts at 3%, you'll make three sales. If your commission is \$20, that means \$60 in total commissions for your three sales. Dividing total commissions by total visitors gives you your profit per visitor, or 60 cents in this example.

But those factors aren't necessarily constant. Changing them can make a big difference in your income.

If you send 80 visitors to a sales page that converts at 5% and pays you \$20 in commission, you make four sales and \$1 per visitor. Fewer visitors, translates into more money, because the conversion rate is higher. And that \$1 per visitor profit is a great target to shoot for.

But most salesletters don't convert at 5% without some pre-selling. If your prospect is already convinced that she wants to buy, then the conversion rate for the same salesletter that normally converts at 3% could jump to 5%, 8%, 10% or even higher.

If you build a relationship with people and earn their trust, they are more likely to act on your recommendations.

Think about it...If a friend recommends a movie to you, how likely are you to watch it?

Why You Need an Opt-In List

Your main goal as an affiliate is to drive traffic to a squeeze page and convince people to opt-in to your list so you can follow up and *pre-sell* your prospects with quality content and promotions.

Why? Think about this...

When you send traffic directly to a merchant's sales page, fewer than 5% will buy on the first visit. So what happens to the 95% or more who don't buy?

If you aren't capturing your visitor's email addresses, you're throwing money right down the drain.

If you get people to join your list first, you can sell multiple products to the same prospects and maximize your income. The long-term profit potential of your business relies on repeat sales from the same customers.

Can you see why it's so important to capture leads? That ends up being the most critical skill in affiliate marketing, and many people neglect it entirely.

Why drive traffic to a merchant's website and hope for a sale, when you can get them on your list first and have more control over the conversion process?

You've got to expose people to your message multiple times (often 5-12 times) to maximize your chances of making a sale. This will save you so much time and money you'll wonder why you ever did it any other way.

Having a large and responsive list is like a license to print money. It takes just a few minutes to send a special offer to your list and you'll see money coming in within minutes of pressing the magic 'Send' button.

And it's really not that complicated. All you need is an opt-in page to capture leads and a quality autoresponder service to follow up.

If you want to be a successful affiliate marketer, you simply have to capture leads and build a list. With just a few thousand subscribers, you can literally create cash on demand. It isn't difficult to craft a good letter and make \$300-500 in a few hours. Heck, one of my campaigns made **\$12,813.68 in just two days!**

The real beauty of this system is the fact that you actually make money while building a list for free!

What the Gurus Won't Tell You

I'm sure you've seen the massive product launches that seem to come out of nowhere every single week. What you may not know is that all of those 'gurus' rely on joint ventures to make those product launches successful.

They basically agree to promote each others products. And when one guru promotes to a few hundred thousand, people start buying.

And that start a snowball affect. Because affiliates automatically assume that, since a big name marketer is promoting, it must convert like crazy. **So they blindly promote without ever reviewing the product** to see if a good match for their subscribers needs.

You might make a few sales promoting product launches, but guess what...those gurus will siphon your best buyers from your list. They will sell other products to those buyers that you don't get paid on. And do you *really* think they will promote your offer to *their* list?

Let's look at a different scenario:

You set up joint ventures with other marketers and promote each others offers to grow your list exponentially, and make money from your one time offers...

You build a relationship with your subscribers and recommend affiliate products that you've tried yourself and truly believe will help them succeed.

You offer a bonus to subscribers who purchase through your affiliate link and then get them onto a customer list so YOU can follow up and sell other products offered by that merchant.

See the difference? YOU are in control. YOU are building a list. And YOU profit from somebody else's product.

But you're not letting those 'Gurus' siphon off all the buyers from your list. They may get your leads, but YOU maintain a relationship with your customer.

That's how it should be, and that's why I recommend this approach.

Your list will be the leverage you need to partner with other marketers and grow your list exponentially, while creating massive cash flow in the process!

Your Action Plan

Based on what I just told you, it should be obvious that you need to build a list and focus on setting up joint ventures with people in your market and then promote products that convert.

Here's your step-by-step action plan...

Step 1: Select a Profitable Product

First select a product that you want to promote in a market that you know will be profitable. You don't have to know anything about the market just yet, but you should have a strong desire to learn about it.

Always invest in the products that you promote. You want to make sure it's good quality and a good fit for your readers. So you may want to do some research first to see what others have to say.

Next you should act on what you learn. Prove to yourself and your prospects that it really works by using the product and getting some real results. Even a small milestone is worth talking about.

Step 2: Create a Viral PDF Report

Next, you should create a 3-5-page report that's related to or based on what you learned from the product you want to promote. I say "create" because you don't have to write it yourself. You can use existing content or outsource the work. But it needs to be good enough to impress your readers so they respect you and will listen to your advice when you recommend an affiliate product to buy.

Hint: a short, concise three-page report is more valuable than a 20 pages of fluff...

Your free report will be the leverage you need to generate traffic and leads from ad swaps, giveaways, and one time offers. And you can multiply that leverage by letting others brand your report and spread it across the Internet with links back to your site.

Step 3: Set Up a Squeeze Page

Once your report is finished, you'll need to set up a squeeze page and give away your report to collect leads. This should be a direct response page where visitors have only two options: join your list or leave.

It doesn't have to be super fancy, but it should look clean and professional. A nice graphics package will increase conversions. But if you're on a tight budget, you can get by just using an ecover graphic and a simple squeeze page.

You'll also need an autoresponder to store leads and follow up with prospects. I use and recommend Aweber and GetResponse.

Step 4: Set up a One Time Offer (OTO)

After your prospects sign up to receive your free report, they'll be redirected to your OTO. You can sell branding rights to your report and squeeze page or you can sell a related resell rights product.

Price your offer in the \$7 to \$17 range to increase conversions and get more buyer leads. You can use a simple PayPal button or set up an account at ClickBank.

Step 5: Set up a Simple Affiliate Program

Pay your new customers and your JV partners, 100% commission to promote your offer. You can do this with a simple PHP script or you can use the SPS software that I use.

Your OTO is the leverage you need to get JV partners to swap ads with you. It's a win-win, because you both get new leads and sales.

Your affiliates and JV partners will be more likely to promote your offer if you give them copy-and-paste promotion tools like solo ads and banners.

Step 6: Set up Your Website

You'll need a domain and hosting. I recommend NameCheap.com for domains and you can use our server for hosting. Once you update the DNS at your registrar to point to your hosting account, you'll be ready to upload your site.

You'll need an FTP program like CuteFTP or FileZilla to upload your files. Just drag and drop your files and you're done.

Finally, test the system to make sure everything works. Make sure you're added to the correct autoresponder and you receive the download link for your free report. Test the order system and make sure you're redirected the download page after the sale.

Step 7: Write Promotional Emails

After you set up your website, you'll need to write at least three emails for your one-time offer and the affiliate product you are promoting.

Each email should include quality content that your readers will look forward to and an offer for one of your products. Load the emails into your autoresponder and schedule them to go out every other day.

Don't be afraid to sell right away. Otherwise, your subscribers will always expect pure content. Make it clear from the start that you will be recommending products that you truly believe will help people.

Step 8: Post a Free WSO

Posting a Warrior Special Offer (WSO) is an easy way for you to build a list very quickly. Most people *sell* products in this section of the Warrior Forum. But if you create a quality report and offer it on a squeeze page, you can easily add 100 subscribers or more to your list in a single day!

Now, it does cost \$20 to post a WSO. But if you get 100 subscribers to join your list, that would end up costing you about 20¢ each. And if

you redirect those subscribers to an OTO that you set up just for Warriors, you could make a lot of money too!

If your offer goes well, you can pay another \$20 to bump your WSO and keep it on the front page. You can continue bumping your offer until it is no longer cost effective. Imagine how fast you could build your list if you set up a new WSO every week!

Step 9: Schedule Ad Swaps

Once you build a list, even a small one, you can grow your list super fast with joint ventures. Ad swaps are the easiest way to multiply your efforts and grow your list without a lot of effort. One good JV can add 100, 500, even 1,000 new leads to your list overnight.

Swapping ads with other publishers should be a regular part of your marketing strategy. And as your list grows, you'll have more leverage to bargain with merchants for joint venture promotions.

Recommended Resources

<http://warriorforum.com>

<http://imadswaps.com>

<http://jvme.com>

<http://resellrightsexpress.com>

<http://surefireprofitsystem.com>

<http://affiliatecashsecrets.com>

<http://covertaffiliatelinks.com>

<http://viralpdf.com>

<http://pdfprinter.com>

<http://rentacoder.com> (outsource it!)

Final Thoughts

In this short report, I've given you a complete system for building a list and making money from one time offers and affiliate products.

So to recap, the plan is to...

1. Select a profitable product to promote
2. Create a viral PDF report to give away
3. Set up a squeeze page to collect leads
4. Set up a one time offer to make money
5. Set up an affiliate program and pay 100%
6. Set up your web site and test the system
7. Write promotional emails for your products
8. Post a free WSO to get leads and sales
9. Swap ads with other marketers to grow your list exponentially!

The first time will be hardest. But once you get this down, you can roll out a new offer every month and to build your list at record speeds.

And I have a secret for you...

You don't have to do everything yourself. You can [outsource](#) most of the technical stuff very cheap if you know where to look. That will free you up for the important things like researching new markets, building relationships and acquiring new customers.

I hope you enjoyed this report and I wish you the best of luck with your affiliate marketing business!

