

A top-down view of a desk with a calculator, a cashbook, a pen, and a person's hands holding a smartphone. The background is a dark, muted color, and the text is overlaid on top.

STARTERS

GUIDE TO

AFFILIATE MARKETING

Version 1.0

Hey there Entrepreneur!

It's Dan Lu here. Glad you're reading this free PDF on affiliate marketing.

When building and growing your online business, you need to have the right tools and strategies to achieve your goals.

And affiliate marketing is a great strategy to add to your business model to help you generate more sales, more commissions, and ultimately, more income.

In this guide, we'll talk about what affiliate marketing is, the benefits of it, provide you with some of the top affiliate networks, AND I'll share what I think is what one of the best affiliate products to promote is and why.

So whether you're just starting out or want to take your business to the next level with affiliate marketing, you'll be sure to find some useful info here to help you on your journey.

Sincere wishes for a thriving business,

Dan Lu

P.S. This guide contains *clickable* links. Some of them are affiliate links which means that if you make a purchase after clicking a link, I may receive a commission (at no additional cost to you). Thanks for your support.

P.P.S. You can use this same exact strategy for your own business—give away a free guide and put your *own* affiliate links in it or even add links to your own products /services.



WHAT IS AFFILIATE MARKETING?

In its simplest form, affiliate marketing is when you *earn a commission* for referring a sale of a product/service that's created and managed by another company/person.

A company who wishes to have their products and services marketed and distributed creates affiliate programs where virtually anyone has the ability to join a program (typically for *free*) and has the ability to start promoting the company's products and services.

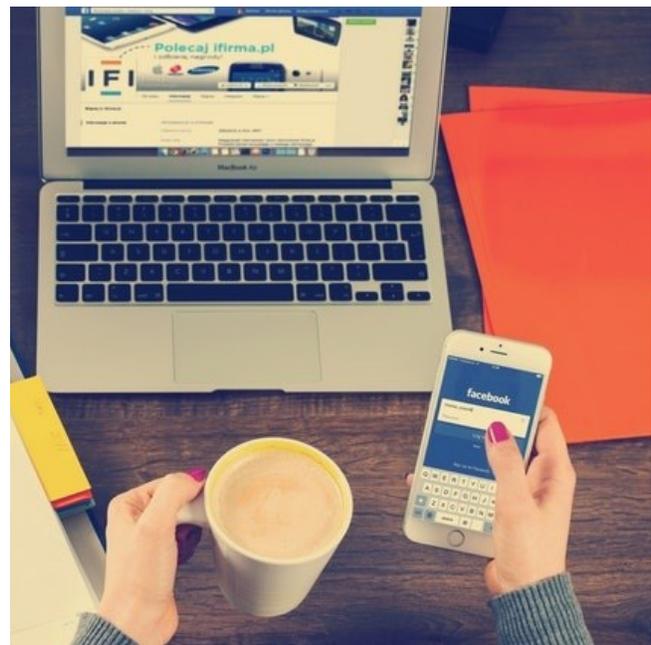
However, sometimes, a company will do a check and require you to provide some information about your business in order to see if you're the right fit for them. They may look into your social media platforms, your audience, or your business to ensure you meet their requirements.

Typically, they'll look at candidates with some type of influence, a platform (i.e. social media), or some vehicle to reach their potential customers.

Once you're in the program, the company usually offers you training or helpful resources (links, banners, copywriting swipes, etc.) to make sure you have all the information and tools you need to be successful.

Why? Because your success is also their success!

As an affiliate, you're provided with a unique link(s) that is tied to your



account. If someone clicks on your link, a cookie is placed on their browser which is used to track if and when they purchase.

When someone decides to purchase a product or sign up for a service after clicking your unique link (usually within a certain time window), you'll earn a commission for that sale.

So, why would a company offer affiliate programs?

Well, it's because it's an *efficient* way of marketing their products and services.

You see, a company can spend a boatload of cash advertising the old school ways.

But there are two main flaws in this approach...

Flaw #1: It's tough to track their return on investment

Flaw #2: Their products/services may not even be getting to the right audience



As a result, a ton of ad costs are essentially *wasted*. And as a business, that's simply not the result you desire.

When a company/person uses affiliates, they only need to pay commissions (advertising costs) **AFTER** a sale is made.

Not *before* sales are made like with banners, marketing in magazines, billboards, or newspapers.

Plus, companies get to target people who are more likely to buy their stuff based on the affiliate and their type of audience.

So, as people click on your links, the company tracks those clicks and will know which sales were generated by you and give you credit/commissions for it.

BENEFITS OF AFFILIATE MARKETING

So, why add affiliate marketing to your business strategy?

Here are several reasons and benefits of affiliate marketing in general...

- Don't have to create the product/service which can be time consuming
- Don't have to handle customer service—the company takes care of all of that
- Don't have to design a sales page for the product/service
- Don't have to handle the sales process
- Don't have to be the expert, the company will answer questions about the products/services
- Don't have to deliver the product/service to the customers. One of the biggest pains is shipping and actually getting the product/service to the end-consumer.
- Don't have to spend money to create the product/service which can require a lot of upfront capital
- Don't have to deal with returns



So, that list was made up of all the things that you *don't* need to do. Many of which are aspects of a business that cause most people and companies headaches and stress.

SO WHAT DO YOU HAVE TO DO AS AN AFFILIATE?

Basically, your goal as an affiliate is to send people (from your website, social media, or email list, etc.) to an offer that can help them in some way. It should solve a problem, fulfill a need, or meet a desire.

You're basically just sharing information and your affiliate links. If someone decides to buy, great. If not, that's okay too.

And as an affiliate, it's super-efficient and there's virtually *no risk* (or very little).

It's a win-win-win. Win for the customer because they get a product to solve their problem or meet a need. Win for the company because they generate sales. And last (and certainly not least), a *win for you* because you earn a commission for helping the other 2 parties win.



Using affiliate marketing can be very *lucrative* in itself without ever having to create your own product if you don't want to. Especially if you're new and looking to build an online business.

As mentioned in the benefits section above, you don't have to deal with many of the tedious and headache-inducing activities that come along with having your own product or service.

If you have your own products or services, promoting affiliate products can help diversify income so you're not just dependent on one stream of income.

The great thing about adding income streams from affiliate sources is that you don't have to build out new customer support teams like you would if you kept creating your own products.

As an established business, you can find affiliate products/services that complement your own product/service(s).

Let's say for example that you have a weight loss supplement and that's your area of expertise. You could partner with other companies that offer fitness products to help solve your customers' needs where you may not want to or can.

You see, their ultimately goal is to lose weight and supplements are just one way to achieve that goal.

Diet and exercise are other strategies so you can find affiliate programs in those spaces that **complement what you offer** and still generate sales and income for it.

It's a win all around for all parties involved.

Isn't that awesome?!



WHAT TYPES OF PROGRAMS ARE AVAILABLE?

Well, there are a ton of different programs out there. Most of the major brands and companies you already know and love likely have some sort of affiliate program.

One of the biggest (if not the biggest) is Amazon.



But there are affiliate programs in virtually every market and space out there — health, fitness, weight loss, marketing, electronics, books, and so many more.

There are even affiliate programs for software which is great. Especially ones with recurring payments which will pay you *recurring* commissions every month!

A simple [Google](#) search like '[market/niche/specific company] affiliate program' will be sure to give you a ton of results on who has programs in that space.

You can also go to a companies website, scroll to the bottom, and search for 'Affiliate', 'Partner' program, or something similar in nature.

And if a company or product doesn't have a special affiliate program, you can always try to find it on Amazon because they have everything!

Well, almost everything.

At the end of this guide, I'll provide you with a list of some of the top affiliate networks which will allow you to find hundreds of products to promote as an affiliate.

WHERE CAN YOU USE YOUR AFFILIATE LINKS?

Affiliate links can be used in many different places. From your emails, blog posts, YouTube, social media, e-books, and even PDF files (like this one).

If you look at the top earners on YouTube, they typically have links for the equipment they use to make their videos and the products they're actually reviewing/sharing in the video. Those link clicks and sales really add up.

Plus, they're not even pushing those links hard so it can be a great "passive" strategy for bringing sales into your business.

For blog posts, links can typically be found in review articles or even just throughout the text if any sort of product or service is mentioned.

THINGS TO KEEP IN MIND

Every company and program has their own rules when it comes to their affiliate program. From the commission percentages, the cookie window, or when and how often they pay out – each program is unique.

Now, one pitfall is that if someone clicks on your link in one browser (let's say Firefox) and a cookie gets placed but then they buy using a different browser (let's say Chrome), you won't get the credit for it because the cookie is placed in a specific browser.

And if someone clicks on your link (and a cookie gets placed) but then they click on someone else's link, the other person may get credit for the sale.

That's just the way it is.

Also, make sure you follow the terms and guidelines of the affiliate programs you're a part of. They're all different and you want to make sure that you're compliant if you want to remain an affiliate.

WRAP UP

So that's an introductory lesson into affiliate marketing and why it's an awesome strategy to implement into your overall online business model.

It's efficient, low cost, low maintenance, and potentially very **lucrative** because of the high profit margins for you.

If you have an online business, it should *definitely* be one of your streams of income so you can diversify but also complement your own products/ services (if you have any).

This will further help your audience or customers solve their problems or meet their needs.

Hope that helps you in your online business journey.



WHAT'S THE BEST AFFILIATE PRODUCT TO PROMOTE?

So what is the best product to promote?

Well, that's kind of a hard question to answer because there are so many of them to choose from.

But I'll share with you what I believe is one of the top programs to promote and why.

The company/product/service that I'd recommend is **Click Funnels**.

Click Funnels is a software whose *main* purpose is to build sales funnels quickly and easily.

But Click Funnels can also act as a website builder as well because it allows you to build out web pages. However, this isn't their *primary* focus.

Click Funnels is used by *thousands* of online marketers, business owners, authors, coaches, and more. It's also used in a variety of industries and niches ranging from personal development, e-commerce, consulting, online courses, drop shipping, etc.

It's extremely valuable and versatile because it's easy-to-use and doesn't require any technical skills. That's because of it's a drag-and-drop interface along with pre-made templates to make it easy for *anyone* to use.

BENEFITS OF THE CLICK FUNNELS AFFILIATE PROGRAM

1. Recurring Commissions on a *monthly* bill

- When someone you refer pays their membership each month, you earn a commission
- This results in a *passive* income month-after-month which is *ideal* in any business
- Rather than promoting and only getting paid once when someone

buys, this allows you to promote something once and then get paid over and over again for your initial efforts

2. “Sticky Cookies”

- Once you refer someone as a CF customer, if they purchase any other product in the future (courses, trainings, programs, or higher-level plan, you’ll earn commissions on that too
- And that results in more *passive commissions* for you
- Many other companies will only pay you for the initial sale

3. Dream Car

- Click Funnels offers a program to pay for your car payments if you hit certain milestones as an affiliate. [CLICK TO LEARN MORE.](#)

4. Click Funnels pays out a 40% commission on their software and their products.

- Because software has less associated costs/expenses than physical products, they can offer a **higher** commission rate for their affiliates—which is great for you.

Below is an image to give you some of the ideas of what the commissions would look like on a monthly basis.



Here Are Some Numbers (\$97/month)...

- 10 referrals: $10 \times 40\% \times 97 = \$388/\text{Month}$ in Commissions
- 50 referrals: $50 \times 40\% \times 97 = \$1,940/\text{Month}$ in Commissions
- *100 referrals: $100 \times 40\% \times 97 = \$3,880/\text{Month}$ in Commissions
- 500 referrals: $500 \times 40\% \times 97 = \$19,400/\text{Month}$ in Commissions
- 1,000 referrals: $1,000 \times 40\% \times 97 = \$38,800/\text{Month}$ in Commissions
- 2,000 referrals: $2,000 \times 40\% \times 97 = \$77,600/\text{Month}$ in Commissions

Notes:

- At the time of this training, Click Funnels pays 40% affiliate commission rate
- Illustrations are done with the \$97/month plan but members may also choose \$297/month plan which means increased commission for you as the affiliate
- *Qualify for the Dream Car Program where Click Funnels will pay the monthly payment on your car (in addition to your recurring commissions)

Remember, with “sticky cookies”, someone you refer is tied to your affiliate ID *forever*.

If they purchase any other Click Funnels products such as a training or a program, you’ll earn affiliate commissions for it as well.

That means you could get paid in the future when Click Funnels promotes other offers and you only had to make the referral *once*. That’s powerful!

And that’s in **addition** to the monthly recurring commissions from the monthly bill for using the software!

So, if you just got 3 other Click Funnels users, your monthly CF membership is essentially “free” and you’ll be making a profit! Here’s the breakdown...

- 3 Referred Users on the \$97 CF Monthly Membership
- 40% Commission Rate = $3 \times 40\% \times \$97 = \$116.40/\text{month}$
- $\$116.40 - \$97 = \$19.40$ PROFIT

Keep referring CF users and virtually all of the additional commissions becomes profit (minus other business expenses you may incur).

Plus, you’ll be able to still use the software to create funnels for other business ventures and generate revenue/income essentially for “free”.

Virtually *a//*online businesses could benefit from landing pages as well as sales funnels.

So why not promote a product that can appeal to more people rather than something that is very specific to a much smaller audience?



click funnels

HOW DO YOU START PROMOTING CLICK FUNNELS?

To start promoting Click Funnels as an affiliate, follow the steps below by **CLICKING on each link**.

To be successful, building a platform which you can market not just Click Funnels but also other products/services is going to be key.

Because then, you could market your own stuff or of course, other people/companies stuff as an affiliate!

That could be a YouTube channel, Facebook group, Instagram page, etc.

You could also try running paid ads as well.

The key is to learn from successful affiliates, see what they're doing, and then model them. There's more than one way to do it so you're not limited to a single strategy.

[STEP 1. READ DOTCOM SECRETS](#)

[STEP 2. SIGN UP FOR CF AFFILIATE BOOTCAMP](#)

[STEP 3. GO THROUGH THIS TRAINING TO LEARN HOW TO USE THE SOFTWARE & TOP MARKETING STRATEGIES](#)

STEP 4. BUILD A PLATFORM TO MARKET CLICK FUNNELS AND OTHER PRODUCTS/SERVICES

OTHER RESOURCES

Here are some of my personal resources that I've created that may help you along your online entrepreneurial journey—not just with affiliate marketing.

That way, you can see exactly how to piece things together to work for your business.

So if you you're just starting out or you're an online influencer that wants to generate more sales in your business, I highly recommend checking out my *free* training below AND get my BONUS package of guides that will help you in your online business journey.

The BONUS package is for people getting started with Click Funnels but even if you're not interested in using that software, the guides are still valuable so make sure you grab them.

[>> Learn Strategies of Top Online Entrepreneurs/Marketers <<](#)

[>> ClickFunnels FREE 14-Day Trial With BONUSES <<](#)

If you're looking to build a WordPress website, I have a free training with step-by-step instructions on how you can do that as well.

[>> How to Build a WordPress Website <<](#)

Here's another *free* guide of some of the top resources and tools to help you with your online business.

[>> Resources for Your Online Business PDF <<](#)

(Make sure to check your **DOWNLOADS** folder for the PDF after clicking the link)

THANK YOU!

Thanks so much for going through this guide on
affiliate marketing!

Remember to check out my free trainings from the
previous page to help you in your journey.

I wish you all the best in your entrepreneurial
ventures.

Dan Lu



AFFILIATE NETWORKS

AMAZON ASSOCIATES

Choose from over a million products to market to your customers. Whether you're a large network, blogger, YouTuber, a content site, they have simple link tools to create links for any product on Amazon for your business.

Click below to join Amazon Associates

<https://affiliate-program.amazon.com/>

EBAY PARTNER NETWORK

Like Amazon, eBay offers a wide variety of products including fashion, electronics, collectibles, sporting goods, baby items, and much more. It's one of the world's largest online stores with years of experience and trust.

Click below to join the eBay Partner Network

<https://partnernetwork.ebay.com/>

CLICKBANK

ClickBank's focus is digital information products. As one of the largest online retailers, ClickBank has a vast library of unique products in order to reach 200 million customers around the world.

Click below to join ClickBank

<http://www.clickbank.com/>

CJ AFFILIATE

The world's most successful internet retailers are 2x more likely to choose CJ Affiliate. Whether it's monetizing website traffic, driving more sales or finding more customers, CJ Affiliate is a great option.

Click below to join CJ Affiliate

<http://www.cj.com/>

AFFILIATE NETWORKS (continued)

SHAREASALE

ShareASale has been in business for 17 years, exclusively as an Affiliate Marketing Network. Their technology receives accolades for speed, efficiency, and accuracy – and their reputation as a fair and honest business is well known within the industry.

Click below to join ShareASale

<https://www.shareasale.com/>

RAKUTEN

Rakuten, Inc. is a Japanese electronic commerce and Internet company based in Tokyo. Its e-commerce platform is the largest e-commerce site in Japan and among the world's largest by sales.

Click below to join Rakuten

<https://www.rakuten.com/>

VIGLINK

VigLink uses cutting-edge technology to find potential affiliate links within your content and converts potential affiliate items using smart links. They partner with top name companies that you can share and promote.

Click below to join VigLink

<https://www.viglink.com>

AVANTLINK

AvantLink is the industry leading cost-per-sale tracking and technology platform for affiliate marketing professionals.

Click below to join AvantLink

<http://www.avantlink.com/>