

Affiliate Marketing Cheat Sheet

Who Else Is Ready To Build A Lucrative Online Business By Recommending What You Love?

Affiliate marketing is the process of recommending products and services to others, in return for a percentage of the sales price as a commission. Digital products regularly pay fifty percent to affiliates, but what you earn can be anywhere from thirty to seventy percent.

During the spring of 2006 I earned my first affiliate commission. It was from the sale of a dog training product and I earned \$21.60. I danced around as though I had won the lottery. Only this was much better; I knew that if I could make one sale there would be more where that came from and my income would be unlimited. And much of this is passive, residual, and recurring income.

Affiliate Marketing Is NOT A Get Rich Quick Scheme; It's A Solid Business Model

This is a business, which means that like any other business you will need to get some things in place:

- ✚ Choose a niche from among the seven most popular and profitable areas where people are actively engaged and buying on a regular basis. This helps you to avoid those niches where people expect everything, or almost everything to be free or very low cost when it comes to information and resources. These include:

Business Models

- ✚ Personal Development/Self-Help
- ✚ Make Money/Save Money/Save Time
- ✚ Home/Family/Pets
- ✚ Hobbies/Sports
- ✚ DIY/Home Improvement
- ✚ Relationships (of all kinds)
- ✚ Career/Professional Services

The niches that continue to attract freebie seekers include homeschooling (though some savvy home school moms are helping to change that), cooking and healthy recipes, classroom teachers (though this is changing as well over time), DIY (do it yourself) for simple home repairs/upgrades, and the make money online niche, which is not to be confused with the niche I serve - online entrepreneurs, authors, and publishers. The reason why these niches have not been profitable over the past decade is that marketers incorrectly assumed these groups to be ones that either did not have disposable income or were not willing to spend money on products and courses. Never assume!

My advice here is to be willing to spend the time to earn the trust of those who join your list and always offer something for sale along with the free gifts and resources and you may well become profitable.

- ✚ Set up a WordPress site, using plugins that will give you an almost unfair advantage over other affiliate marketers who have no idea where to begin with this part of the process. When it comes to affiliate marketing, the primary focus is SEO (search engine optimization) where you blog about the products and courses you are recommending. I keep these pages hidden by not adding them to the menu and all of my sites continue to rank highly with Google and the other search engines. You may also use your site as a membership site (I use [Wishlist Member](#)), with both free and paid memberships and this gives your community a place to connect with you and you an opportunity to offer training and special offers as their trusted advisor and mentor.
- ✚ Choose only the most relevant affiliate products to promote, and make sure you are using and benefitting from them as well. This step is crucial to your success and will lead to passive/residual income and recurring income for years to come.

The Flip Side of Affiliate Marketing

Once you have your own products and courses you will want to attract affiliates who will promote for you. This comes primarily from building relationships over time. Other strategies include:

- ✚ Selling a product on Warrior Plus or JV Zoo to connect with affiliates
- ✚ Hiring an affiliate manager to find affiliates for you and to set everything up
- ✚ Reaching out to your current online community (your list, your social media followers), and your "circle of influence" in the offline world. I did this when I wrote an eBook on real estate farming and contacted my friends and colleagues who were still active in real estate.

Be patient with yourself and the process and you will build your affiliate army in a profitable way.

This is Truly an "Earn While You Learn" Business Model

Be willing to take the time to incorporate affiliate marketing into your business. You will be so glad you did and this business model will lead to even more opportunities over the next year. My popular course may be the fastest way to get started and you may find out more at:

ReallySimpleAffiliateMarketing.com



Connie Ragen Green is an online marketing strategist, author, speaker, and entrepreneur. A former classroom teacher and real estate broker/residential appraiser, Connie now works with entrepreneurs on six continents as well as corporate clients. Find out more at ConnieRagenGreen.com and see all of her titles at ConnieRagenGreenBooks.com.

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