

# AFFILIATE MARKETING

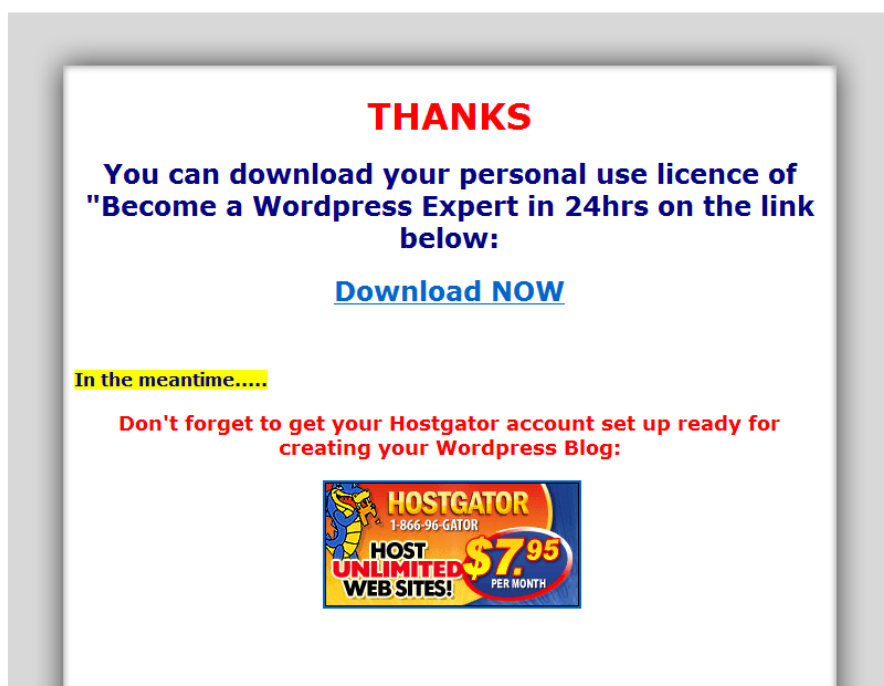
Today I will be chatting to you about the use of Affiliate Marketing. You may find that this a wonderful place to start in creating an income online. You don't have to be a website owner and literally need no money to set it up. I am not talking about spend hours and hours writing reviews on other people's products as there is a much brighter way to indulge in affiliate marketing.

Another major problem is that those with their own products don't see the need to affiliate products and often will see it as a set backwards. They will tell you that they wouldn't stoop that low anymore as they are professional marketers.

But the real truth is that through a few steps of sneaky advertising here and there you can really bring your income to the next stage.

Over the last month I decided to experiment with affiliate marketing through the odd tweak here and there.

This is a simple download page that I have for one of my free viral reports:




**THANKS**

**You can download your personal use licence of  
"Become a Wordpress Expert in 24hrs on the link  
below:**

**[Download NOW](#)**

**In the meantime.....**

**Don't forget to get your Hostgator account set up ready for  
creating your Wordpress Blog:**



I agree it is nothing special just simple download pages like many of them that I have. But that one Hostgator banner provided me with 5 affiliate sales in the last two weeks alone. As I write this I am eager at the thought that it is the first of the month and Hostgator will be adding \$250 into my PayPal account from one simple webpage.

This is what you have to remember the odd link here and there on your different web pages adds up a lot quicker than you think. They feature on web pages that you would have anyway and that make it even more special.

The other important part is that I am asking the reader to take notice. They are downloading a free report about how to set up their very first Blog but many of them wouldn't even have hosting set up yet or a domain registered.

By putting the ideas in their mind you are going to get a lot more affiliate sales through the link rather than just having the link in your email signature.

Even those that already have hosting in place may not have purchased a domain yet and you are reminding them of this and as they are feeling rather motivated about the subject because they are right in the middle of downloading your report they likelihood is that they will visit the website through your link.

You can then follow the exact same system to get affiliates through your other download pages.

For example on my download page for my free Aweber report there is a banner in place for them to join Aweber:

## **THANKS**

**You can download your personal use licence of  
"Become a Aweber Expert in 24hrs on the link  
below:**

**[Download NOW](#)**

**In the meantime.....**

**Don't forget to get your Aweber account set up ready for creating  
your autoresponder:**



Another personal favourite of mine that I use on my niches is to provide reviews on your download page. Create the download page as usual then at the bottom after a horizontal line write a review about a related product. If you are providing an e-book about how to save money I related review would look great.

**You could even have a selection of affiliate links.....**

**Top 5 cheapest credit cards  
Top 5 Mortgages in your area  
5 Websites that can save you money  
Free Debt assistance  
And so on**

Then list them one by one with a few comments on each of them with what you have to offer.

If you are a keen article writer you can also send them to your articles that you already have published. So if you are focusing on the debt issues like above you could include:

**5 Powerful ways to improve your credit rating**

**How to reduce your electric bill**  
**Saving your water to help the bill payer**  
**My Top 100 ways to save money in a recession**  
**The 1940's housewife methods for stopping household waste**  
**And so on**

Download pages are the best place for you to start just because the customer has either put their hand into their pocket or just subscribed to your mailing list and they are therefore likely to take repeat action through you.

Secondly the use of links in websites should be a major priority of yours. I recently wrote an e-book for a fellow marketer from a ghost-writing point of view and it was my very first that was solely for someone else. The person in question wasn't a Guru but had still been following the methods that internet marketers swear by for well over a year.

Then halfway through I asked him to set up his very own ClickBank account with his preferred details so that I can bring a stream of affiliate wages in his direction. He said to me that only people with no products use ClickBank and was taken a back at my suggestion.

However once I had shown him the figures from my very own ClickBank account he soon changed his mind. Just like with my own e-books I didn't cover his e-book with affiliate links but did it in a very sneaky way so that it didn't seem over powering.

My first place for an affiliate link is always on the front page. It gets plenty of attention therefore people are likely to click through and see what it is all about and this is what you want it to do for you.

A simple recommending link can dramatically improve your sales and over several e-books I get quite a few hits from this. Just like with your download page it is targeted traffic. If you are releasing a Blog e-book send them to someone that offers a slightly different product to your own.

It must not be a perfect match as otherwise those that buy through that link will be far from happy because they will feel that they have been robbed.

For Example with my Blogging e-book it says on the cover "DSM Publishing Recommended Read" then takes them through to my

Blogging to the Bank affiliate link. Rob's e-book has a completely different slant than my own concentrating more on SEO and having several Blogs.

You should also have an affiliate link at the end of your e-books. If you like you can think of this as a call of action. They have read your e-book and hopefully enjoyed it rather a lot and now you want to send them to another great product that they can enjoy.

If you are sincere at the end people are more likely to visit the link and you will have a better conversion rate.

*Something like this works incredibly well.....*

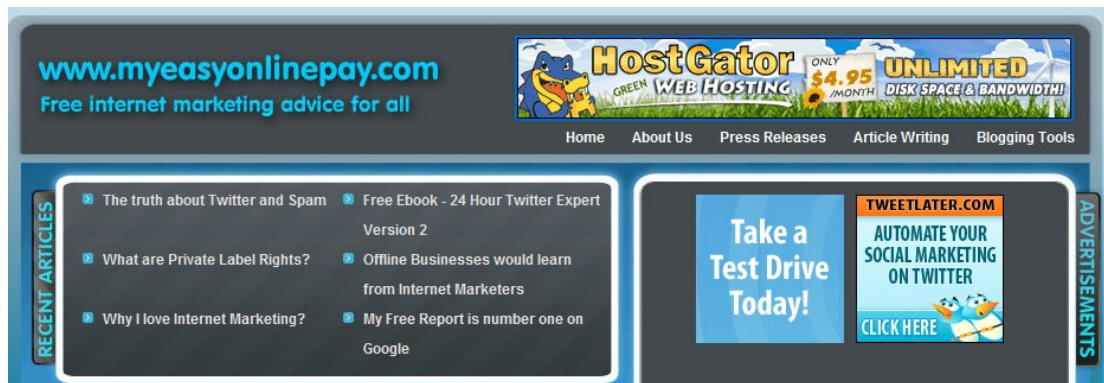
**If you enjoyed reading Blogging with Pride you will love “Blogging to the Bank 3.0” as it takes Blogging that step further you can find out more by visiting:**

**[Blogging to the Bank](#)**

Banner adverts are incredibly useful to your Blogs and Websites. I have many of them myself and they are a great way of bringing you a long term stream of income through to your PayPal account.

The best advice I can offer you is to make sure that you don't over do it. If you do you will end up losing sales rather than gaining them. There a lot of gaps particularly on Blogs and if they are neatly presented people will visit them to find out more about the product or service.

It should also be relevant as the secret to the banner sales is that you use targeted traffic. On my Blog for example I have a small 125\*125 banner for Tweetlater.com and as I generate a lot of my traffic from Twitter it fits in perfectly with my Blog image.



As you can see I also have a Hostgator and Aweber advert as these are two of the most suited affiliates to my make money online Blog.

I could put many more on it if I wanted to but this just suits my clean image and people would be put off if I suddenly started balancing banners in every direction.

If you have a Blog theme that doesn't suit banner adverts change it as it can really make a difference to your business. Even a basic one with the choice of three small banner adverts above the navigation links looks lovely.

The only thing that you need to remember is that you focus on products that all internet marketers need and not just other people's affiliate links to one page products.

If one or more of your affiliate banners doesn't convert simply change it until you have the perfect formula for your adverts.

Finally for my favourite affiliate marketing methods it has to be offering affiliate products to my mailing list. As long as you offer them something of value they will have no problem at all with it being an affiliate link.

I find the conversion rates are higher through your specialised niches for example Dominic is heavily involved in the food niche with him being a former chef. When he offers affiliate products with this his food products his conversion rates is 15% better than mine.

DSM Food Limited

---

DSM Food Information is sent only to Opt-in subscribers.

It's published by Dominic Milner

I am the only person with access to your email address and will NEVER be passed on to third parties.

---

Hi,

Dominic Here,

I have just downloaded this brilliant cookery book called “The healthy urban kitchen cookbook” and it is amazing. My wife hasn’t enjoyed a cookbook like this since she purchased the Gordon Ramsay Fast Food Book.

It really has something for everyone and it is on offer at the moment I just wanted to tell you about it as quick as I could before the offer ended.

You can find out more about it on the link below and I hope you enjoy it as much as we are:

<http://334f6yyh3mhn0ra3uf27sa0q7j.hop.clickbank.net/>

Let me know how you get on with it as we would love to know!

---

If you have any problems or you just want to say hello drop us a line on Twitter:

Twitter: <http://www.twitter.com/dsmfood>

If you have any problems please let me know at [info@dsm-publishing.com](mailto:info@dsm-publishing.com)

To your online success!

DSM Food Limited

X

[www.dsmfoodlimited.com](http://www.dsmfoodlimited.com)

Check out our new Blog at [www.simplyfoodndrink.com](http://www.simplyfoodndrink.com)

Growing your own tomatoes is a **WONDERFUL** place to start with your vegetable plan. They are great for salads and you can even make your very own tomato sauce from scratch to go with your homemade meatballs! This product will show you everything that you need to know plus much more and it’s amazing.

<http://4d0ae1ta2omn9n2pzjikqudqey.hop.clickbank.net/>

---

You see with the modern mailing list we are expected to contact our list every four days. The majority of us haven’t got this huge list of products to offer every 12 days and I know Dominic hasn’t. Yes he has his fair share but not enough for a healthy subscriber’s base.

If you have a look at the automated Ezine above there is two affiliate links one in the body and the other as part of the signature. Because both

the products above suit the niche they almost sell themselves and it doesn't require any hard work as such.

When you set up your Aweber campaign the best way to do it is send out the first two messages a day apart from one another. This should then be followed up with your customers receiving a new message every four days. Out of those four day messages every third one should include a quality offer for your members to take up if they want to.

Through this method you are then pitching to your subscribers every 12 days, giving them a sales email twice a month.

## You should **NEVER** do it more than this.....

The biggest reason is that you will often have other offers to send to them and you don't want them ending up with two sales emails on the same day as you will be flooded with unsubscribe requests.

If you are on my subscribers list you will receive your four day message but the email telling you about this particular tutorial may fall on your message day. Everyone will join on different days so even if 50 get it together another 1,000 will be on a totally different time.

*So to recap it would go like this:*

Day 1 – Welcome message with link to download opt-in offer

Day 2 – More about you with relevant information

Day 6 – Story related to niche

Day 10 – Story related to niche

Day 14 – Special Offer

Day 18 – Story related to the niche

Day 22 – Story related to the niche

Day 26 – Special Offer

Day 30 – Story related to the niche

I find it rather easy to do a month's worth at once and then forget about it, With Aweber you simply add the new to the list and you can then forget about it.

If you have your own products start with them first before you work your way onto your affiliate products. Some people though like to start a list straight away and might not have even got to the point of creating

products and affiliate links is their perfect stepping stone. It also gets the person ready for internet marketing without having to deal with the sales pages and is a very easy way to go about it.

Affiliate Marketing can also be taken further through writing articles but this can be hard work and if you want the easy option your mailing list is the clear answer. Rather than writing articles with the likes of ezinearticles.com or goarticles.com create your own base with your very own Blog. It doesn't take long to get going and you then have the security that you need in knowing that it is your own base.

If you just stick with article directories you risk having to wait a long time to have them approved but reviews pointing at certain products provide you with great traffic.

Look back to when you last planned to purchase a product on the internet. If you are anything like me you will have visited Google and searched for reviews about the product so that you know that it is of any value or not. If you write a good review when people search for this product they will find you and at the end of your review you will have your very own affiliate link pointing directly at the product.

People will take great pleasure in purchasing it through the link as they will be thankful of you for giving them your honest opinion and going to the effort to provide it.

For a final thought think about where you can place your affiliate links in order to improve the volume of your sales. Start by adding the odd link here and there then see what happens with the results.

## NOW PUT IT INTO PRACTICE

1. Upgrade your download pages with affiliate links that suit the product that your customers have just purchased.
2. Then follow the instructions in this tutorial and check them every couple of weeks to see which of them are providing you with the best results
3. Find some good quality products in your niche to become affiliates on and read more about the products in question.
4. Create a signature for your emails with an affiliate link in it
5. Alter your current e-books and reports to include affiliate links.
6. Place banner adverts on your Blog or Website to fit in with your niche.
7. Set up your autoresponder to include affiliate offers every 12 days.

And last but not least.....

8. Go and implement it!

See you next month

*Samantha Milner*

Samantha Milner  
Author – The Ultimate Fast Track Tutorials

### Coming next month.....

Starting your Viral Marketing campaign with a bang – how to create your very own viral products in very little time with maximum results and drive unlimited traffic to your website for **FREE**