

Affiliate Marketing For Beginners

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TIM HALLORAN

AFFILIATE MARKETING FOR BEGINNERS

WHAT SEPARATES STRUGGLING AFFILIATES FROM TOP AFFILIATE MARKETERS



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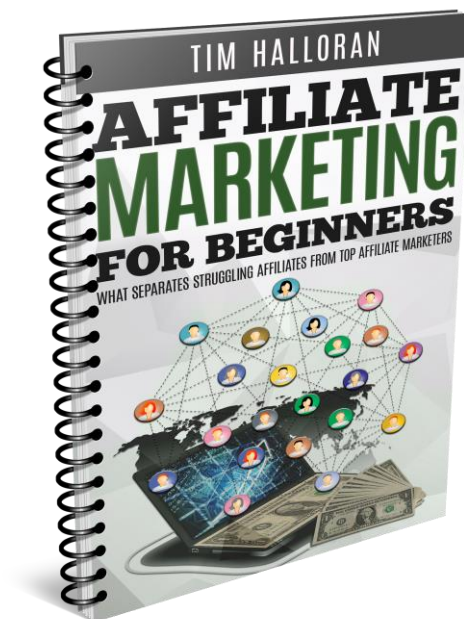
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Affiliate Marketing For Beginners

Affiliate Marketing For Beginners:

**What Separates Struggling
Affiliates From Top Affiliate
Marketers**

By Tim Halloran



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Affiliate Marketing For Beginners

Introduction

Affiliate marketing is a business model which lets anyone profit by selling *other people's products on the internet*. [Amazon](#), for example offers one of the biggest affiliate marketing programs and you can link to any product on Amazon to earn commissions based on your sales.

Before we get into the 'nitty gritty' of how to set up an affiliate marketing campaign, let's take a look at some of the benefits which an affiliate marketing model can give you, (if you're successful). I say 'if you're successful' because not everyone who attempts to build an affiliate business is entirely successful, and you need to be aware of this.

Because affiliate marketing is very low cost and easy to start, anyone can 'have a go'. But not everyone makes a successful full time income from affiliate marketing. In later chapters we will discuss why this is the case too. For now let's take a look at some of the reasons why affiliate marketing is such an attractive business model for many who start it.

What's So Great About Affiliate Marketing?

Affiliate marketing is a great business for a number of reasons.

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- You can start it from anywhere – all you need is a laptop and an internet connection.
- It's relatively low cost compared to almost any other business.
- You don't need to pay for business premises, staff or products.
- Products are delivered by the 'vendor' - the product creators/owners
- Customer service is taken care of by the product owners
- There are no products to deliver or store yourself.
- You can build up your affiliate business around existing work until your income grows
- You can scale an affiliate business up with tools available online
- You don't have to *trade your time for money* with affiliate marketing in the same way as you do in a normal job. *Automation can allow you to earn more without working more.*
- Automation lets you make sales in your sleep and grow your business with online advertising, content creation and through various other means.

So What's Not So Great About Affiliate Marketing?

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It's easy to reel off all the positives about affiliate marketing and never say anything negative. But of course it's not all plain sailing. There's work to be done. There are things to learn. So here's a list of things which are not so great about affiliate marketing:

- It's performance related. Depending on which side of the fence you stand on this might determine how you perceive this. If you're struggling this isn't such a great thing. If you're doing well it's perfect!
- You don't get paid every month unless you make the sales. This isn't a job. It's a business. Unless you make sales *you don't get paid*.
- It takes time to learn and then you need to implement that knowledge. The timescale for this can be different for everyone.
- Like any business there are tough times. Some people quit when things get tough. *The ones who don't quit are the achievers in affiliate marketing.*
- You can spend a lot of time doing things which don't move your business forwards without realising.
- Unless you personally know successful affiliate marketers it's not so easy to get [personal training and mentoring](#).
- If you already have a full time job you need to find time to run your business alongside it.

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- It won't be profitable immediately. Some struggle for years with affiliate marketing *and others have success much earlier.*
- You get out what you put in. Don't expect everything to fall into place without a good deal of hard work.
- It's up to you. You can't coast in affiliate marketing and make it successful. Your success is determined by *you entirely* – but you can get a head start with [the right knowledge](#).

Chapter 1 – A Cautionary Tail

Shiny Object Syndrome

I started learning about affiliate marketing several years ago. I jumped from one 'shiny object' to another. Every different 'guru' taught a different method. I kept changing tact so often that I didn't stick at any direction for long enough to make it work.

Even though some results were coming through, I abandoned many strategies to make money online before they had a chance to come to fruition. It takes time to build a solid and sustainable business online and you shouldn't expect too much too soon. Find a strategy which works for you and stick with it!

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Of course you also need to work at your online business regularly. Little and often is better than much and seldom. Try and spend time on your online business every day and make it a habit. Given time and the right activities it will start to produce results.

As your confidence grows you will start *working more at the most important tasks which produce the best results.*

Pareto's Principle

The Italian economist Vilfredo Pareto discovered that 80% of effects come from 20% of causes. This is known as the 80/20 rule or as Pareto's Principle and it's important for affiliate marketers.

If most of your sales come from 20% of your activities, it's a good idea to focus on *just those activities*, once you discover your best performing activities.

The Busy Fool

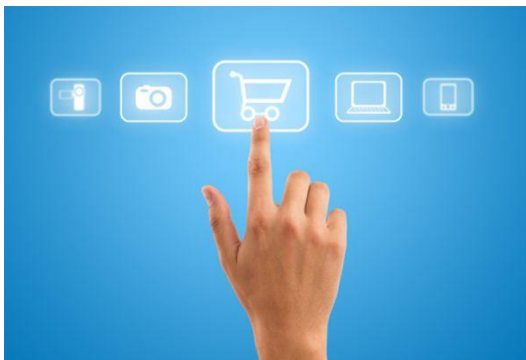
It's quite exciting starting your own affiliate marketing business. You can get to choose your working hours, work from home and do whatever you want. This is also a big danger because it can mean you waste a lot of time being a 'busy fool'.

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Sharpening your pencils, watching TV and browsing and chatting on social media are all obvious activities *which won't move your internet business forwards*. Some activities you might do in the full belief that they will move your business forwards even though they don't.

This is being a busy fool and it takes a wise affiliate to seek the wisdom out to learn which activities to pursue and which to abandon.

Chapter 2: The Right Business Model For Success Online



Digital Products

Not all business models are equal in affiliate marketing. Physical products, for example, pay you much lower commissions than digital products. Digital products allow you to earn more because there is less cost in storage and delivery involved. Digital products can be delivered automatically over the internet, making the cost involved

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almost nothing. Storage of digital products too, is very cheap unlike with physical products. The savings can be passed on to affiliate marketers who typically earn 40% commissions on the sale of digital products.

Membership Products

Membership products let affiliate marketers *earn regularly from sales they made previously*. If you create content which will promote and sell products over and over again, wouldn't it make sense for those products to offer you regular commissions each?

By choosing products which offer more value, affiliates can earn *regular commissions from every sale they make*. This is far better than selling single products for *only one commission* per sale.

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Newly Released: Video Series Demonstrates How It's Now Possible To Start Earning £1000 + per sale commissions Working Online With Revolutionary Digital Business System!

In this exclusive video series delivered to your inbox over the next 7 days, you will discover how YOU can start earning high ticket commissions from the comfort of your home... Part time with no technical skills, previous experience or personal selling required...

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High Ticket Products

High ticket products let affiliates earn more per sale than typical digital products. A typical digital product might sell for £75 (\$100), for example. An affiliate might earn 40% of this or £30 (\$40). However, if the same affiliate were to promote products which sold for £1000 (around \$1323), they would receive commissions of £400 (or \$529), given the same percentage commission.

Choosing high ticket items to sell, therefore allows you to make more per sale. Even though it may not be as easy to sell a high ticket item, you would need to sell *10 times the amount of products of a lower valued item*. It isn't 10 times

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more difficult to sell a higher valued item online. Plus higher priced items let you scale up more efficiently.

Multi -Tier Sales

Some affiliate products even offer multi-tier sales commissions. This means you can earn commissions based on the sales made of people *whom you have referred*. This is similar to multi-level marketing, or network marketing. This adds an extra income stream which can continue based on the efforts of your referrals.

Up-Selling

Up-selling is the process of selling further products to existing customers. If you have ever been to McDonalds, KFC or Burger King you will have been offered the opportunity to ‘go large’ or been asked ‘do you want fries with that?’.

The reason is that it’s a business model which makes millions of dollars for the big chains. Even the small change difference means big companies earn much more over all the chains worldwide.

Even small affiliates can add to their income stream opportunities by choosing products which offer up-selling *on their behalf*. Instead of just making your basic

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commission, you can earn *multiple times from an existing customer*. [Choose an affiliate program which offers a built in sales team](#) who close these sales for you.

Chapter 3 – Mindset



One of the main reasons people are attracted to affiliate marketing is because they can work for themselves. However, this comes with some inherent problems. Working for yourself can be incredibly satisfying. However, it can also be lonely and frustrating too.

Unless you get yourself into the right *mindset*, an online business can become more of a burden than a blessing.

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You must make a priority of your online business or it may never work. This means working on yourself *and* your business.

Your business can never grow beyond your own thinking. If your thinking is limiting your business, it will never grow – because you don't grow.

Subconscious Programming and Self Image

Your subconscious programming is largely in control of all the major events of your life. If you don't believe something is possible, it won't be possible for you. You will sabotage many of your best intentions. [Learn how to program your unconscious mind](#) and use your unconscious mind to better help you with your online business.

Overcome your old self image and create a new success oriented self image which is better prepared for success..

Money Producing Activities



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Focus on daily activities not results. It can be easy to look for results before you have even done the basic steps.

Particularly if you are new to affiliate marketing. If this becomes a habit it can lead you to become demoralized easily. Don't look for results.

Instead focus on concentrating on activities each day. In particular, focus on money producing activities. As you become better with your affiliate marketing business you will know which activities are the most appropriate.

Chapter 4 – Traffic Generation

There's one guarantee with affiliate marketing. Without traffic you won't make any sales. *Without sales you won't make any profit.* Therefore it is traffic generation which makes or breaks an affiliate marketer. There are several ways to generate traffic to your online products and they all fall into two categories:

- Paid Traffic
- Free Traffic

Paid traffic is fast. It is like turning on a 'tap'. Free traffic takes much longer. Free traffic can be generated by creating content and sharing it online.

Depending on your particular circumstances, you may decide to choose one method over another or a combination of both. Not all traffic is equal either. All traffic doesn't

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convert to sales. You need targeted traffic to get the *right people* to your products.

Targeted Traffic

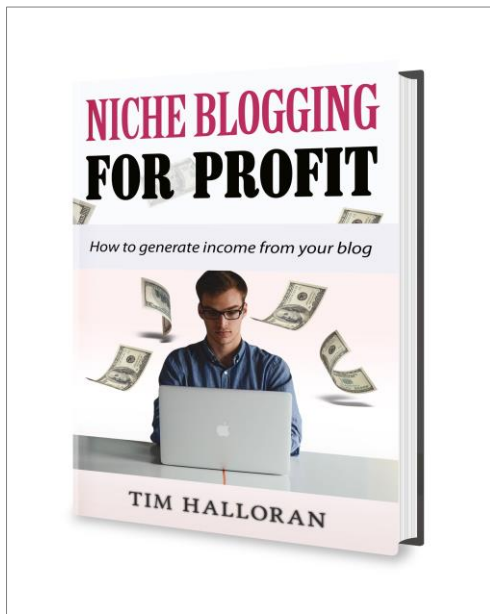


Targeted traffic is the kind of website visitor who wants *exactly what you have*. If you are spending time or money creating content and advertising to sell affiliate products on the internet, you need to make sure you are promoting to the right people. *You want buyer traffic*, not just any old traffic.

There's a massive difference. Targeted traffic to your website (or offers) turns into sales. Random traffic doesn't. Make sure you spend all your time focusing on creating content and advertising to the right audience for your products. Otherwise you can end up wasting a lot of time and effort (and money).

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Content Creation



You can generate traffic to your website by creating and sharing content and this is probably the cheapest way to get started as an affiliate marketer.

By writing compelling website copy and sharing on social media you can generate interest in your chosen topic and bring visitors to your website from social media platforms and from the search engines.

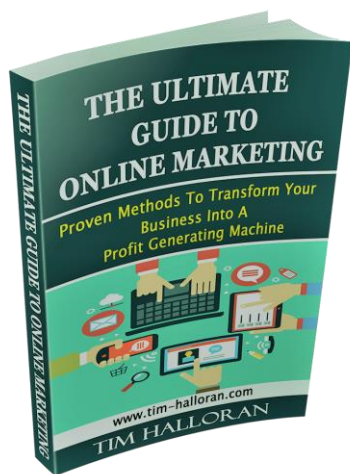
This does take time and you need to write a lot of content to get regular traffic to your website.

Write for your best targeted audience. You can learn more about how to write targeted articles for your best audience

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and for the search engines in my e-book [Niche Blogging For Profit](#).

Buying Traffic – Pay Per Click



Buying traffic and sending it directly to your website, your products or down your sales funnel (more on this later) is the fastest way to build an affiliate business.

Within a few hours your adverts can be sending targeted traffic directly to your affiliate offers.

There's a number of online platforms which allow you to do this and they allow you to test and measure all aspects of your online marketing. Google Adwords, Facebook, Bing and Yahoo all have paid for advertising programs which anyone can join.

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The fastest way to start an online business is to use a [product with multiple income streams](#) and which lets you benefit from a pre-built sales funnel. You can then simply send paid for and well-target traffic directly to your offers.

Pay per click advertising allows you to build up your advertising expenditure slowly at a rate you can afford.

Once you are seeing a good return *you can more easily scale* paid for advertising than content creation. Simply increase your daily budget. See more about paid advertising in my e-book [The Ultimate Guide To Online Marketing](#)

Chapter 5 Affiliate Marketing Basics – The ‘Nitty Gritty’

Website

Although you don't strictly speaking need a website to be an affiliate marketer, many affiliates have one, if not many websites. A website allows you to build your own 'online real estate' from which you can start selling affiliate products. Building a website is now much easier than it used to be. There's lots of programs which can help you build your own website. Ideally use your own hosting and buy a domain name which you think is a good match for what you want. Free websites often get lower rankings with Google.

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You can get a pre-built website together with hosting and a range of high ticket affiliate products [with this program](#).

Sales Funnel

Your own personal sales funnel allows you to automate the sale of various products and services to your subscribers via email. You will need to purchase an email autoresponder service and then start to generate subscribers. This can be done with the methods of content creation and advertising mentioned above. A sales funnel allows you to control your traffic so you are not trying to sell at the ‘whim’ of Google’s search algorithm or of paid for advertising.

Once you have a subscriber in your sales funnel, you can continue to offer value (and your products) for potentially years to come. Access a sales funnel with automated email series and a range of high ticket products [here](#).

Choosing Affiliate Products

You can choose from thousands of affiliate products available online. Simply search Google for “*Your Interest*’ Affiliate Program” However as already mentioned, it’s a good idea to choose products which offer:

- High ticket commissions
- Memberships – Giving you regular commissions
- A range of Up-sells from which you earn commissions
- A built in sales team

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- Multi-tier sales (This can depend on your position in an affiliate system)

If your affiliate program offers all of these you have a much better chance at building a sustainable and dependable business than by promoting single commission products.

[Access a range of high ticket affiliate products here.](#)

Chapter 6 – Getting Started

Starting your own affiliate marketing business is much easier than it used to be. 10 years ago you would need to learn all kinds of skills:

- be able to build your own website from scratch
- know how to get your website found on the search engines (Google, Bing, Yahoo) to get traffic and make sales.
- Join the right affiliate companies
- Create your own products to sell online

Today you can use tools, systems and technology to start your own online business from scratch and be up and running in a matter of days.

[Start here to access a fully functional business system.](#)

The online platform will talk you through the getting started process step by step. There are simple modules which allow you to quickly build and access your own:

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- Website
- Sales funnel
- Affiliate links
- Email series
- Affiliate Products
- Email Autoresponder

Most of this process has been done for you to make it quick and simple setting up your sales funnel.

There is also an online training platform where you can learn all aspects of online marketing to get your business off the ground in the quickest possible time.

Final Words

Remember, [this online business system](#) has been set up to make an online business very simple. Setting up your sales funnel is just the beginning though and you must promote your website and landing pages with online marketing. You can use my e-books as resources to help but you will also be given access to training videos, mentors and seminars which will help you understand how best to build a successful online business.

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More resources available at tim-halloran.com

[Start your online business here by accessing the free video training.](#)