

# The 3 Steps To Successful Affiliate Marketing

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# Introduction.

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Affiliate marketing is a very simple model. Someone creates a product and sets up a website to sell it. You, as an affiliate, promote that website and send traffic to it, and if the visitors you send buy the product, you get paid a commission.

The beauty of it is you do not have to have a product of your own, you do not have to deal with product delivery, handle customer enquiries, complaints or refunds. In fact you do not even have to have a website (although you should have, but I'll come on to that later).

But just because it is so easy to get started does not mean that it is easy to be successful.

Most people give it a go but do not do it the right way.

Then when the sales don't start rolling in overnight as they expected they would, they give up, move onto something else.

So here I'm going to list the 4 things you need to be successful affiliate marketer. Do these right, and you WILL make affiliate commissions.

Then it's just a case of scaling it up.

## Step 1: Choose A Profitable Niche.

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Don't overthink this.

The basic rule here is do not try to reinvent the wheel. Promote products in already established markets – do NOT choose a product and try to create a market for it. One time in a million this will work, and you'll retire rich. But one time in a million you could win the lottery...

Quite simply, find out what works... and copy it.

Stick to the 3 main niches - health, wealth & relationships. Drill these down to sub niches for sure, but always stay within these areas. This has always been where the money is at, and always will be.

## Step 2: Find A Good Product.

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Even within the big niches – health, wealth & relationships – you need to be selective about your product choice. Follow these 3 rules.

### 1. Only ever promote a good quality product

The last thing you want is to promote a bad product. For one thing, most digital products have a long refund period (for example Clickbank has an 8 week refund period). Low quality products will have high refund rates, so you will lose commission.

But more importantly, this business model we are using involves building the trust and respect of your potential customers (as you will see as you read on). Recommending a bad product will ruin this forever. Always remember, you are building a real business, based on personal trust.

### 2. Make sure it's evergreen

The main product you choose should be something that will still be for sale in 6 months, a year, 2 years – ie evergreen. You do not want something that will go out of date quickly, or a product by a vendor who is unreliable and may pull the product at any time.

If this does happen, it is possible to replace it with an alternative product, but the model we are using is designed to be as passive as possible. The idea is to set this up, then have it run on autopilot. We do not want to have to have to go back and make changes if we can avoid it.

### 3. Make sure it's a recurring commission product

This is one of the keys to truly passive income, and one that a lot of affiliates ignore.

Some products are sold for a one time payment, so as an affiliate you earn a one time commission. But some, such as membership sites, are sold as a monthly product. Each month, to retain access, members have to make an ongoing payment. And if you promote this type of product as an affiliate, every time the member renews you will earn another commission payment.

The same amount of effort goes into making every affiliate sale. So if, with the same effort, you can earn a one time affiliate commission, OR you can earn recurring commissions every month, which would you choose?

Promoting recurring products is the way the smart marketers generate passive income.

So always have a recurring product as the main product you promote in your niche.

## Step 3: Sell It The Right Way.

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This is the really crucial part, and the part where most people go wrong.

There is a right way and a wrong way to be an affiliate. The wrong way is to send your traffic straight to the vendor's sales page.

The right way is to send it to your own website first.

It is possible to be an affiliate without having a website. You can just drive traffic to the sales page (through your affiliate link). If that sales letter does its job, it will generate some sales and you will earn some commission.

But when you promote affiliate products this way, you are not building your business for the long term. You need to build up an asset that continues to generate income for years to come.

The simple fact is that the majority of visitors to your site, even with targeted traffic, will not buy first time. And if they don't, then generally you've lost them and they will not come back. If you can capture a visitor's email address, (and so add them to your 'list') then you can stay in contact with them, and help close the sale on whatever it is that you are promoting.

Not only that, but if you build a relationship with your subscribers, you can sell to them not just once, but time and again.

So follow these 3 affiliate marketing rules.

### 1. You **MUST** build a list

No matter what niche you are working in, you must build a list. 95% of the visitors you send to even the best converting affiliate offer will not buy first time. With the right traffic, and the right offer, a lot more WILL buy given time, but unless they are on your list, most likely it will be through someone else's link.

Do not send traffic direct to an affiliate page - give them a reason to join your list first, THEN send them to the affiliate offer.

## 2. You **MUST** offer value

First, this value must be given right away when you get the potential customer to join your list.

So this means that you must offer a GREAT reason for them to give you their email - by giving them something they really want, something of true value that they would even be happy to pay for.

## 3. You **MUST** continue to provide value

Once someone has joined your list, you'll start to send them emails, right?

But always remember, it's not JUST you who'll be sending them emails - you and a thousand others. You know how busy your inbox is, all the junk that arrives there - your subscriber's inbox will be EXACTLY the same.

You must give them a good reason to open YOUR emails. You must build that relationship, make them actually LOOK FORWARD to your next email hitting their inbox.

That way, you WILL make sales – and once your emails are set up, these will all be on autopilot.

# Conclusion.

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If this all sounds like a lot of work, well... it is.

You need

- a profitable niche with a good product to promote
- a high quality giveaway
- a professional (mobile responsive) squeeze page
- a monetized download page
- a follow up email sequence that not only promotes your affiliate product, but that also gives real value and builds a relationship with your subscribers.

It is all doable.

But it does take time and effort, and a lot of trial and error to get it right.

## But don't despair...

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I have something for you that takes away all the guesswork, and 99% of your work.

I have researched and found a very profitable niche and a high quality recurring commission affiliate product to promote. I have created a quality giveaway, a professional squeeze page & monetized download page, and a professionally written follow up email sequence that will turn your new subscribers into rabid fans who buy what you recommend.

Don't do it all yourself. Hit the button below and let me do it for you...

