

AFFILIATE ROCKET

COMPLETE GUIDE TO SUCCESSFUL AFFILIATE MARKETING



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YOUR QUICK-START GUIDE TO AFFILIATE MARKETING

What You Need to Know

I'm not going to waste your time by filling page after page with theory-based strategies, or talk endlessly about the history of affiliate marketing.

You don't care about that and neither do I. Instead, I'm going to cut straight to the chase and tell you exactly what you need to know about affiliate marketing so that you can start making money in a matter of a few days.

When you're just starting out, the most time you'll spend will be in building your mailing list and fostering a relationship with those leads.

Once you have that foundation, you can set **80% of your tasks on autopilot** and then focus on reviewing products that you believe in and continuing to extend your marketing funnel. Who knows? Maybe you'll even branch out and become a product developer yourself!

But let's not get ahead of ourselves. You want to know how to get started so that you're setting yourself up for success, right?

Here's how:

Hands down, the easiest way to get started in affiliate marketing is by **piggybacking off the success of major launches.**

Instead of doing all the usual legwork involved such as: building a brand, becoming an authority, developing a product, and providing endless customer support, you can forget all about that.

Instead, all you have to do is build a mailing list, cultivate a relationship with that list and promote high quality products in proven markets where authority niche leaders are already developing content for you to siphon traffic from.

Here's one thing that you need to do to stand out:

Never, ever promote a product that you wouldn't personally use, or that you don't believe in.

It may sound like common sense, but you'd be surprised how many new affiliate marketers focus on promoting products only because they offer a higher commission per sale. If you do this, and the product is absolute garbage, you'll ruin all credibility with your subscribers and end up always having to rebuild. Trust me, I've learned the hard way.

Back when I started out in affiliate marketing in early 2011, I made every rookie mistake imaginable.

I promoted the most expensive products I could find because I knew that meant more money in my pocket, even if the products weren't the best.

STUPID MOVE.

I failed to offer anything new or exciting to motivate people into purchasing through my affiliate link. I just sent them straight to the vendor's sales page. **ROOKIE MISTAKE.**

Yeah, you read that right. I didn't focus on building my own website, list or brand. Instead, I funneled traffic through my link directly to the merchant's sales page in the hope that the traffic would convert into sales = affiliate commissions.

There was no warm up. No building a relationship with my subscribers. No developing a recognized brand of my own.

Not exactly a long-term strategy, right? Yeah, I know. I sucked!

These were the biggest and most costly mistakes I have ever made.

Listen, most the work has already been done for you, right?

You don't have to create a product.

You don't have to create a sales page.

You don't even have to provide support or worry about refunds. And most affiliate programs even offer all ad copy, banners and graphics and even

email promo so you can just plug it into your system and activate with a couple of clicks.

So, why are so many affiliate marketers afraid to roll up their sleeves and put at least a little effort into building a long-term business that eventually they can set up on autopilot?

Things like:

- Building a mailing list and offering incredible content for free to motivate visitors into becoming loyal subscribers.
- Creating a simple website (WordPress takes 2 minutes to install) that offers original, in-depth product reviews where you promote products while giving visitor's valuable intel that helps them make better purchase decisions.
- Cultivating a customer base of your own by connecting with subscribers via your mailing list, offering extended value, free content, tips and helpful advice.
- Creating or outsourcing bonus content that enhances the digital products you create so that you can encourage people to purchase higher-priced offers through your affiliate link instead of the competitor's.

If you do these things you will absolutely outsell other affiliate marketers, and put yourself in an authority position within every niche market you choose. I promise you.

Because the truth is, if you want to make a lot of money in affiliate marketing, you can't be afraid to do some work and to go beyond what other affiliate marketers are doing.

You need to stand out. You need to give people a clear reason to listen to you so they'll click on your links and purchase the products you recommend.

The work you do now will undoubtedly pay off in the end. Once you're making \$10k a month, you can be lazy. Now isn't the time. Right *now*, you need to do the upfront work that will set you up for long-term success.

So, where should you begin? What are the absolute **essential steps** that you need to take to start making money while looking out for the future?

I touched on it a few minutes ago, but in the next chapter I'll jump into the trenches with you and show you exactly where you should start.

Keep a Steady Pulse on Your Market

If you want to make a ton of money in affiliate marketing, you absolutely **must** be fanatical about keeping tabs on your market so you can effectively position yourself in front of your target audience long before others do.

In fact, the easiest way to make money in affiliate marketing is to have your system in place **weeks** before the launch ever happens.

That way, you not only position yourself in the search engines (and in front of the line with subscribers) for when the big day comes, but you're given enough time to create content, value enhancers and bonus products that will draw customers to you, rather than the competition.

When you subscribe to a JV or launch notification program, you'll receive emails and updates about upcoming product launches long before the information is made available to potential customers.

In fact, many times, you'll find out about upcoming product launches long before the merchant even begins to contact their own affiliates!

If you aren't sure where to begin, or who these developers are, you can join <http://muncheye.com/>, which is a launch notification system that will send you emails about upcoming launches.

If you're interested in business and Internet marketing products, check out <http://www.JVZoo.com>

You'll need to apply for approval with each vendor, but typically it only takes a couple of hours to get approval. Then, you'll have immediate access to their JV promotional page where you'll be able to download swipe files, banners, ad copy, and more.

Plus, you'll get to see their **entire sales funnel** and how you can earn more money through their backend offers.

There are countless other affiliate marketplaces online so run a Google search to find a few that offer products that you are interested in and then subscribe to their updates.

The sooner you know of a product launch, the more prepared you will be; it's as simple as that. If you only start prepping your website and list within a few days of an upcoming launch you'll struggle to generate enough traffic through your affiliate links to make it worth your while.

Instead, if you know of an upcoming launch weeks, even months ahead of time, you can set up a killer system that will maximize exposure, and of course, profits.

My Personal Action Plan

Here's what I do with every product I plan to promote:

As soon as I find out about the product, I request a review copy. If you are just starting out, you may not have the opportunity to snag a review copy and may have to purchase it yourself. Or, if you trust the vendor or can verify his reputation for putting out solid products, you can bypass this step.

If you are able to buy a copy though, the investment will be well worth it because not only will you have personal experience with the product, but you'll be able to create auxiliary components and bonus products around the product that will extend the value to those who purchase through your affiliate links.

You'll also be able to start creating (or outsourcing) content that will generate traffic and help you build a targeted list of potential buyers.

I will also sometimes register a domain name around the product launch as well, especially if it's a large-scale one. Otherwise, I funnel all my traffic to one main blog's sub-page.

For example, if I were promoting a product called "7-Figure Affiliate", I would set up a page on my blog so that the URL would be something like:

<http://www.NicheRaiders.com/7-Figure-Affiliate> (not a real link).

When registering a new domain for your affiliate based website, be sure to choose a domain for your main “hub” that is memorable. It’s not as important to have a keyword-based domain name anymore because search engines add more weight to the content on your site rather than keywords. It’s far better to register one that is easy to spell and remember.

One thing you should get comfortable doing is creating YouTube videos. They don’t have to be fancy. Just point your camera towards your face and talk to your audience about the product. Direct people to your blog where you have a killer product review for them to read through.

One guy who does this well is an IM affiliate marketer, Brendan Mace. He has a way of keeping things simple yet motivating his audience into taking action. His videos aren’t fancy at all.

In fact, they’re really basic, but that appeals to new marketers. You can check his YouTube channel out for examples.

Next step? Integrate your affiliate links within all forms of your content, but be honest with your audience. Tell them that yes, you will make money from their purchase.

I know what you’re probably thinking: why the hell would I tell people that

I'm making money from their purchase? Won't that deter them from purchasing because they'll think I'm only promoting products to get paid?

Don't underestimate the intelligence of your audience. They likely already know that you'll make money from their purchase so by being upfront about it, you're offering a level of transparency that other affiliates aren't.

People will trust you. And if you do your best to only promote quality products, they'll also thank you for referring them!

Being upfront and transparent means less resistance from your target audience and you'll be able to cultivate a brand based on honesty and integrity.

So, consider adding a disclosure on your website and within your review content, such as: **[Full Disclosure: I receive compensation if you purchase through this link.]**

And speaking of integrating your affiliate links within all forms of content, you'll want to install the **Pretty Links** plugin into your blog if you plan to use Wordpress.

It's a neat plugin that will create clean affiliate links while also shortening them. This will make it easier for potential customers to share your links with others so rather than a long, ugly affiliate link, you can create one that

is much shorter and far more memorable.

It's honestly one of my most important tools because not only does it create shorter, attractive links but it tracks clicks and more. And best of all, the basic version is free and that's all you need.

Here's the link: <https://en-ca.wordpress.org/plugins/pretty-link/>

I also recommend going the distance and taking things one step further by contacting the top product developers in your niche directly to find out if they have a list specifically for affiliates. Many times, developers run internal affiliate programs that may not be publically visible so it never hurts to reach out and ask them.

You may not get a response from everyone you write to, but if you can get on the affiliate/JV mailing lists for several of the top marketers, you will be light years ahead of those who are simply mining sites like www.JVNotifyPro.com and other similar communities.

Then, when you hear about an upcoming launch that you are interested in, you want to begin **gathering as much intelligence as possible**.

You can do this by downloading any training tools or resources provided to you by the product owner (such as reports that will be given away during pre-launch, reviewing their sales page, checking out any available affiliate training tools, etc.)

And of course, as I've already mentioned, asking for a review copy or purchasing a copy on your own. The better you know a product, the more authentic your content and review will be!

END OF SAMPLE