

# Affiliate Marketing Revealed



**By Adrienne Smith**

## **NOTICE:**

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## What is Affiliate Marketing

Affiliate marketing is when you promote other people's products. It's easy to get started, it cost nothing to join affiliate programs and you can even start promoting products using free methods. It's the least expensive route to take if you are new to the industry and don't have a huge budget.

What I like about affiliate marketing is that people are still shopping online and purchasing products that they need or want. It doesn't matter what is happening with the economy, people are still purchasing products through the internet. The way to have success with affiliate marketing is to find the products that people want and need, then present it to them.

With affiliate marketing you won't start out making a lot of money in the beginning. But I will show you a realistic example of what you can make:

Let's say that you choose to promote a product that pays \$25 commission for each sale. Here is where this can lead.

<b>No. of Sales</b>	<b>Weekly Sales</b>	<b>Yearly Sales</b>
1 sale per week	\$25	\$1,300
3 sales per week	\$75	\$3,900
1 sale per day	\$175	\$9,100
3 sales per day	\$525	\$27,300
5 sales per day	\$875	\$45,500
12 sales per day	\$2,100	\$109,200

If you learn how to successfully promote products people are looking for, with time you

will improve your skills and your commissions will start to grow. You can then start picking up other products to promote as well and watch your income start to explode. This is how the top affiliate marketers (or super affiliates) have created their success. Over time they have numerous products they are promoting using several different affiliate accounts and watching their income soar.

The key to having success in this area is by selecting the right product. It's crucial that you chose a market that loves to spend money. This really falls under just two main catagories:

- The passion market
- The solution/cure market

### **The Passion Market**

The passion market is what people spend money on for enjoyment or things that may fulfill their lives. Think of hobbies that you enjoy. Games and play stations are a big hit. Think about how many people love golf or tennis. How about model airplanes or even trains. These are things people are passionate about and spend money based on pure emotions.

### **The Solution/Cure Market**

The solution/cure market is where people are looking for a solution to fix or cure something. Some of the most popular areas in this market are things such as bad skin, weight loss, credit rating and debt just to name a few. If you can present a solution or cure to a problem they are having, you can make some really good money.

So where do you start? There are several places actually. You can go to [Amazon.com](https://www.amazon.com) and click on their bestsellers list to instantly get some ideas on the kinds of things people are buying. Another great site you can check out is [Mike's Marketing Tools](https://www.mikesmarketingtools.com). This site shows you the top 500 most “searched for words” in the last 48 hours. It will give you great ideas about what’s hot at the moment. You can also visit sites such as [Yahoo buzz](https://www.yahoo.com/buzz/), [eBay pulse](https://www.ebay.com/pulse/), [Google Trends](https://trends.google.com/trends/), [Shopping.com](https://www.shopping.com) (look at their top 100 searches), and [Engadget.com](https://www.engadget.com) to look at their bestsellers or top searched items. Another great site is [Niche a Day](https://www.nicheaday.com) and you can sign up for free and you will be notified daily on what the most popular niches are. They do all the work for you.

This is a great place to start so that you can get some really good ideas on where the starving crowds are. As time goes by and you learn more about picking good products, you will then start paying closer attention to news articles and magazines to see what is selling out there. The bottom line is that if someone is spending money to advertise a product, they are making money on it!

Once you have located what people are searching for (your niche) it's now time to locate the right product. There are numerous affiliate programs you can join but the #1 affiliate program online today is [Clickbank](https://www.clickbank.com). They have literally hundreds of products to choose from. Or let's say you purchased a product or service that is in high demand and they also have an affiliate program. You can sign up with their program and promote their products.

You are your own best testimonial when it comes to recommending products. The same goes for products and services you will use like domain names, autoresponder, hosting, website building software, services you are using that you like, programs that have been helpful, training, courses, etc. As you grow your business and you start interacting with others, they will ask you what you are doing, programs you are using

and what has helped you the most. This is when being an affiliate for a product or service will come in very handy.

Because Clickbank is the most popular affiliate program to locate products, I am going to walk you through how to set up your account and what some of their terminology means.

## Signing up with Clickbank

The products they offer are digital products. Just go to [Clickbank.com](https://www.clickbank.com) and sign up for an account. Once you have joined the site just go to "Marketplace" and start searching for products you may want to promote.

You will find a "List of Categories" to choose from. Since you have already done your research and are familiar with what people are wanting, find that category and locate the best product to promote to your target audience.

Clickbank is a pretty simple site to use but I'm going to share with you what some of this information really means. For the purpose of this example, I have chosen the "Home & Garden" category and selected the first product under "Crafts and Hobbies".

Woodworking4Home.com (75% commission + \$5 Bonus/Sale)  
14,000 Woodworking Plans with step-by-step instructions, photos and diagrams to make every project laughably easy. Earn Up To 60\$ Per Sale With The New Backend Sale. Affiliate Center: [www.Woodworking4Home.com/affiliates](http://www.Woodworking4Home.com/affiliates)

Avg \$/sale  
**\$31.56**  
Promote  
Vendor Spotlight

**Stats:** Future \$: - | Total \$/sale: **\$31.56** | Avg %/sale: **75.0%** | %/refd: **87.0%** | Grav: **99.04** | Cat: **Home & Garden : Crafts & Hobbies**

The name of this website is "Woodworking4Home". To view this website, just hover over the title that is in red and then click on that link to go to their site. Under the title will be a description of what this site is all about.

If you decide to promote this product, the next step would be to create your own link. To do that just click on the "promote" button in green and complete the information. When it asks for your nickname you would use the nickname you created when you signed up for the account. Input your nickname and hit submit. This is your special link for promoting this particular product.

Now here comes the most important part to deciding if this site will make you any money. Notice what is written right under the description. I'm going to break it down for you.



**Stats:** Future \$: - | Total \$/sale: **\$31.56** | Avg %/sale: **75.0%** |  
%/refd: **87.0%** | Grav: **99.04** | Cat: **Home & Garden : Crafts & Hobbies**

**\$/sale:**

This is how much you get paid per sale. This is a pretty good profit because every time someone purchases this product from you, you make \$31.56.

**%/sale:**

This is how much percentage you get from each sale. Every time someone purchases this product from you, you get 75% of the purchase price and the website owner receives 25%.

\$/refd:

This is how much of the owners sales are from other affiliates like you. In this case, 87% of all the owner's sales come from other people selling the product for him/her.

Grav:

This shows you the lowest number of affiliates the owner has. This tells us that the owner has at least 99.04 people selling the product.

These numbers are important and reveal a lot of information. The most important is that you are making \$32 each time someone purchases this product from you. This also tells us that 87% of the sales come from other people, which means the owner at least has 99 people selling this product as well. People are making money selling this product along with the owner because he/she is bringing in 25% of the sales. This sounds like a pretty good site to try. There are thousands more just like this in the Clickbank marketplace. Take your time and look around.

## **Cool Tools**

Another way to locate the most popular products that Clickbank offers is by visiting a site called [Clickbank Analytics](#). This is an essential research tool for both publishers and affiliates. It collects numerous statistics about all digital products sold by Clickbank. One more cool tool is [CB Trends](#). This site also gives you information about which products are popular, the top 10 products by gravity and even the new products that have recently been released. Some of the same information that Clickbank Analytics shares as well.

## Other Affiliate Programs

Two other popular affiliate programs are [PayDotCom](#) and [Commission Junction](#). PayDotCom promotes thousands of products and services, both physical and digital products. Commission Junction promotes more web retailer programs. Be sure to stop by their sites and look around.

Becoming a successful affiliate marketer takes time, patience, dedication and the will to learn. Nothing happens overnight and it takes time to build up a profitable business. But, it's a great area to become involved in and a lot of people really enjoy affiliate marketing. I know I do! But like anything else, if you want to learn how to have success, you need to receive the proper education and training. Below I have several recommendations on different courses you may want to consider.

## Recommended Courses

I started doing affiliate marketing in June of 2009 and within my very first week I had made my first two sales. Within just three months I had already made \$500. I was able to accomplish this so quickly because I did receive the proper education and I applied exactly what I had learned. Below I have listed three courses that I highly recommend if you are interested in pursuing this field.

[4 Day Blue Print](#) is a course created by David Boccock and the best course for beginners that I have ever run across. This course consists of a 74 page eBook that was written like a novel so it's enjoyable to read. What a great way to learn. It also contains 25 video tutorials that will walk you through everything you need to know. All the methods he teaches you to use are free. The price of this course is only \$29 (for now). Way underpriced...

[Nuclear Affiliate](#) is the BEST course I have run across to date that really explains exactly how to make money as an affiliate. It was created by Andrew Fox and is really easy to follow. The key to building a successful affiliate marketing business is by building a list and promoting continuing to promote related products to your list. Andrew explains exactly what to do in step-by-step video tutorials, he even gives you the emails he uses as well as the templates for your capture pages. The price for this course is only \$37 and is a steal.

I hope you have found this report informational and now you have a much better understanding of what all is involved with affiliate marketing. If you are brand new to the industry, it is a great place to start because it's a wonderful learning experience. Remember, if you work hard enough with learning how to succeed no matter what area you venture into, you will.

To your success!

*Adrienne Smith*

## Resources Mentioned

[Amazon.com](#) - multinational electronic commerce company and America's largest online retailer.

[Mike's Marketing Tools](#) - covers numerous topics such as link popularity, marketing tips, ecommerce software, keywords, reviews, etc.

[Yahoo buzz](#) - is a community-based news article website. Users can be allowed to publish their own news stories, and link to their own or another person's site that links to a full story of the information, therefore driving traffic to that person's website and creating a larger market for sites that research and publish their own news articles and stories.

[eBay pulse](#) - contains several dynamically created lists showing popular searches, stores, products, and more. These lists are a great way for you see what's hot in the eBay marketplace.

[Google Trends](#) - shows how often a particular search-term is entered relative to the total search-volume across various regions of the world, and in various languages.

[Shopping.com](#) - is a price comparison service.

[Engadget.com](#) - is a multilingual technology blog and podcast about consumer electronics.

[Niche a Day](#) - is a free site dedicated to sending you an email each day that contains information about a single niche market, the monthly traffic it gets and the current high PPC bid for that particular niche.

[Clickbank](#) - is a secure online retail outlet for more than 12,000 digital product vendors and 100,000 active affiliate marketers.

[Clickbank Analytics](#) - excellent research tool (updated daily) when you are looking for next profitable Clickbank product.

[CB Trends](#) – another excellent research tool for searching for profitable Clickbank products.

[PayDotCom](#) - promotes thousands of products and services, both physical and digital products.

[Commission Junction](#) - promotes more web retailer programs.

[4 Day Blue Print](#) - great course for beginners brand new to affiliate marketing.

[Nuclear Affiliate](#) - great course for people who really want to succeed in affiliate marketing.