

Affiliate Marketing

Getting Use Out of Affiliate Marketing

By Dennis Becker and Rachel Rofo

Affiliate Marketing

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Affiliate Marketing

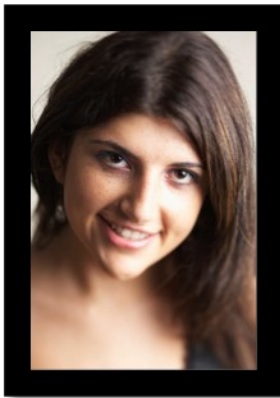
About Us:



Dennis Becker began his Internet marketing career in 1998 by selling on eBay while still running a full time retail business. Beginning in 2002, he became interested in Internet marketing, and spent 3 years trying virtually everything with dismal results.

One day, frustrated and beat, but unwilling to quit, he devised a new strategy to simplify the entire process, starting with a mindset makeover. That strategy changed his life, and he wrote about it in the classic "5 Bucks a Day" book, available at Amazon, or through a link in the resources section.

He also opened an "Insiders Club" in 2007 to help more experienced Internet marketers achieve their first \$1000/day of profits by following proven, sometimes little-appreciated, business models to receive amazing results.



Rachel Rofo has been a full time Internet Marketer since June 2006, and has been on the Internet for over a decade.

Although she's dabbled in many fields, she's mostly known as a membership site expert, copywriter to the "Internet Stars", and offline business expert.

She dedicates her time to learning as much as possible, both in Internet Marketing and in life. She joined the staff of Earn1KaDay in 2010.

You can read more about her on her blog at <http://www.RachelRofo.com>.

Affiliate Marketing

Introduction

Mention affiliate marketing in a room full of Internet marketers, and likely at least a few will cringe. Affiliate marketing somehow earned a bad reputation, but without any warranted reason.

Fundamentally, affiliate marketing is the promoting of others products or services to your community.

You do this for two reasons: 1) with hopes that the product or service will benefit your community is some way, and 2) with hopes that you will earn some sort of compensation for it.

Okay, that definition doesn't sound so bad. In fact, most every major brand on the market has an affiliate program already in place. It just sort of falls into the marketing mix.

In this report I am going to talk about the getting the most from your affiliate marketing program. Soon you will find that it is definitely most deserving of a good rep.

Selling the Right Products and Services

Choosing the right products and services for your affiliate marketing program can be tricky. A good rule of thumb is to promote products and services that make sense for your own business.

You should also only consider promoting things that you have purchased and used yourself. The reasoning behind this is obvious: you want to build trust with your customers. If you are selling items you have never personally bought, then you can't vouch for the products validity. Your relationship with your customer is far more valuable than a shared profit on a \$30 product.

Do your best to match products with your community. If you run more than one blog or website, make sure the products fall in line with what you are writing about.

Affiliate Marketing

Fully Disclose Your Intentions

Be clear with your customers that you stand to make money on a product that you promote on your site. Fully disclosing your intention will keep your trusting relationship thriving.

Whether you post a product advertisement on your site, or you promote a product through Twitter, always let your followers know your intentions. Of course, your reasoning behind it is to get great products into their hands, but they should know that you are also profiting from the sale.

The purpose behind this practice is a simple show of integrity. Be fully transparent in your business and people will appreciate and identify with you.

Stay Focused on User Experience

After reading all of this, you may get the urge to pack your blog or website with tons of ads. Though that sounds tempting, you will send your followers running for high country. Remember, the intention of your content in the first place was to build a readership. Don't lose them in the ads.

Rather than bogging down your content with ads, use tools like text links and banners. Text links are offered by nearly all affiliates and easily blend with your content. Just make sure if you decide to go with text links, your affiliate has plenty to offer.

If you blog about a broad topic like hiking in the Southwest, then your affiliates will offer tons of products like gear, lodging, trail guides, ect. You will have plenty of opportunity to plug lots of products and services into your blog posts.

However, if your blog is very specific, perhaps based around iPhone accessories, then plugging iPhone accessories in every single post will likely not be affective.

Banners are a more straightforward approach to advertising. So long as you don't cover your site with banners at every angle, then they will work just fine. Place them appropriately so they are visible, but not distracting.

Widgets are another great advertising mechanism that isn't too distracting. Instead of using traditional ads or banners, try using widgets. Widgets often

Affiliate Marketing

rotate every time a page is refreshed, so your readers are viewing new ads every time they log in. This will keep your sidebar looking fresh as well.

Regardless of what type of affiliate marketing you use, remember that relationships always come before sales. If you feel you are disappointing your readership by overdosing them on ads, then tune it down a notch. After all, they are the whole reason you are blogging or marketing in the first place. Lose your readership and you are back to square one.

Making it Worth While

One thing you should realize about affiliate marketing is that results will vary. What works for one blog or website may not work for another. Be smart about how you match up affiliates with customers. Market to the right people and you can easily pay your monthly mortgage from affiliate sales alone.

When you first start out in the affiliate world, set realistic goals. You probably won't pay your mortgage right away, but can realistically earn entertainment money for the week. Once you build up enough to go out to the movies, set the bar a little higher. Eventually you will be earning your mortgage and will no longer have to worry about putting a roof over your head. And that is just a small fraction of your business.

Affiliate Marketing

Want More? Here Are Some Resources:

[Earn1KaDay](#) – the Internet marketer's Insiders Club where we share tips, tactics, success strategies, and disseminate cutting edge information about 12 different business models.

[5 Bucks a Day](#) – This is how Earn1KADay was born. Learn the techniques that, inspired by a 5-dollar bill, took my Internet marketing income from \$30 a day to \$700 a day in less than a year.

[Action Enforcer](#) – This desktop application that will bring you more focus and let you get more done in less time than you ever imagined.

[E1KAD.com](#) – A comprehensive list of all of our products.

Article Marketing

[7 Minute Article Secrets](#) – How to write any article in 7 minutes or less.

[Article Marketing 365](#) – Learn techniques that will bring you yearlong article traffic.

[Article Profit Formula](#) – Learn the formula that John Taylor uses to make each article he uses worth \$28 (or more).

Copywriting

[Copy Cheats](#) – This takes “best of the best” copywriting lessons and puts them all in one page. Your copywriting skills will absolutely get a lot better after going through this report.

[Ultimate Copywriting Handbook](#) - How to write irresistible, persuasive and engaging sales copy so that you can make more sales for your products and services.

Freelance Work

Affiliate Marketing

[Freelance Profit Method](#) – Discover 23 different ways you can earn money as a freelance writer.

List Building

[List Building Renegade](#) - How to generate massive email lists of targeted, hungry buyers.

Offline Marketing

[Easy Autoresponder Cash](#) – Learn how to set up easy autoresponder sequences for offline customers. Rachel knows one guy who has over 1,000 businesses paying him \$250 a month for this type of service.

[Get Them Online](#) – Learn how to find offline businesses that want to work with you, how to approach them, and the types of services to offer. There are phone scripts and contracts included in this report.

[Make \\$10K In A Weekend](#) – Learn how to give weekend seminars to offline businesses (which can be outsourced to others) and charge \$997 per attendee. We teach you how to get clients (can be outsourced for free), the exact scripts to use at the seminars (written verbatim for you), and a lot more.

Outsourcing

[Craigslist Outsourcing Secrets](#) - How to Expand Your Business Growth by Outsourcing Your Tedious Tasks to Freelancers From Craigslist

Product Creation

[Conversion Profits](#) – How to make the most profits from any customer that comes to your page. This includes converting your advertisements, sales letter, and any message the customer will see. You get resale and private label rights with this.

[Pricing For Big Profits](#) – Discover how to price your products to offer the most value and also bring in the most money. Most gurus would NOT tell

Affiliate Marketing

you this stuff.

[Thrifty Marketers Product Launch](#) – How to earn a lot of money, very quickly, without going through the laborious process of doing an entire product launch.

Social Media

[Facebook Fan Page Cash](#) - Learn how to set up and leverage your own Facebook Fan Pages

Becoming Successful

[Anatomy of a Success: Interview With James Schramko](#) – James is on target to do 8 figures this year – and he's breaking down all his secrets. You get resale and private label rights with this.

[IM Quick Start Strategy](#) - Jason Fladlien talks about the mistakes he made that he thinks cost him 150K in 2009. He'll help you avoid those mistakes.

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