

Affiliate Marketing Special Report

Written By **Connie Ragen Green**

Imagine being able to start an online business one day and selling some of the best products and services available on the Internet the next. That's exactly what is possible when you get started as an affiliate marketer. This is how many of us got started with our online businesses, and you can do the same thing. In this Special Report I will explain how you can get started right away.

I will include my affiliate link for any products or services I feel you would benefit from. I would not be doing my job as an affiliate marketer if I did not do this, and I am conforming to the rules set forth by the FTC by disclosing this to you. The FTC put some new regulations into effect on December 1, 2009, and they affect the way you will do business as an affiliate. The new rules are not intended to scare you or prevent you from making money on the Internet as an affiliate; they are simply in place to make our entire business more transparent.

Affiliate marketing is the process of promoting other people's products, services, and programs in exchange for a commission. This idea is not new. I did this for years while I worked in real estate. If one of my clients was moving to another city or needed help with an area of real estate I was not familiar with, I would recommend another broker to help them complete their transaction. I would receive a commission based on the amount of the transaction, my clients would receive the best service possible from someone who was an expert in that area, and the other broker would make a commission and get a new client. Everyone would win in this situation.

This is an excellent way to start making money online when you are just starting out. It allows you to partner with some of the biggest names on the Internet, even before you have your own product. I will explain in more detail how I have built my business around this concept.

I came online at the end of 2005. I had no idea of what type of products I could create, how to create them, or what to do to be profitable in an Internet business. It seemed like everyone already had a niche, a previous business, or knew someone who could help them to get started. I didn't have any of that, but I was determined to learn. After a few months I discovered affiliate marketing, and continue to build streams of residual income using this method. You can do the same thing. Because I am sharing the details of what I did and how I did it, you will be able to jumpstart your success in this area.

One thing I want to share before we go any further is my philosophy of promoting other people's products and courses through my affiliate link. I only promote what I have used personally and benefitted from. This has helped me to build a reputation as someone who will give you an honest opinion of what is available on the Internet. If I don't promote it, that means that either I have not used it, do not know about it, or have not benefitted from it.

There are different types of affiliate income. I like to divide these into three categories – small digital products less than \$100, products and courses over \$100, and recurring income products. Let's get started.

~ Digital Products (less than \$100) ~

These are made up of eBooks, audio recordings, workbooks, and short courses delivered digitally. There are tens of thousands of these products available for you to promote. The key is to choose carefully, and only promote what you have used personally. The commission in this category is typically 50% of the sales price, but it may be higher or lower, depending upon a variety of factors.

If you haven't already, sign up for a free account at <http://clickbankProsearch.com>. This is my affiliate link for a site that allows you to locate digital products on almost any topic you can think of by searching with the keywords associated with that niche. You must sign up for Clickbank – <http://promoteClickbankProducts.com> – in order to be paid, but I have found it almost impossible to find the products I want to promote with their system of listing titles. ClickbankProsearch makes the entire process go more smoothly.

Promoting these products can be accomplished in a variety of ways. I usually write articles about the topic and then include my affiliate link in the Resource Box at the end of the article. The directories will not accept a naked or raw link, or even a shortened link, so you will need to purchase a domain name to forward and mask to your link. This will ensure that you are paid for each sale that is made as a result of someone clicking on your link.

Blogging about your topic is another opportunity for you to promote products in your niche. As your blog becomes more popular and has more visitors you will have a better chance of making sales. I don't promote affiliate products in every post; it's much better to give good information and great content and only promote occasionally. This builds your credibility over time.

E-Courses are also an excellent way to do affiliate marketing. An e-course consists of several short lessons on your topic. They are delivered by autoresponder to the people who sign up and request the information. At the end of each lesson you can recommend an appropriate affiliate product. I have done extremely well with the e-courses I have written during the past few years. This

works well no matter what your niche. You can download one of my e-courses as an example of how this is done by going to <http://makeTechnologySimple.com/unecourse.pdf>.

Social networking sites, especially Twitter, give you an opportunity to promote as an affiliate on a regular basis. I use a shortening service (sign up for a free account at <http://budurl.com>) to shorten my affiliate links. This allows me to include them in my 140 character tweets. Budurl gives you the choice of choosing a custom link, and I do this to help me remember what I have done. I recommend promoting affiliate products no more than once or twice for every 20 tweets or so. This way you are seen as someone who is interacting with others, rather than only being there as a marketer.

You can do this on Facebook as well, but do not promote anything in someone else's group or on their wall. If they report this you may be removed from the site and your account suspended or cancelled. Instead, use your own area to tell people about affiliate products.

You will also want to promote and recommend these digital affiliate products to your list through your autoresponder messages. This is an untapped source of income for most new affiliate marketers. Include messages in your autoresponder series
autoresponders,forums,teleseminars

An excellent example of this type of digital affiliate product is an eBook which may be purchased at <http://20WaysToMakeMoneyOnlineNow.com>. I continue to earn passive income promoting this product. It is 247pages of excellent information that I use each and every day in my Internet business. Once you purchase this eBook you become an instant affiliate. You simply need to purchase a domain name, forward and mask it to your link, and collect \$27 each time it sells. This also represents the method I use for only promoting products and courses I have used and benefitted from. I give this eBook my highest recommendation.

Advanced Strategy: You can set up your own optin page with a headline and some bullet points about the affiliate product you are promoting. Prepare a short report – 2 or 3 pages is sufficient – that your prospects will receive in exchange for giving you their name and email address. Once they sign up, take them to the sales letter for the affiliate product. This way you will build your list and have an opportunity to market to your prospects, whether they purchase initially or not. Many of them will decide to buy after a short time, and will continue to have them on your list for as long as they remained subscribed.

~ Products, Courses, and Programs ~

The second category of products you can market as an affiliate includes products, courses, and programs which sell for more than one hundred dollars. I have promoted courses that sell for as much as \$3000 using these methods, so I know that you can as well. The commission in this category may range anywhere from 30% to 50%, depending on whose product it is, whether it is a physical or digital products, and how well you have done promoting this person in the past. As you become known as an affiliate marketer, people may contact you and negotiate a higher rate of commission for specific products they would like for you to promote. I never allow money to be a factor in whether or not I promote a product or course. There is enough for everyone, so I believe it is best to be in integrity with what you feel comfortable promoting at all times.

The very best way to promote in this category is with teleseminars and emails to your list. Even if your list is small, less than a thousand names, you can always invite your friends on Facebook and followers on Twitter to join you on a free teleseminar. I have created a special optin page I use strictly for this purpose, and it can be changed in just a few minutes when I want to invite people to a call. You can see it at <http://budurl.com/askcall>. Feel free to copy the format I have used to be able to invite people to opt in to your list in order to attend your teleseminars.

You may choose to interview the person who product you are promoting, or do the call on your own if it is not possible to interview them. If that person is holding their own preview call, you may decide to use your affiliate link to promote that call to your list. You will receive affiliate commission when your people make a purchase, and the person giving the course will be the one explaining more about it. This makes it easier for you to make sales, because they know more about the course they are offering than anyone else does.

An example of this is my colleague Dr. Jeanette Cates, an Internet marketing strategist who has been online since the mid 1990's. her Incubator program is at <http://incubatorSuccessOnline.com>, and no one can explain what she teaches better than she can. I teach this program one evening each week, and receive affiliate commission for doing so. The people who sign up pay by the month, and I offer my training at no additional cost. This works well for everyone involved. I recommend becoming an affiliate for Jeanette by going to <http://budurl.com/joinjeanette>. You can become my affiliate by going to <http://budurl.com/joinconnie>.

Advanced Strategy: Find one person each month that you can interview and promote as an affiliate.

~ Recurring Services ~

These are some of my very favorite affiliate products to promote, and there is good reason why. When someone signs up for a service that is payable on a monthly or yearly basis, you will receive a commission for as long as they remain enrolled. There are quite a few services that fall into this category, as well as some membership programs.

I have found that it is best to market these services to others by talking about them on your teleseminars, including them on a resource page on your blog, and by writing blog posts about them. If there is a trial period in which someone can test out the service or membership site, there is even more of a chance they will sign up. This may change in the near future, depending on the new regulations put into place by VISA and MasterCard.

Some services may be difficult or confusing for people to use, whether or not they are new to the Internet. I found this to be the case with 1 Shopping Cart, so I offer a free webinar training once a month to everyone who is signed up through my affiliate link – <http://wildWestCart.com>. The cost is the same whether they sign up through my link or not, so most people would prefer to receive my training if the cost to them is the same. During this live training I answer questions and give demonstrations of how to set up your cart, send autoresponder messages, and create product links. This gives me recurring income which increases each month.

Some membership forums also pay a commission, so I promote the ones that I find to be the most beneficial. I meet many new prospects and clients in these forums, as well as connecting with people whom I can interview on teleseminars and joint venture with in the future. People tend to remain as a member of a forum for about six months on average, so you will receive commission for as long as they are a member.

There are also low cost monthly training programs that are excellent. I have promoted Jimmy D Brown's membership site training program since it began. For only \$27 each month for 12 months, he teaches you how to set up your own membership program to earn residual income. This has worked well as a business model for me, and it has created a whole new stream of income.

Take a look at <http://www.MonthlyIncomeResults.com> to see if this would be helpful to you. I use it together with the WishList Member program, which is the membership plug-in for WordPress that powers all 7 of my membership sites. It is a one time fee of \$97, with no monthly fee.

You can read more about this in my Special Report on membership sites at <http://makeTechnologySimple.com/membership.pdf>.

Advanced Strategy: A great way to get people interested in signing up for a recurring billing program is to offer them a one time training on the topic. Whereas my shopping cart training is ongoing, I prepared a one hour training for

those interested in holding their own teleseminars. You can download the replay at <http://instantteleseminar.com/?eventid=7194126>. This technique works well for me because people know I will answer their email questions on this topic at any time in the future.

~ Getting Started ~

The very best way to get started is by writing articles and submitting them to the article directories. These articles are then available to people all over the world to read and publish on their own blogs, websites, and ezines. This helps to make your content and information go viral, meaning that your articles will be distributed everywhere in a very short period of time. As of this writing, in March of 2010, I have written more than 1,300 articles.

You can visit <http://articlesByConnieRagenGreen.com> to see some examples of how and what I write. Be sure to look at my Resource Boxes at the end of my articles. I submit all of my articles to <http://ezineArticles.com> first, and then have someone else – a virtual assistant – submit them to some other directories. I do not use any other services when it comes to my articles.

Setting up a WordPress blog can also be done quickly. You can use PLR (private label rights) articles for your blog posts, cutting the time down considerably. Someone else can also do this for you. Get an account at <http://blueHostSolutions.com> for reasonable priced c-panel hosting. You will want to fill up your blog with information and tips on your niche topic. Guest bloggers will also be happy to write posts for your blog. You can then do your own writing once a week or so, including your affiliate links in your post.

I've already mentioned the power of e-courses, but I want to reiterate their importance in the affiliate marketing process. At the end of each lesson you can include an affiliate link that makes sense for what you are writing about. Deliver the lessons through your autoresponder every day for the period of the e-course, typically five or seven days. Beginning on day three, include a link for the entire e-course. This will cut down on customer service requests from people who did not receive one of the lessons and want you to send it to them.

Finally, create a newsletter or ezine to deliver to your prospects once a week or once a month. This allows you to get your information out to your list easily. Each issue can be 'sponsored' by one of the products or services you are an affiliate for. I still use a text newsletter because it is so simple to set up, but take a look at one of the more elaborate ones done by Armand Morin to see what is possible. His newsletter is available at no cost at <http://internetMarketingNewser.com>.

Bonus Strategy: I found out quite by accident that domain names can take on a life of their own very quickly. This is difficult to explain in writing, so I've included

it as a video with the webinar training I sell for \$27. This technique alone is worth the cost of the training. I'll try my best to explain it here. The idea is to purchase domain names that contain the keywords people are searching for when they look for some of the affiliate products and courses you will be promoting. Even though the domain name you purchase is only forwarded and masked to your affiliate link, it will very quickly move up the ranks and be found on pages one and two on Google. I have never heard anyone else teach or even describe this strategy.

~ Finding Affiliate Programs ~

Other than Clickbank and similar sites that list digital products you can market as an affiliate, you will want to find people who have their own affiliate program. Most of us have one, so all you need to do is ask. My program is available at <http://budurl.com/joinconnie>. I accept everyone as my affiliate, but I will tell you that the people who make the most money with me are those who have used my products and taken my courses.

Decide who you want to promote. Think about your experience with them on the Internet and their reputation among those doing business online. Visit their blog or website and see if they offer an affiliate program. If you have not purchased anything from this person, join their list and see what they have to offer before becoming an affiliate for them. If you are already a client, sign up as their affiliate now. If you do not see a link to join their affiliate program, send them an email or ask them on Facebook or Twitter.

You should receive an email from their program immediately after signing up. Do not delete this email message! It will contain all of the information you need, including your default affiliate link, your user name and passwords, and other pertinent details. Go in and take a look at their site so you will be familiar with the products and services you will be able to promote. There may be a program you want to promote, and no link for that product. If this is the case, contact them and tell them what you would like to do. People who have been in business online for awhile and understand how it works are generally more than happy to work with their affiliates more closely.

~ Marketing To Your List ~

As you build your own list, begin promoting affiliate products to them in your autoresponder sequence. I usually market something about once a week, so the people on my list are expecting to hear from me. As you build the relationship with your prospects, they will be more likely to purchase from you.

Even if your list is very small, get into the habit of contacting them with information on the products, courses, and services that would be beneficial to

them. If you don't tell them about something, someone else will, so become the trusted resource for all of their needs in your niche.

~ Promoting Affiliate Products On Twitter And Facebook ~

I have done extremely well as an affiliate marketer using social networking sites, but this can be very tricky. None of us likes it when someone markets to us on a regular basis, so be sure to interact with your friends and followers. These site can also be time consuming, so limit the amount of time you spend each day.

I spend a total of 30 minutes each day on the social networking sites. You will spend longer in the beginning to build up your following, but limit it to a maximum of one hour on any particular day. Your reputation is the most important thing. People now ask me for recommendations on which products and services they should find out more about, so they are expecting me to provide my affiliate link. On Twitter I only promote about once every twenty tweets. My other tweets include tips and information on my niche topic, as well as interaction with my followers who have questions and comments on a variety of topics.

On Facebook, start your own group to market to. Never promote in anyone else's group, or on their wall, as you are likely to be banned if you do so. Again, your reputation is the most important thing, so let people know more about you to build the know, like, and trust factor.

~ Cloaking Your Affiliate Links ~

There are several ways to cloak, or mask, your affiliate links. You will want to do this for two reasons. One is to avoid having others steal your commissions by changing your unique affiliate code to theirs. It is not proper Internet etiquette to purchase through your own link, and most people will not pay commission when you do.

Another valid reason to cloak your link is so that you can write articles and market affiliate products through your resource box at the end of the article. None of the article directories permit you to use an affiliate link, so you must purchase a domain name. This is a relatively simple process, and domain names can be purchased for about \$10 or so. I buy all of my domains through <http://goDaddy.com>. They offer excellent customer service that is available 24/7/365 to answer your questions and serve your needs.

For Twitter and Facebook, as well as to your list, you can use one of the shortening services to cloak your affiliate links. I like <http://budurl.com> because of its simple interface. It is free, although they do have some paid plans for when

you have been with them for a longer period of time and need some additional, more advanced features.

~ Summary ~

By now you have seen that getting started in affiliate marketing can be done easily by anyone who wants to earn income online by promoting other people's products and services. I encourage you to jump in right away and let me know how I can help you. My webinar training on affiliate marketing – available at <http://theAffiliateMarketingWebinar.com/main.html> - is only \$27. This is a complete program on exactly what to do to get started quickly.

You can also learn from people who have been doing this for several years longer than I have. One of these people is Jimmy D Brown, a marketer I have studied with since 2008. His program at <http://masterAffiliateTraining.com> is a professional program on becoming an affiliate marketer. It is priced at only \$27 per month for 12 months, and gives you access to Jimmy's million dollar techniques. I continue to learn from him and appreciate his materials.

My mentor is Armand Morin, and I have been a top affiliate for him on more than one occasion. He has about 15 products that you can promote, and each of them comes with complete training and support. You can sign up as his affiliate through his company, Generator Software, at <http://budurl.com/amaff>. I would not have the business I have today were it not for him. I have been studying with him since 2008, and in November of 2009 I won 25K cash in his 'Better Your Best' contest. Since April of 2009 I have been a part of his invitation only Platinum Mastermind, which meets 3 times each year in various cities across North America. I cannot recommend him highly enough, whether you are new to online marketing or have been in business already for a period of time.

Thank you for reading through all of this information, and feel free to email me if you have more questions or comments. The webinar training I am offering will be available for you to replay forever, and I will continue to add new updates as things change in our industry. You can probably tell that I am passionate about building a business on the Internet. I can't imagine doing anything else, and want you to learn as much as possible about how to do it for yourself. The lifestyle you can enjoy from having an online business is much better than anything I could ever have imagined.

To Your Online Success,
Connie Ragen Green