

# AFFILIATE INCOME REPORT

HOW TO (REALLY) SUCCEED WITH AFFILIATE MARKETING



# Introduction

There are many different ways to make money online but affiliate marketing consistently ranks as one of the most popular. Take a look at any internet marketing or online business forum and you'll see countless numbers of people asking questions about affiliate marketing and how they can make money from it.

So - what is affiliate marketing?

In short affiliate marketing is where you recommend other people's products – and in return the owner of the product gives you a percentage of the sale price if one of the people you have referred actually buys the product or service.

Affiliate marketing is very attractive because it's pretty easy to get started. There's no need to create or source products of your own to sell - all you have to do is get people to click on your affiliate link and buy the product, and thus there's little upfront investment cost and no time consuming products to create.

In reality, affiliate marketing is just one part of most people's online business. If you want to be really successful online it's generally accepted that you need to create (or source) and sell your own products, rather than JUST being an affiliate marketer. There are of course exceptions to this rule however and it is indeed possible to earn a very healthy income just from affiliate promotions. Most successful internet marketers make a hell of a lot of money from affiliate marketing!

One of the biggest issues people have is not really knowing which products to promote. Obviously you don't want to waste your time promoting something that's not even going to make you any money, so first let's take a look at some places you can find great products to promote:

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# Finding Products To Promote As An Affiliate

- [Clickbank](#): Clickbank is probably the most well-known affiliate network of **digital goods**. Clickbank specialises in downloadable products (eBooks, reports, courses, digital membership sites etc) – and there are lots and lots of different products you can promote. By default, you don't get paid for the sales you make straight away. What happens is that sales will be logged in your account – and then you are paid once your account balance reaches a certain level
- [PayDotCom](#): PayDotCom is another of the 'big' affiliate networks who specialise in digital products. As with Clickbank, you don't get paid instantly for the sale you make. Your sales are logged in your PayDotCom account and then you are paid your total commissions each month via Paypal (this comes directly from the product vendor).
- [WarriorPlus](#): The Warrior Forum has long been the largest internet marketing forum and its WSO section (Warrior Special Offer) has become a digital marketplace in it's own right. WarriorPlus was set up to help people to sell their WSOs – and to enable affiliates to promote them. There are a huge variety of digital products available here – and many of them appear to convert extremely well because buyers can see previous buyers comments within the forum thread.
- [JVZoo](#): JVZoo works in a very similar way to Warrior Plus. Most payments are instant BUT sometimes vendors choose to make delayed payments (so it's always worth checking the details of the specific offer you intend to promote). There's a great range of high quality products here, and many are also run as WSOs as well.

Ok, so that covers many of the well-know affiliate programs.

## **But how do you choose a product to promote?**

This is one of THE most important stages of affiliate marketing... Choose the wrong product and you can spend a great deal of time marketing something which people just aren't interested in buying. Equally, you could end up promoting a bad product – and this can seriously harm your reputation very quickly.

So, here are some key things to think about:

### **1. Will the people I market to get value from this product?**

This should really be your number one priority. You should always put your audience's interests above your own...

I was speaking to a well-known affiliate marketer recently and he said the thing you should think about when choosing products to promote is NOT 'how much could I make by promoting this?' but 'will my target audience get value from this product? Will buying it benefit them?'

If you can answer 'yes' to these questions then you should definitely promote it – but if the answer is 'no' then you definitely shouldn't promote it, even if you know you would earn a healthy amount by doing so.

When promoting products as an affiliate you need to maintain people's trust. If a particular product looks good on the surface of it - e.g. it has a snazzy looking sales page, a good conversion rate and a decent commission percentage – BUT you know that the actual product itself isn't particularly good – then you really shouldn't promote it.

Of course some products can be good but they won't necessarily appeal to everyone in your niche. Let's say you have a general internet marketing email mailing list and you see a great product on the subject of publishing on Kindle.

You know that a certain portion of your list will be interested in it but you also know that another portion will have no interest in it at all. In this case it would be ok to promote it but you might want to say something along the lines of 'this won't appeal to everyone BUT...'

You'll actually probably find that by effectively excluding a certain portion of people you'll find that you will make more sales because those who ARE interested in it will sit up and think 'this is the product for me. I must get this.'

Equally, you can find a great product that is good quality, contains great information and is proven to convert well – but if it's not a good fit with your list (or whoever you're promoting it to) then leave it well alone.

## **2. Do you like the product yourself?**

This kind of links back to the last point.

Is this something you would buy yourself? Is it good value for money? Even if it's a good product, are there other similar products available on the market that can offer your customers better value?

## **3. What is the conversion rate of the product?**

The higher the conversion rate, the easier it should be for you to make a sale of that product. A product that converts at 5% means that (roughly speaking) you should make 5 sales for every 100 people you send to the sales page. If it only converts at 2% then obviously you would need to send more traffic to the product in order to make the same number of sales.

#### **4. What is the commission rate?**

As we have discussed earlier, this can be as low as 1% and as high as 100%. The higher commission percentage, the better – but of course that's only half the story...

#### **5. How much will I get paid, per sale?**

This is a very important thing to take into account. One product, for example, might be attractive on the face of it because it converts at about 10% and offers 100% commission, but if the product only sells for \$3 then you wouldn't make as much money as another similar product which sells for \$15, also converts at 10% but only offers 50% commission.

#### **6. What's the refund rate?**

A high refund right should be a clear warning sign that you perhaps shouldn't promote this product because it might not be... erm... well, very good!

#### **7. Will I get paid just for this product or for other products as well?**

Some affiliate schemes track the clicks you send to them for a long time and pay you not only on the product you promoted initially but also on their other products. This is obviously very attractive to us because it vastly increases the amount of money we can potentially make by promoting this persons product.

Let's say, for example, that you sign up for such an affiliate scheme and the front-end product is a \$10 eBook that offers 100% commission. Somebody comes along, buys this product through your affiliate link and you instantly get paid the \$10 into your Paypal account. Behind this front-end product is a related audio course that sells for \$20 and pays 50% commission. This person decides to buy

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this product too and thus you earn an extra \$10. Then, because the person has bought these products, they are added to their mailing list and receive follow-up and broadcast emails promoting their other products and services. The buyer in question buys a further 3 products from this marketer over a period of 6 months, for a total of \$60. Their affiliate scheme pays 50% commission on each of these products too, so that means you receive an extra \$30.

If you can find a good affiliate scheme like this (and there are quite a few out there) then you can earn an awful lot of money just from promoting ONE product initially.

## **8. Look out for recurring income sites**

As an affiliate, affiliate schemes that pay a recurring income are obviously very attractive to us.

Let's say you decide to promote a membership site that charges members \$17 a month and pays 50% commission. When somebody signs up you will get paid \$8.50 **a month** for each month that they remain a member – and yet you only have to make the sale **once**.

## **Check out the product itself**

As we have already mentioned, choosing a quality product that is a good fit with your target audience is extremely important.

Not only will this ensure that you keep a great reputation, it will also mean satisfied customers who will continue to buy your affiliate recommendations over and over again.

So, it is usually best to only recommend products that you have checked out yourself. This is especially so with information products and courses. You'll actually make more sales too because if you can

tell people a little about what is inside the product then it will help them to make an informed buying decision.

A good tactic as an affiliate is to actually approach certain aspects of your marketing as though you are an independent reviewer. So, check out the product and note both the good AND the bad things about it.

Yep – by telling people some of the bad things about the product within you marketing for the product you will come across as a genuine marketer who truly wants to help your customers (which of course if you approach affiliate marketing in the right way then you ARE).

### **Check out the sales page**

A product that achieves a decent conversion rate will have a good sales page. But whilst it's always good to be told by the vendor that the sales page is proven to convert at 10% (or whatever the figure) it's always helpful to check out the sales page for yourself and see whether it is something that grabs you. How is the offer presented? If you were a customer reading this sales page, is this something that YOU would buy?

Having a good look at the sales page/website and making some notes on it can also help you in your marketing. Pay particular attention to the bullet points, for example. These usually summarise the main features/benefits/content of the product and it can be very useful when writing about the product, for example in a promo email to your list or a promotional blog post.

In short, only promote things that your target audience are going to find valuable. Look after their interests and you'll ultimately make more money because they will continue to buy your recommendations time and time again. Break their trust and your reputation will fall quicker than you can say "Jack Robinson"!

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