

Secrets of Affiliate Revenue

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Sean Mize

[Secrets of Internet Success](#)

I have recently written an ebook that teaches you step by step how to create a large online income.

Check it out here:

[Cash Flow Business Model](#)

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Make Money with Affiliate Marketing

It is easy to make money with affiliate marketing if you know how to go about it. Many people have spent their entire internet marketing career selling other peoples products without ever having a product of their own.

Affiliate marketing is a way of making money by selling products from which you get a commission on the sale. Affiliate commissions range from just a few percent to as much as 70% or even more, though the commission on electronically deliverable goods tends to be around 50%. You get half of everything you sell.

This type of marketing has many advantages, the main one being that you don't need your own product. Not only that, but an affiliate marketer has an almost unlimited range of products to sell. Among other advantages is the fact that you don't have to deal with the actual sales process. That is done by the merchant, and you don't even have to have a sales page. Your job is to send prospects to the merchant's sales page.

Nor do you have to collect any money, or deal with complaints or guarantees. That is all done by the merchant. All you have to do is to send prospects to the merchant's sales page and collect your commission checks every month. Now 50% is looking like a great deal, isn't it, especially since you can sell dozens of products at once. There are plenty of sites online that offer large ranges of affiliate products to sell, one of the largest being Clickbank that deals exclusively in electronically deliverable goods such as ebooks and software.

The best way to make money with affiliate marketing is to get your own website. It is not essential, but it will be if you want to make a good living from it. If you have your own website, you can advertise and send respondents to your adverts to the web page pertaining to that product. A web host allowing unlimited domains is useful since you can use domain names to suit the products you are selling.

When a visitor gets to your web page you don't try to sell the product: the merchant has a sales page to do that. What you have to do is pre-sell it. That means that you can provide a review of the product or a write up of how useful you have found it be to you. Obviously that will be easier to do if you have purchased it yourself, and most successful affiliate marketers do purchase the products they are selling. Once you have earned enough money to finance that, then you should do the same.

Your main job will be to get traffic to your website. Many use pay per click advertising such as Google Adwords. Here is the advantage of having your own website with multiple domains. Adwords do not allow more than one advertiser to use the same advertised domain, so if somebody else is using the merchant's domain, perhaps the merchants themselves, you cannot do the same. With your own domain name, you can send traffic directly to your pre-selling page for the product.

If you use Adwords you should keep tracking and analyzing your results, and test different types of adverts. Google allow you to run two or three together so that you

can find out which works best, and over time you will end up with the best possible worded advert that you can devise.

You can also write articles about the type of product you are selling and publish them on article directories. You are not allowed direct advertising, or product reviews, on directories, but you can write about the general topic. For example, if you are selling an ebook on Affiliate Marketing, you could write an article on the subject, and provide a link to your pre-sales or review page in your 'author's resource box'. You will attract traffic by requesting that anybody wanting further information on the benefits of affiliate marketing to click on your link.

If you are good at SEO, you could write a review and submit it to search engines. This is good way to get free traffic, but a lot will depend on the competition you have in the subject of the product you are selling. Product reviews are a popular way of advertising affiliate products, and if you get a good keyword with a fair amount of demand and relatively little supply, you could get good search engine exposure.

Finally, there are sites and programs available that provide a website and products for you. You generally pay a monthly subscription, then decide what products you are going to stock your site with. Some people find the convenience of this type of program good for them, while others find it restrictive. A lot depends on how much time you have to devote to affiliate marketing, and while some like these types of programs, often called 'showcases', others prefer the freedom of their own personal website.

However you decide to approach it, you can make money with affiliate marketing and some people make hundreds of thousands of dollars every year just by selling other people's products.

How to Sell Affiliate Products

If you know how to sell affiliate products then you have an almost limited source of material to sell, and there is also no restriction on how much you can sell at any one time.

Affiliate products can be sold individually, from individual minisites, or in bulk from large affiliate showcase pages. Groups of similar products can be sold together, or you can feature a number of products that complement each other without providing the same information. Whatever method you use, the most important aspect of affiliate marketing is advertising.

You might argue that advertising is the most important part of any form of marketing, but with affiliate products the situation is different. You are advertising the product, but are not trying to sell it! That sounds a bit converse, but it is true. While you do the advertising, the merchant who owns the product does the actual selling.

Your advertising should be designed to send the prospect to the merchant's sales page, and it is then the merchant that looks after the persuading, the taking of the order and the payment and also, you will be pleased to know, the handling of any complaints.

Many affiliates try to send the respondents to their adverts directly to the merchant's website, but the most successful affiliate marketers have their own website. With your own website you are not restricted to pay-per-click campaigns, and you have to keep in mind that Google allow only one advert in their AdSense program for each search term (keyword) that is sent directly to the merchant's domain.

You can send the respondents to your advert either to a squeeze page or a preselling page. On the squeeze page you first persuade the prospect to give you their name and email address, and then you can send them to the presales page. That is a page where you try to 'presell' the product by providing a positive review of it, or a list of testimonials, that convinces the prospect that the product does what it says it does. If that is your landing page, be sure to collect the name and address before you send them off to the merchant's website.

It is criminal to allow a visitor to your website to leave without leaving their details so that you can keep in touch. You can do this by means of an opt-in form on the page or on an exit pop-up. Even better is to use both. Although many people don't like pop-ups, the incontrovertible proven fact is that they work! What you must not do is provide a link to the product, then send the prospect from your presales page to a squeeze page. The likely result will be a lost visitor.

You must provide visitors with what you tell them they are getting. This is true in all forms of internet marketing: never have a button saying 'Click here for more information' then send them to a page saying 'Leave your email address here'. Get the latter first, and then send them to the sales page for the product. The merchant will look after the rest, such as the product description, the all-important benefits and the free bonuses that go with the product.

There is no reason why you should not offer a free bonus for filling in the opt-in form. That's fine, but once that has been done get them to the merchant's page pronto. After all, that is what they are there for. You have advertised a product and they have made the click for more information on it. If you really want to increase your sales, buy the product yourself (or if you are lucky, persuade the merchant to give you a copy for review) and then review it.

Make your advert the offer of a free review of the best dongles, and then give 5 stars to the ones you are promoting as an affiliate. The link from there will be to the merchant's site. Not directly from the Adwords or Yahoo S.M. advert, but from your own web page that has been designed to provide some information on the product prior to the main sales pitch.

That is how to sell affiliate products. Advertise, opt-in form, review or write-up then straight to the merchant's site. You then concentrate on the next products you want to add to your portfolio while the merchant's do the hard work.

Affiliate Marketing using Article Marketing as a Sales Tool

Many people new to internet marketing get started online with affiliate marketing, and others use article marketing to promote their website. Have you ever thought of using article marketing as a sales tool, and applying that to affiliate marketing?

Affiliate marketing is where you sell somebody else's product in exchange for a cut of the proceeds. Most successful affiliate marketing is of electronically deliverable goods, where no stock has to be held, and you do not have to purchase more supplies of a product after selling it. These goods can be sold over and over again without any overhead but advertising, and include items such as ebooks and software. Typical commissions are in the region of 50% and above.

Most affiliates sell their products using their own website and pay per click advertising. They pay every time a visitor clicks on their advert, whether that visitor makes a purchase or not, and many people who have not been savvy with their advertising campaigns have been badly burned through high advertising costs and low or even zero sales.

Others strive to get their websites optimized for the search engines, so that they can get free advertising in search engine listings. They will spend days and days trying to improve their web pages, and continually rewriting content to keep their sites fresh. They will wait months for their site to appear, and when it is eventually listed on a visible page of a search engine such as Google, it is too late. Their product is obsolete!

They keep thinking that there must be an easier way to make money online, and they are right! There is! The major problem with affiliate marketing, or any kind of website marketing in fact, is how to get traffic to your web site. Not just any traffic, but traffic that is interested in the affiliate product you are selling. You have a wonderful web page, providing a fabulous review of the product and doing a great job of pre-selling, with a link directly to the merchant's sales page, but you cannot get anybody to visit it.

Have you thought about combining article marketing with affiliate marketing? Write a few articles about the product you are selling. If you are selling an ebook on lighthouses, you could write an article about how lighthouses work, another on their development and another on the loneliness of the lighthouse keeper, and so on. Optimize it for the keyword lighthouses, and other keywords connected to it and make sure that your articles are well written.

Design a good bio or resource box, including a statement such as "For more information on lighthouses check out my web page xxxxxxxx, where you will find more interesting information and a free newsletter on the subject". Provide a link directly to your website. Now, this is where it gets interesting. You can use the articles to build up an email list by sending readers to a squeeze page, containing an opt-in form, and offering a free gift or your newsletter in exchange for a first name and email address.

You are now building up a list of email addresses to which you can send more information on your lighthouse products, including the review of the products you are selling. You can use this technique for virtually every niche and affiliate product you are involved with. An alternative to the squeeze page is sending them directly to your review page, with either an opt-in form on that page or a pop-up.

You don't want to interrupt your sales process with an opt-in form at this point, so wait until they have either made the sale, or decided to exit your page. If they click to visit the merchant's sales page, leave them to it since you have a good chance of making a sale, but if they click to leave your page in any other way give them an exit pop-up with an opt-in form and your incredible offer that they cannot refuse.

Now that you have everything designed, with your articles written, resource box ready for clicks, opt-in forms and pop-ups sorted and your web pages all ready for visitors, submit your articles to as many article directories as you can. Don't leave it there though: keep writing and make at least one submission of a few articles every week. You will soon find the traffic flowing into your site, and it is all free.

That is how you can improve your income from affiliate marketing using article marketing as a sales tool, without needing your website ever to appear on a search engine listing or spend one red cent on PPC advertising.

Some notes from Sean Mize

After having read this, you might be thinking...all of that sounds so simple...why aren't more people doing it?

Actually, they are: significant incomes are regularly made with affiliate revenue.

Of course, in order to adequately monetize your online business, regardless of where it originates, you have to have a game plan, something that will get you from the very beginning to the point where you are consistently making money.

One of my most popular learning tools is my monthly newsletter, delivered to your doorstep by the postal service:

[Monetizing Online Businesses](#)

I trust that you will use these materials to grow your own internet business, and achieve your online and financial goals,

Sean Mize