

# AFFILIATE MARKETING 101

## THE ULTIMATE GUIDE



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*THE STEP-BY-STEP FORMULA I'VE USED TO CREATE  
A PROFITABLE AFFILIATE MARKETING BUSINESS  
FROM SCRATCH*

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# INTRODUCTION:

Affiliate Marketing (a.k.a. Digital Marketing) is the ultimate business model to make a full-time living from the comfort of your home (or from anywhere in the world).

Why?

Because it's the only business model out there that only requires you to get good at ONE thing...

Which is marketing!

The BEST part about it is that...

- You don't need prior experience.
- You don't need your own product or service.
- You don't need to deal with customer support, shipping or have inventory.

Do you see why so many people love affiliate marketing?

So, what even is Affiliate Marketing?

To explain it simply, affiliate marketing allows you to promote other companies' products in exchange for a commission on every sale you make.

Unfortunately, there are lots of outdated strategies out there that no longer work effectively... Or even worse, the fake gurus who only "teach" affiliate marketing and don't actually do it themselves.



If you have little to no knowledge about affiliate marketing... We show you how you can do this from scratch (as a complete beginner).

This way you can become your own boss, work on your own terms and finally start enjoying a life of financial freedom!

With Affiliate Marketing there is no limit on the amount of money you can make (you can scale it every single month).

Affiliate marketing will take some hard work especially if you're trying to get started all on your own...

But, the reward is well worth it!

**Now let's dive into the first step...**

# 1. THE PERFECT NICHE

This is the first step in any kind of career. You have to see what you want to be known for.

Start with your passions or hobbies. You need to be comfortable talking about whatever niche you choose.

The way to make something easy to sell is to specialize in one solution for one target audience.

For example, Walmart!

Their saying is "Save money, live better". Walmart's target audience is people who want to save money.

As an affiliate this is important because we want to build an email list around a specific audience and promote products to them that solve a specific problem.

You can't do that if people on your email list have different problems.



## How to pick a niche?

I'm sure you don't want to have passive affiliate commissions landing in your bank account just for a couple of years...

You want them to keep coming in for many years to come!

One of the most common mistakes I see beginners make is going into the wrong niche.

Niches that won't be around for more than a few years.

You could catch a trend, then restart and then catch another trend and restart... but who wants to do that?

That even sounds exhausting...

That's why it's important to pick a niche that is going to be around for the next 15-20 years.

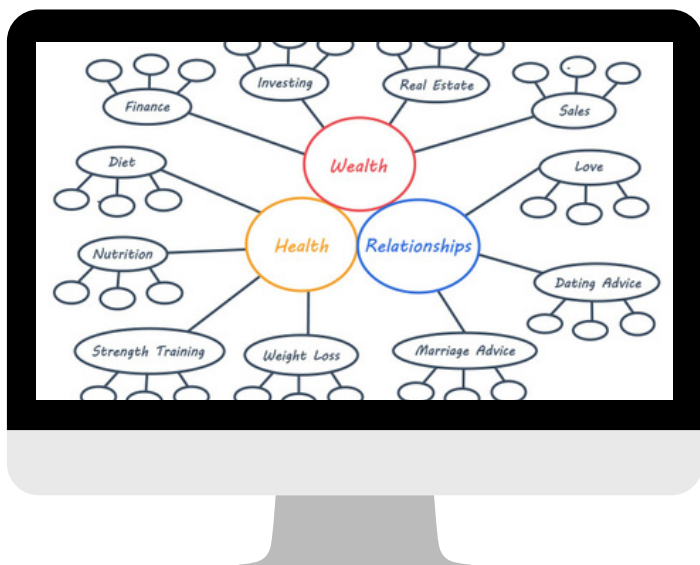
For example, one of my favorite niches is the digital marketing niche.

Why?

Because the internet is not going anywhere which means that digital marketing is going to be around for many years to come.

In fact, digital marketing is the future!

Here's an image of the best 3 niches to go into:



- Wealth
- Health
- Relationships

## 2. THE PRODUCT

The next step after you pick your niche is to choose a product to promote within your niche. This product needs to solve your ideal audience's problem.

As an affiliate, your main goal should be to solve your target audience's pain or problem.

## Types of products

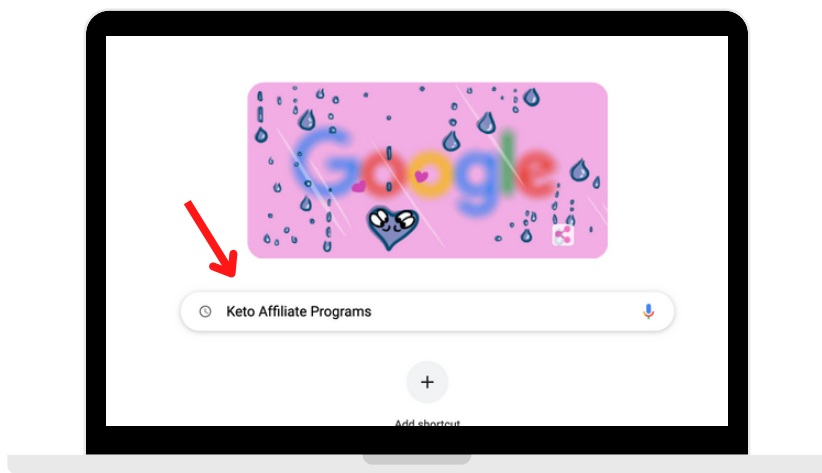
High paying - Low volume: This typically falls into a category of a non-physical product or service because the cost of the product is eliminated or digital.

Low paying - High volume: This category is a little harder to reach your commission goals without having a large audience/following. Generally these are quicker sales because there is less of an investment and easier for people to purchase.

High paying - High volume: These are usually software services or digital products where a subscription is needed and/or ongoing (recurring commissions).

## Here are 2 ways to find products to promote in your niche:

1. Sign up to affiliate networks like: ClickBank, Digistore24, Sharesale, etc...
2. Search on Google "your niche + affiliate programs"



### 3. THE STRATEGY

The slowest way to make a full-time living online is by consistently changing your strategy.

What do I mean by this?

Many affiliates constantly change their strategy because they listen to 10 different YouTubers all teaching different ways to make money with affiliate marketing.



There are many approaches you can take to make money with affiliate marketing...

- Blogging
- Youtube
- Product Reviews
- Social Media
- Paid Ads
- Etc...



As an affiliate, your email list is your most valuable asset because no one can take it away from you.

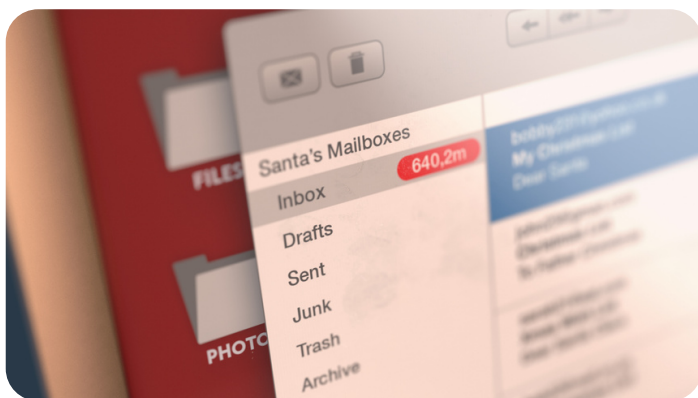
Believe it or not, 80% of the sales will come from your email list. You can schedule a month's worth of emails in one day and go on vacation for 4 weeks and still make the same amount of sales.

When you have a thousand people on your email list all interested in one specific niche (for example: keto diet) you can make dozens of sales.

By collecting leads you can keep making money from the lead instead of making a sale once and they are gone forever.

The more leads you collect, the more money you will make!

The challenge goes more into depth and shows you how to do it (step by step).



## 4. THE FUNNEL

To be able to collect leads, you will need an automated process to do that for you.

This is where your funnel will come into place.

This was the hardest part for me to understand before taking the 15 Day Challenge. I'm not tech savvy so this was very intimidating when I started.

Luckily, the challenge takes you through all of the steps on how to set up your funnel and let me tell you... It was much easier than I expected.

### **This is what you'll need:**

Funnel Builder Software - The most popular and trusted software in the affiliate marketing industry is **this one here**. This is the one used as an example in the challenge because it's very easy to use.

**You can get a 14-day free trial using this link.**

Email Automation Software - The software used as an example in the challenge is **this one here**. It is very simple to use as well and it comes with a free version.

There are other softwares that offer a free version, the best one is **this one here (Systeme.io)**.

## How to collect emails fast

The best way to a successful affiliate funnel is by giving away some kind of free gift (lead-magnet) to get a lead interested.

This is something you give away for free in exchange for their name and email. It can be a free webinar, checklist, PDF, e-book, video series, course, etc...

When you have a valuable free gift that your target audience wants, it becomes easy to get leads to come through your funnel.



You might be thinking..."how does giving away free stuff make me money?"

It doesn't.

The purpose of giving away something for free is to give value to your leads and prove to them that you are here for them and help them solve a pain or problem they have.

Once they claim their free gift, you will take them to a bridge page where you can recommend an affiliate product that is related to the free gift they just claimed.

Does everyone buy right away, no!

Which is why step 5 is the most important step to be able to succeed as an affiliate marketer.

## 5. THE FOLLOW UP

In step 4, you will notice that the funnel examples ask you for your email in order to get access to the free gift.

Like I mentioned before, your email list is the most valuable digital asset you can build as an affiliate because no one can take it away from you.

TikTok can shadow-ban your account, your Instagram account can get hacked and Facebook can disable your account.

You don't own the traffic from these platforms but you do own your email list.

The more emails you have, the more money you will make!

Once you build up an email list of 500-1,000 engaged subscribers, that is when everything is going to change for you.



## 6. THE TRAFFIC

You can have the perfect product picked out, the perfect marketing strategy, the best converting funnel followed by a killer email sequence BUT...

If you don't have any traffic, you won't make any sales.

That is why driving traffic to your affiliate links is the most important job as an affiliate marketer.



There are many ways to get traffic online...

You can do it through social media (TikTok, Instagram, Facebook, Youtube).

If you ask me, social media is my favorite traffic source because you don't have to spend any more on advertisements... It's FREE!

If you choose to, you can use paid ads as your traffic source.

## **FREE Traffic Sources:**

- TikTok
- Instagram
- Facebook
- YouTube
- Pinterest
- Blog

## **PAID Traffic Sources:**

- TikTok Ads
- Instagram Ads
- YouTube Ads
- Facebook Ads
- Pinterest Ads
- Google Ads

The best route is to build mini digital assets that bring in passive income every month on autopilot and require no money to start.

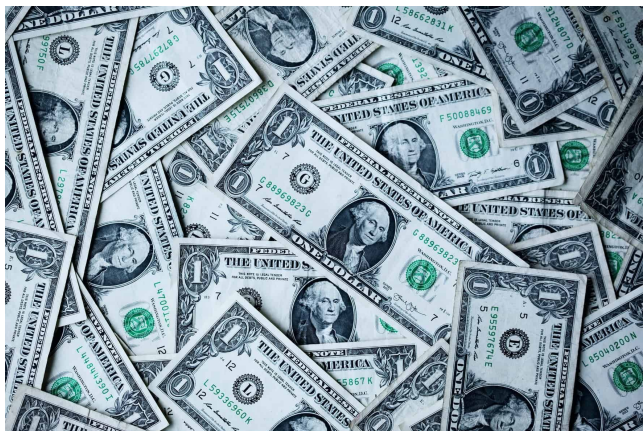
For example, if you focus on building up your following on Instagram... You have the ability to build up TWO digital assets at the same time.

How?

When you send traffic to your funnel, the opt-in page of your funnel asks leads for their email.

If you use Instagram for example... You can build up your following on Instagram through your content and build up your email list when you send them to your funnel.

This way you are building up TWO digital assets at the same time by focusing on one traffic source.



Affiliate Marketing is not a get rich quick scheme that requires no work and no effort. That is why it's so important to learn the skills, implement them and to be consistent.

Commit to the process and follow through!

"Nothing worth having comes easy" have you heard of this quote?

Well... It is very true. This applies to literally everything.

The skills, guidance and resources I gained from the 15 Day Challenge were immeasurable. I don't think I would have been able to succeed without it.

If you feel overwhelmed, that's because this ebook goes along with the training itself.

With that being said...

**Are you ready to get started?** 😊

**CLICK HERE TO START THE**  
**15-DAY CHALLENGE**

Feel free to reach out with any questions you may have or just stop by and say hello!

