

Section 3: Overview:

In this section, we are going to go over what is affiliate marketing and how does it work. I'll then be walking you through the different levels of affiliate marketing income you can reach. This is of course going to be related to how much time you can actually put into affiliate marketing, but essentially the more time you have to invest into this, the more money you can make. And then after that, I'm going to go through some affiliate income, but I'll give you some real-world data and show you exactly how much money people are making when they're building out affiliate niche sites. And lastly, to wrap up the basic section of this course, I'll be going over an affiliate marketing glossary, which is going to help give you a good understanding of what all the terms and the buzz phrases mean in this lucrative world. So without further ado, let's get started.

Section 3: What Is Affiliate Marketing & How Does It Work:

What is affiliate marketing? Affiliate marketing is a process of receiving payment after you promote a product or service on behalf of another business. I always say the best way to think of it is to see yourself as a salesperson who earns a commission on every sale they make. The difference here is that as a marketer, you don't work directly for the company. In layman's terms, you make money by sending your audience towards the company through an affiliate link. Then once the customer clicks on your link and makes the desired action, which could be signing up to a form or even buying one of your products, whatever it is, you will then get your commission. If you can successfully promote enough products to your audience, you can literally create yourself a massive passive income stream, all through affiliate marketing. And don't worry, as in this course, I'll literally be showing you step by step, how you can do all of this from A to Z with proof to ensure you are a successful affiliate.

Some people tend to ask me, "Well, why would I promote other people's products for a commission when I can create my own products and keep all the profit?" Well, yes, you can do that. But creating your own product is going to require a lot of time and a lot of money. And even then, once you've made your product, there is literally no guarantee that people will even like your product and that it's going to be successful. On top of that, if your product is successful, you can literally get other people copying your product and then stealing away any USPs your product may have.

With affiliate marketing, you don't have to worry about any of this. As instead of working hard, you can work smart and promote other people's already successful products. And the amazing thing about affiliate marketing is that you can do it for free too. You can literally get your affiliate link, share it on social media and start to generate sales instantly, meaning that the startup cost is literally zero.

To help give you a high-level overview of how affiliate marketing works, we have this really cool infographic right here. And as you can see, there is essentially four different parts to affiliate marketing. We have number one, which is this point right here at the top. This is basically where you get your affiliate links and you put them on your website. Now, just to clarify, you don't just have to show affiliate links on websites to make money. You can also share those affiliate links in your email marketing campaigns, or even on social media websites too. There are tons of opportunities you have when it comes to promoting affiliate links. And don't worry as I'm going to cover all of those later on in the course. The purpose of this video right here is to simply give you a high-level overview of exactly how affiliate marketing works.

So step one is you grab your affiliate links and you put them on your website. Step two, a customer will then come onto your website and click one of your links. This all then tracked in step three of affiliate marketing. If that customer then makes a purchase or signs up to one of your forms that is all tracked and then in step four of the process, you will then get paid for your work. So essentially, like I said earlier, you are basically a salesperson for the company you are promoting and every time that customer makes a sell, you will get a commission. Now to break this down even further, so it's even clearer without all of these colorful icons and symbols in this infographic, there is essentially three main players when it comes to affiliate marketing.

Number one is the customer. The customer starts off as a member of your audience, looking for answers to satisfy a particular need. They trust you that you have the answers and they believe in your authoritative word. Through your content, you direct your audience to your advertiser's website for solutions to their query. The customer will then purchase a product on the affiliate online store. The second main player of affiliate marketing is the advertiser. This is essentially the company that owns a product or the service that you are promoting on behalf of them. And lastly, you have the third person, which is the affiliate, which is you and you are the person who drives customers and leads for the business you are advertising on behalf of.

And what's also really cool is that when you start off doing affiliate marketing, the advertiser here will pay you an agreed commission for every sale you make. And then as you start to generate more and more sales for that advertiser, you are then going to go into the good books and they're going to give you higher commission rates, meaning you're going to make even more

money. Affiliate marketing literally has so much opportunity it's actually unreal. And this is the main reason why so many people are wanting to get involved with affiliate marketing. As the startup costs are literally zero, and you can make a lot of money by doing so. So hopefully this video gave you a good overview of exactly how affiliate marketing works and I'll see you in the next one.

Section 3: Affiliate Marketing Income Potential:

Two questions I tend to get asked literally every single day is, how much money can you make from affiliate marketing, or how long will it take me to earn \$500 per month? I'm not so sure why \$500 is a magic number that everyone seems to ask me. But essentially, in this video, what I'm going to do is answer both of those questions to help you understand exactly the timeframe and the growth trajectory you can follow when it comes to making money from affiliate marketing. So how much money you can make from affiliate marketing is pretty much the same as any other question related to how much money can I make. And what I mean by that is a total amount of money you can make is directly correlated to how much time and effort you put into marketing your affiliate links. If you're just spending five minutes every day promoting your links here and there, then you're not going to generate that much money.

However, if you have a proper marketing plan and you are investing the time required, then you can generate literally an endless supply of cash. And that is not any exaggeration whatsoever. Some affiliates can literally earn as little as \$100 per month, and other affiliates can earn up to \$100,000 per month, even more in some scenarios. The difference between the two is how much time they spend building a strategy and promoting their links. To give you some more context, and again, just to prove to you I actually do affiliate marketing as well for a living, you're not just learning affiliate marketing from someone who'd done some research online and decided to chuck a course together. I literally do affiliate marketing day in, day out. This is actually some of the personal income I made from affiliate marketing, not too long ago. You can see we got the date up here, November the 1st 2021 to the end of November, the 30th.

So this is income for one month, and you can see in the month of November, in 2021, I earned a total of 3,383 pounds and 29 pence from affiliate marketing. To convert that into dollars, as I know a lot of people are not based in the UK and are probably wondering "How much is that in dollars?" Well, if you go over to Google, you can see if you convert that amount into USD, then that is roughly \$4,614 and 13 cents, so not so far off \$5,000 per month. Now, just to highlight, this is actually one of the better months I had. Typically, I'd earn about half of this, so still roughly about \$2,000 per month. This is just one of the offers I am promoting on one of the websites I own. I'm actually signed up to a few different affiliate marketing programs, which I'll share in this

course. And of course, I own more than one website as well, where I'm promote all of the affiliate links. But this is just to give you some context. You can make a good amount of money from affiliate marketing if you are doing it correctly.

Just to give this image some even more context, as I know some people are going to ask me, "How long did you spend every day to make that amount of money?" I spent four hours every day for the whole month. I literally spent my whole morning from 9:00 AM to 1:00 PM every single day for the whole month just focusing on affiliate marketing, which brings me onto the next slide, which is the affiliate marketing income brackets. So here I'm going to go through four different levels we have within affiliate marketing. I'll then go through is actually how much each level makes and how much time you'll need to invest roughly to generate that amount of money.

Now, of course, this is going to be different for every single person, so please just use this as a guide and not gospel. However, it will give you a good indication of how much money you can make based on how much time you invest into affiliate marketing. So at the top of the table, which is going to be the bottom level of the affiliate income brackets, is going to be beginners. Now, a beginner can earn anywhere between 0 and \$500 per month, and all you need to do is literally invest one hour per day. I will show you later on in the course is actually how you can leverage this hour to generate the most amount of sales possible. But that is a rough guide. If you spend one hour per day, from Monday to Friday, that is roughly going to be about 20 hours per month.

The next level after beginner is going to be the intermediate affiliate. Now, the intermediate affiliate marketer can earn anywhere between \$500 and \$2,000. And to earn this, they need to spend at least two hours per day promoting the affiliate links. Again, I'll show you how we can do this later on in the course. The third level of affiliate marketing is going to be the advanced affiliate marketer. This is going to be someone who really understands affiliate marketing, and know exactly what they are doing. And they are also leveraging the most effective marketing channels to promote affiliate links. Someone who is in this bracket can earn between 2,000 and a massive \$10,000 per month. And the time you have to invest every single day to achieve these numbers is roughly about four hours per day, which matches up perfectly with my personal experiences in affiliate marketing. As I just showed you in the previous slide, I spent about four hours a day for the whole of November and generated just over \$4,500 for that month.

Now, the next step after the advanced affiliate is really the boss level of what we call a professional affiliate marketer. Now, anyone who is a professional affiliate marketer, well, they can earn over \$10,000 for the whole month. Typically, a lot more, as I said, some affiliates can

earn upwards of \$100,000 a month. The numbers you can make are absolutely insane. And to reach these levels, well, you pretty much need to be a full-time affiliate marketer, so not just spending every hour, even two hours, or maybe even half the day, four hours promoting your links. You literally need to be on top of it every single hour of the working day. If you are that serious and you are that committed, you can pretty much earn as much as you want. I'm sure you've seen tons of affiliate marketing success stories on Google. For example, if you just carry out a... Three, two, one. For example, if you just carry out a Google search for affiliate marketing success stories, you will literally find so many websites on literally the first 10 pages of Google, which are all outlining success stories of how much money they made. You can even see this guy, John, in 2019, made \$3,700 in a single day, which is absolutely insane. So this really just proves the amount of money you can make is literally down to you and is in your hands.

However, this income bracket table should give you a good and rough indication of how much you can make based on how much time you want to invest. Again, what I recommend you actually do is determine how much time you can physically invest every single day and then try and earn some income that is in that bracket. For example, if you only have two hours per day, then make sure you are working towards earning between \$500 to \$2,000 per month. There's no point looking at this table and saying, "Oh, I would love to earn more than \$10,000 per month from affiliate marketing, but I only have one hour to invest every single day." The two do not add up. So please be realistic and align your goals with how much time you actually have available. That brings us to the end of this video. I hope you enjoyed it and got tons of value from it and I'll see you in the next one.

Section 3: Affiliate Income - Real World Data:

In the last video, we looked at how much money you can make from affiliate marketing, but what I want to do in this one is go one step further, and show you some real-world data and some real-world proof. The way we're going to do that is by using this website right here called Flippa.com. Flippa is basically a website marketplace where you can buy and sell any type of website. What's great about Flippa is they have a massive catalog of what we call affiliate websites. So, affiliate websites are pretty much niche websites that you build out on a specific niche. You rank it in Google, it makes you money, and then you can, later on, sell that website and flip it for profit. The amount of money you can sell that website for is dependent on how much money your website is making.

Now don't worry about the whole website creation, and niche research process as I've got you covered. I'm going to go through the whole process step-by-step later on in this course, but for now, I just want to give you context. So if you come over to Flippa, and then carry out a search

for something such as an Amazon affiliate, and then carry out a search, we want to untick this box right here, revenue-generating, because we only want Flippa to show us websites that are actually making money. If we scroll down and look at the website in position two, you can see this one is a website in the health and beauty niche. It's monetized primarily through affiliate sales. The website is six years old, and it's making over \$1,000 per month in profit, \$1,523 to be exact. You can see the person is after \$42,500 to sell this website.

This is actually a multiple of 2.3, which is the current Price divided by the annual net profit, as you can see here, but pretty much, if you can make a website generating over \$1,000 a month, you can sell that website for a lot of money. This isn't just a one-off. You can scroll down and see there are lots and lots of different websites. This website is literally just two years old, or 2.5, so two and a half years old. It's in the entertainment niche. You can even see the domain if you want, and take a look at the website as well. It's making \$1,000 per month, and the person is selling it for \$30,000. If we scroll down, I'm sure we can find plenty, plenty more. We've got this one right here, DuvetAdvisor. They're asking for \$50,000. We've got one here that's generating \$9,000 a month in profit. This is up for \$313,000.

Again, this is monetized through affiliate sales, so there's a lot of money you can make when it comes to affiliate marketing. I've actually sold quite a few websites on Flippa. My highest sale was \$185,000. I've then used a lot of that money to reinvest into more affiliate sites, which I currently have in my portfolio at the moment, and flip them all on Flippa for a large amount of money too. Probably not as high as the \$185,000, but all my other sites are still of really good size. Now again, these are just listings, which are up for sale. If we go to recently sold so you can see which ones have actually closed and what money has been paid, you can still see it's pretty much exactly the same thing. Look, one sold not too long ago for \$380,000, so even more money than the last one.

It sold for a higher multiple as well, probably because it was an older site, but you can see this one was in the lifestyle niche, and this site was making over \$10,000 of profit every single month. So whenever someone says to you it's not worth making a website for affiliate marketing, completely ignore them. Look at the data. You can see it for yourself right here on your screen. There is a lot of money you can make when it comes to affiliate websites. But again, don't worry about all of this for now. I'm going to show you how you can create your very own affiliate website just like the ones you see here on Flippa step-by-step, and I'll show you also how to rank that website at the top of Google so you can generate lots of free traffic, and lots of affiliate clicks, which of course is going to lead to affiliate sales. But this is just to give you a heads up on what's coming in this course. There is tons and tons of value and lots of information. So sit back, get strapped in, and enjoy the ride.