

THE ULTIMATE GUIDE TO

Affiliate MARKETING

THE MOST COMPREHENSIVE GUIDE TO
AFFILIATE MARKETING EVER CREATED

by Charles Ngo

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INTRODUCTION

Think about how the average person wakes up every morning.

I remember waking up at 6am every morning to an annoying alarm clock. It was a **struggle** every morning to get up.

When I finally woke up, I had to rush through my morning routine **just so I could spend an hour stuck in traffic.**

I felt like I was trading the prime years of my life away to **make someone else richer.**

What sucked is everyone told me this is normal, and that I should be grateful I even had a job. Wow...is it just me or does everyone have low expectations in life?

Have you ever felt there's more to life than just working and paying bills, **but you just don't know what options are out there?**

*"9 to 5 is how you survive,
I ain't tryna survive
I'm tryna live it to the limit
and love it a lot" Jay - Z*

There is an alternative.

Imagine waking up...naturally...when your body tells you to.

Your "commute" consists of putting some clothes on (*that's optional*), and walking a few feet away to your laptop.

You log into a website that shows you made hundreds or even **thousands of dollars over night.**

How's that possible? It's the life I've been living for the past decade.

Keep reading and I'll show you how.

It's 2017.

It seems like everyone's getting rich off the internet.

You hear about YouTubers pulling in 7-figures a year. Another 20 year old nerd makes a billion dollars off a startup.

LEAD

40 Young People Who Became Millionaires Before They Were 20



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You're wondering..."How can I get a piece of the action?"

I want to tell you about an **underground** industry called **affiliate marketing**.

Have you ever noticed advertising banners whenever you're surfing a website?

Yea I know, sometimes they can be a little annoying :-).

But have you ever wondered what's going on behind the scenes?



Chances are that an affiliate marketer's behind it.

Here's the big picture of what an affiliate marketer does.

1. We buy banner space on websites using our own money.
2. We built a website that promotes another company's product or service.
3. The company pays us a commission every time we make a sale.
4. We pocket the difference between the commission and how much we paid for the banner space.

Affiliate marketers help companies acquire customers and get paid a commission for each referral.

There are tons of business models online. Here's why affiliate marketing is awesome.

- You don't hold any inventory. No need to stuff boxes in the corner of your garage.
- You don't have to sign any contracts. Don't feel like working with a company anymore? Just stop.
- You don't have to deal with customers. **Ever.**
- You can work from anywhere in the world. (I spent 3 years living overseas in Asia while running my campaigns).

- It's great if you're an introvert because everything's done from behind your laptop. You don't have to go on client meetings, conferences, or put yourself out there if you don't want to.
- You can make tons of money. Generating 4 - 5 figures profit+ a day is not unheard of.

You just focus on marketing.

The affiliate marketing industry is **ripe** with opportunity and it's not too late for you to get a piece of it.

Why Create This Guide?

I know how **overwhelming** it can be to try to learn affiliate marketing.

One person's telling you this thing. Another "expert" is telling you the exact opposite. On top of that they're using all these words you've never heard of before.

There's so much information out there and you're not sure if what you're learning is **outdated** or **even wrong**.

It's frustrating isn't it?

I've been blogging about affiliate marketing for almost 5 years now, and I'm 250+ articles deep at this point. I'm always trying to add more value to you guys and I realized I needed to create a master guide.

A simple guide that broke everything down into a step by step system. This guide is it.

Trust me, this guide wasn't easy to create.

It took me and my team **several hundred hours to create** the content, and I've invested over 5-figures to create the beautiful platform you're seeing.

We took feedback from hundreds of people in order to improve the guide.

This guide is truly next level, and I decided to give it away 100% free.

No catch.

Why would I do this?

1. I ENJOY HELPING PEOPLE.

No one has put out more free on content on affiliate marketing than I have. Period. The more I give, the more I get back.

2. THIS POSITIONS MYSELF FURTHER AS THE #1 AUTHORITY ON AFFILIATE MARKETING.

I get a lot of perks from this such as exclusive deals for my campaigns, awesome speaking opportunities, and I get to network with really smart people.

3. THIS SERVES AS A WAY TO TELL YOU ABOUT MY ADVANCED AFFILIATE MARKETING TRAINING PROGRAMS.

I love teaching affiliate marketing and I have some programs that go into the more advanced topics.

I've seen some other people who wanna sell their programs with hyped up promises, fake testimonials, and flashy videos.

I think it's a better strategy to help you **for free**. If you like what you see then you might be interested in some of my more advanced stuff.

Sound fair?

If you enjoy it then do me a favor and share it with anyone you think could benefit from it.

Who Is This Guide For?

I wrote this guide for people who have never heard about affiliate marketing before.

This guide will take you from knowing nothing about affiliate marketing, to being able to launch your first campaign.

If the journey of a thousand miles begins with the first step, then The Ultimate Guide to Affiliate marketing is your map.

I'm not painting any dreams that you'll be a millionaire next week if you follow this guide exactly. (Although I'm sure quite of few of you will)

What I do promise is that **you'll develop the fundamentals and the critical thinking ability you need to succeed in this space.**

You're getting the guide that I wish I had when I first started because it would've saved me so much **time, money, and frustration.**

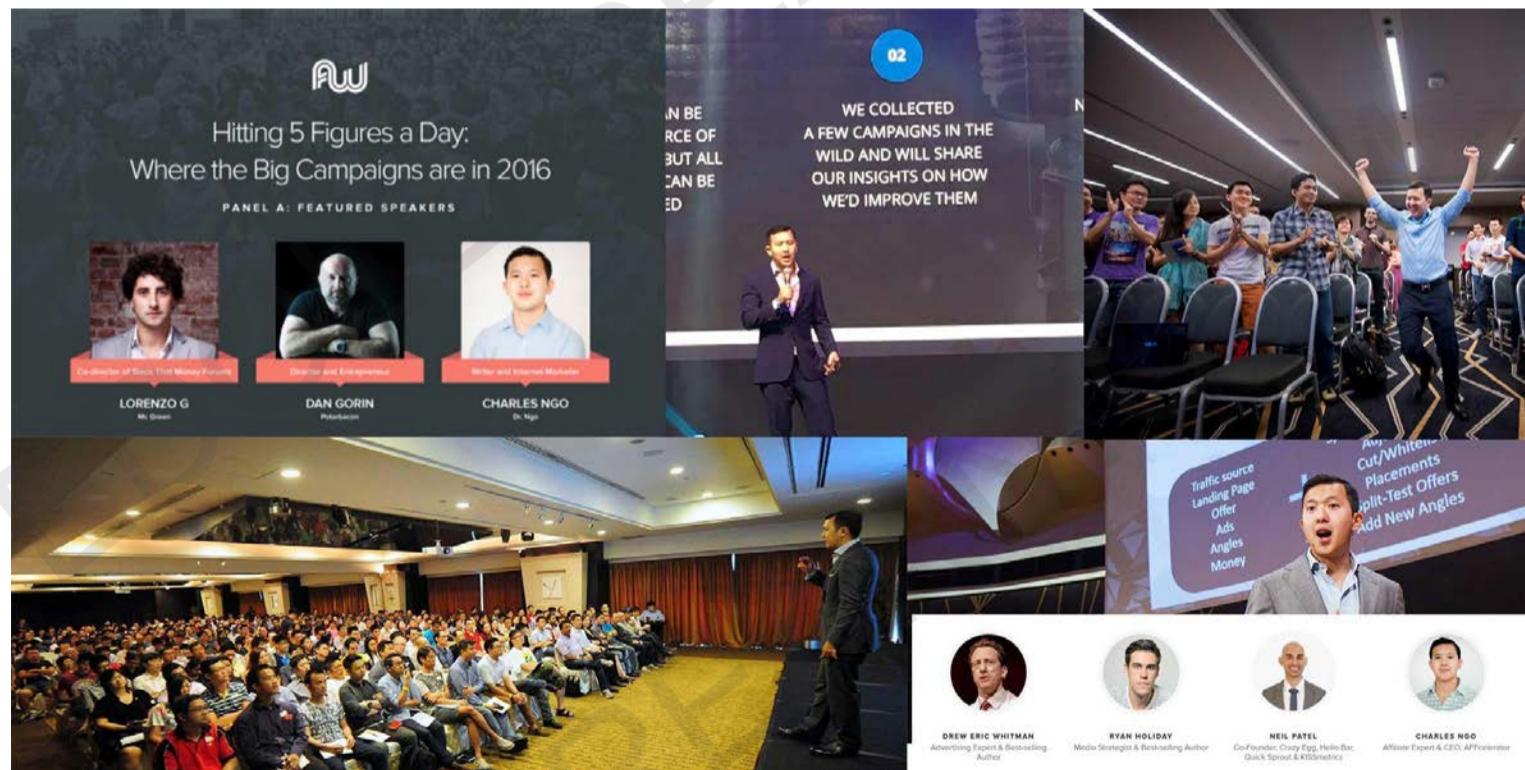
Even if you have some experience in the industry, this guide will help refresh you on some of the concepts you might've missed.

Who am I?

Hi, my name's Charles Ngo.

I'm known as **THE** authority on affiliate marketing.

I discovered the affiliate marketing industry back in 2008, and have generated millions of dollars in profit ever since.



Not only have I been running my own campaigns for almost a decade, but I've been writing and speaking on it as well.

But my life wasn't always like this.

I graduated from Georgia Tech with heavy debt and I had no idea on what I wanted to do with the rest of my life.

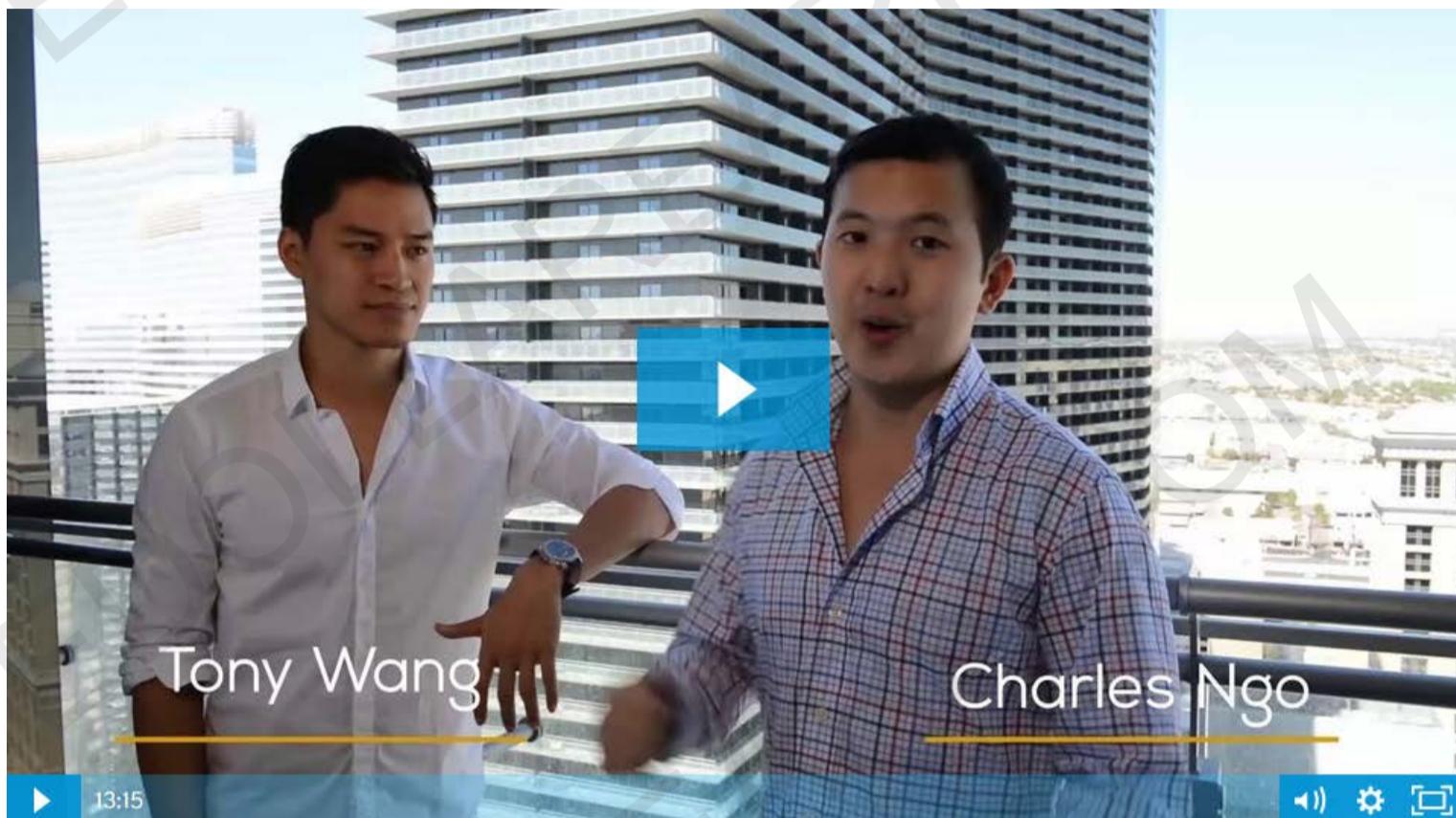
It took me 6 months to create my first profitable campaign.

It took me another 6 months after that to generate my first million dollars in profit.

(You can read my full eight-party biography / [affiliate marketing success story here](#)).

The good news is not only am I awesome at what I do, I also have the rare ability to teach it.

Here are a couple of quick examples of affiliates I've taught:



Tony attended my very first AFFcelerator workshop in London 2015. After the workshop he built his first 6-figure campaign. [Check out the video for his story](#).



Grant was launching campaigns relentlessly, but he was losing a lot of money. After the workshop he hit his first 5 figure day (11k), and his campaigns are getting bigger in 2017. [Here's his story](#).



Darwin had huge success after attending my workshop in Singapore (he's from Australia). He went on to build 6-7 figure per day campaigns on mobile, and now he's doing huge numbers on Facebook. [Check out some tips from Darwin here.](#)

How This Guide Works

This guide is **massive**. (*It's over 30,000 words*).

I recommend going through the guide in the order it's written for your first read.

Once you start getting some experience then you can jump around to whatever section you need help with the most.

At the end of each section are some questions and "homework." Make sure you do them because they're designed to help you understand the concepts better.

The Sections

- 1. Introduction
- 2. What is Affiliate Marketing?
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- 15. Newbie Strategy
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- 17. What's Next?

Final Word

Nothing works unless you do.

Information is only 25% of the battle.

You could have the best basketball coach in the world, but you're not going to make it to the NBA **unless you put the work in.**

I'm not here to boost your motivation. I'm here to help change your life.

But in order to do that I need you to put the work in.

Let's get Started!



- Charles Ngo

WHAT IS AFFILIATE MARKETING?



At one point we've all thought about starting our own business.

What would it mean to own your own business? You're in control of your own destiny.

It could mean a life of **more**.

- More money.
- More freedom.
- More time.
- More choices.

But then "reality hits." Why doesn't everyone have a business?

"I don't have the money to start a business"

"I don't have the time. I already have a job and other responsibilities"

"I don't have any good ideas"

"Starting your own business is really easy," said no one, ever.

som~~ee~~cards
user card



Have any of these thoughts prevented you from starting a business before?

I was in that same scenario back in 2008.

I was about to graduate from Georgia Tech, but I wasn't too thrilled about entering the workforce. .

I remember thinking, "People only get two weeks vacation a year? That's it?" That's not enough time for me to travel the world and accomplish all my other goals."

That's when I started looking for ways to make money. I needed a side hustle. There are not a lot of options when you're 22 years old and don't have any super useful skills.

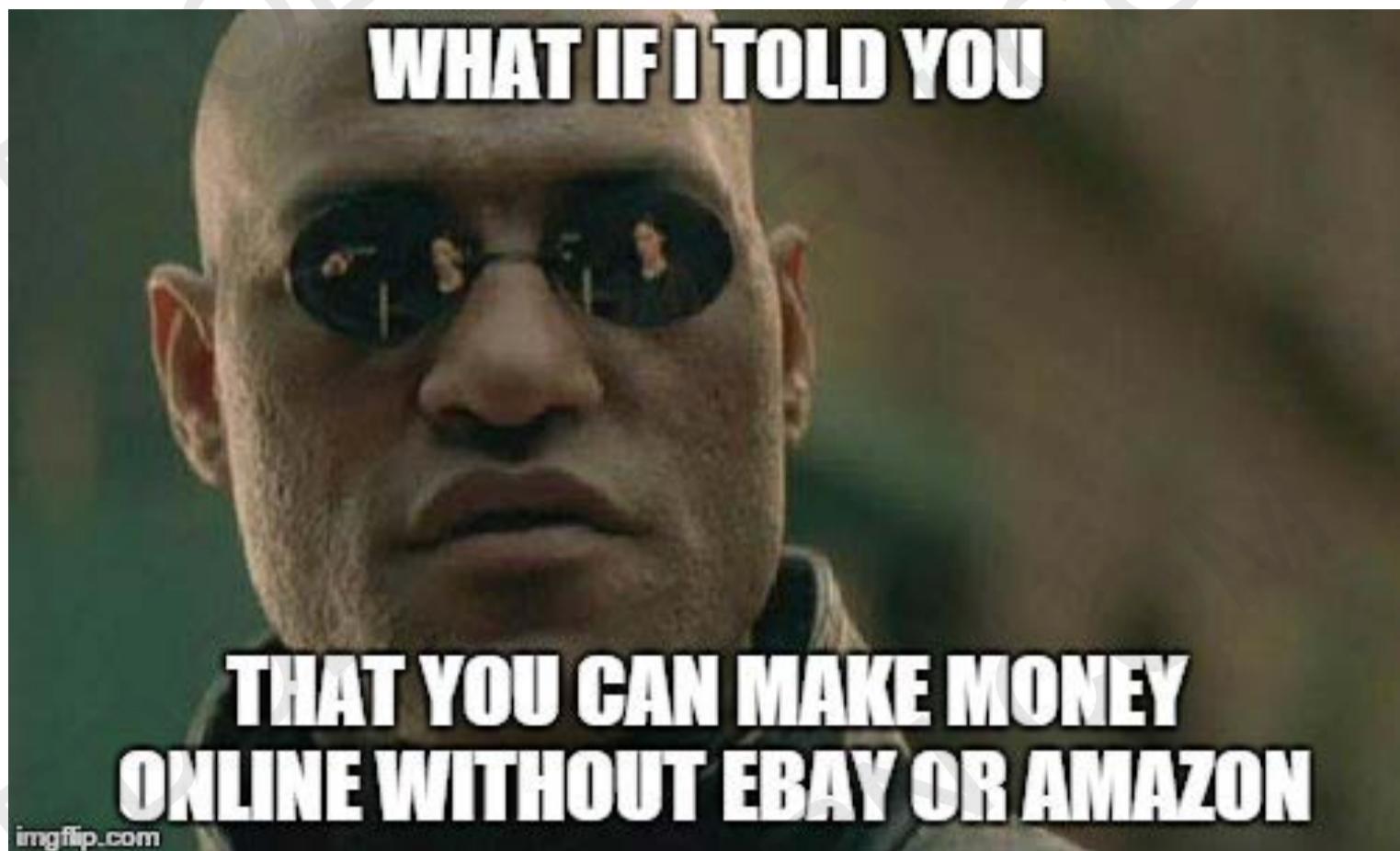
I ended up making some cash by buying items on sale in "real life" and reselling them for a profit on eBay. The bad news is I got banned a few months later.

But that experience ignited something in me.

I realized that I could make money on the internet, and I loved it.

I loved working at home at my own schedule. And I liked not having a boss.

I needed to find a different industry since eBay didn't like me anymore.



What do you do when you don't know something?

You google it!

So I googled "[How to make money online.](#)"

Seriously.

Eventually, I discovered an industry called affiliate marketing. People were claiming to make \$50,000+ online at home.

I was skeptical because it sounded too good to be true.

I didn't know anyone in the industry. In the back of my mind, I wondered if this was all a scam to sell me \$27 eBooks.

But I decided to go "all in" with this affiliate marketing industry. Why? Because I didn't have any other options.

- I wanted to be a millionaire one day.
- I wanted to travel the world.
- I wanted to be my own boss.

I knew countless people like me were making money off the internet. **If other people could figure it out, then so could I.**

What is Affiliate Marketing?



Now you're wondering what this affiliate marketing thing is about.

Affiliate marketing is when you get paid a commission for promoting products / services for other companies.

Here's an analogy to explain it better:

A few decades ago there were salesmen that went "door to door." They'd have a product and go around neighborhoods selling their goods.



I consider them the first generation of affiliate marketers.

Imagine if you were a knife salesman.

You'd go around your neighborhood and sell kitchen knives. The knives cost the customer \$100, and you get a \$20 commission for each set of knives you sell.

There are many departments of running a business.

In this case, **you only focus on the marketing & selling.**

The knife company does customer service, creates the product, does product research, etc.

You're making great money, without a lot of the headaches.

You're not an employee of the knife company - you're an independent contractor.

You set your own hours and work at your own schedule.

What's in it for the knife company?

Imagine if...

Each knife costs \$30 to make

Knives sells for \$100

Salesman gets \$20 commission

The knife company gets \$50 in profit for each sale made...**risk free.**

What happens if the salesman walks around for a week and doesn't get any sales?

It doesn't cost the knife company owner anything.

It's a smart strategy for the company.



Now do you see the appeal of affiliate marketing for companies? It's a way for them to easily expand their market and customer base, without taking on that much risk.

You get customers for them that they might never have gotten without you.

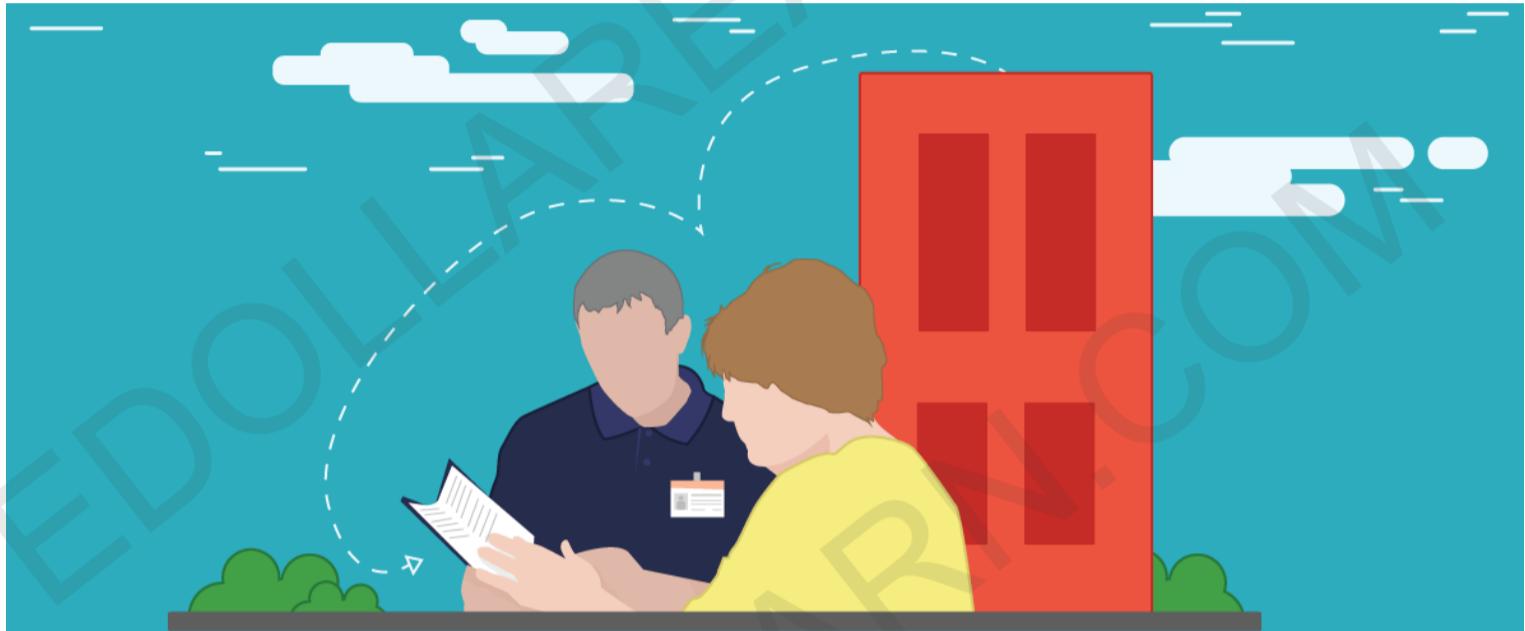
If the knife company also has information about the customer. You might not have closed the deal with them, but they have some partial data.

They can call, mail, and email him to sell other products like cutting boards, knife sharpeners, and pots.

But how is this good for you as a knife salesman?

Let me explain it from the affiliate point of view...

Why Affiliate Marketing is Better Than Door to Door For Sales



I've never had anyone try to sell me an item door to door besides Girl Scout cookies. The door to door model is dead because it's inefficient compared to mailing or the internet.

The spirit of these salesmen has **evolved into affiliate marketers**.

The difference is we have it 1,000,000x better than they ever had it.

1. YOUR INCOME IS NOT LIMITED TO YOUR TIME.

You don't have to go door to door to sell.

You can build a website, and campaign, and it'll make money for you while you sleep. Websites don't get exhausted from walking around all day :-)

It's 11am right now - my campaigns are bringing in money as I write this content for you.

2. OUR SELLING IS NOT LIMITED TO OUR AREA



Suppose it's the 1960's and you live in Georgia. Your selling area is limited to where you live.

With the power of the internet, you can make money in countries you've never been to before. This is powerful because some countries are much easier to make money in.

I live in New York City right now, and I just got a sale from Tunisia. I've never been anywhere near Tunisia.

3. WE DON'T HAVE TO WORK FOR ONLY ONE COMPANY.

There are no contracts.

Switching to another company is as simple as logging into a website (affiliate network), and grabbing a link.

What happens if you decide you wanna take a month off? Then take a month off. You don't have to ask anyone for permission.

Who's Involved in Affiliate Marketing?



There are 5 parties involved in a typical affiliate campaign.

1. THE AFFILIATE ALSO KNOWN AS THE "PUBLISHER"

This is you.

You're the middleman. You're the person connecting the customer to the product or service.

You're creating the marketing funnel that includes the ads, landing pages, and whatever additional means necessary to persuade the customer into making a purchase or signing up.

Your job is to:

1. **Find products** to promote (Offers)
2. **Find potential customers** (Traffic Sources)
3. **Create marketing material** (Ads, Landing Pages, etc.)
4. **Optimize** (Test different parts of the campaign) until it becomes profitable

2. THE AFFILIATE NETWORK



Affiliate networks (usually referred to as "networks") are "marketplaces" for offers.

Offers refer to the "products" or "services" that companies are trying to sell.

Networks serve as the **middleman** between affiliates and the product/service owner.

You can log into an affiliate network and find hundreds (sometimes thousands) of offers to promote.

A typical affiliate network will have offers in a variety of verticals including:

- Dating
- Mobile
- Gaming
- Insurance
- Competitions
- Weight loss products
- And hundreds more verticals...

Upon joining an affiliate network, you're assigned an "affiliate manager" (commonly referred to as an "AM"). This is your contact person. Their job is to help you with any issues you have with campaigns, and to recommend new offers to promote.

Affiliate networks are optional. You can always work direct with the advertiser or merchant. Sometimes they have their own internal affiliate program that you can sign up with directly.

But it's easier to go through an affiliate network when you're starting.

We'll cover affiliate networks in more detail in a later module.

3. THE ADVERTISER

This is the company that owns the offer. Every company has a marketing team, but affiliate marketing is a way for them to get more sales with low risk.

The advertiser only pays when the affiliate sends a conversion.

I know some companies who don't have a marketing department and rely 100% on affiliate marketers for sales.

They focus on their strengths, and they outsource the marketing to guys like us.

Examples of companies with affiliate programs:



The companies range from dating, to gaming, to transport etc.

There are so many offers out there.

4. THE TRAFFIC SOURCE

This is where your potential customers come from.

You build a website that advertises your products...you need a way to get people to visit your website.

Most websites out there sell "ads" on their sites.

How do you think Facebook and Google sustain themselves?

There are two types of traffic sources out there.

- **Direct** – You can purchase banners directly from the site itself. Example: Purchasing directly from TMZ.com or Facebook.com Here's an example:

TMZ NEWS SPORTS VIDEOS PHOTOS CELEBS TOURS STORE WATCH TMZ SIGN IN / REGISTER 





The Mystery Guy Malia Obama Has Been Hanging Out With
TMZ

'Jerseylicious' Star Mike Aktari Dead at 28
TMZ

Jared Fogle's Prison Attacker Speaks Out
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Is Kourtney Kardashian Dating Diddy's Son?



'Vanderpump Rules' Star Scheana Marie's Got A New Man

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- › The Sydney event everyone should attend in 2017 (*House of Travel*)
- › Get paid to do what you love (*my purpose*)
- › Fred Couples' Net Worth Left Me Speechless! (*Buzz Vivo*)
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- › LaVar Ball Blames 'White Guys' for UCLA Sweet 16 Loss
- › Khloe Kardashian Sweats Up a Storm in Lace Bodysuit (*PHOTO*)
- › Tony Allen Says He Wishes His Dad Was More Like LaVar Ball (*VIDEO*)
- › Mel B's Declaration Detailing Abuse Allegations Against Stephen Belafonte (*DOCUMENT*)

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TMZ Live: Kendall Jenner: Pepsi Commercial Backlash



HERE'S THE RUNDOWN Mel B Pleads With Friends: "He'll Kill Me" David Spade & Naya Rivera: Dating? Drake Endorses Chance For Chicago Mayor Rick Ross Gets Off Easy!

- **Ad Network** – It's a “marketplace” for a bunch of different websites. It wouldn't make sense for a smaller blog to deal with advertisers all day, so they work with a network. Example: Taboola is a network full of individual websites.

Here's what the ads look like on a typical website site:

From the Web



Why these 8 alternatives are better than Skype
GetApp

Sponsored Links by Taboola 



The Gmail Trick That Google Doesn't Talk About
Boomerang



How this app teaches you a language in 3 weeks!
Babbel

5. THE CUSTOMER



This is the person who ultimately buys the product or service from you the affiliate.

Your job is to understand the customer and to persuade them to convert.

Remember your job is to make their lives better.

The ultimate affiliate marketer is someone who can create a win / win situation for all parties involved.

- You profit.
- The traffic source, affiliate network, and advertiser make money.
- And the customer gets connected to a product or service that benefits them.

How does this all work on a technological level?

How does the advertiser know who to pay?

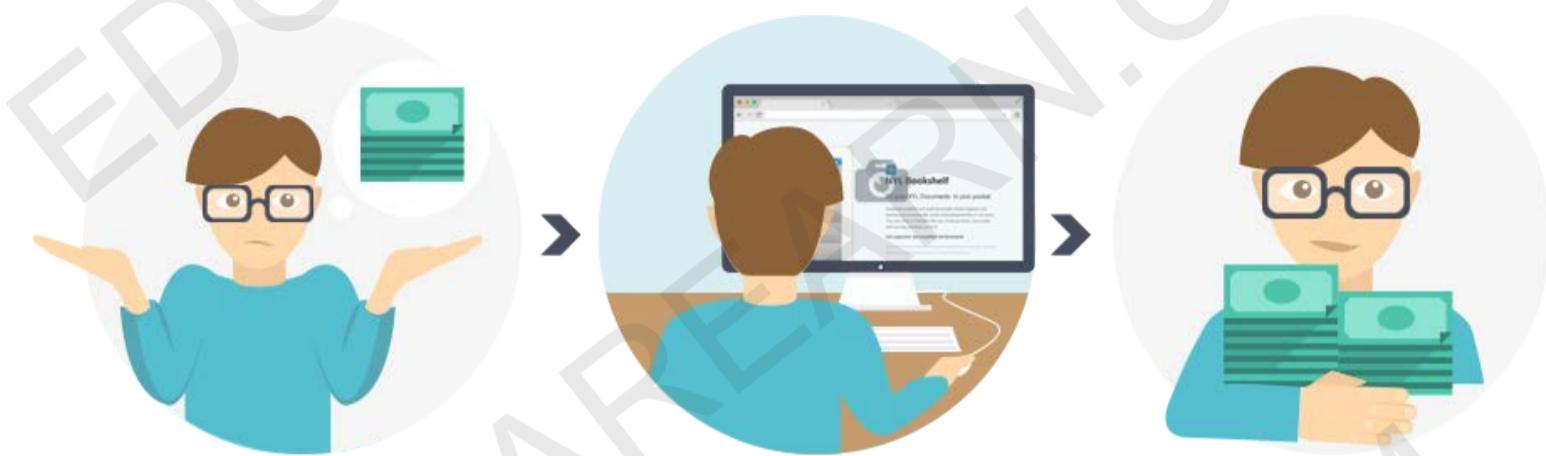
Don't worry too much about it.

It's 2017 and tracking technology is sophisticated, but easy to use.

Here's a quick overview of how the process works:

1. **You get a unique tracking link** for each offer from an affiliate network. You'll get paid if anyone purchases using that link.
2. **You put this link into your tracking software.** Everything gets taken care of inside the tracking software (*I've got a step-by-step guide later to show you how to set everything up*).

The Benefits of Affiliate Marketing



1. **You can make a lot of money.** I made over 7-figures in profit my first year, and I have days where I make over 5-figures profit.

I'm not here to sell you the dream. I'm here to tell you that this is real.

2. **You can make money while you sleep.** Once you have a profitable campaign it can make money for you 24 / 7.

You can even build employees and systems to take over everything.

3. **It's simple to get started.** All you need is a computer, internet, and some money to spend on traffic.

You don't have to hire employees or rent office space.

4. **There are no commitments or contracts.** Don't want to promote the offer anymore? Then stop. Want to go on vacation for 3 months? You can pause the campaign and go.

5. **It's the best direct marketing training in the world.** Many people use affiliate marketing as a stepping stone towards new opportunities. Affiliate marketing is business training on steroids.

The Downsides of Affiliate Marketing



There are some downsides to affiliate marketing. I don't want to portray it as a perfect industry,

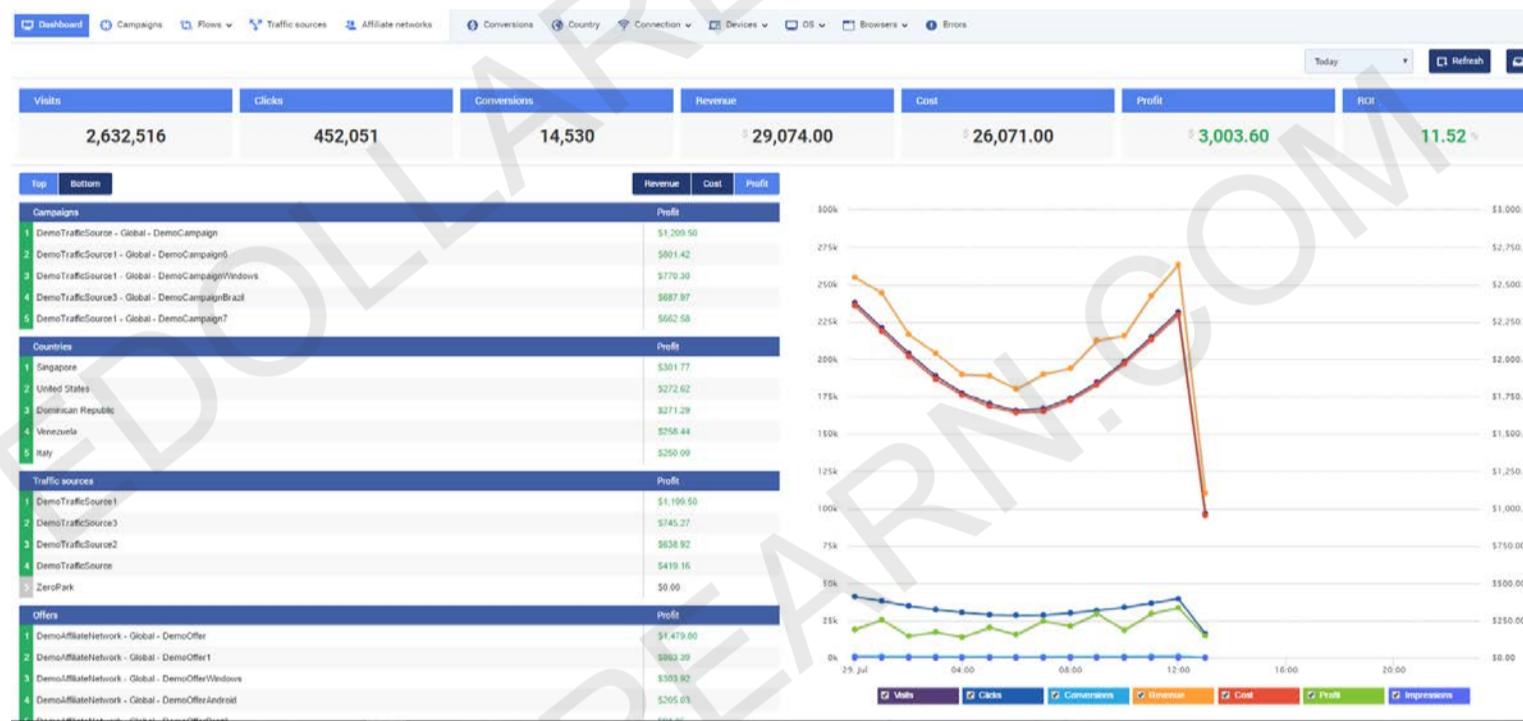
1. YOU'RE NOT BUILDING ANY ASSETS

We connect the customers and the advertisers together. The advertisers keep the data, and build relationships with the customers. **We only get paid that one time.**

You're not going to have an "exit" and no one's going to buy your business.

Affiliate marketing is a great business for generating tons of cash and building skill sets. Most people view affiliate marketing as a stepping stone onto other things.

2. CAMPAIGNS CAN BE UNSTABLE SOMETIMES



You could be making \$10,000 one week, and make nothing the next.

Here are some reasons why:

- The offer you were promoting went down.
- New rules and regulations occur that restrict how you promote or what you can promote.
- Another affiliate steals some of your campaign ideas and competes against you with it.

Some people don't like unstability, and rather go for something like "passive income."

Here's how I view it:

"It's all about how much money you walk away with."

Would you rather make \$1,000,000 a year that's up and down, or would you rather make a stable \$5k a month from passive income?

\$1,000,000 a year vs \$60,000 a year.

Don't let the allure of "passive income" blind you from making a ton of money.

3. SOME CAMPAIGNS CAN BE UNETHICAL / SHADY

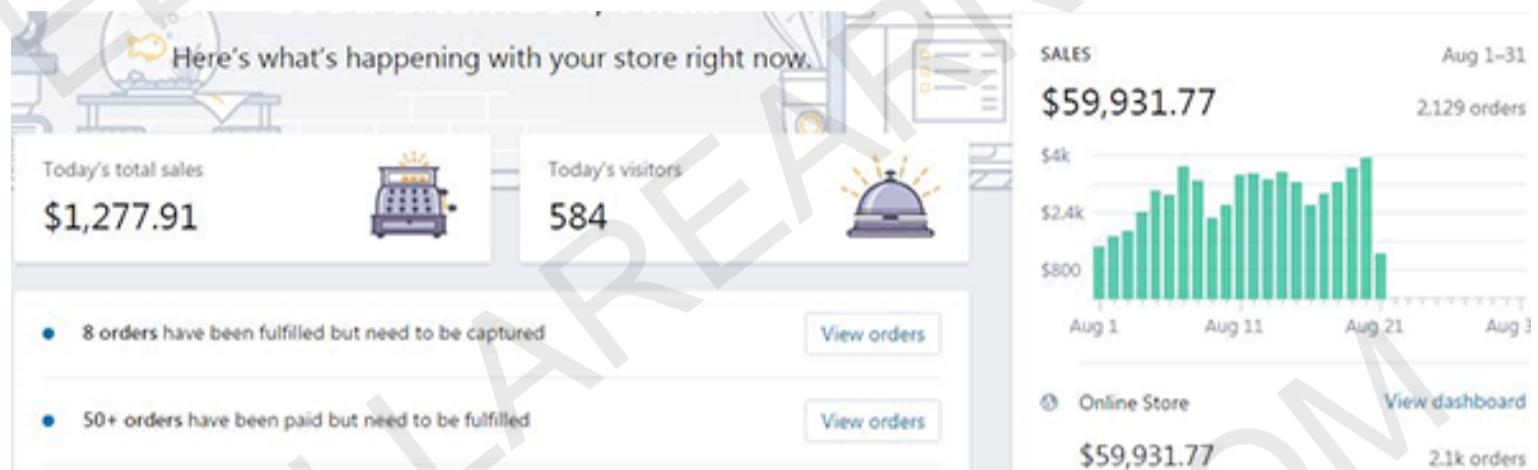
Affiliate marketing doesn't have the best reputation.

Affiliate marketers have been behind some dirty campaigns.

Since affiliate marketers are paid on a commission basis, they're going to try to squeeze as much profit as possible.

Affiliate marketing is just a platform. You can promote legitimate campaigns like Amazon products, Teespring, or [Shopify](#) ecommerce, or you can promote dirtier campaigns.

There's a ton of money to be made in all types of affiliate marketing so the choice is up to you and how you choose to promote your campaigns.



The [Shopify](#) dashboard

My advice is to check with your affiliate managers and advertisers to see what's allowed.

4. THERE IS A BIG LEARNING CURVE

Affiliate marketing isn't as easy to learn compared to other ways to make money online.

The biggest reason is *you have to spend actual money to buy traffic*.

There's a psychological principle called **risk aversion**. Basically, it hurts more to lose \$100, than the pleasure of making \$100. We're programmed to avoid risk.

The other reason is there aren't too many good **resources** to learn. I'm hoping to change that with this guide, and other AFFcelerator courses.

Are You Ready?



How do you feel now?

Are you excited? Do you feel overwhelmed?

It's ok, those are natural feelings. I hope you feel excited and you're ready to kick ass.

In the next module, I'm going to answer some of the most common newbie questions in affiliate marketing.

Key Takeaways

1. Affiliate marketing is a way to make money on the internet by promoting products for other companies.
2. There are 5 parties involved in affiliate marketing: the affiliate marketer, the affiliate network, the traffic source, the advertiser, and the customer
3. The benefits of affiliate marketing include being location independent, there are low barriers to entry, and it's great direct response training.
4. The downsides of affiliate marketing include a large learning curve, there can be unethical campaigns sometimes, and the money can be feast or famine.

Next Actions

1. [Read The Rise of Ngo](#). This is the story of how I got started in affiliate marketing.
2. Read Wikipedia's [definition of affiliate marketing](#).

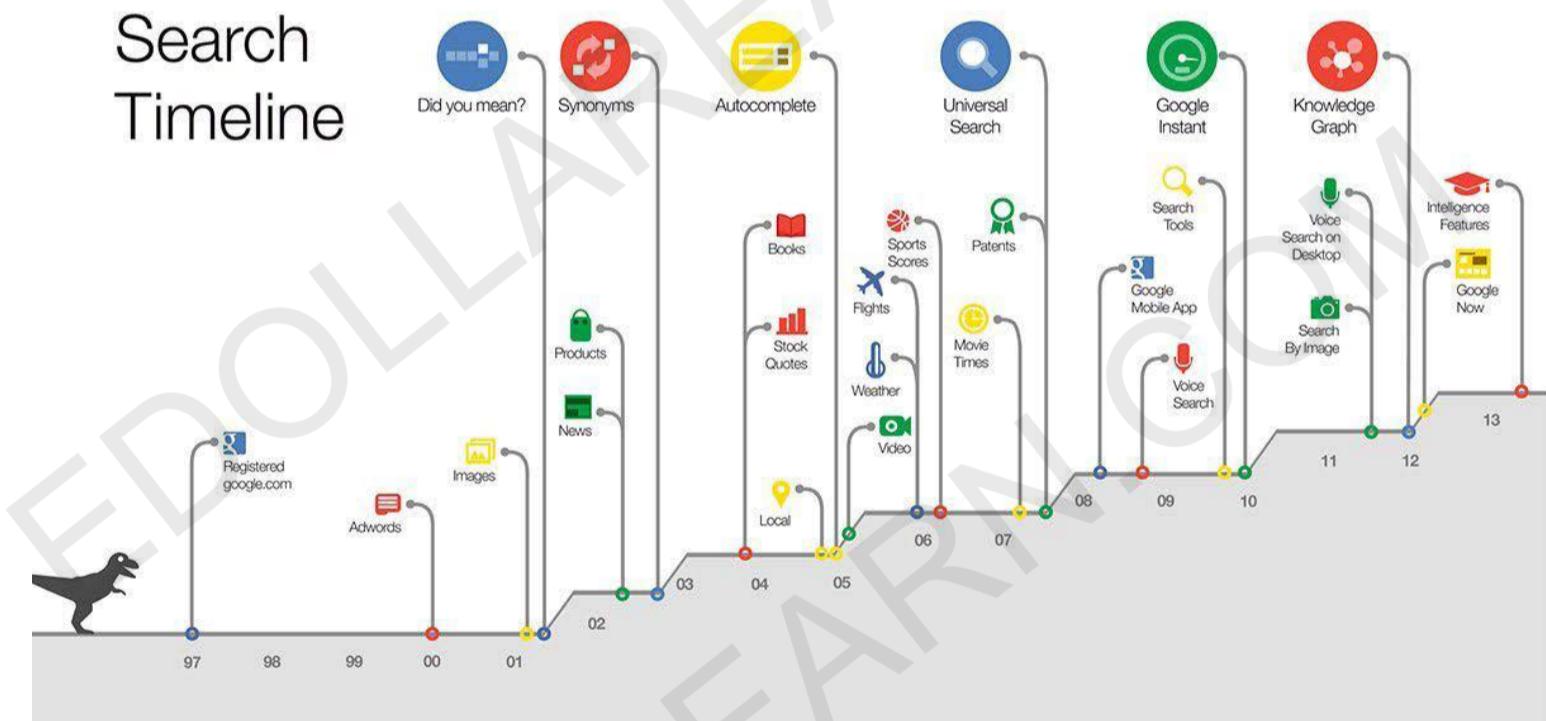
FREQUENTLY ASKED QUESTIONS

I know it's easy to get information overload when you're new to this. Don't worry, it's natural and part of the process.

You probably have tons of questions racing through your mind about affiliate marketing.

It'll be easier for all of us if I go ahead and answer the most common questions that I see.

1. IS IT TOO LATE FOR ME TO MAKE MONEY IN AFFILIATE MARKETING?



I asked myself the **same** question back in 2008.

I thought I missed the opportunity because ringtones were starting to be regulated, Google ended Adsense arbitrage, and Yahoo Publisher Network was losing money.

And yet 2009 was the year I hit my first million-dollar profit campaigns.

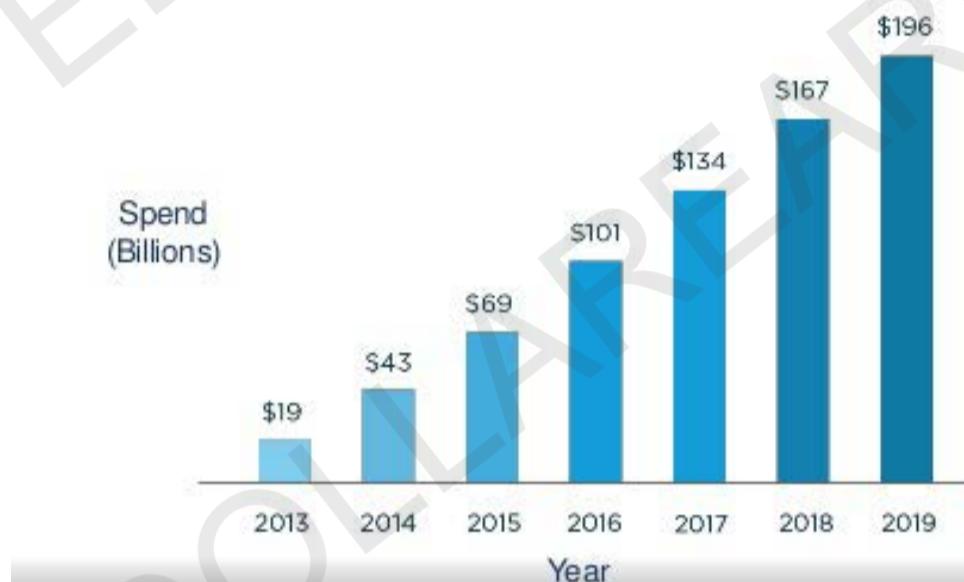
Google started 8 years after Yahoo.

Apple made the iPhone a decade after they started becoming popular.

Look at the graph below illustrating mobile ad spend.

Mobile Ad Spend Grows Exponentially

Mobile Ad Spend Growth in Dollars (Billions)



"Mobile Ad Spend to Top \$100 Billion Worldwide in 2016, 51% of Digital Market," eMarketer, 4.2.2015.



Too late?

Zoom out and you can see that **you're early**.

Don't worry about being the first...focus on being the best. If you don't think you can be successful, then you're not going to be successful.

"The best time to plant a tree is 20 years ago, the second best time is now" - Proverb

5 years from now there's going to be another generation of affiliate marketers who think..."**Man I wish I started in 2017.**"

Additional Reading: [**Is it too late to make money in affiliate marketing?**](#)

2. I'M NOT A TECHNICAL PERSON. I DON'T KNOW HOW TO CODE. CAN I STILL BE SUCCESSFUL IN AFFILIATE MARKETING?



It's 2017. I still don't know how to set up websites or program. **You don't need to be a technical person in order to succeed.**

“It’s not about what you know, it’s about how resourceful you are”

You can hire people off [Fiverr](#) or [Upwork](#) if you need anything.

Although being technical helps with the learning curve, it's not the most important piece.

I've seen plenty of programmers and designers enter this space and couldn't make affiliate marketing work. Programming and designing websites **are not** the most important skills in affiliate marketing.

Being able to plan, analyze data, optimize, and understand the bigger picture makes a bigger difference. And well, the most important skill is **marketing**.

Guess what...you can easily learn all of this!

But I do think it's worth learning some basic programming like PHP and CSS.

Sometimes you might have an error on your landing pages, and you don't want to wait 8 hours for your freelance programmer to wake up.

Here's a FREE resource to learn: [CodeAcademy](#)



3. HOW MUCH DO YOU NEED TO GET STARTED?

I was making \$35,000 USD a year at a job when I first started.

After paying my rent, bills, and loans, I barely had any money leftover to invest in affiliate marketing. I didn't let that stop me.

I sold my Xbox and other things I didn't need. I started writing articles for people online for \$15 an article. I stayed home on the weekends to work instead of going to the clubs.

I hustled and was able to save around \$500 a month. **I didn't let my excuses stop me.**

I'm going to be upfront with you:

I recommend people have a budget of at least \$500 a month USD to invest in this.

There are some resources you **must** invest in such as a tracker and a server. Everything else should be going into paying for traffic.

Keep in mind the more money you can invest into it the better.

Why?

Think about it like **buying data**.

If you don't have enough money then you gotta hustle.

Stop complaining. Get a 2nd job. Freelance. You need money to invest in traffic, servers, tools, etc. All businesses require initial capital - there's no way around it.

You know what blows my mind?

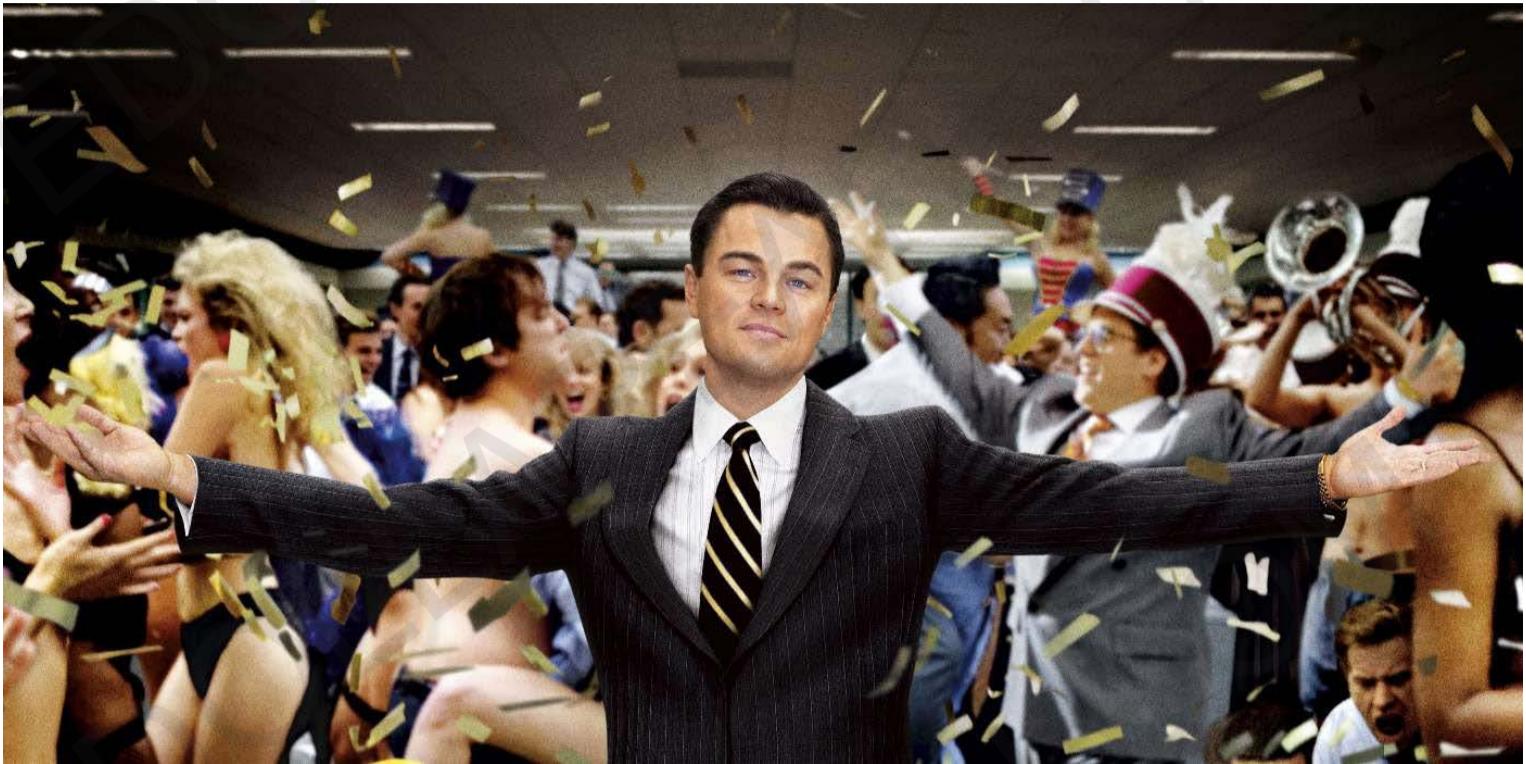
I've seen people quit affiliate marketing after losing \$200.

Yet these are the same people that will go \$50,000 in debt for a college degree and still not have a job lined up.

Affiliate marketing is low risk compared to starting any real life business. Think about how much debt people have to take on to start a restaurant (And they have a 60% failure rate after 3 years).

[Read More: How to Make Money When You Don't Have Disposable Income](#)

4. HOW MUCH MONEY CAN AFFILIATE MARKETERS MAKE?



This is like asking a business owner “*how much can you make starting a business?*”

There are guys making a few hundred dollars a day to well into the five-figure daily profits. I've had days in the past where I've done over \$100,000+ USD profit in a single day.

But that's not common.

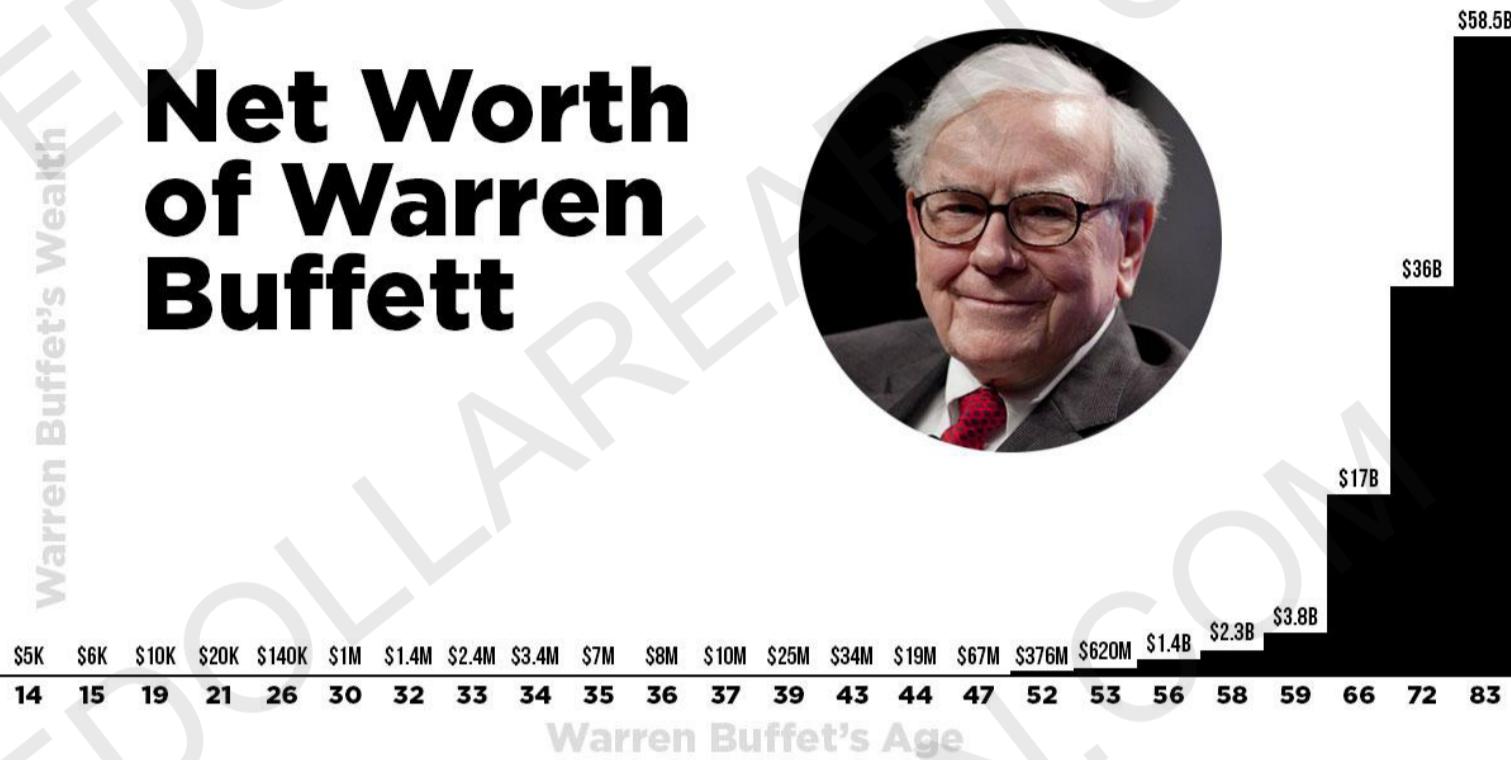
That's like the 1% of the 1%, during the boom period.

There are so many factors that determine how much an affiliate marketer can make.

I'd say the average full-time affiliate can make \$5k - \$20k a month.

A “Super Affiliate” is someone that can do over \$1.5 million USD in profit a year.

5. HOW LONG WILL IT TAKE BEFORE I'M SUCCESSFUL?



There are too many factors to give a definite answer.

But from my observations, it typically takes someone a few months to 2 years before the typical affiliate is successful (if they dedicate themselves to it every day).

Here are the main factors that affect your success rate.

1. **How Much Money Can You Invest?** The more you can invest the better. More money means better tools. More money means you can go to conferences and network. More money means you can collect more data for your campaigns.
2. **What skill sets & experience do you already have (copywriting, design, programming)?** You can always outsource design and programming, but I recommend you understand copywriting.
3. **Do you have people helping you?** I'm not saying you have to go out and spend money on a mentor. Are there any local affiliate meetups in your city? See if you can find anyone there to help you out. Can you connect with anyone on forums?
4. **How much time are you willing to put in?** I know you're busy. We're all busy. But the fact is there are people much busier than you are now that have made it work. I didn't have a lot of time when I first started, but I **made** time. I was spending 1.5 hours a day in Atlanta traffic. I moved to a condo walking distance to my 9 to 5 job to save 70 minutes a day. I gave up a lot of my personal life. I didn't party on the weekends, go on dates, or play videogames anymore. Any free time I had was dedicated to affiliate marketing.

One word of warning though, my biggest regret is that I neglected my health in the process.

I didn't sleep as much, I had a poor diet, and I didn't exercise.

That's hustling **backwards**.

If I focused more on my health then I would've had more **energy** to work on my campaigns.

I'm not promising you're going to be a millionaire in a few months or anything. It's going to take time.

I had to sacrifice for a few months. But because of it, I'm living a life very few people can. I think it's harder to spend a few decades being broke.

6. HOW BAD DO YOU WANT IT?



"If you want somethin', **go get it.**
Period."

I've seen too many people "try" affiliate marketing. It's like the flood of people who go to the gym the beginning of the year, and disappear after a few weeks.

Thousands of people will go through this course.

Most will not finish it all the way or complete any of the assignments due to laziness. This guide is not for those people.

This guide is for the 3% who truly want success. It's not for the want-a-preneurs.

7. SHOULD I GO INTO CREDIT CARD DEBT TO MAKE AFFILIATE MARKETING WORK?



No.

Don't spend money you don't have. That's the sign of someone who's impatient.

This happened to my friend a few years ago.

He had a burning desire to be successful in affiliate marketing, but he didn't have the money to fund affiliate marketing campaigns.

He decided to put everything on his credit card because he was so sure he'd be successful.

What happened? He ended up \$10,000 in debt and without a profitable campaign.

That's not "investing"...that's gambling.

I know you're in a rush to be successful, but you need to learn how to be patient. Pick up some side jobs and hustle. You'll be a lot more careful with the money.

Credit cards should only be used once you have profitable campaigns and you need the extra cash flow.

8. WHAT SKILL DOES IT TAKE TO BECOME SUCCESSFUL IN AFFILIATE MARKETING?



Problem-solving & Decision Making

- Creativity & Marketing
- Technical
- People Skills
- Data Analysis
- Money Management
- Productivity
- Leadership

The good news is all these skills can be developed.

[**Read More: The 8 Skills Every Successful Affiliate Marketer Needs**](#)

9. DO I HAVE TO BE SHADY TO MAKE MONEY IN AFFILIATE MARKETING?

Affiliate marketing doesn't have the greatest reputation.

Some affiliates will promote products that are borderline shady like diet pills. Others will make deceptive promises in their ads to help make the sale.

Affiliate marketing is merely an industry. What you choose to promote and how you choose to promote it is 100% up to you.

Are there shady affiliate marketers out there? **Absolutely.**

But would recommending a product that you enjoy from Amazon be shady? Not really.

The good news is there are plenty of ways to make money in affiliate marketing that's 100% legit such as lead generation, e-commerce, promoting games / apps, etc.

[**Read More: What campaigns can you run white what?**](#)

Key Takeaways:

1. It's not too late to start in affiliate marketing
2. No one can predict how long it'll take for you to become successful. It's dependent on you
3. Don't spend money you don't have on affiliate marketing. Be patient.

MINDSETS TO AFFILIATE MARKETING SUCCESS

You can't be successful in this industry if you have a weak mindset.

I've seen so many guys who **could've** been successful in this space.

- They had the technical skills
- They had the money to invest
- They had the connections and mentors
- They had the work ethic

What was the missing ingredient? They had **weak mindsets**. They were baby soft man!

I've seen so many examples of this in sports where the superior team or player should've won the championship, **but they couldn't handle the pressure**. They weren't clutch.

They didn't have that mamba mentality.

This also applies to affiliate marketing.

All the campaign strategies and tactics in the world don't matter if you get quit because you lots a little bit of money.

I know you're excited and motivated now, **but are you still going to be motivated 6 months from now?**

Or how about if you've lost some money trying to figure this out?

I had no natural talents when I started at 23. I would argue that the odds were stacked against me when I first started.

- Even though I went to Georgia Tech, I didn't exactly graduated with Honors
- I graduated with around \$20,000 worth of debt. I barely had any money to run campaigns.
- I knew absolutely no one in the industry. I had no mentors, and I couldn't afford courses. All I had were forums.
- I didn't know how to program. I still don't!

Despite all my weaknesses, I did have one strength.

It was my killer mindset. My grit. My never give up attitude.

The good news is mindset can be taught, and I'll show you the most important ones.

Mindset #1: If You Want to Succeed Faster, Fail Twice as Fast.

Brazilian Jiu Jitsu is one of my hobbies.

My coaches are more than willing to teach me everything they know. I can pay for lessons. I can buy books and videos to learn from different champions.

The blueprint for success is to just keep coming to class and training more.

If you want to get great at chess, there is an unlimited number of resources to learn from.

With affiliate marketing, no one's going to tell you **everything**.

I'll give you the fundamentals, but you're going to have to figure out the rest.

This kills a lot of people because they're used to learning from textbooks. They don't understand that this is **discovery learning**.

This is not an industry where you can learn purely from studying. You learn from conducting your own experiments as if you're a scientist.

Being able to make money with a campaign is a skill. And like all skills, it takes practice.

Launch a campaign; learn from it; and repeat.

"Your first 10,000 photographs are your worst," said Henri Cartier-Bresson.

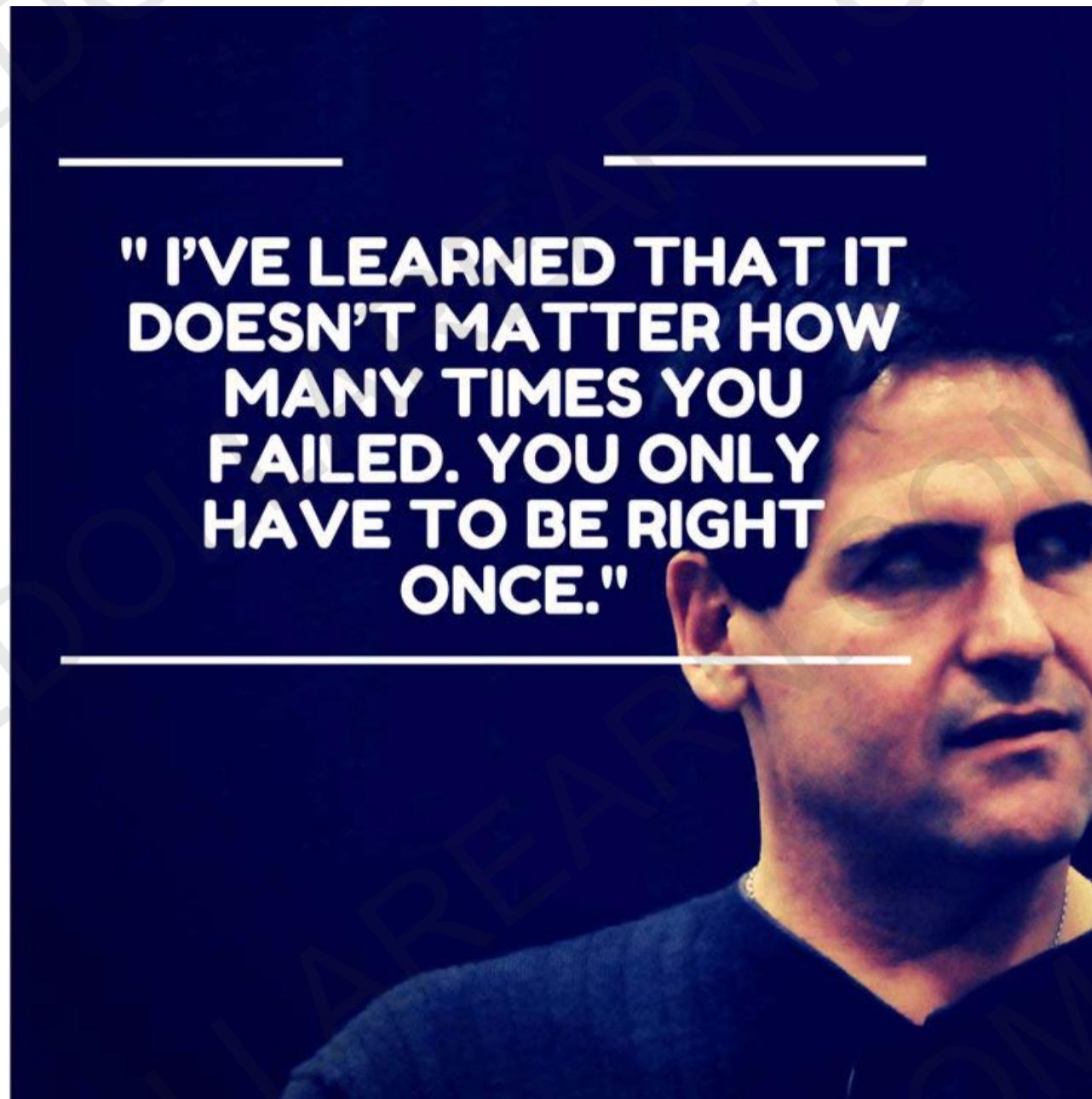
That's how it works with affiliate marketing. Your first campaigns will suck and lose money. But everyone who has been successful in this industry has gone through that point.

So the mindset that helped me the most is to fail twice as fast.

Failure is something that should be embraced, not avoided.

Failing means you took action, and you tested a hypothesis. It doesn't work, now find another path.

Mindset #2: It Only Takes One Campaign



No one's counting the number of times you failed.

I started in 2008. I spent 6 months, lost \$5,000, failed at 15 campaigns before I finally found my winner.

That first winning campaign is the catalyst and tipping point for your success.

Where would I be today if I quit at campaign #14? I'd be sitting in a cubicle right now hating my life.

When you feel like giving up, just know that you're one campaign away from achieving everything you want.

Mindset #3: Get Over Your Fear of Losing Money

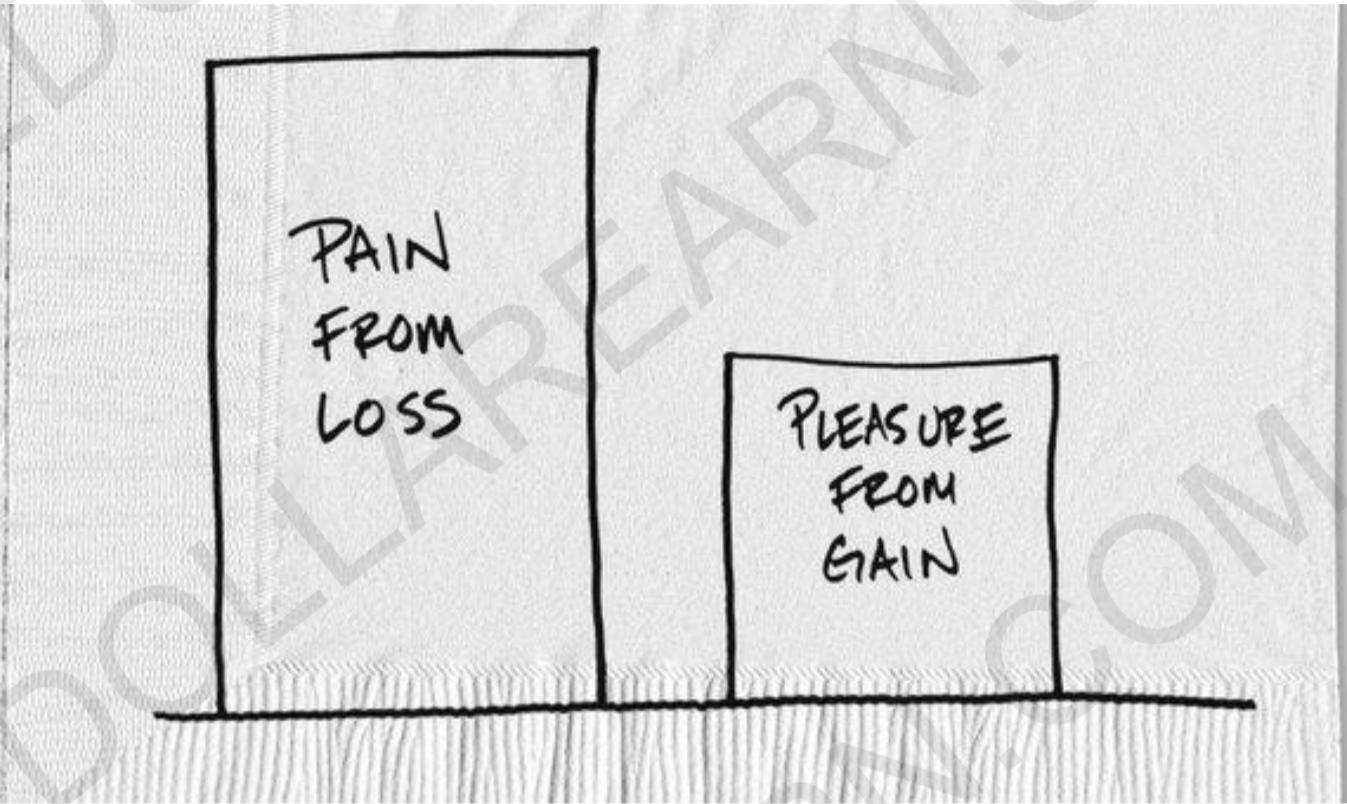
Losing money sucks. There's no sugarcoating it.

In affiliate marketing, you can lose hundreds or even thousands of dollars before you hit your first profitable campaign.

You have to invest in servers, tracking software, and money to pay for traffic.

And I understand the pain and fear of losing money. It's natural.

There's a psychological principle called **loss aversion**. It hurts more to lose \$100 than it feels pleasurable to gain \$200. We're programmed to avoid risk.



How do we conquer this belief?

If I lose \$200, then I'm not thinking about the **opportunity costs**. I'm not thinking I could've used the money for excellent restaurants or money for toys.

The \$200 is an investment in my future. I don't get emotional. That \$200 is for me to buy data. **I'm a scientist performing marketing experiments.**

I've already considered that \$200 gone before I even put it into campaigns.

You know what I find weird?

It's acceptable to get into massive debt to pay for school. I know people who owe over \$100,000 and they haven't even been able to get a job.

Society accepts that risk vs. reward ratio. But lose a few hundred dollars testing affiliate marketing campaigns? Everyone loses their mind!

Don't think of it as losing money. **You're investing in your business.**

Read More: [Conquer Your Fear of Losing Money](#)

Mindset #4: Be Patient

I was losing hundreds of dollars with each campaign. And it felt like all the split-tests I worked on didn't matter.

I then read about the Chinese Bamboo story.



The first few years of growing a bamboo tree, nothing happens. You water and water, but you don't see much results.

Then after a few years, it can grow up to 80 feet in a single year.

You couldn't see the results, but you were making progress. For the tree to grow, it needs to spend time develop its roots.

That's what happened with my campaigns.

One campaign I wasn't profitable, but I learned how to do my first offer tests.

I wasn't profitable in another campaign, but I launched my first international campaign.

I lost \$200 in another campaign, but I discovered that landing pages did work.

It wasn't until my 14th campaign that everything exploded. **That campaign put all the pieces to the puzzle together.**

Each action you take plants the seed of success. You just don't know where the fruits will grow.

Mindset #5: Burn the Ships



Hernán Cortés landed in Mexico in the early 1500's.

He was on a mission from Spain to find gold. All he had was 600 men. The task? Conquer the Aztec empire.

In the middle of the night, he sent one of his men to burn the ships. You can imagine how the rest of the 600 men felt. They wanted his head on a spike.

But he said now there is no plan B. They couldn't go back to Spain at this point.

It was death or victory.

I've seen too many people "try" affiliate marketing. You know how many people see my "lifestyle" on Facebook and ask me for help?

95% of them won't even launch their first campaigns.

Me? I was willing to die for this. As far as I knew, I had no plan B.

I didn't care about anything else except affiliate marketing.

If you're half-assing this, how can you compete against someone who goes 100%?

Literally all my money, energy, and time went into affiliate marketing. Yea I had to make some sacrifices, but it's easy to say that it was worth it.

Key Takeaways:

1. It doesn't matter how many times you fail. **It only takes one campaign to change your life.**
2. Burn the ships. You have to go all in if you want to succeed.
3. Don't get emotional when campaigns fail. **You're a scientist collecting data.**

Next Actions:

1. Write down your top 3 excuses on why you don't think you'll be successful in affiliate marketing. Now argue against yourself on why your excuse is not true.

Example: I can't be successful because I'm not a technical person. Well...I can always outsource anything I don't know.

I don't have enough money to get started in affiliate marketing. Well..I can sell some stuff I don't need.

2. **Book Recommendations**
3. [Think and Grow Rich by Napoleon Hill](#)
4. [The Magic of Thinking Big by David J. Schwartz](#)
5. [The 10x Rule by Grant Cardone](#)
6. [Gorilla Mindset by Mike Cernovich](#)

AFFILIATE NETWORKS

Where do you actually find offers for your campaigns?

It can be a pain to contact each advertiser individually, and how would you even know which ones to contact?

Imagine working with a ton of different advertisers, collecting money from different places, and dealing with different technology.

This would be a major headache, and would take a ton of time away from you actually marketing.

THE GOOD NEWS

There's an easier way – working with an affiliate network.

Think of affiliate networks as marketplaces full of offers.

You log into their website, and you can get access to hundreds / thousands of affiliate marketing offers.

Here's an example screenshot of what it looks like once you sign up to an affiliate network:

You have 500+ offers to choose from!

You can grab your unique affiliate link for any offer, and immediately start sending people to it.

THE GREAT NEWS



I remember when I first started in 2008. The affiliate network scene was a mess.

Some networks would pay late. Some of them would hire an affiliate manager just because they were attractive, rather than their knowledge.

Today, the market is more competitive than ever, and affiliate networks should work in your interest.

This has brought about the rise of the modern affiliate network.

Advidi is an excellent example. There are a ton of networks out there, but I rather you guys focus on ONE to keep things simple. (*Plus I only feel comfortable recommending a few that I trust.*)

They have their offer game down, but they don't stop there. They re-invest heavily in your success. (Because they know it comes back to them.)

When you join a next-level network like Advidi, you can treat them as a business partner, not just a service.

We'll come back to what you should expect from your network in a bit.

HERE ARE THE BENEFITS OF WORKING WITH AN AFFILIATE NETWORK



You get access to hundreds & thousands of offers across many different verticals when you work with an affiliate network.

The second you want to ditch an offer, you simply stop running traffic to it. There's no pressure to run any specific offer. (You don't need to sign any contracts.)

An affiliate network will assign you an affiliate manager who can help you with your campaigns. (I'll explain in more detail in a minute.)

Here are some of the reasons you guys should all be using an affiliate network:

1. THEY CAN HELP YOUR CASH FLOW.

Advertisers typically pay only once a month. Affiliate networks can pay you once a week (or sometimes more frequently.) if you send enough revenue. You can think of them as a bank in a way.

Advidi offer one huge advantage over other networks - they pre-pay some of their top affiliates.

2. THEY CAN BE A SOURCE OF INFORMATION ON WHAT TO PROMOTE.

Here's an email I got recently from Advidi on what they recommend:

TOP 10 OFFERS



Tesco Voucher PIN - IE

IE - [Responsive]
Flow: PIN All carriers
Offer ID: 7991
Payout: \$9.75
EPC: \$0.91

[CHECK THE OFFER](#)



Excl. ICA Trial - SE

SE - [Responsive] *Exclusive*
Flow: Trial
Offer ID: 9408
Payout: \$32.25
EPC: \$1.86

[CHECK THE OFFER](#)



Samsung TV IVR - DE

DE - [WEB]
Flow: IVR
Offer ID: 8775
Payout: \$5.25
EPC: \$0.70

[CHECK THE OFFER](#)



iPhone7 Trial - DK

DK - [Responsive]
Flow: Trial
Offer ID: 9843
Payout: \$26.25
EPC: \$0.67

[CHECK THE OFFER](#)

Affiliate networks offer a “bird’s-eye view” of the industry.

You wanna know what’s popular/trending/going out of fashion? Your AM has all that knowledge. All you have to do is ask.

3. THEY TAKE ON THE RISKS OF WORKING WITH ADVERTISERS.

Some advertisers can be shady and decide not to pay out or they go out of business.

Networks make sure you get paid.

There are instances where the advertiser doesn’t pay the network, but the network still pays you what you’re owed. That’s the risk CPA networks take on.

The main downside of working with an affiliate network is they take a small commission. (The % ranges from 10-20%).

If a network is charging a super low commission, you bet they are making up for it somewhere else.

Imagine if you’re competing against another affiliate.

You’re running similar ads and landing pages, but he has an extra 10% payout because he’s working direct with the advertiser.

That’s a nice advantage for him right?

Not so fast.

That 10% payout difference has to make up for all the advantages a CPA network provides. That’s a lot of time and money, especially for newbies.

Running direct with an advertiser has a ton of risks involved.

And that investment doesn't come back quickly. Most advertisers take 30+ days to pay out, while most networks pay weekly.

Plus that secure, steady cash flow is a huge advantage.

While the direct guy is busy running around trying to earn an extra 10%, the guy going through a network is staying 100% focused on campaigns. He's not just more secure, he's also going to hit higher profits faster.

4. RUNNING DIRECT VS AFFILIATE NETWORKS

I remember a few years ago one of my friends went direct with an advertiser. I told him it's a bad idea because I'd never heard of them before. They didn't have a solid reputation.

My friend decided to run with them because they had a higher payout. Well...the advertiser ended up not paying anyone.

My friend was out \$50k.

He was angry and threatened to sue. But try suing someone who's in a foreign company and "disappears."



Me?

The advertiser burned the affiliate network I was running through, but the network ended up paying me what I was owed.

They ate the cost because I did nothing wrong, and they wanted to maintain their relationship with me.

I'm not saying this happens every time (it's a case-by-case basis), but that shows one benefit of working with an affiliate network.

That 10% pay bump doesn't matter if you don't get paid at the end.

That's why you should only work with affiliate networks at this stage of your journey.

Once you're generating 4-figures + a day in revenue, THEN you should consider working direct with an advertiser. In addition to the added costs, there's a risk that you shouldn't expose yourself to as a newbie.

Most super affiliates stick to CPA networks even after they've made it big. The knowledge, exclusive access and security you get are too valuable to pass up.

WHAT'S AN AFFILIATE MANAGER?

You get assigned an affiliate manager to help you with your campaigns when you sign up with an affiliate network.

Here's what affiliate managers can do:

- They can increase your payout
- Help you out with technical issues
- Give you industry insights you can't see
- Approve you to run "hidden" offers in their network
- Give you tailored advice for your situation/experience

Let's start with payouts.

Whatever payout you see in the dashboard is called the street payout.

You can negotiate with them to get paid more.

Offer X says the payout is \$4.00. I can talk with my affiliate manager and get a "pay bump" to \$5.50.

Your payout depends on your relationship with them, how much volume you can send, the quality of your traffic, and your negotiation skills.

So they won't be as likely to give you pay bumps if you're a newbie who's brand new to the network. A great affiliate manager will go out of their way to help you earn those pay bumps. You should feel like they're on your side.

Next, they can tell you what's "hot" on their network.



Affiliate marketing can be trendy.

The managers can be your eyes and ears to what's happening on their network. Some offers will blow up, and your AM will be the first to know when this happens.

Note the difference between plugging offers and consultation. Your AM should be able to give you a detailed explanation of why the offer is suitable for you, not just that it's "hot".

You may hear that an offer is "hot", but it may not be "hot" for you. It may not work with the type of traffic that you're promoting.

The legal stuff.

They'll be checking your campaigns to make sure you're not breaking any rules.

Deep down they want you to make more money and have your best interest in mind. (The more money you generate, the more money they make as a lot of AMs are paid bonuses.)

Developing a great relationship with your affiliate manager is critical to becoming successful in this space.

You should expect:

- Transparency and honesty.
- Fast replies and quick fixes when problems arise.
- Proactive advice that directly increases your profits.
- Tips on which tools and resources are best for you.

Your success should be their top priority. Don't accept less.

If you don't get along with your affiliate manager or they're not responsive, it's possible to switch to another affiliate manager.

Just email whoever is in charge of affiliate managers at the network.

Protip: You get what you put in. I've had affiliate managers who were amazing, and other people hated them.

What was the difference? I put more effort into developing a relationship with my affiliate managers.

- This means I tried to get face to face time with them at conferences.
- I tried to get to know their lives outside of affiliate marketing.
- I'd send them a card on holidays or their birthdays.
- I treated them with respect.

Think about how you can improve your relationships with affiliate managers. This is worth the investment.

WHAT SETS AFFILIATE NETWORKS APART?



Not all networks are equal!

There are hundreds of affiliate networks out there. How do you know which one to work with?

It's a running joke in the industry that every affiliate network has "exclusive offers and the highest payouts". These days, they gotta do a lot more than that.

Here are some reasons CPA networks differ:

1. VERTICAL SPECIALIZATION / EXCLUSIVE OFFERS.

Some networks will specialize in different verticals. You can go to one network that only has gaming offers, and another network only has dating offers.

They might be able to get more offers exclusive to them if they specialize. The best networks expand to multiple related verticals, which allows you to expand your portfolio without switching networks.

There's a difference between offering and specializing in multiple verticals. You need expertise, not just availability. I like Advidi's approach.

They set up "mini shops" with separate teams dedicated to each vertical – Mainstream, Dating, Health & Beauty, and Casino.

That means your AM is 100% focused, but can still help you expand when the time is right.

2. HIGHEST PAYOUTS.

One network might pay you \$5, while another one pays you \$5.50.

This goes beyond face value. A lower payout at a network that always improves your bottom line is clearly better than a high payout at a network that takes their cut behind the scenes.

3. AFFILIATE MANAGERS.



Some networks have better managers on staff than others. Affiliate managers who have more experience and better training means they can provide you with better support.

If your AM treats you like a business partner, not a client, then you have a big advantage. They should be thinking for you, not about you.

4. REPUTATION.

Would you want to work with a network that has a reputation of not giving high payouts? What if they're known for paying affiliates late?

Do your due diligence. Find recommendations from trusted sources, check forums, FB groups, etc. before joining.

5. GLOBAL PRESENCE.



Advertisers and affiliates are based around the world. If your network only specializes in one geographical area, you'll miss out on opportunities to hit big numbers in other countries.

(Not to mention the delay in replies due to time zones, which can seriously cost you in a 24-hour industry.)

Most affiliates are working with a few different networks at any time. Each one will have its own strengths.

In the beginning, you should only focus on one affiliate network for cash flow reasons.

(If you've got \$100 in one network, \$50 in another etc then it'll take forever to get paid out.)

Sticking to one network also helps you build a relationship with your affiliate manager. If the network offers multiple verticals, that's even better.

They can turn you on to new opportunities and you don't have to build a new relationship.

QUESTIONS TO CONSIDER BEFORE APPLYING

It's not always easy to tell if a network is shady or not from their website.

Do some research first. You should be able to answer these questions easily:

- Do you know who the affiliate managers are? Do they have public Facebook/LinkedIn profiles? Can you prove that they're real people?
- What do others say about them? Are they active on forums? Do they have testimonials?
- Where is the network physically located? Do they have an office? Are they registered with local

tax agencies?

- How well-established is the company? How long have they been around? Do they have separate departments (good) or a couple guys who “do it all” (bad)?
- Do the affiliate managers seem happy? What’s the company culture like? Are they coming to work 100% energized and ready to help you, or are they clocking out right at 5pm?



These questions can give you a strong sense of what working with them will be like.

Remember, your network is your business partner. You wouldn’t sign a contract with someone you don’t know, so you should get to know your network before applying.

APPLYING FOR A NETWORK AND GETTING APPROVED

Here’s a bit of a shock: It’s not that easy for a newbie to get into an affiliate network.

I know what you’re thinking...

“Why wouldn’t they want me? I could be the next super affiliate and make them tons of money”



You Us Blog Gallery Careers Events

f t in g

Sign up Affiliates

STEP 1 OF 4 - PERSONAL INFORMATION

25%

First Name

Last Name

Email

Company Name

Select Messenger

Instant Messenger ID

It's because the networks take a risk every time they approve an affiliate.

You could send them fraud traffic, promote their offers using illegal tactics, or you could damage relationships with one of their advertisers.

Another reason is that affiliate managers have limited time and resources. What happens if they spend months working with you and you don't send them any traffic? They wasted their time.

They're going to interview you to see if you have the potential.

Common network application questions will include:

- What traffic sources do you use?
- How much do you spend on advertising monthly? What offer verticals do you specialize in?
- Do you have a website? (If it makes you fill this field out and you don't have a website, just put Google, then explain in the comments that you create different landing pages for each of your campaigns.)



What traffic sources do you use?

How much do you spend on advertising monthly? What offer verticals do you specialize in?

Do you have a website? (If it makes you fill this field out and you don't have a website, just put Google, then explain in the comments that you create different landing pages for each of your campaigns).

THE FOLLOW-UP

The easiest way to improve your chances of being accepted is to follow up after you apply.

Get in touch with them the next day to see how your application's going.

The networks wanna see that you're a real person. (They get a lot of shady applications.)

They want to see that you have a plan, and that you're taking affiliate marketing seriously.

They'll like that you're already working with other affiliate networks. The first network is the hardest one to get in. Once you're accepted in one, you can leverage it to get into other networks.



What happens if you get rejected?

Apply for another one. Each network has different standards / criteria. Just because you got rejected from one doesn't mean you'll get rejected from another.

If you really want to work with the network that rejected you, then apply again in a few months after you gain more experience.

Warning: It's significantly harder for people from developing countries to get into networks (Eastern Europe, parts of Africa, and Southeast Asia in particular). From what an owner told me, there's more fraud affiliates coming from those countries. Because of this, they have their guard up.

See if you can get a reference from an affiliate friend of yours who can vouch for you. Tell your friend to contact their affiliate manager to help you get approved.

ONE FINAL WORD IS TO FOLLOW THE RULES

Let's say you're promoting an offer that says not to use the word "free" in your landing page.

You decide to do it anyway and hope you don't get caught.

You have a higher ROI because you're breaking the rules. You end up generating \$20,000 over a month.

However the advertiser and affiliate network discover you broke the rules and don't pay you that \$20,000.

That's going to be a lot worse than following the rules and getting paid a lower, but certain amount.

Always think long term. Risks are necessary in this business but you have to know the limits.

Remember, a great network isn't just a resource, it's a business partner. You should never risk a long-term relationship for a short-term profit.



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KEY TAKEAWAYS

1. You can find affiliate offers and strategic advice by signing up through an affiliate network.
2. Affiliate networks will assign you an affiliate manager who can help you with your campaigns. Their role is to improve your bottom line and help you use the network.
3. It takes some work to get accepted into an affiliate network. You should show them a plan, and follow up to increase your chances of being accepted.

FREE VS. PAID TRAFFIC



Traffic is how you get potential customers to come to your landing page.

Let me explain free vs paid traffic with an analogy.

Let's say you own a restaurant, and you want more customers. How do you get more customers to the restaurant?

Marketing.

Now, there are two ways of marketing to get people to the restaurant.

Free and paid.

Free methods:

- Having someone stand outside holding a sign.
- Advertise on your Facebook page you're having a special.
- Encourage customers to leave a review on Yelp so you get good reviews and recommendations.

Paid methods:

- Buying an ad on TV.
- Hiring a billboard to promote your deals.
- Paying a food blogger to post a review of your restaurant.

Can you see the difference between the two?

Free requires a lot of work.

It's also not technically free, but it feels free because you're not directly paying for ad space or billboards or anything.

Paid methods cost actual money, but they are far less repetitive work.

I hope that analogy helps you understand.

Back to affiliate marketing...

As affiliates we create a landing pages to help sell the offer we promote.

Your job is to get potential customers to come to the landing pages.

There are two main types of traffic: **free and paid traffic**.

Free Traffic



There are a ton of different methods for getting “free” traffic, but I want to expand on the biggest ones that affiliates use.

1. CONTENT MARKETING



You attract people by creating awesome content. Examples are YouTube videos, Facebook Pages, and blog articles.

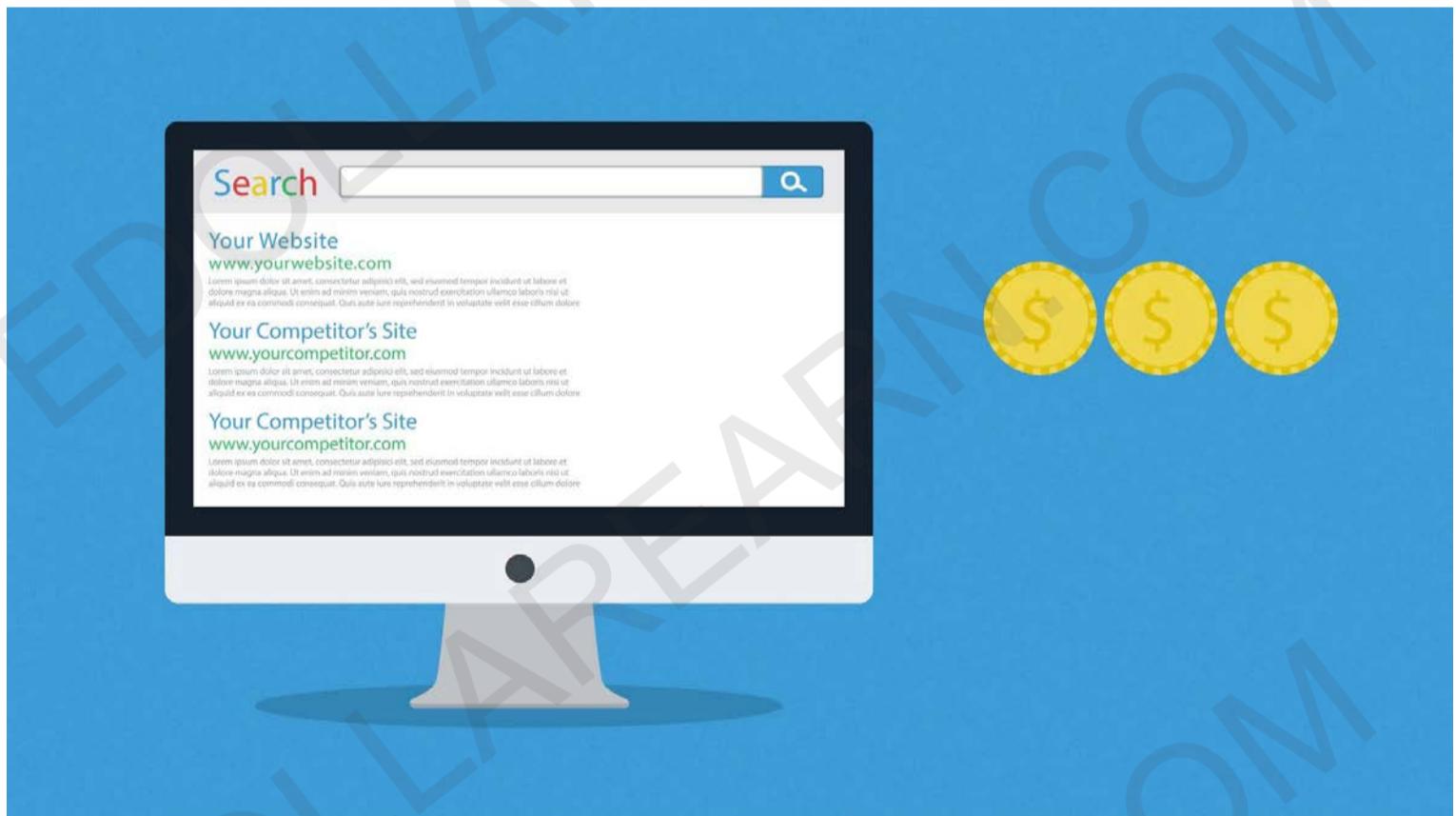
You become an expert in your niche, build up a big following, and then you can make money by recommending different products & services.

An example are all the fitness guys on YouTube.

They build an audience by creating workout videos and giving away great information. From there people trust their recommendations.

They can promote a supplement or workout plan, people will buy it, and the fitness guy will get a commission from everyone who purchases.

2. SEARCH ENGINE OPTIMIZATION AKA "SEO"



SEO traffic refers to the organic results in search engines (also known as natural results).

SEO stands for **search engine optimization**, which refers to the process of optimizing your website so that it will rank higher in search engines.

There are a whole bunch of tactics people use to get their sites ranked higher in the search results.

This image shows a few of them:



You can probably already tell that this isn't easy or free

You can't pay Google to be #1 in their search results, you have to "earn" it.

I'll explain "earning" the #1 position in a second. But first...

Did you know that when you're searching in a search engine, you're not searching the web?

You're only searching their "index." This means that you're only searching that search engine's database of websites.

Of course Google has the biggest index, which is why all the other search engines just copy them.

SEO is an attractive source because it's "free."

What could be better for BestBuy.com to be ranking #1 for "**big screen tvs?**" They're receiving millions of visitors monthly for that keyword alone, and they're not paying a dime for it.

Google has a complicated search algorithm which takes into account **hundreds of variables** to determine which site should rank for which keywords.

For example, a huge variable in getting rankings is getting links. Google determines that if your site has other popular, similar sites linking to it, then it's an important site. Thus, your site will rank higher than others with less or lesser quality links.



=



Yoursite + Backlinks = High Ranking + Traffic

Knowing this, SEO guys will try to get links in a variety of ways, which can include money of course. (*Google highly frowns on this and actively monitors paid linking*).

And that's just one of the variables SEO must account for (although it's arguably the most important variable).

Trying to optimize for this algorithm takes time, resources, and money.

Even after perfect optimization, it can take months to years to finally achieve rankings for your targeted keyword.

Furthermore, Google constantly updates its algorithm, so one single update can wipe out ALL your efforts.

Google Penguin



If you've ever heard of SEO guys talk about **Penguin** or **Panda**, then you know the dangers of 100% relying on SEO traffic as your primary source.

However, if you can figure out the SEO puzzle and get ranked on the first page for your keyword, then congratulations. You'll be receiving tons of free, targeted traffic.

Here's an example of how it looks on Google:

(*The same strategy works on other search engines*)

The yellow section are paid ads. You can create a Google Adwords account and pay money to advertise there.

The green section are “natural” results. They are there because Google thinks they deserve to be there.

EDOLLAREARN.COM

Google games

All Videos News Books More Settings Tools

About 4,270,000,000 results (0.62 seconds)

Free Games to Play @ Kizi - #1 Top Rated Free Games Site - kizi.com
[Ad] www.kizi.com/Free-Games ▾
Free Games- Puzzle, Shooting, Adventure, Fighting, Sports, War,Strategy & Racing
Top New Games Added Daily · No Registration Needed · 100% Free Online Games
Types: Arcade & Action Games, Puzzle & Alien Games, Cars, Racing & Driving, Papas Games, Dressup &..
Puzzle Games for all Ages Racing Cars Games
Action & Arcade Games Dress Up Games for Girls

Paid Search Results (Ads)

Free Online Games -- The Best Free Online Games - onlinegames.org
[Ad] www.onlinegames.org/Free-Games ▾
Choose from over 10,000 Games to play instantly online. No Download Required!
Free Games · Car Games · Sports Games · Puzzle Games · Zombie Games
Categories: Arcade Games, Board Games, Bubble Shooter, Puzzle Games...
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www.miniclip.com/games/genre-13/action/en/ ▾
Play Action Games on Miniclip. Our top Action games are Raft Wars 2, Man or Monster, and Wild Wastelands - and we have over 269 other Action games to enjoy!

Organic Search Results

Top stories



Paid Traffic



There are ads everywhere on the web.

You can buy the ad space to promote your affiliate offer.

Every time someone clicks on your ad, you pay money.

The 3 main ways you pay:

1. **Cost Per Click (CPC)** – You only pay when someone clicks on the ad. **Example:** You bid \$.25 CPC. The most you'll pay for each click is **\$.25**
2. **Cost Per Mille (CPM)** – You pay for every 1000 views you get. **Example:** \$2 CPM. If your ad is shown 10,000 times, you pay \$20.
3. **Flat rate** – You pay a set amount regardless of clicks / views. **Example:** I'll buy Ad Block B for one week for \$500.

I know this sounds scary, but with paid traffic you have complete control over everything.

1. You can set the budget. If you can only afford \$10 for the day, then it'll only spend \$10.
2. You can set the bids.
3. You can pause the campaign anytime. For example, if you wanted to spend \$100 today on this campaign **BUT** after losing \$50 you're not that confident, you can pause it for now.

Why I Prefer Paid Over Free Traffic



You're probably thinking...**free traffic sounds way better!** I thought the same thing when I first started.

Guys, nothing's really free.

If you're doing YouTube then it's going to take a lot of **time** to build your following. I'm talking years.

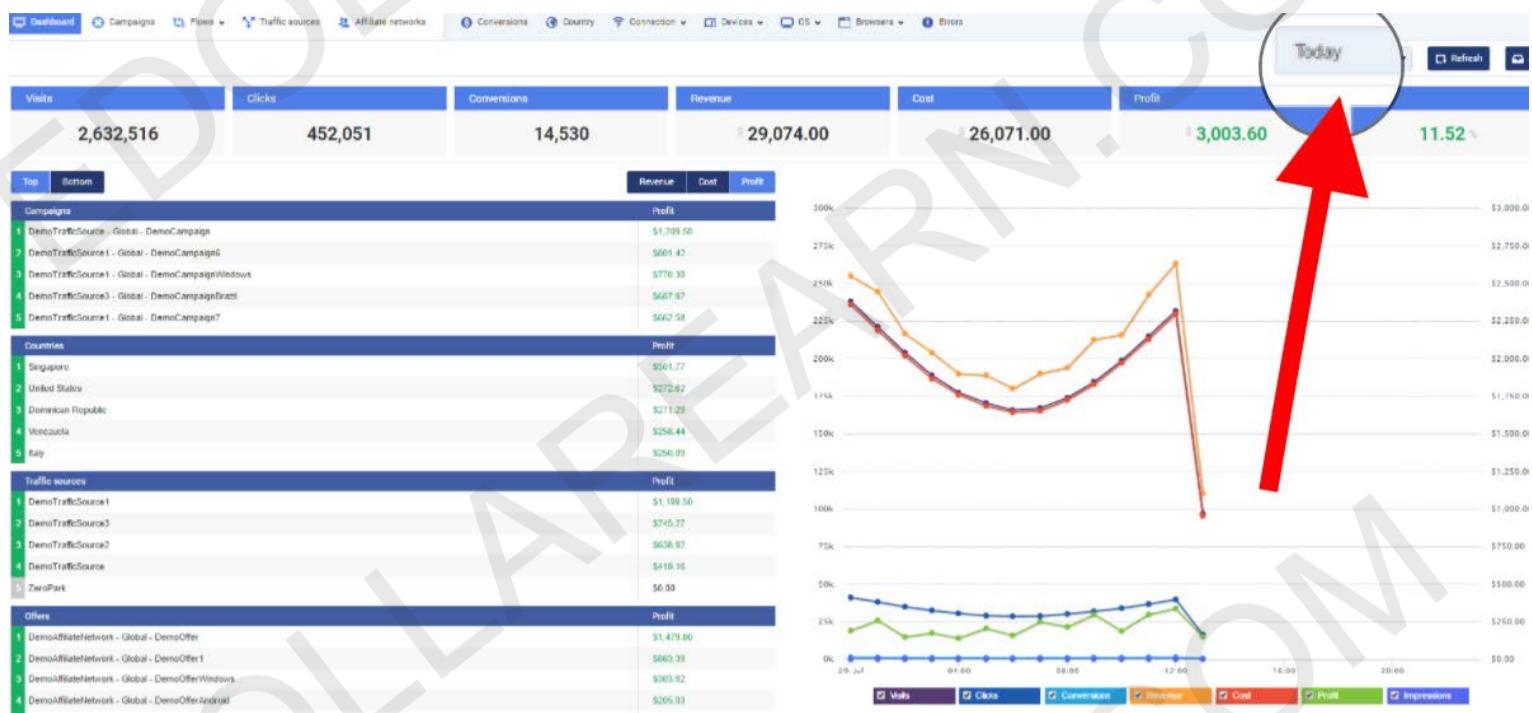
If you're going the SEO route then good luck. No, it's not free. **You have to spend money on software, and building links.**

Yes there are exceptions to the rule, but most of the time "free" takes a long, long time to pay off, if it ever does.

You have to build content, grow your site, reach out to people and network, and a ton more.

Here's why I prefer paid traffic:

1. **Instant Results.** You could launch a campaign today, and see if it's profitable within hours.



Content marketing? It can take years to build a following from blogging or YouTube.

SEO? It can take 6 months before you see the fruits of your labor.

2. **You're not depending on one company.** I had a friend focus on SEO for years. He woke up one day and all his sites were destroyed by the latest Google update (Panda).

He couldn't adapt.

What if my top 3 traffic sources died? I still have 100+ more I can profit from. That makes me sleep easier at night.



3. **You can make a lot more money faster from paid traffic.**

The top guys in affiliate marketing can make 5-figures profit in a single day (even 6-figures).

Let's just say I've seen a LOT of guys switch from SEO to paid traffic, and rarely rarely see the other way around.

In my first year I did far bigger numbers than I ever thought was possible

Do you have the “play to win” mentality?

“If I’m going to put in this much work into learning something, I might as well shoot for the stars.”

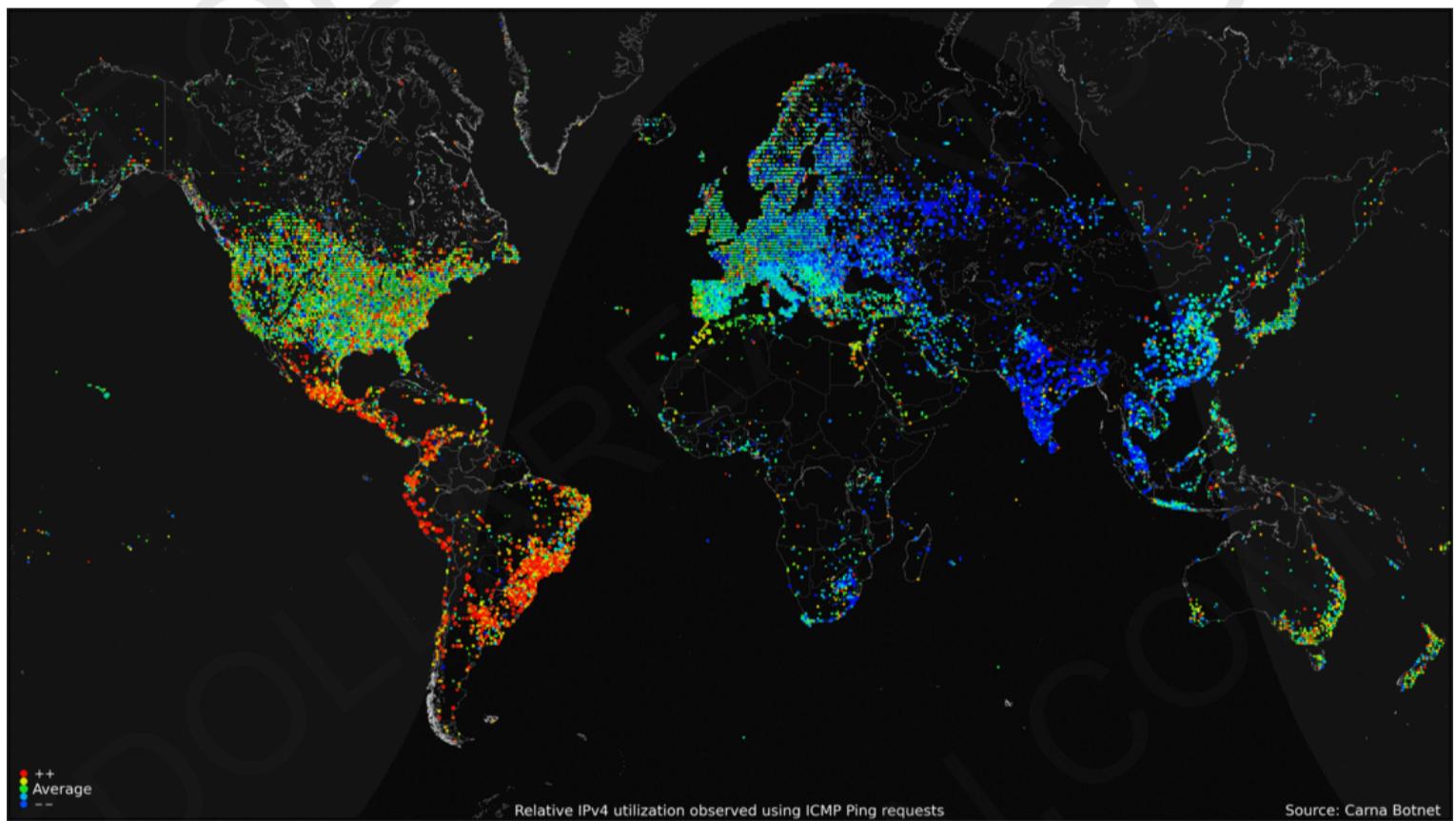
This course only focuses on paid traffic because that’s what I specialize in, and that’s what’s worked for me and all the affiliates I’ve taught.

If you want to learn about SEO and other free traffic sources, I recommend checking out NeilPatel.com. He knows his stuff.

Key Takeaways

1. Traffic is how you get people to come to your website
2. There are types of traffic: free and paid.
3. No traffic source is “free.” Content marketing takes **time**.
4. I recommend you focus on paid traffic sources because they’re more scalable.

PAID TRAFFIC SOURCES



Hopefully in the last chapter I've convinced you that paid traffic is way better than "free" traffic sources.

Now let's dive deeper into paid traffic sources.

There are hundreds, and hundreds of different traffic sources you can buy from. I know it can be overwhelming, but **this is a good thing**.

One of the biggest issues in business is what I call "**concentration of risks**." It means if your main traffic source isn't working for you, then you have other options.

What sets the traffic sources apart?

1. THE TYPE OF AUDIENCE



What kind of audience does ESPN have? Probably men that are into sports. Do you think advertising women shoes would be effective? Nah.

Understand the kind of audience your traffic source has.

Ngo Tip: You can ask your traffic source for a report on which countries they have the most volume in. Sometimes they can even give you more detailed information such as age, gender, and other demographic information.

If you have a great offer to promote to Singapore, wouldn't it make sense to only work with traffic sources with significant Singaporean traffic?

2. THE TARGETING OPTIONS

Targeting is your ability to promote your ads to a select portion of the audience. The more targeting options the traffic source has, the better.

Some examples of targeting options

- Age
- Gender
- The state they're in
- Their favorite television shows
- The time of the day they're viewing your ad.
- What device the person (Mobile or Desktop, iPhone vs. Android)
- The website they're visiting (**also known as placement or SiteID**)

Targeting lets you promote to the most profitable segments.

Imagine if you had a pet walking business.

You spend \$100 for 1000 flyers. You want to put the flyers in the places where your audience are most likely to be.

Putting them around Groceries stores and Walmart MAY work, but they can be even more targeted.

You can put them around pet stores, dog parks, and veterinarians.

That's what a big part of running campaigns is: You need to figure out WHO wants your offer, and then TARGET them.

That's why Google and Facebook are considered the top traffic sources. It's not just because of the amount of VOLUME they have but also because of their TARGETING ability.

3. THE COSTS

Each traffic source also has different ways to pay (different bidding models).

One site might be overpriced due to the competition. Another one might be a "hidden gem" and have plenty of high converting sites.

4. RULES AND REGULATIONS



This is huge.

Some traffic sources are more strict than others. **That means you're limited to what you can promote.**

5. THE AMOUNT OF TRAFFIC AVAILABLE

Not every traffic source is capable of generating 5-figures a day. I always tell people to go big.

Hint: If you're a newbie, don't worry about hitting the big numbers. Big paydays will come later. Focus on making your first \$100 a day.

6. THE COMPETITION

There are some traffic sources out there that are amazing, and not too competitive. If there is a ton of supply and not much buyers, then it can be **underpriced**.

7. THE QUALITY OF THE TRAFFIC SOURCE

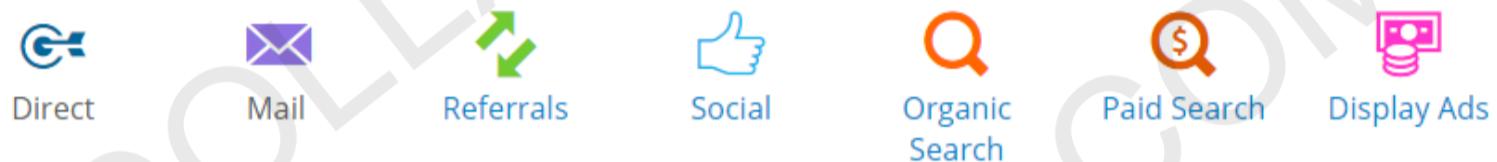
"The Leads are weak? No, you're weak!"

I'm gonna tell you straight up, some traffic sources suck.

Maybe there's a lot of FRAUD traffic.

- You think that click you paid \$.50 for was a real human who can convert, but it was actually a bot from a publisher.
- You THINK that click was an iPhone user in Singapore. But in actuality it was an Android user from Malaysia. Great traffic sources have the funds / people to re-invest in better technology so this doesn't happen as often.

The Different Types of Paid Traffic Sources



There are hundreds if not thousands of traffic sources out there. The easiest way to understand the difference is to put them into different **CATEGORIES**.

Social Traffic



Social traffic sources refer to targeting users based on demographics, interests, or a number of other similar targeting options.

Social ad platforms qualify users based on advertiser targeted options like age, interest, geo, etc. If the user meets the advertiser's requirements, then the ad will be shown.

Social traffic allows creative advertisers to tailor ads around a specific user base.

Social Traffic Sources:

1. [Facebook](#)
2. [PlentyofFish](#)
3. [Pinterest](#)

Although there are tons of social networks available to buy traffic, we're going to focus on the biggest one: **Facebook**.

With a huge selection of targeting options and its nearly unlimited supply of traffic, Facebook is one of the most lucrative traffic sources for affiliates.

Main Testing Variables on Facebook:

1. Age Brackets
2. Interest Keywords
3. Bidding Type

Search Traffic



Search traffic simply describes traffic that comes from search engines.

For the sake of keeping things simple, we're going to only discuss Google, the biggest search engine (and traffic source) in the world.

With Google being the #1 search engine in the world, it is the most visited website globally.

Google is a powerful, attractive traffic source because it allows keyword targeting (the search queries

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Free Games- Puzzle, Shooting, Adventure, Fighting, Sports, War,Strategy & Racing

Top New Games Added Daily · No Registration Needed · 100% Free Online Games

Types: Arcade & Action Games, Puzzle & Alien Games, Cars, Racing & Driving, Papas Games, Dressup &..

Puzzle Games for all Ages

Racing Cars Games

Action & Arcade Games

Dress Up Games for Girls

Paid Search Results (Ads)

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Choose from over 10,000 Games to play instantly online. No Download Required!

Free Games · Car Games · Sports Games · Puzzle Games · Zombie Games

Categories: Arcade Games, Board Games, Bubble Shooter, Puzzle Games...

Shooting Games · Girl Games · Racing Games · Action Games · Fighting Games · Zombie Games

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Games - Free Online Games at Addicting Games!

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Play over 3000 free online games! Including arcade games, puzzle games, funny games, sports games, shooting games, and more! New free games every day ...

Shooting Games · Escape the Prison · Puzzle Games · Strategy Games

Organic Search Results

Action Games at Miniclip.com

that are typed in the search box). You're able to provide ads specifically for what users are searching for.

For example, if you go into Google and type "[big screen tvs](#)," you're going to be immediately shown search results and search ads relevant to this query.

Notice that there are two types of results being shown:

1. Organic Results
2. Paid Results

Google's paid search platform is known as Adwords.

Advertisers are able to **pay** their way to being listed at the top for targeted keywords.

Your Cost Per Click is determined by which keyword you're bidding on and the relevancy of your ad and website to that keyword.

Google's ad platform is user-friendly and has a host of tools and settings to help you create the most relevant, powerful, and cost-efficient campaign in minutes.

1. PAID SEARCH TRAFFIC SOURCES:

1. [Google Adwords](#)
2. [Bing \(Microsoft\)](#)

2. MAIN TESTING VARIABLES ON SEARCH

1. Keywords

2. Ads

Mobile Traffic (Advertising on Cell Phones)



When affiliates refer to mobile as a traffic source, it means advertising on cellphones.

Mobile is the fastest growing traffic source. What I love about mobile is we're able to advertise in countries we weren't able to before.

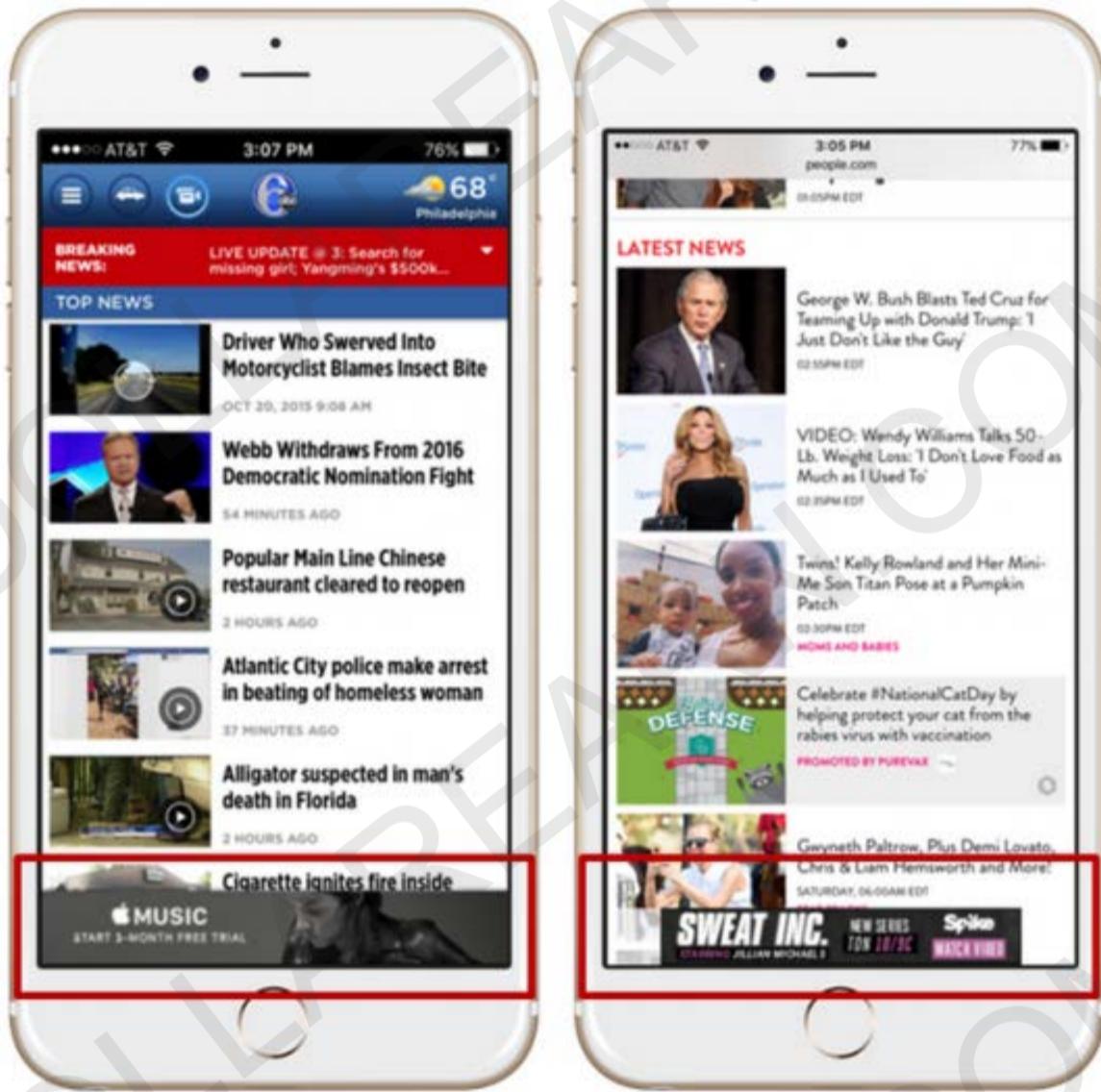
5 years ago I couldn't imagine advertising in Indonesia, Iran, and Colombia! Now these countries love cell phones and we're able to monetize them.

Remember that plenty of traffic sources like Facebook and Google have desktop and mobile traffic.

Hint: Always set separate campaigns for desktop and mobile. You don't want to mix the traffic together because it performs differently.

Within mobile, the most popular forms of advertising are:

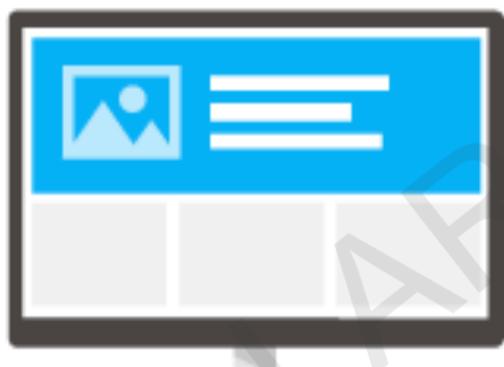
1. DISPLAY / BANNER



2. POP-UNDERS



Redirect – When the visitor lands on a URL, they'll automatically redirect to your landing page.

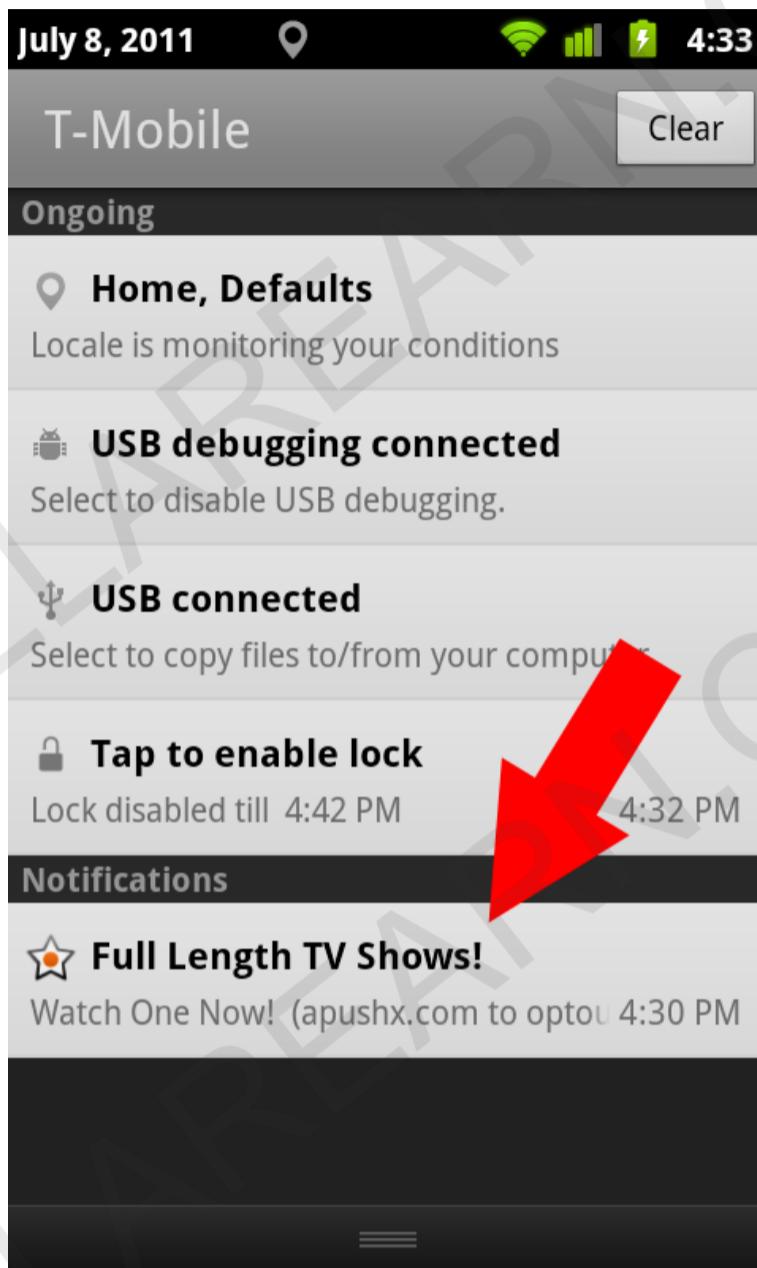


www.publisher-domain.com



www.your-domain.com

3. PUSH NOTIFICATIONS



The biggest challenge in mobile is the optimization process. Improving a campaign is hard enough, now you gotta add in:

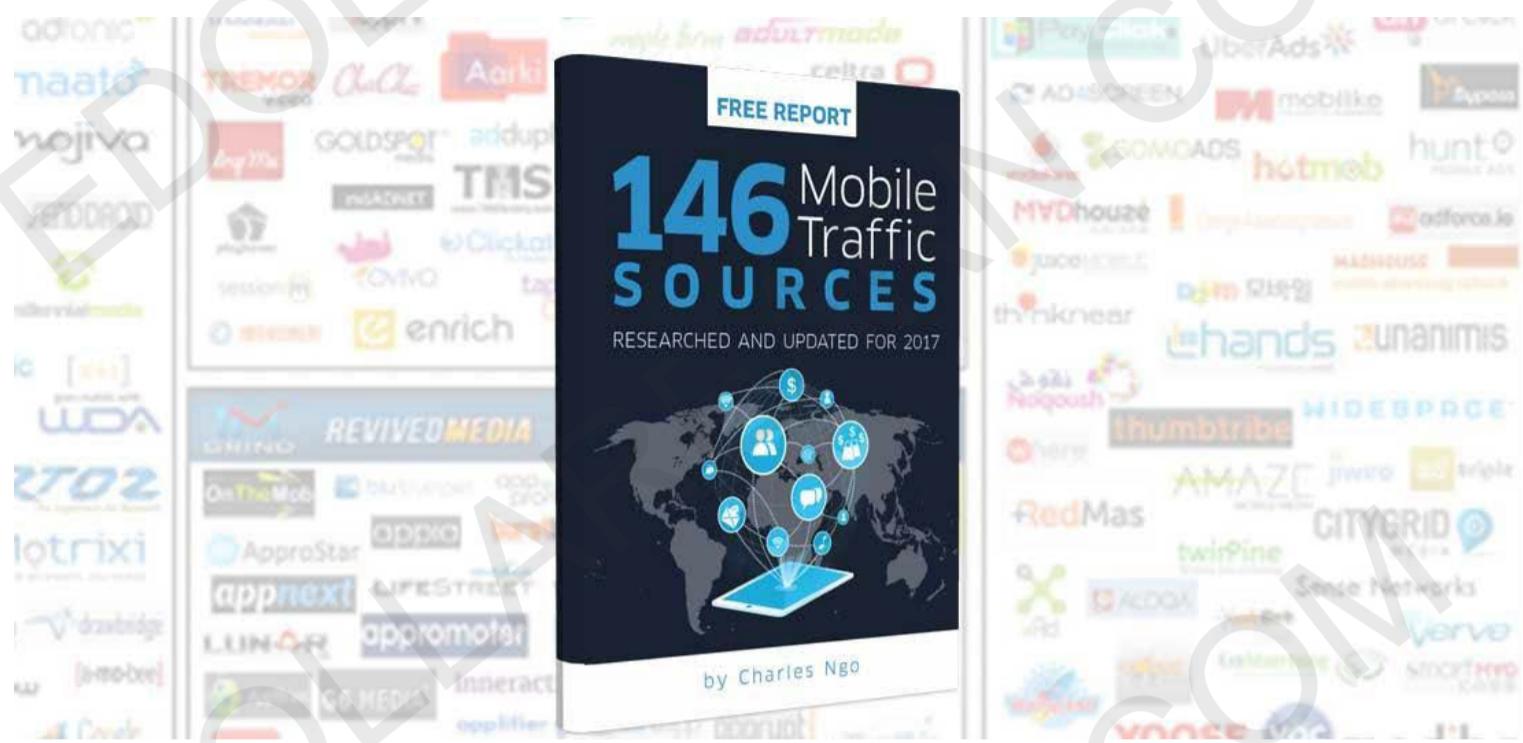
- Carriers
- Operating System
- Handsets
- and more.

Ensuring things like your website or ad being displayed properly on all cellphones or how fast it's loading can be a headache to optimize for many affiliates.

But the potential for mobile is huge, and its reach spans all over the world. Mobile as a traffic source allows advertising in untapped markets globally, allowing for cheap advertising spend with high ROIs. (*There are many countries where access to a cellphone is far easier than to a computer*).

With its growing popularity, there are tons of traffic sources specializing in only mobile traffic. In fact, there are traffic sources that specialize in only certain types of mobile advertising like "mobile pops" or "mobile display."

Here's a list of mobile traffic sources if you're interested:



<https://drive.google.com/open?id=0Bz85t32qNT300FBZbk1DWG5xbKE>

DOWNLOAD The List of Mobile Traffic Sources Here

The increasing popularity, the low barrier to entry, the number of countries available to target, make mobile an extremely attractive traffic source.

Because of its variety of geos and variables to test, affiliates can test an endless supply of unique campaigns and angles, thus making it a great place to start for newbies.

1. MAIN TESTING VARIABLES ON MOBILE:

1. Carriers
2. Operating System
3. Site ID's

2. MOBILE TRAFFIC SOURCES:

1. [PopAds](#)
2. [wwwPromoter](#)

Native Ad Traffic

Offers and Articles from around the Web

Ads by Adblade



If you know how to read secret price codes at this store, you can get even bigger discounts.



Take a look at the 25 richest country music singers ever!



Many consumers have no idea these 15 foods might be killing them.



Check out the latest designs for future cars, will you be driving one of these soon?



Find out which cars Kelley Blue Book ranks as the 10 Best Midsize SUVs.



Read Our Top 10 Anti-Aging Cream Reviews - And Decide For Yourself!

You've seen these "Recommended Content" or "Promoted Stories" at the bottom or on the side of articles and news sites.

Native ads allow for a natural, **native** blend into articles. The audience have become blind to banner ads in general. Native is a way for us to "sneak" in ads to people.

Native advertising has been around a long time but has had a huge popularity surge the past two years.

The key to native is acquiring cheap CPCs and competing for available traffic inventory (site placements).

Many native affiliates are building relationships and securing the profitable placements.

"I love this sponsored content!" said people in the dreams of advertisers who are running native ads on BuzzFeed.

som~~ee~~e cards
user card



Popular native traffic sources include:

1. [MGID](#) (25% discount for Ngo readers)
2. [Taboola](#)
3. [Outbrain](#)
4. [Content.ad](#)

However, be warned, native traffic sources are becoming increasingly strict about promotional methods and offer types (although not as strict as Facebook and Google).

Native Ad Testing Variables

1. Site Placements
2. High CTR Ads

Adult Traffic



This means to promote offers on the adult porn sites.

It's estimated that 30% of all internet traffic is adult-related so I wouldn't dismiss it just yet.

A major benefit to promoting on Adult is that they're not as **strict** on what kind of offers you promote (who are they to judge :-))

Major Key: Think of them like they're a traffic source with a heavily male demographic. Everyone assumes you can only promote dating offers.

But think...What else would a male probably be interested in?

The major adult traffic sources include:

1. [TrafficJunkie](#)
2. [Exoclick](#)

Adult traffic is attractive for affiliates because:

1. **HUGE** volume of traffic
2. Lots of freedom in offer promotion advertising methods

The downsides include:

1. Extremely competitive nature has made the top site placements overly saturated with the same offers
2. Many big players make it difficult for newbies to enter the market
3. Sending quality leads to some offers

PPV Traffic



PPV (pay-per-view), also known as CPV (cost-per-view) is toolbar traffic.

PPV traffic networks install toolbars on people's computers (with their consent) in exchange for the network to advertise pop-ups on their computers.

(Users are incentivized to install these toolbars so they can play games, win prizes, get free wallpapers, get access to weather, or other novelty items)

PPV primarily works on URL and keyword targeting.

Advertisers can choose to bid on URL targets and/or keyword targets.

Here's an example of URL targeting:

John visits www.geico.com.

If the advertiser bid on “www.geico.com,” then when he visits www.geico.com, it triggers a pop-up (usually an 800x600 ad) from the traffic source.

The pop-up could be an ad promoting a competitor car insurance policy.

The PPV network is receiving all of the advertising revenue.

An example of keyword targeting would be:

John goes to Google.com and types in “geico.”

If the advertiser bid on the keyword “geico,” then John will be shown a pop-up.

Keyword targeting in PPV means your ad will display when users type in the keyword in the search bar.

The interesting thing to note is that *Geico doesn't receive any of the ad revenue, only the PPV network does.*

This means that you can advertise on sites like ESPN.com (normally very expensive), for just a fraction of that cost.

The two most popular PPV networks are:

1. [Propel Media](#) (formerly known as TrafficVance)
2. [50onRed](#)

There's not much difference between the two. The minimum deposit for first time advertisers on both networks is \$1000.

The benefits of PPV include:

1. Landing pages are generally very simple on PPV.
2. PPV networks ad guidelines are much more lax than most other traffic sources (meaning you can promote a variety of offers very aggressively).
3. Targeting is much cheaper than traditional traffic sources. (You can bid on URL targets for a fraction of a penny).

The downsides include:

1. There are not many PPV traffic sources.
2. Those traffic sources require a high minimum deposit (\$1000)

3. Competition and saturation has made margins very slim
4. Traffic quality tends to be doodoo.

Key Takeaways

1. There are major difference among traffic sources including costs, what they allow, targeting options and the type of demographic they have
2. It's easier to understand traffic sources by putting them into different categories.

Next Actions:

I have given you all the forms of traffic sources available to affiliates.

I usually recommend newbies start off with Mobile, Native, Facebook traffic (promoting clean stuff).

Stop having "analysis paralysis." There is no best for newbies. Pick one and go.

Your assignment is as follows:

1. Pick one traffic source **type** to start with. Example: Mobile
2. Find a specific network within that type of traffic to start with. If you're starting with Mobile, you can start with [PopAds](#) for instance.
3. Deposit money into the traffic source. Start with the bare minimum.
4. Talk to your affiliate manager for recommendations on offers / verticals to run for that type of traffic source.

FINDING THE RIGHT OFFERS FOR YOUR CAMPAIGNS



The million dollar question, "[What do I promote?](#)"

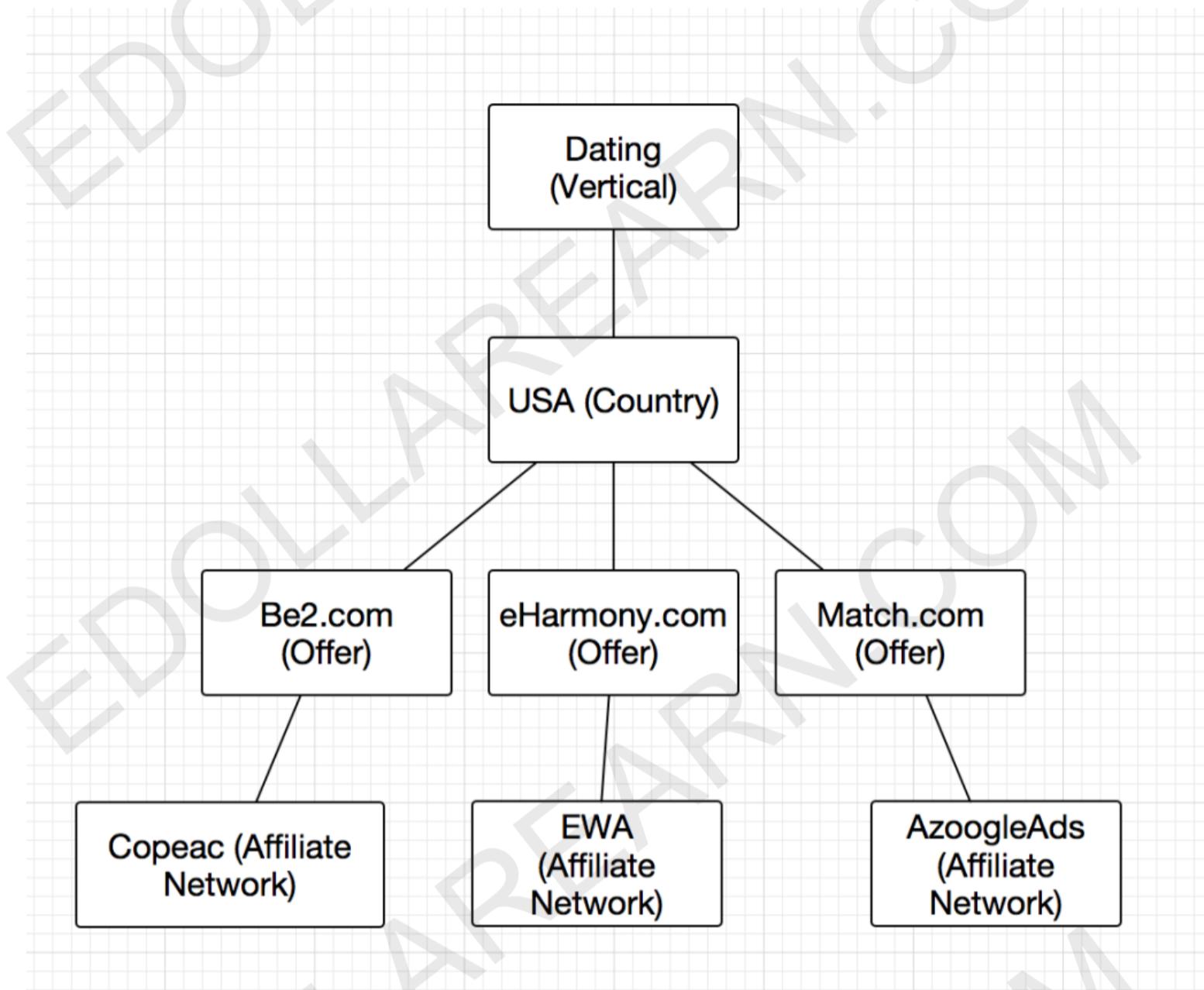
Lets define some terms:

The **vertical** is the type of product you're promoting

The **offer** is the specific product you're promoting.

An example of a vertical is dating.

An example of offers in the dating vertical would be [eHarmony.com](#), [Match.com](#), and [Be2.com](#).



Here's an example of the structure:

(Btw guys the affiliate networks in this diagram are no longer around, it's just a joke for some of the older affiliates :)

1. Start with the vertical
2. Then you decide which country you want to target (Because some offers are only in certain countries)
3. Then decide which offers to test
4. Then which affiliate networks to run with

Here's another example of verticals and offers:

The vertical is mobile gaming.

An offer in the mobile gaming vertical would be [Candy Crush](#) and [World of Tanks](#).

The Biggest Verticals in Affiliate Marketing Include:

- Dating / Adult Dating
- e-Commerce
- Health / beauty
- Gaming

- Vouchers and sweepstakes
- Gambling / Casinos
- Education
- and much more.

Don't worry about finding the "best" vertical. Pick something that's good enough and keep it moving. There's no "best."

Any given vertical I listed above is capable of generating \$10,000+ a day.

How Offers Monetize



There are mainly two types of offers.

1. Cost per Sale
2. Cost per Action (Lead Generation)

Cost Per Sale (CPS)



CPS offers pay a commission to the affiliate only when a successful sale has been made.

Example of a CPS Offer

Let's say [Amazon's affiliate program](#) offers 10% commission on all products sold.

If an affiliate promotes a book from Amazon worth \$50, he'll receive a \$5 commission for each book he sells.

Affiliates that primarily specialize in CPS offers are often promoting recognizable brand names like Amazon, eBay, Walmart, Best Buy, Priceline.com, Zappos, etc.

Cost Per Action (CPA)



CPA offers pay commission to affiliates when a desired action has taken place (thus cost-per-action).

I recommend you go for CPA campaigns as an affiliate marketer.

Why?

They're easier to convert.

It's much easier to get someone to take an action (like entering their phone number or email), than pull out their credit card and buy something.

Here's an example of an insurance offer to explain why:

A car insurance company is looking for leads.

Their offer is \$10 for every email address referred. (Commonly referred to as “email submits”). The insurance company will then try to sell that person insurance.

But if you referred someone and they actually **purchased** insurance from the company, they would pay you out a LOT more. But it’d be far more difficult for a newbie to convince someone to pay for a year’s worth of insurance, rather than just enter their email address.

See what I mean about how CPA offers are easier to convert?

The more information a company receives, the more they’re willing to pay.

- An offer that collects an email only might pay \$1.
- An offer that collects email, phone number, address, and more might pay \$5.

Another example of a CPA offer is mobile app installs. The company may be willing to pay \$0.50 for every app that’s installed.

These are just a few examples of CPA offers. Other examples include:

- Applying for a credit card online
- Signing up for a free profile on a dating website
- Paying shipping and handle for a free trial offer (think creams/supplements)
- Calling a phone number to inquire about legal consultation (pay-per-call)

Because CPA offers can be creative in the number of ways to get paid, there are tons of verticals and niches within the CPA niche.

The Traffic Source and Vertical Have to Match



Would a CNN reader be interested in audio books? Probably.

NOT all verticals will work on any traffic source.

They have to be compatible!

Here are some examples.

1. **Anti-virus software is a popular vertical to promote on mobile.** However some traffic sources do not allow anti-virus offers. **This doesn't match due to the traffic source rules.**

2. **The advertiser may not like the traffic source.** A lot of mainstream dating sites don't want their ads on adult sites due to branding reasons.
3. **Promoting anti-aging wrinkle cream wouldn't work on adult oriented traffic sources.** Why? Only women are interested in those offers, but adult sites are 80% men. **This is a demographic mismatch.**
4. **An email submit may not work on some native ad traffic sources.** The click prices are too expensive, and email submit campaigns don't pay high enough.

The best way to see what works on different traffic source is to do a bit of **competitive research** aka spying. We'll get to [spy tools](#) later in the guide, but if you're desperate to start spying, [Adplexity](#) is my recommendation.

Picking Your First Vertical as a Newbie



Here's my #1 tip:

Pick a traffic source first, and then pick a vertical

that works well for that traffic source.

You wanna focus on Facebook? Gaming or lead gen offers do well.

You want to focus on mobile? App installs, and vouchers do well.

Traffic source first, and then vertical.

I recommend picking offers that are **easy to convert (low payout)**.

Here's what I mean:

Let's say you have a \$500 budget for a campaign. And you're able to break even.

- If you run an offer that pays out \$100 - that's 5 conversions
- If you run an offer that pays \$1 - that's 500 conversions

You broke even on each one. But in the second scenario, you have so much more data. You can do more split-tests which lets you **learn affiliate marketing**.

My go to verticals for newbies are games or mobile app installs.

They're easy to convert, and you won't need a landing page for most of them.

Further reading: [Mobile traffic sources and offers](#).

Choosing Your First Offers



Here are some rules I have for testing offers:

1. Always start off with multiple offers to split-test

Think of your business like a shop. You'd test out multiple products, and only keep the ones in stock that sell really well.

This is why you should test multiple offers. If you only ever test one product, you might be trying to sell a losing product and you'll never know it.

2. Always do some research before you run offers.

Is the offer on multiple networks? Are other affiliates running it? Is it hard to convert (high payout), or easy (low payout)? Can you find it in [spy tools](#)?

Key Takeaways

1. A vertical is the **type** of product you're promoting. The offer is the **specific product** you're promoting.
2. Not all offers are allowed on all traffic sources. Pick a traffic source first, and then see what's allowed.
3. Offers are generally cost per sale and cost per action. I recommend you start with cost per action because they're easier to convert.

Homework

- Ask your affiliate manager what they recommend
- Do some competitive research to see what other people are running
- Choose an offer that's **easy to convert** (low payout offers)
- Make a decision on what traffic source / offer to promote. **Didn't we talk about taking action?**

ADS & COPYWRITING



Ads are the gateway to your campaign.

If no one clicks on your ads, **then your landing pages, offers, and the rest of your funnel don't matter.**

You're not entering a competition for the cutest or most creative ad – This isn't the Superbowl!

Your goal is to profit.

You know what's the biggest downside of advertising on TV or magazines?

Large companies will spend millions of dollars and **have no idea how much money they made or lost with it.**

They can't track it. If they spent \$5,000,000 on a commercial, they can't measure if they got a return on their investment.

With the internet, we're able to track **exactly** how effective our campaigns are. Spend \$1000, and you'll see:

- Which ads made or lost money

- How many times people clicked the ad (clicks)
- How many times the ads were shown (impressions)

Here's an example of how some stats look using affiliate marketing tracking software:

Lander	Visits	Clicks	Conversions	Revenue	Cost	Profit
Global - DemoLander	3,280,652	586,739	19,527	\$38,162.05	\$34,470.59	\$3,691.46
Global - DemoLander1	1,753,629	273,990	7,821	\$16,730.15	\$15,096.46	\$1,633.69
Global - DemoLanderAndroid	199,320	49,336	1,608	\$2,974.80	\$2,387.76	\$587.04
Global - DemoLanderWindows	229,550	22,882	1,195	\$2,330.25	\$1,836.40	\$493.85
Global - DemoLanderBrazil	15,344	6,444	244	\$500.20	\$429.63	\$70.57
Global - DemoLanderiOS	20,007	4,393	86	\$236.50	\$200.07	\$36.43
Direct linking	0	0	0	\$0.00	\$0.00	\$0.00

Green = making money.

We are direct response marketers. We advertise with the intent of the customer **taking a specific action**.

In affiliate marketing we're trying to get the visitor to click on our ad, read our landing page, and sign up for the offer we're promoting.

What makes an ad great depends strictly on how many people you got to take the desired action.

Your ads have three goals:

1. IT NEEDS TO GET ATTENTION.

Which one of these ads grabs your attention more? Which one is more likely to get clicks?



**She's 71, Looks 40!
Eastbourne Granny Exposes
Her 'Botox in a Bottle'**



**Frustrated with your
skin problems?**

Straight away people are thinking "Wtf is that yellow stuff?". It pulls them in. Then the copy explains the image. It's someone from a specific location (Eastbourne), that has "botox in a bottle". It's engaging.

The other ad is plain and kinda boring (but you never truly know which one will convert better until you test them).

If no one clicks your ads, then you don't have the chance to sell to them.

2. IT HAS TO BE RELEVANT.

If you want to get better at golf, which ad makes you want to click on it more?



Learn How To Cut 5 Or More
Shots From Your Golf Score



Why Australia's Gold Coast is
Attracting Ambitious Brits

The point of the ad is to get people to click, but you don't want EVERYONE clicking on your ads. (**Because each click costs money**)

Another example...

What happens if you have an ad about the Kardashian's latest gossip, and you send anyone that clicks to an offer for car insurance?

You'll get a **high click-through rate** and plenty of attention. But the car insurance offer is not **relevant**. People will quickly leave your page and you just lost your money.

3. IT HELPS SELL / CONVERT THE OFFER.

Which ad prepares you to pull out your card?



How To Fix Cracked Feet (Try
This)



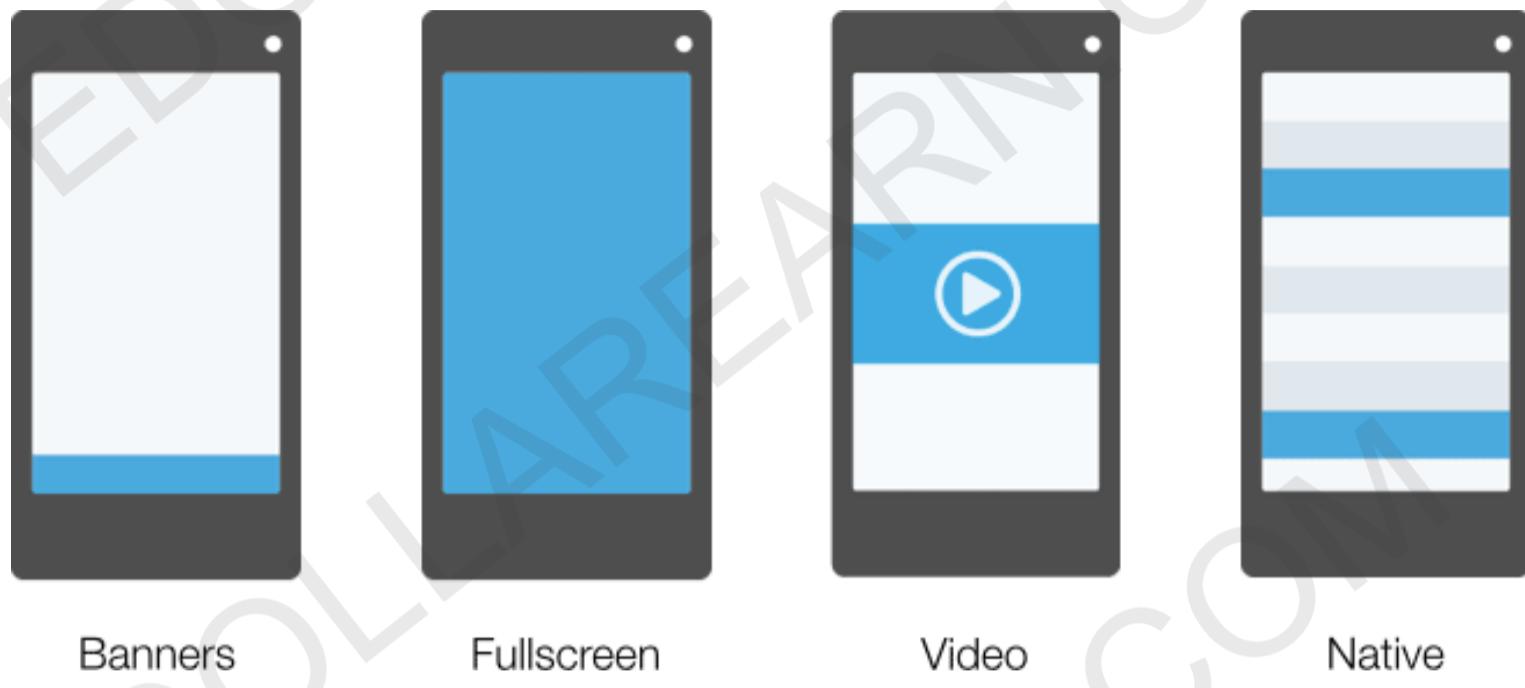
Get beautiful feet

The one that tells you to "Try This", and has an image of an action step right?

It also looks weird and gets attention (who puts duct tape on their feet?)

And it's relevant (if you have cracked feet, you'll be looking for a solution)

Types of Ads and Examples



Traffic sources specialize in different style of ads. **Some traffic sources may offer multiple styles of ads.**

I'm going to cover some of the most popular types of ads and show you some

1. TEXT ADS

The speciality of Google/Bing ads.

How good your ads perform depend on your copywriting ability.

Examples:

EDOLLAREARN.COM

Google

volunteer opportunities

Sign in

Search About 128,000,000 results (0.18 seconds)

Web Images Maps Videos News Shopping More St. Louis, MO Change location Show search tools

Ads related to volunteer opportunities

Volunteer Opportunities 1 (866) 284 7350
www.crossculturalsolutions.org/
Become an International Volunteer. Worldwide programs, 1-12 weeks.
Start Dates Enroll Now
Programs Request Information

Volunteer In Your Area | Volunteers.AARP.org
volunteers.aarp.org/
Register Free With Create The Good To Receive Volunteer Opportunities.

Volunteer Opportunities - Help improve the life of a neighbor
www.thriventbuilds.com/Repairs
Renew your community and yourself.

Related searches: [volunteer opportunities in chicago](#) [volunteer ideas](#)

VolunteerMatch - Where Volunteering Begins
www.volunteermatch.org/
Search Volunteer Opportunities. VolunteerMatch provides volunteer information and listings in your local community. Find local volunteering opportunities now!
Opportunity Search - Nonprofits - Update your account. - Edit

Welcome to Serve.gov
www.serve.gov/
Serve.gov is your online resource for not only finding volunteer opportunities in your community, but also creating your own. Use Serve.gov to help you do your ...

Volunteer.gov/gov-America's Natural & Cultural Resources
volunteer.gov/
Portal for Volunteer.gov/gov. This is a United States Federal Government portal which lists volunteer opportunities on public lands in the United States.

Why these ads?

Ads - Why these ads?

Volunteer Opportunity
www.nationalbreastcancer.org/
Volunteer & Help Extend Lives of Breast Cancer Patients in Your Area
Email address Get Updates Privacy

Volunteer Abroad - \$180
www.volunteerhq.org/
American volunteers wanted for affordable volunteer trips abroad!

Volunteer Opportunities
www.local.com/
Check Out Local.com To Find Volunteer Opportunities In Your Area!

Teen Volunteering
www.ask.com/Teen+Volunteering
Get Teen Volunteering
Find Teen Volunteering

Volunteer
www.takepart.com/30ways30days
Do good daily: easy ways you can make a difference starting now.

Volunteer Overseas
www.globalvolunteernetwork.org/
Find the Right Overseas Volunteer Placement. 16,000+ Past Volunteers

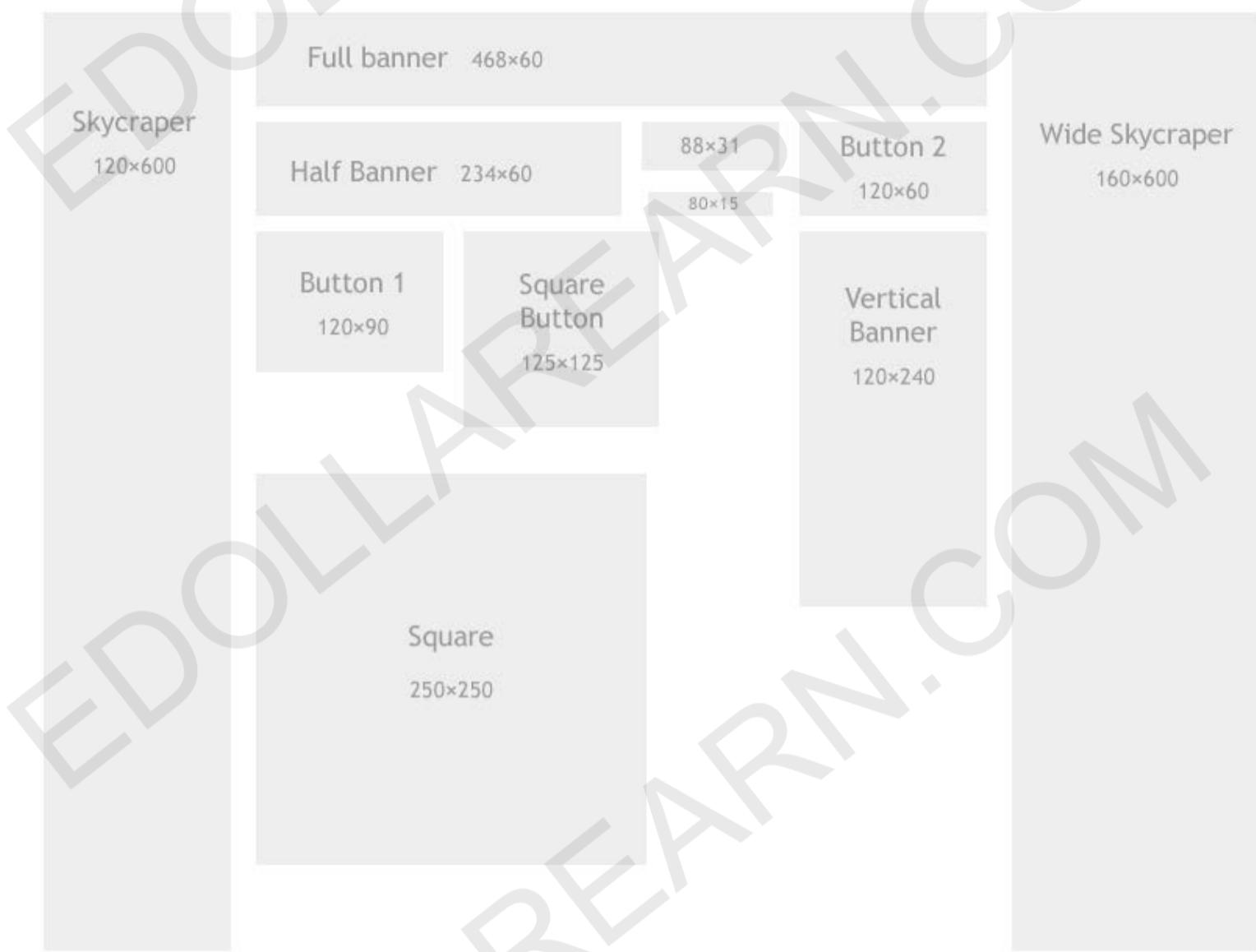
Volunteer Jobs
www.volunteerjobs.com/

2. IMAGE ADS



These are the banners you see everywhere.

Image ads some in all shapes and sizes.



The most popular sizes on desktop are:

- 720 x 90 (Leaderboards)
- 300 x 250 (Medium Rectangles)
- 120 x 600 (Skyscrapers)

Focus on the most popular banner size to test the campaign. Add in other banner sizes when you want to scale.

Protip: Some traffic sources allow animated banners. Always use animated over static images if you can because it catches the user's attention more.

3. HYBRID ADS

Offers and Articles from around the Web

Ads by Adblade



If you know how to read secret price codes at this store, you can get even bigger discounts.



Take a look at the 25 richest country music singers ever!



Many consumers have no idea these 15 foods might be killing them.



Check out the latest designs for future cars, will you be driving one of these soon?



Find out which cars Kelley Blue Book ranks as the 10 Best Midsize SUVs.



Read Our Top 10 Anti-Aging Cream Reviews - And Decide For Yourself!

These ads have images **and** text. You wanna focus on optimizing both the images and the headline.

Social and native ads feature both.

Think Facebook newsfeed ads, or the native ads at the bottom of news websites.

Further reading on native ads: [Affiliate Marketer's Guide to Native Ads](#)

4. POP UNDER ADS



This is when you use landing pages as ads.

John (the customer) is visiting a website. Your landing page is in another browser and pops "under" his current website. He isn't aware of this.

It's when he closes his main window that he sees the landing page.

The two major types of traffic sources would be Pay Per View on Desktop, and pop unders on mobile.

Here's an example of two different mobile popunder landing pages on mobile:



JOIN THE BATTLEFIELD NOW
PLAY THE BEST MILITARY SHOOTER GAMES!

YOUR DUTY CALLS!

Get your product now!

I agree to the terms and conditions of the service and accept that costs will be charged to my mobile phone account

SUBSCRIBE

\$10.00/week for Jamster Gamer Club +\$5.00 sign-up fee

[Cancel](#)

Get unlimited games, apps or videos for just \$10/wk plus \$5 signup in your Jamster Gamer subscription (see T&Cs). Buyers must be account holder or have account holder's permission. Jamster Terms & Conditions apply. Cancel: text stopgamerplan or stop to 194000. Any Questions? Need Help? Call our customer service on 1800 024 185 (toll free) or email: info@jamster.com.au. Data charges will apply to participate in this service.



\$11,197,654.59
Home of the record breaking mobile jackpot winner.

Thursday 06 April 2017

Every **Thursday**, we randomly select a **SM-G360T Galaxy Note II** holder to give a chance to become a millionaire!

OK

become our next Instant Millionaire!
Answer our short survey correctly to be eligible.

Question 1 of 4:
Have you ever won something on your mobile?

Yes, I'm very lucky

No, I never win anything, maybe now is my time

No, I have terrible luck all the time

Further reading on popunders: [Affiliate Marketer's Guide to Pop Traffic](#)

Ad Metrics and Formulas



You only care about two things when it comes to your ads: the **click-through rate** and the **conversion rate**.

1. AD METRIC #1: CLICK-THROUGH RATE AKA CTR

If your ad is shown 10,000 times (aka 10,000 impressions) and 200 people click on it, your click-through rate is $200 / 10,000 = 2.0\%$

It's in your best interest to increase the click-through rate of your ads.

The traffic source will **reward** you with lower cost per click.

Why?

Think about it. Some of these traffic networks only make money when someone clicks on your ad.

If you bid \$5 per click but no one clicks on your ad, then the network doesn't make any money.

Rewarding you with a lower CPC is their way of motivating you to shoot for higher CTR's.

Lower cost per click means your campaigns can become more profitable.

2. AD METRIC #2: CONVERSION RATE

Ads can affect the entire conversion rate of your flow.

There's an art to balancing the CTR vs conversion rate. If you say the word **FREE** you might get a higher click-through rate.

But you could LOSE money because people won't convert when they find out it isn't free.

(Advanced tip: You could lose more money if your payout drops because the quality of your leads are low)

Copywriting for Affiliate Marketing



Oh man I **LOVE** copywriting! It's one of my favorite parts of affiliate marketing.

Copywriting is the ability to write in order to persuade people to take action.

It's easier for me to demonstrate with examples.

Which ad do you think will perform better?

1. Lose 10lbs in Two Weeks
2. How I Lost 11.2lbs in 16 days

The second one will perform better because it's more specific. *It looks as if someone did a scientific experiment.*

Which paragraph do you think would perform better?

3. "Your phone may have a virus. Download now to see"
4. "Warning: Your phone may contain a virus. Everyday there are at least 589 new viruses targeting Android phones. These viruses have the ability to steal your passwords, private photos, credit card information, and even call your phone to malfunction."

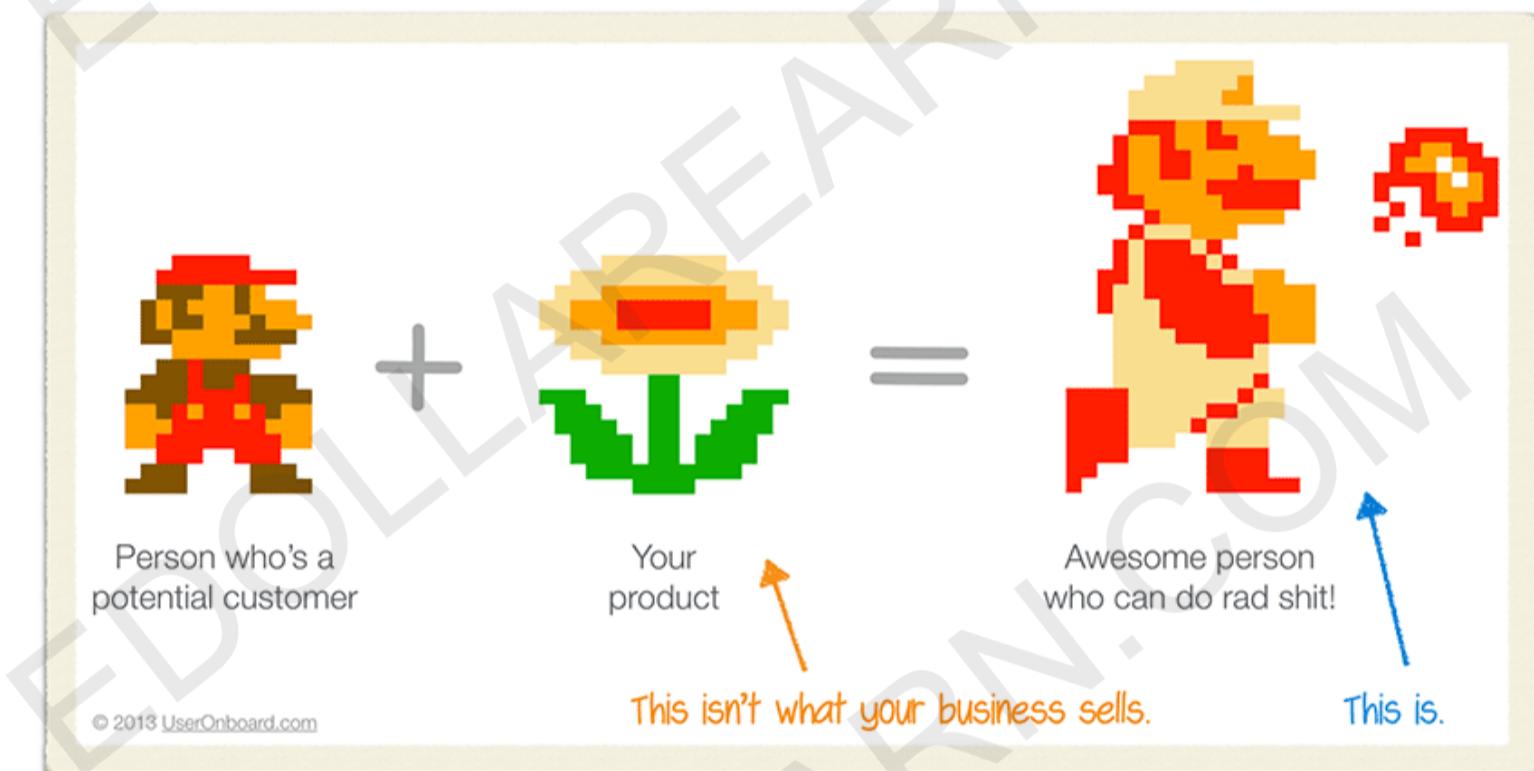
The second one!

Here's why:

1. I got specific with the numbers. There are 589 viruses. If I said "500 viruses", it sounds too vague.
2. I talk about the **pain points** if they don't download the app. Nobody wants their credit cards, photos, details etc to be stolen.

Here Are My 3 Biggest Copywriting Tips

1. PEOPLE BUY BASED OFF BENEFITS, NOT FEATURES.



Tell people exactly what's in it for them.

People don't care that a bed has 26 different coils. **How does that help them?** Our coil technology means you'll get a great night's rest no matter what position you sleep in.

5,000 people join our dating website everyday. **How does that help them?** Thousands of people in the Miami area join our site everyday, that means you'll never run out of people to meet.

2. USE THE LIFE FORCE 8 FROM CASHVERTISING



This guy's got the Life Force 8 nailed

There are certain things almost everyone wants in life. If you can target one or more of these, you are targeting a true human need.

- Survival, enjoyment of life, life extension.
- Enjoyment of food and beverages.
- Freedom from fear, pain and danger.
- Sexual companionship.
- Comfortable living conditions.
- To be superior, winning, keeping up with the Joneses.
- Care and protection of loved ones.
- Social approval.

Ideally use more than one.

3. KEEP A SWIPE FILE



It can be hard to get creative with ads sometimes. Whenever I come across an awesome ad, I save it into my Evernote.

If I need inspiration on creating ads / headlines, I'll go through all my files in my swipe file.

My Top 4 Headline Formulas



I had no idea how to write ads when I first started.

My understanding of copywriting was basic, and I was pretty much copying my competitors' writing.

This didn't work out well because I created duplicate headlines, which were competing against the existing headlines (sorry, guys).

I was at Barnes & Noble one day browsing through the magazine section. I figured I would look at magazines for inspiration since they use professional copywriters.

I had a big "A-ha" moment when I realized **most of the headlines were similar to each other.**

Although the magazines covered vastly different topics, ranging from cars to women's issues and fashion, I noticed I could break their headlines down into formulas and create headline templates.

I asked myself, "Could I apply some of these formulas to affiliate marketing?"

I had to adapt the headlines to match my goals and to accommodate a limited number of characters, but finally I was able to get higher click-through rates on my ads. Better ads meant lower click costs and more profitable campaigns.

Here's a look inside of several proven formulas I've used and the psychology behind them.

1. A BIG PROMISE WITHOUT THE PAIN



Everyone wants the benefits without paying for them. In other words, we all want gain without pain.

What's the pain of losing weight? People HATE going to the gym or dieting. Everyone knows what the solution is, but implementing it is a different story.

Promise your readers they can achieve their goals and tell them it doesn't involve their biggest pain or fear.

The Formula: How to [desired goal] without [common, painful method]

Examples:

1. How to Lose Belly Fat Without Dieting or Going to the Gym
2. How to Make \$438.99 a Day without Selling
3. How to Look 7 Years Younger without Botox

2. THE COMPARISON HEADLINE



People make judgements based on something they are familiar with. This is called the anchor effect in psychology.

The Formula: [Your Offer] is Better than [Known Product]

Examples:

1. This Game is Better than Angry Birds
2. Our Acne Cream Works 250% Better than Proactive
3. eHarmony Is for Old Guys. Our Website Works!

In this scenario, we're claiming the product we're advertising is better than the product your audience is familiar with.

Apple said they are better than Windows. The cheap cereal brands claim to taste the same as the name brand. People are always trying to improve what they're already using.

3. PROMISE INSTANT GRATIFICATION



We lack patience. That's why we always crave instant gratification.

Domino's promises your pizza to be delivered in 30 minutes or less. Progressive promises you a car insurance quote in 15 minutes or less.

The Formula: [Get Desired Result] in a [Time Frame]

Examples:

1. Get Your Credit Report in 2 Minutes or Less.
2. Single? We'll Find You a Date by This Weekend.
3. Repair Your Android Battery in 60 Seconds.

4. REBEL AGAINST THE EXPERTS



I saw a commercial a few years ago for a drain cleaner product. The company's slogan was "Plumbers Hate Us."

Plumbers are the experts, and they hate this product because it's so good that it's taking business away from them.

What if you implied your product was so good, the experts in that field didn't want others to know about it?

The Formula: The Secret the [Experts] Don't Want You to Know

Examples:

1. The SEO Tool Matt Cutts Doesn't Want You to Know
2. The Weight Loss Trick That Personal Trainers Are HIDING
3. Dentists Hate Her. Mom Discovers Teeth Whitening Trick

Extra reading on copywriting:

- [Copywriting for Affiliate Marketing 101](#)
- [How to write super profitable headlines](#)
- [Steal my top 4 personal headline formulas](#)

How to Make Ads

Sooner or later you're going to have to design some **banner** ads. Don't freak out! I got you!

"But I'm not a designer....I don't know how to make banners"

Ironically that's a good thing!

Thousands and thousands of tests have shown me that professional looking banners perform worse!

Here's a simple template for a 300x250 ad.

**Relevant
Image**

"**Headline**"

Benefit #1

Benefit #2

Benefit #3

[Call to Action]

Here's me turning the template into an ad for a battery saving app.



1. You don't need a designer. All of our ads are made in-house by my media buyers who have zero design skills. (And zero is being generous).
2. You don't need to be too creative. Your job isn't to be "clever". Your job is to get them to take action.

5. COMPONENTS OF A TYPICAL BANNER AD

1. Headline
2. Image
3. Border
4. Benefits
5. Call to Action Button

Here's an article with some [Photoshop tricks to boost your CTR](#).

Spy Tools



If you can see what other affiliates are doing, you can steal what's already working.

Then if you can improve on that, you're breaking new ground.

I talk about spy tools in the Resources section, but my go-to tool is [Adplexity](#).

If you value your time and love to use hacks in life, this is a huge win to help you learn making money right now.

Key Takeaways

4. The goal of an ad is to make money.
5. The most important metrics to keep track of are the CTR, CPC, and the profit of each ad.
6. There are different ad styles depending on the traffic source.
7. Always be testing to improve your ad.

Homework

1. DO SOME SPYING AND PAY ATTENTION TO THE ADS YOU SEE.

Here are some sites you can manually spy on

- [Businessinsider.com](#) (Features native ads)
- [Facebook.com](#) (Check out newsfeed ads)

Keep a note of every site you see that runs ads in a file somewhere so you can go back in the future to spy. Spy tools scrape a lot of data, but they don't get everything. Plus it's good to see campaigns "live in the field" because it shows you people are running it right now..

If you wanna spy on mobile ads and don't want to use [Adplexity](#) I suggest grabbing a cheap Android phone. Download different "free" apps and you'll see a ton of affiliate ads.

2. Build a swipe file

Take a few ads and save the images so that you can get your creative juices flowing. You can use Evernote to save cool images you find.

3. Create an ad in the following ad formats:

1. podle720x90

2. 300×250
3. 120×600

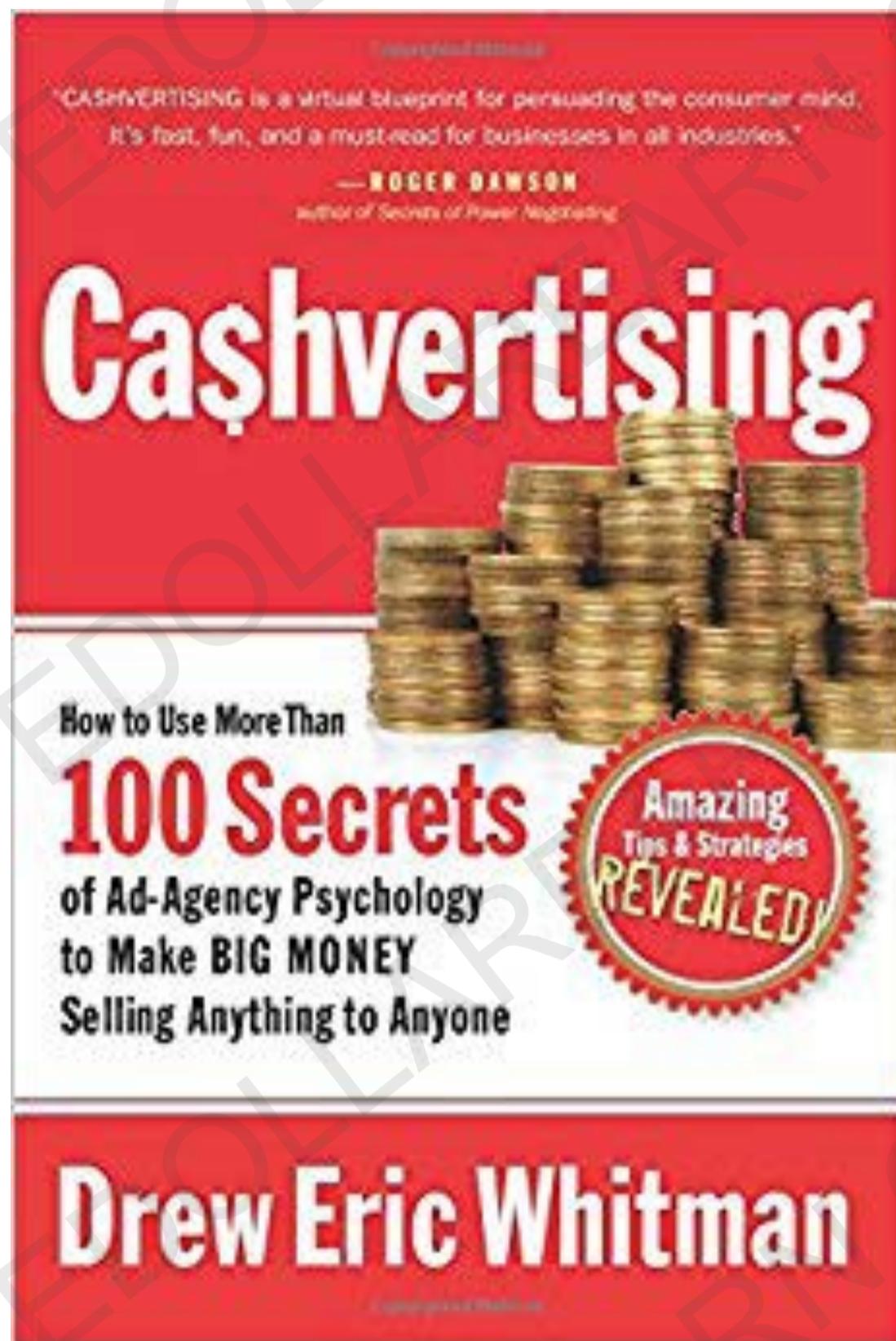
It's important not to overthink this the process. Remember, "ugly" works. My best performing ads were always ugly.

Don't over think and just take action.

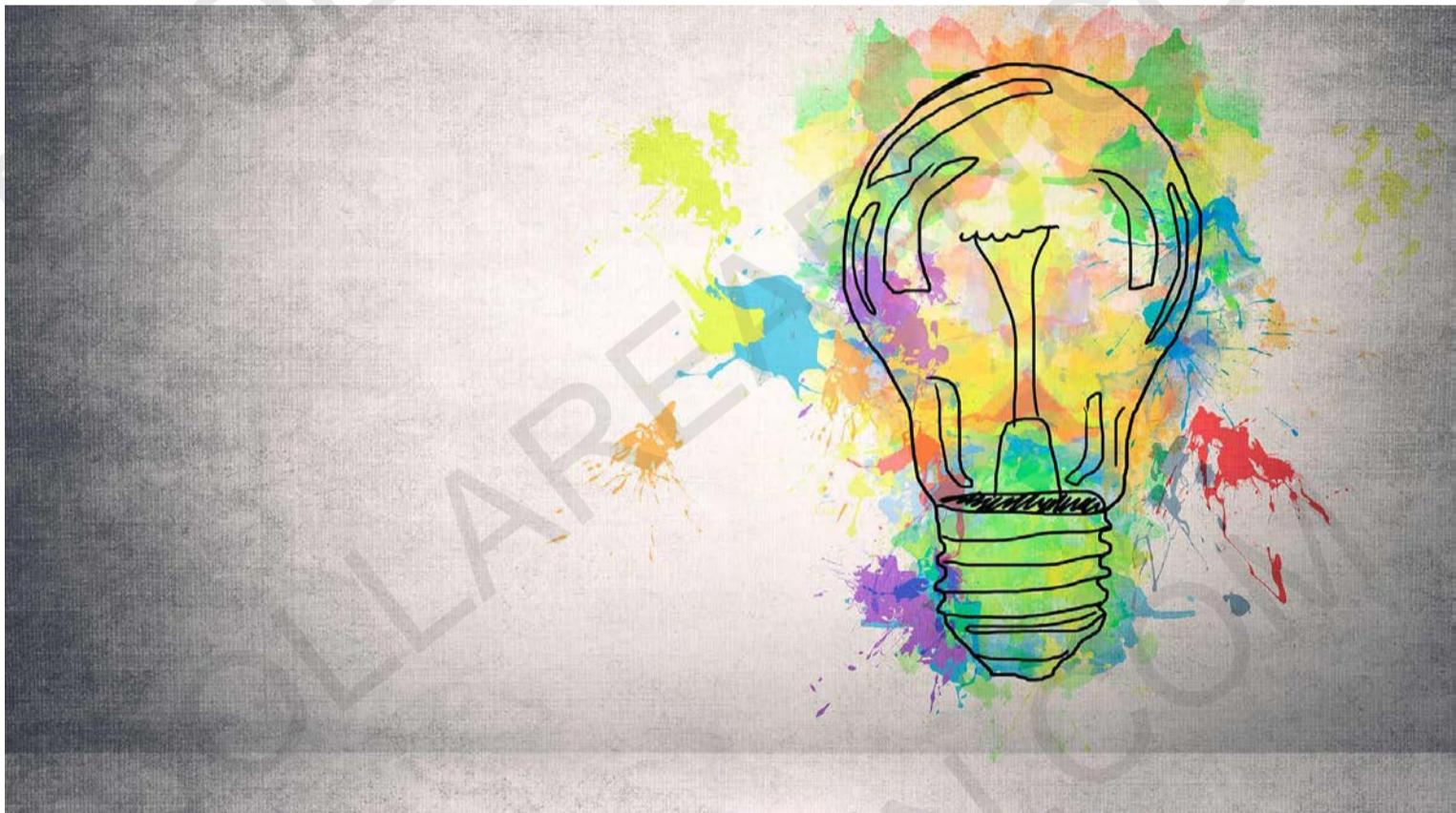
Further reading:

Order the book [Cashvertising by Drew Eric Whitman](#).

This is the #1 book I recommend affiliate marketers buy, and I required all my employees know it like the back of their hand.



AFFILIATE MARKETING ANGLES



How does BMW market their cars?

Their entire marketing is centered on how Bimmers are designed for a great driving experience. It doesn't focus on the luxury, safety, or value; it markets itself as "The Ultimate Driving Machine."

We call this **the angle**. It's how companies approach marketing on a creative level.

- BMW's Angle is a great DRIVING experience.
- Mercedes Angle is luxury.
- Volvo's Angle is safety.
- Honda's Angle is reliability.

By focusing on different marketing angles, all the cars are not in direct competition with each other. They appear to different marketers.

2. HOW YOU CAN USE ANGLES IN AFFILIATE MARKETING



Marketing angles are one of the most important aspects of a campaign, **but most guys don't understand or know how to implement them properly.**

When affiliates think about ads, they think about:

- Image
- Headline
- Ad description
- Call to action

Angles are how you approach a campaign on a higher level.

A newbie affiliate might skip the angle process and just gather 20+ images and hope that one of them sticks. But if you test angles first, it gives you greater insight into **why** that image works, and gives you a way to replicate the success.

It's easy to get caught up with clicks, optimization, etc. But remember at the end of the day, this is affiliate **marketing**.

Remember that the core of each campaign is marketing.



An Example

Let's explore the female dating niche.

Promoting to guys is simple.

Men are visual creatures, so it's a cat and mouse game of sneaking in images showing skin.

Women on the other hand are much more emotional **so the angle plays a bigger part.**

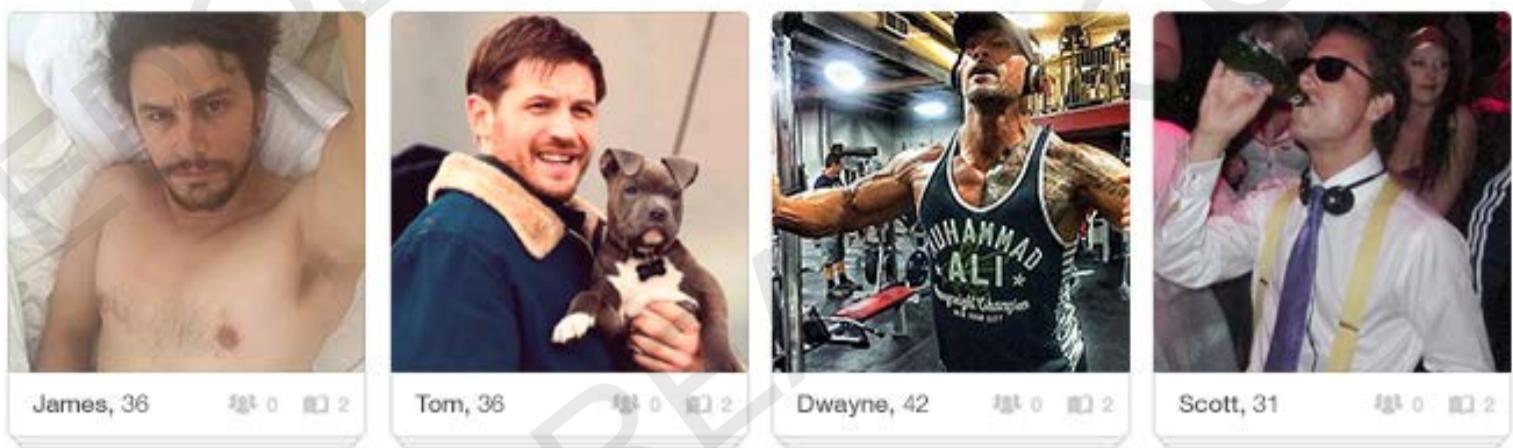
3. HERE'S AN EXAMPLE OF HOW WE USE ANGLES AS AFFILIATES...

What kind of men would women find attractive?

Results of a quick brainstorm:

- Men with beards
- Men with tattoos
- Men with glasses
- Shirtless men with abs
- Men next to fancy cars

All of these seem reasonable, but which one's the best?



Remember the higher the click-through rate on our images, the less we pay.

Launching a campaign with 1 image of each wouldn't work because there's not enough statistical significance. Maybe the men next to fancy cars is the best angle, but you chose a horrible image to represent the angle.

One way to test angles is to test them all represented by 5 different images. If you test 25 ads, then you can take the average CTR of each angle.

Here's some hypothetical data:

- Men with fancy cars: Average CTR = 1.2%
- Men with beards: Average CTR = 0.8%
- Men with tattoos: Average CTR = .64%
- Men with glasses: Average CTR = 1.0%
- Shirtless men with abs: Average CTR = 0.9%

We can conclude that guys with fancy cars are the best angle because they have the highest click-through rate.

One exception I would make is if there was an **outlier** image in another group.

If there was an image in the shirtless men category that did a crazy CTR such as 1.5%, I would keep the angle in rotation as well.

Remember there are no **rules** in affiliate marketing, these are just *hints* for you to discover your own methods.

What do we do now that we have a winning angle?

Expanding the Angle



So women like men with money.

YOU HEARD IT HERE FIRST!

How can we make money with this revelation?

- **Let the angle affect the landing page.** Test out a picture of a woman next to a fancy car on the landing page. Test out the headlines and make it reflect the angle.
- **Test a more targeted offer.** Instead of eHarmony, maybe an offer that's more oriented towards meeting wealthy men?
- **Hammer the ads.** Now that we know women like pictures of men next to fancy cars, test out 20 more images.
- **Test out more angles.** We only tested out 5 angles, there are much more. Think of it like a tournament. The current winner is "men next to fancy cars", but is that angle better than "men with puppies"? Test and see!

One key point I want to bring up is the concept of **synergy**. The components of your campaign become more powerful if they match and strengthen each other.

The components of your campaign should come together like Voltron, not Frankenstein.

How Do You Come Up With Angles?



I don't have a process for coming up with angles because I can just sit down and churn them out.

But that doesn't really help you now does it?

Here are a few tips to help you brainstorm unique angles.

4. PUT YOURSELF IN THEIR POSITION

Use your imagination and pretend you're a 40 year old woman. What kind of men would they desire? It's cool, no one thinks you're fruity.

I guess for female dating it's not as easy. *But If I were to come up with angles for the battery app niche it would be super easy since my phone dies all the time.*

I just saw this image that shows if you're on certain carriers your battery life goes down. Things like this are all potential angles.



GO WHERE THEY ARE

Research and try to understand the mindset of your target audience.

Years ago I was in the “exercise / weight loss niche.” My office use to be across from Lenox Mall in Atlanta so I had my employee go to the mall and offer overweight ladies \$20 for a 30 minute interview. I would get countless \$\$\$ angles because I got ideas straight from the source.

Go to forums where they hang out at. Listen to the audience and understand what they want.

5. LOOK AT BIGGER COMPANIES FOR INSPIRATION

The screenshot shows the EliteSingles website. At the top right is a 'Member login >' button. Below it is a search bar with a magnifying glass icon. The main content area features a large photo of a man and a woman cooking together in a kitchen. To the left of the photo is a mobile device displaying the mobile version of the site, which includes a 'GET STARTED' button. The main navigation bar at the top includes links for MAGAZINE, ABOUT US, SHOP, and HELP. Social media icons for Facebook, Twitter, and LinkedIn are also present.

Maybe women like men who can cook?

For the female dating example, most of the niches were from other companies. There are offers focused on meeting wealthy men, men in uniform, muscular men, etc. These big companies have done the research for you and you can piggyback off of it.

6. THE LIFE FORCE 8

Human beings are *biologically programmed* with the following eight desires:

1. Survival, enjoyment of life, life extension.
2. Enjoyment of food and beverages.
3. Freedom from fear, pain, and danger.
4. Sexual companionship.
5. Comfortable living conditions.
6. To be superior, winning, keeping up with the Joneses.
7. Care and protection of loved ones.
8. Social approval.

Is there a way you can align your angle with any of the Life Force 8?

Why would men with fancy cars be the best angle?

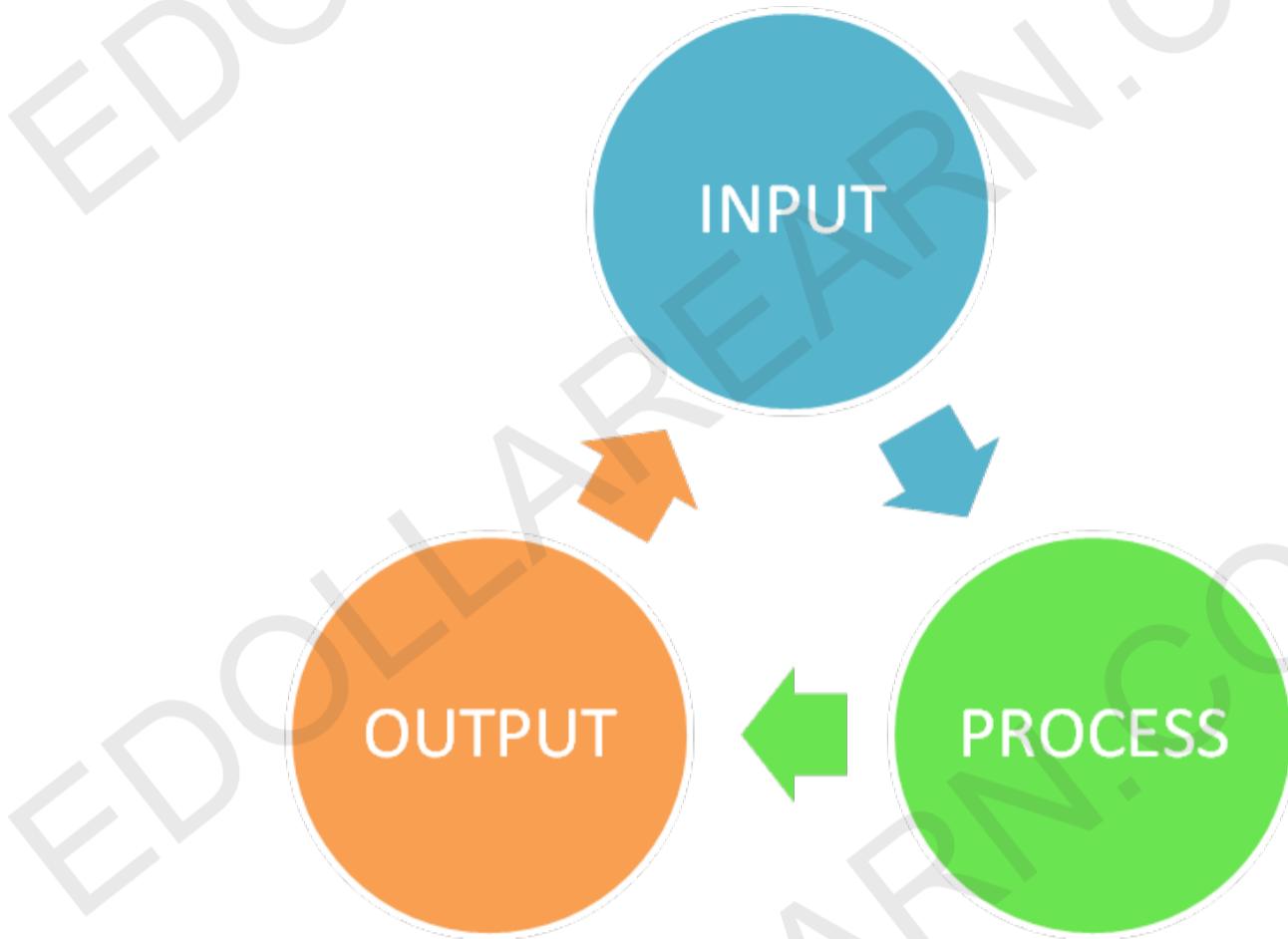
Because it aligns with #1, #3, #4, #5, #6, #7, #8

7. MORE ANGLES IDEAS

I don't want to leave you today with just one angle. Let's brainstorm some more. I gave myself a fun challenge by making the angles relevant to current events.

- **Credit reports** - Companies are getting hacked every day and it goes all over the news. Use fear as an angle for your offer.
- **Weight loss** - Summer's coming up. Tell people they can get a sexy body for summer with your system.
- **Holidays** - Holidays and seasons make great angles. The few weeks before Valentine's Day are great for the dating niche. New Year is great for self improvement and weight loss/muscle.
- **App Development Training Course** - Teaching people how to make apps? Maybe you could entice them with how to create the next Flappy Birds with dreams of making \$50k a day.

8. BECOME MORE SYSTEMATIC



Hopefully the article helped you understand what angles are and the importance of them. I have had campaigns of mine go **from breaking even to literally 300%+ ROI** due to the angle changing.

If you noticed in my example, I have a system for the way I run campaigns. I don't just run a few tests and cross my fingers that it's profitable.

If I'm not making money in a campaign, i can pinpoint the exact step where I'm messing up. From there I know what I have to do to improve. It works the other way around as well. I need to know **WHY** a campaign is successful so I can replicate it to future campaigns.

The best part is I can pass the system onto an employee, or I can teach it to anyone I want.

There are no "feelings" involved.

With a system I don't let emotions cloud my judgement.

If you know how to come up with unique angles, you can make a lot of money.

Think about how many blenders have been sold on infomercials over the years.

The end result is the same (blended food), but the angle is different (vegetarian, desserts, soups, multi uses, celebrity chef endorsements, hand held, smoothie maker etc).

A new angle can be worth millions.

This is something I go into deep at [AFFcelerator live workshops](#) because it's so important.

Further reading on angles:

[How to create crazy new angles](#)

[Marketing angles for affiliates 101](#)

Homework

1. Brainstorm 5 different angles for your offer. Later on you can research your competitors, but right now come up with your own ideas.

LANDING PAGES



Landing pages are an important part of your affiliate marketing campaigns. If my campaign isn't profitable, landing pages are one of the first things that I'm going to try to improve on.

Let me explain what **direct linking** is first.

Direct linking means the user clicks on your ad and is sent **directly** to the offer page.

1. DIRECT LINKING EXAMPLE

There is a gaming offer called **Game of War**.

You see the ad online on your Facebook newsfeed, you click on it, and you land on the advertiser's page (**the actual offer page**).

Here's what it looks like:



Direct linking means you're **linking directly** to the advertiser's / offer page. When the visitor installs the app, you get paid a commission.

2. DETAILED SETUP:

1. Grab link your affiliate link from your affiliate network dashboard (I'm using my affiliate link for an offer called WarTune).

1 (6132) Wartune /US/UK/DE/CA/AU/FI/PL/SE/DK

2 Sub ID Instructions
Please note that the s1 parameter should only be used to pass NON-UNIQUE SubAffiliate IDs. If you are using UNIQUE Click IDs each time someone clicks on the link, please use another Sub ID field (s2-s5) as instructed by your Account Manager. If you are using HitPath specifically, you can send unique Sub IDs and affiliate Sub IDs using the following method: &s1=xxagentidxx&s2=jjhitjj (For DT use &s1=%LINK&s2=%SUBID1).

3 Unique Link

Name	Unique Link	Get Code	Download Zip	Send Email	Type
- banner flash	http://cldlr.com/?a= &c= &s1= http://cldlr.com/?a= &c= &s1=	Send Email	Link	Download Zip	Send Email Flash

2. Put that affiliate link into your Voluum tracker.

The screenshot shows the Voluum interface with the 'Offers' tab selected. A red box highlights the 'New offer' button. The main panel displays a single offer entry for 'ClickDealer.com - United States - Wartune'. A large red arrow points from the 'Your affiliate link' text below to the 'URL' field in the offer edit dialog, which contains the URL `http://cldlr.com/?a=...&c=...&s1={campaign.id}&s2={clickid}`. The dialog also includes fields for Name, Country, Affiliate network, and Payout.

Your affiliate link

2 Name ClickDealer.com - United States - Wartune
3 URL http://cldlr.com/?a=...&c=...&s1={campaign.id}&s2={clickid}
Available URL tokens:
+ {clickid} + {campaign.id} + {trafficsource.id} + {lander.id}
+ {offer.id} + {device} + {brand} + {model} + {browser}
+ {browserversion} + {os} + {osversion} + {country}
+ {countryname} + {isp} + {useragent} + {ip} + {var1} + {var2}
+ {var3} + {var.variable name}
5 Country United States
6 Affiliate network ClickDealer.com
Click ID will be appended to the URL.
7 Payout Auto Manual
\$ 1.2

3. Take your campaign URL from Voluum, and put it into your traffic source

The screenshot shows the Voluum interface with the 'New campaign' dialog open. A red box highlights the 'Campaign URL' field, which contains the URL `http://`. The dialog also includes fields for Name, Traffic source, Country, Cost model, CPC, Postback URL, Redirect mode, and Default paths. A large red arrow points from the 'This is the link that you put into your traffic source' text below to the 'Campaign URL' field.

This is the link that you put into your traffic source

Name Facebook - United States - Wartune
Campaign URL http://
Traffic source Facebook
Country United States
Cost model Do not track costs CPC CPA Auto
CPC \$.25
Postback URL
Redirect mode 302 Meta Refresh Double Meta Refresh
Default paths
Path 1 Direct Linking Path weight 100
Lander United States - 7.7.14 Headline 1 Weight 100
Offer ClickDealer.com - United States - Wartune Weight 100
Save Cancel

Affiliate network -> Tracker -> Traffic source

This works because it's a straightforward offer (game download)

So, What's a Landing Page?

A landing page is a one page website that you build.

The purpose of a landing page is to talk about the offer, and **to convince the visitor to take action.**

The page goes between the traffic source and the offer page.

Traffic Source -> Your Landing Page -> Offer page

Here's an example of the flow:



I'll walk you through it.

1. You design and place an ad on a traffic source and someone clicks on it.
2. They go on to a landing page that you've designed.
3. The user clicks on the button on your landing page and they get taken to the offer page.

If they take the appropriate action (download, install, pay etc) **then you get paid.**

It's a mini-website you've designed to persuade them to take action.

The landing page has a button that leads to the advertiser's offer (Call to action button).

(*That's the big red button on #2 image above.*)

The button has a link that you insert. The link is from your tracking software ([Volumum](#)), which contains a link from the affiliate network.

That's how they know how to pay you and give you credit.

In this case if they download the app, you get paid money.

Why Should You Use a Landing Page?



How much money did the inventor of this landing page make?

Because they work.

Using a landing page seems **counter-intuitive** right?

If someone clicks on an ad it means they're interested in it...why would we put a landing page in their way and increase friction?

When I was a newbie I refused to use landing pages because I was **uncomfortable** with them.

"Where do I build a landing page?"

"Wait a minute, I have to pay for hosting?"

"I don't know what a good landing page looks like."

Here's my favorite analogy to explain why

landing pages are important.

Imagine a someone walks into a car dealership.

They're interested, **but it doesn't mean they're ready to buy**. Most people are going to leave after a few minutes.

But what if that customer had a car salesman help them out?

He could explain:

1. The fuel savings
2. The benefits of the cars
3. The different finance options.
4. Give them the option of taking it home for the night.



Who wouldn't buy a car from this guy?

The chances of them buying are **much, much higher**.

A good car salesman turns curiosity into sales.

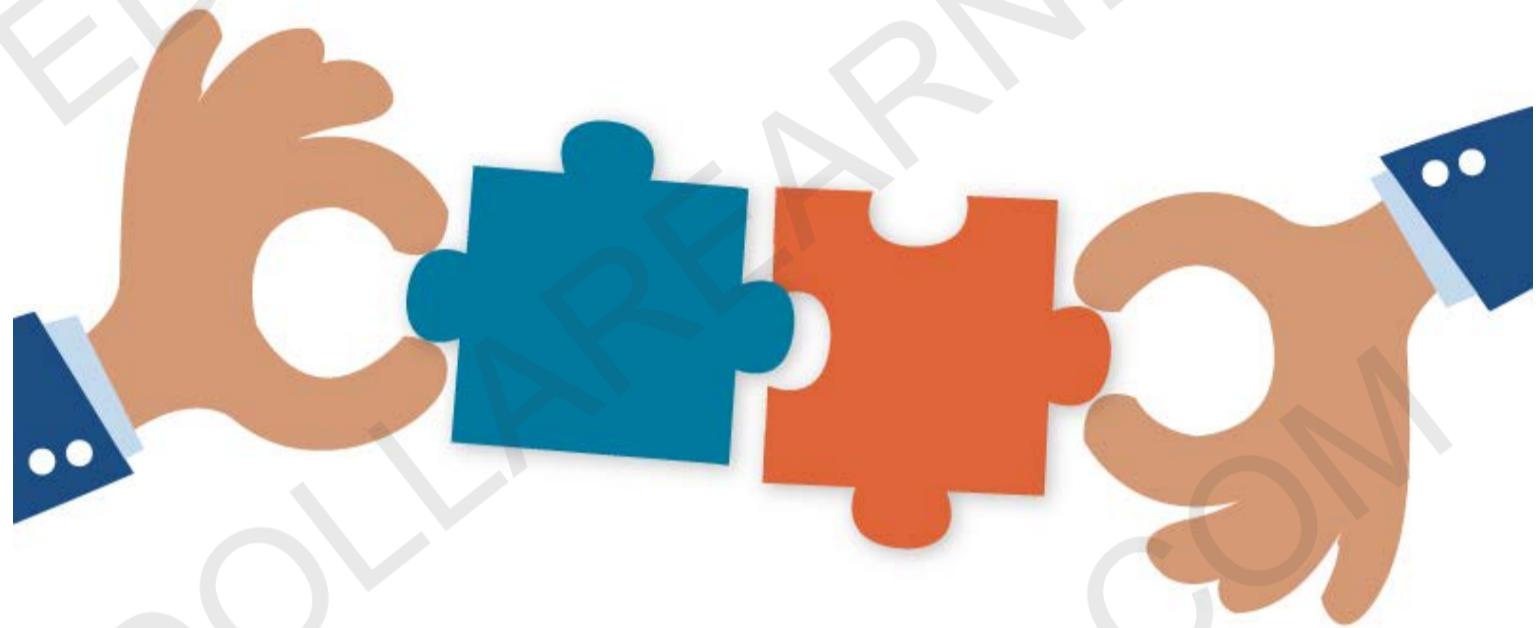
A landing page is your salesman. **Just because someone clicked on your ad doesn't mean they want to sign up for the product.**

You know how there are bad car salesman and how there are amazing ones?

The same goes for landing pages.

Landing pages are powerful. I've had campaigns that lost money initially, and the right landing pages took them to 5-figure + days.

When to Direct Link and When to Use a Landing Page



I use landing pages in 90%+ of my campaigns.

There are two occasions when I prefer to direct link:

1. When I want to launch a campaign and **test an offer faster**.
2. If I'm doing **a really simple offer** like an app install, or email submit.

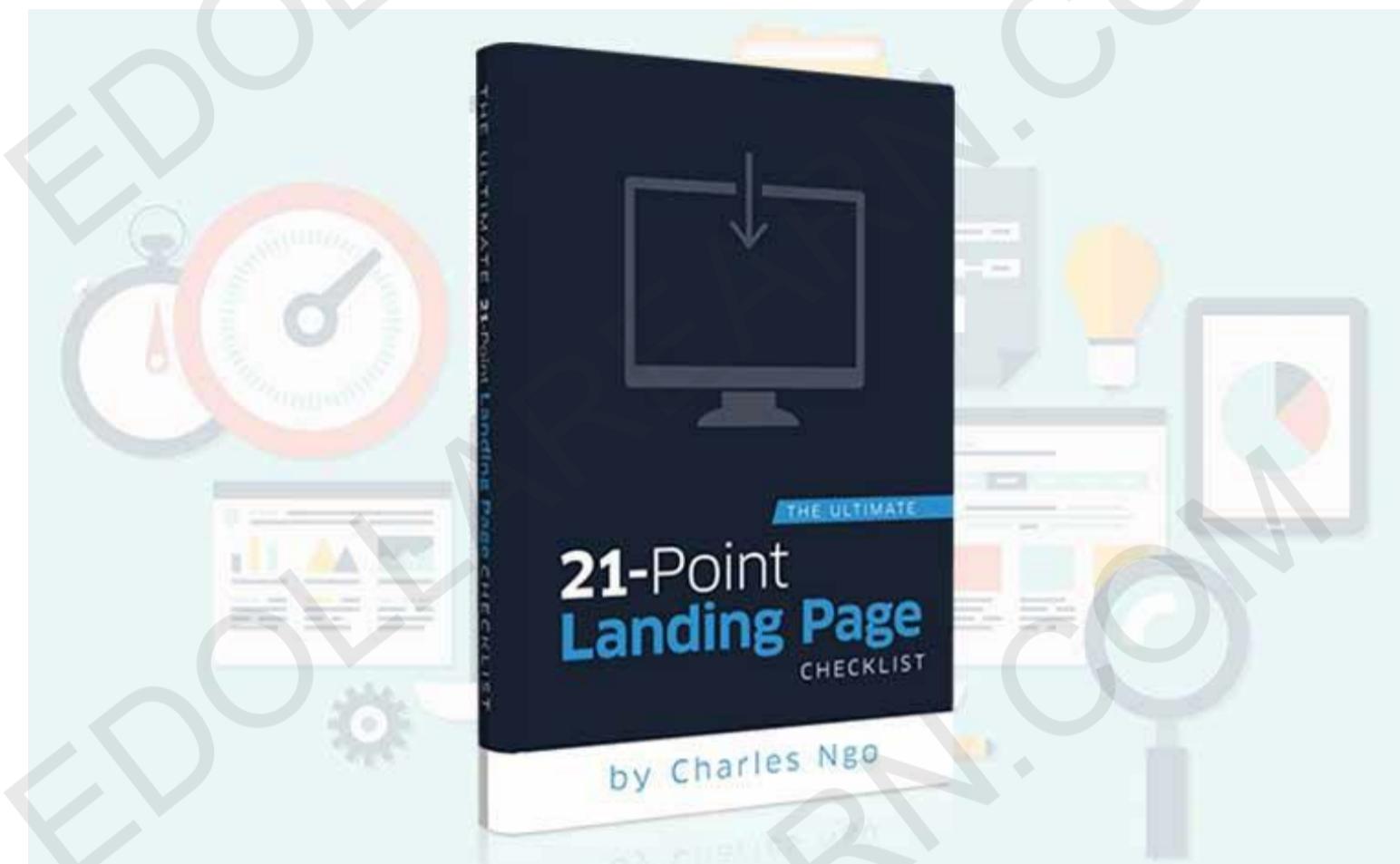
You should use landing pages in most of your campaigns. I know too many newbies who are scared to use landing pages, and direct link everything because it's easier.

What Does a Landing Page Need?

The first thing you need is a checklist.

There are a ton of things on landing pages, and you don't want to miss anything out.

I've written up a PDF checklist here that'll be a huge help to you.



[DOWNLOAD HERE](#)

A mistake I see with many newbies is that they overthink the landing page process.

Keep it simple. You're not going to have the perfect landing page when you first launch.

You launch, collect data, run some tests, and slowly build a great landing page.

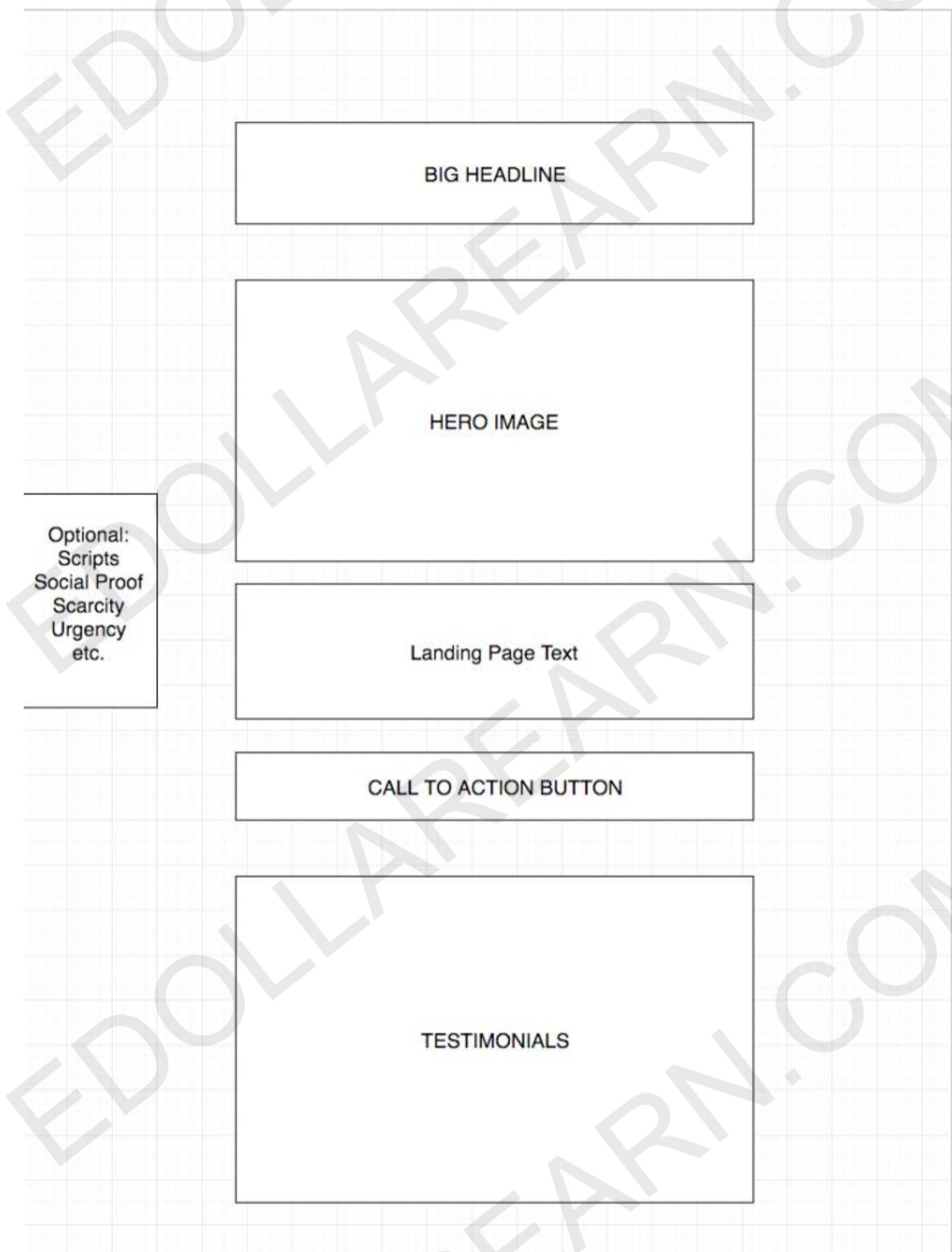
A good landing page traditionally has the following:

1. **Headline** – It catches people's attention.
2. **The Hero Shot** – People are visual.
3. **Body text** – This is where you explain the benefits of your product and convince them to sign up for the offer.
4. **Call to Action Button** – Make it crystal clear what you want people to do next.
5. **Social Proof** – Whenever I eat at a restaurant, I have to make sure it has good reviews on Yelp. If other people ate there before and can vouch for it, then I feel going to this restaurant won't be a mistake.

There are different ways you can add social proof to your landing page.

- Testimonials
- As seen on TV
- Trust Seals

Here's a diagram to make it easy to understand a landing page. I am showing the example of a typical **mobile** landing page. Most of them are variations of this diagram.



How to Create Landing Pages



Now you're wondering how do you create these landing pages?

Don't overcomplicate it - **Landing pages are one page websites**. That's it.

First off, I don't recommend any landing page tools out there.

I know there are some tools out there like LeadPages / Clickfunnels, **but they are not designed for affiliate marketing campaigns**.

A big part of landing pages is **speed. Do not use wordpress either to build the site**.

What happens if someone clicks a link and it takes over 5 seconds to load? They're going to hit the "back button."

A lot of these tools add too much extra code and bloat that'll slow down your pages.

Here are a few suggestions:

#1 You Can Design it Yourself

1. Draw it out on a piece of paper.
2. Get a designer to draw it out into a .psd file
3. Hire a programmer to turn that image, into a website (.PSD to HTML service)

You can find designers and programmers over at UpWork.

#2 Take existing affiliate landing pages, and modify them.

You can re-use affiliate landing pages for multiple verticals. Think of them as "templates." I'd be careful with stealing pages from other affiliates. Some of them may have malicious code that steals traffic from you.

Or they might just be programmed poorly and contain a lot of useless code. I prefer looking at other affiliates landing pages just as inspiration, rather than directly taking them.

Testing Landing Pages



Having a great landing page is a major key to success.

And the key to a great landing page is to continuously split-test your pages.

It's simple.

Take your landing page and set it as the "control." Then test it against the same landing page where you change one element.

Example. Two pages look the same, but they have different headlines. You see which headline performs better.

Now test the images. And so on.

Key Takeaways

1. You can **either link directly to an offer, or use a landing page**
2. You create **landing pages to help increase the conversion rate**. Think of it like a car salesman that helps get you sales.
3. The main components of a landing page include the **headline, image, landing page copy, call to action button, and testimonials**

Homework

4. Now that you have an offer, create a landing page for it.
5. You can either learn how to code yourself, or find a freelancer to help you out.
6. Download and go through my landing page checklist PDF. I give away a few tips I didn't have room to include here.

Further reading on landing pages:

- [How to improve landing page conversion rate](#)
- [Tips for building highly profitable landing pages: Part 1](#)
- [Tips for building highly profitable landing pages: Part 2](#)

HOSTING



I mentioned in a previous section that you need a landing page. In order to setup a landing page, you need a company that can “host” the site for you.

In the web hosting world, there are three options:

1. Shared hosting
2. VPS (Virtual Private Server)
3. Dedicated Server

(There are also CDN's which we won't cover in this guide)

I'm going to use a college dorm to describe the differences among the three.

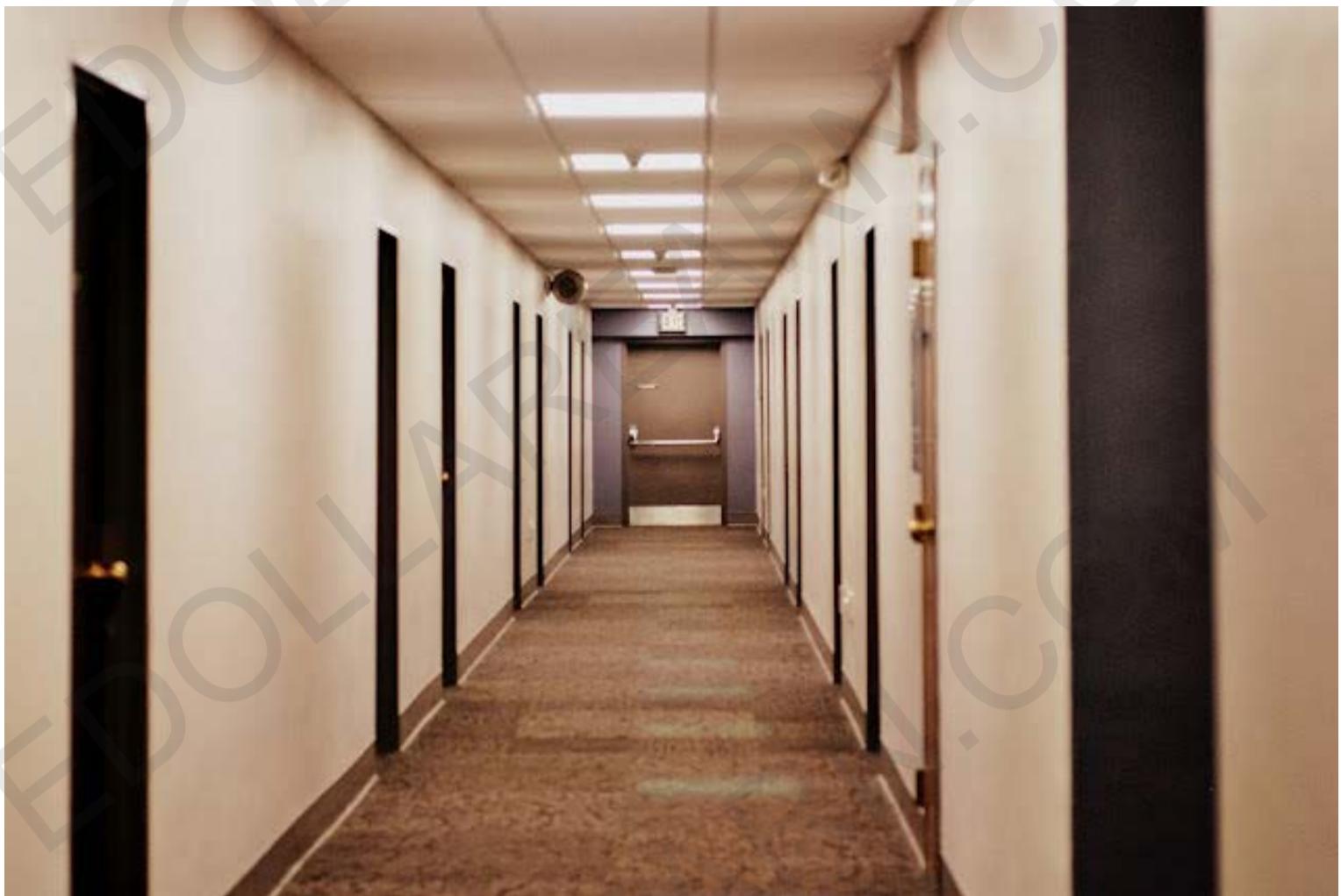
Imagine a college dormitory.

A shared host is like owning a single room within the dorm.

Your room is the allotted space in the dorm. You could handle only limited traffic within your small dorm room. And your room is one of many rooms on a single floor in a huge dormitory.



A VPS is like owning an entire floor in a dorm. You have much more space and could handle significantly more traffic than a single dorm room. But you're still only one of a few floors in a huge dorm.



A dedicated server is comparable to owning the entire dorm. You have the entire dorm to yourself to run traffic.

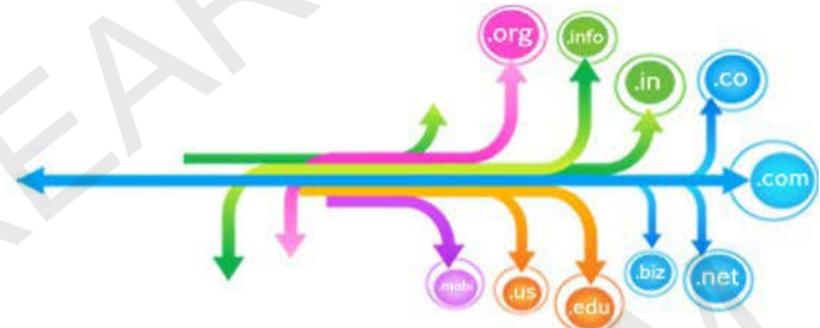


Most of the \$5 a month hosting options you see out there are shared hosting services. (*You're sharing the same bandwidth and hosting with several other website owners*).

It's important to know that getting a domain and getting a web host are two **different** things. You'll need both to create a website.

You buy and register domain names with domain registrars, but you **host** your domains at your web host.

Setting up Your Domain Registrars



A domain registrar is a company that manages the reservation and sale of domain names.

I recommend using [NameCheap](#) to buy your domains. They do great discounts and I've never had a problem with them the time I've used them.

Steps

1. Go to [Namecheap](#) and register a domain.
2. Create an account.
3. Choose any domain (don't overthink this step guys, it doesn't really matter).
4. After selecting your domain, the domain should pop up in your Dashboard.
5. Click "Manage."

The screenshot shows the Namecheap dashboard. On the left, a sidebar menu has 'Dashboard' highlighted with a red box. The main area displays a yellow notification bar: 'Dear Customers, We would like to inform you of the scheduled PayPal maintenance, which will take place on Friday, March 11, 2016. Please refer to [this status post](#) for more information.' Below the notification, the user is identified as 'Hello Affcelerator Admin' (Last logged in on Mar 10, 2016, 12:54 PM (EST)). The 'Account Balance' is listed as '\$0.00' with a 'Top-up' link. A 'Two Factor Authentication' section shows 'OFF' with a 'Manage' link. At the bottom, a table titled 'Recently Active in Your Account' lists a single domain: 'affceleratortest.com' under the 'All' tab, with a 'MANAGE' button highlighted with a red box.

6. Remember this screen as **you'll need to come back here when you setup your hosting**.

Domains → Details

affceleratortest.com

Domain Products Sharing & Transfer Advanced DNS

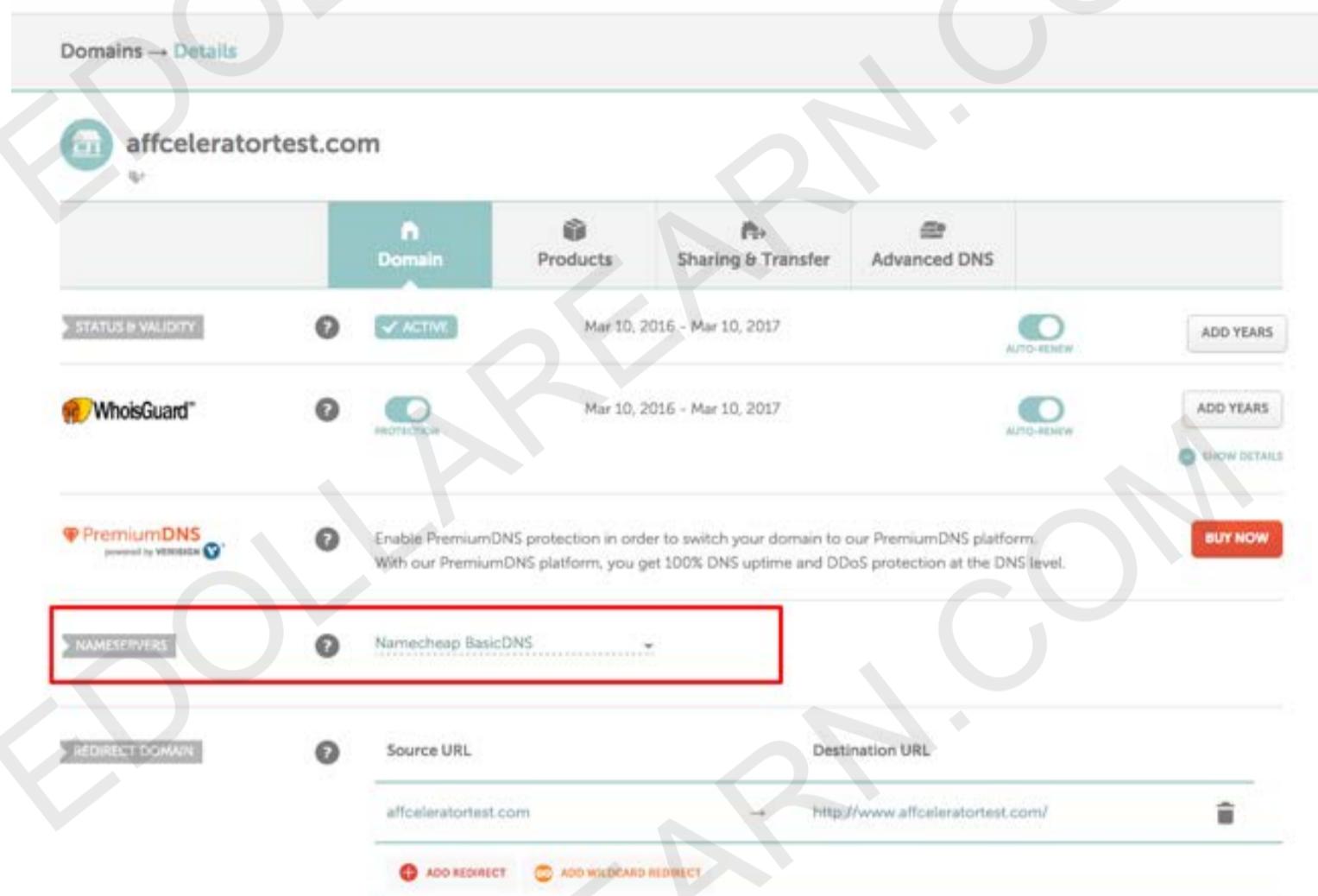
STATUS IN VALIDITY: ACTIVE Mar 10, 2016 - Mar 10, 2017 AUTO-RENEW ADD YEARS

WhoisGuard PROTECTION Mar 10, 2016 - Mar 10, 2017 AUTO-RENEW ADD YEARS SHOW DETAILS

PremiumDNS powered by VERISIGN Enable PremiumDNS protection in order to switch your domain to our PremiumDNS platform. With our PremiumDNS platform, you get 100% DNS uptime and DDoS protection at the DNS level. BUY NOW

NAMESERVING: Namecheap BasicDNS

REDIRECT DOMAIN: Source URL Destination URL
affceleratortest.com http://www.affceleratortest.com/ ADD REDIRECT ADD WILDCARD REDIRECT



Setting Up Your Web Host



You're going to need a web server to host your landing pages and / or tracking.

There are tons of web hosting companies out there. I personally would stick to the bigger, more reputable ones as they're user-friendly, have excellent customer service, and are reliable.

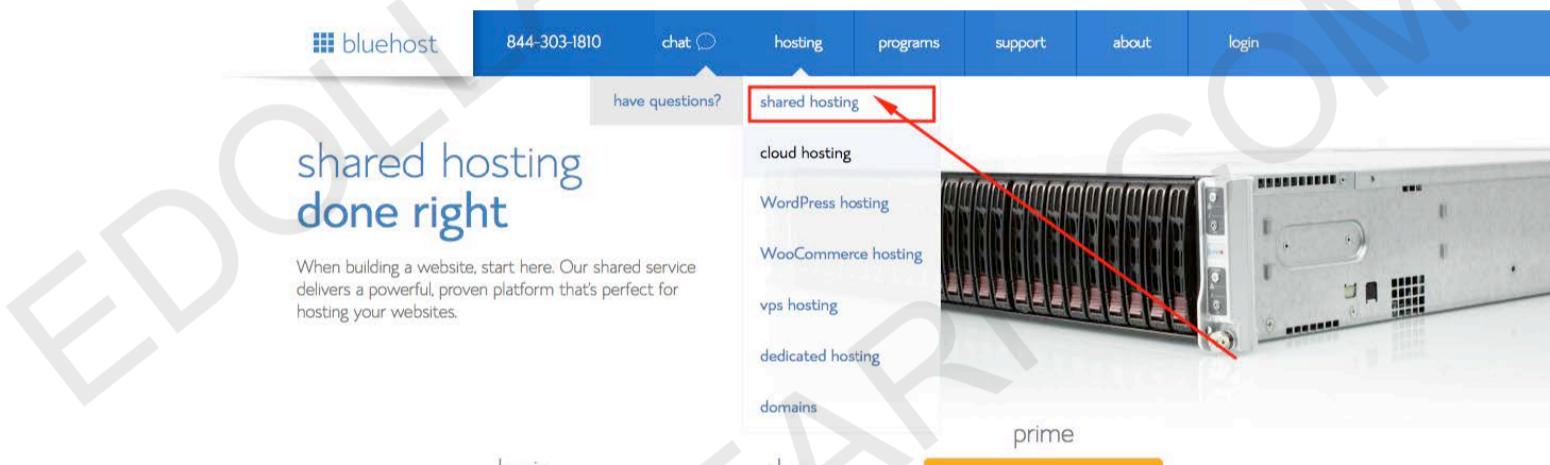
I recommend using a VPS. But if a VPS is outside of your budget, then the only Shared Host I recommend is [BlueHost](#).

Setting up BlueHost (Shared Hosting)

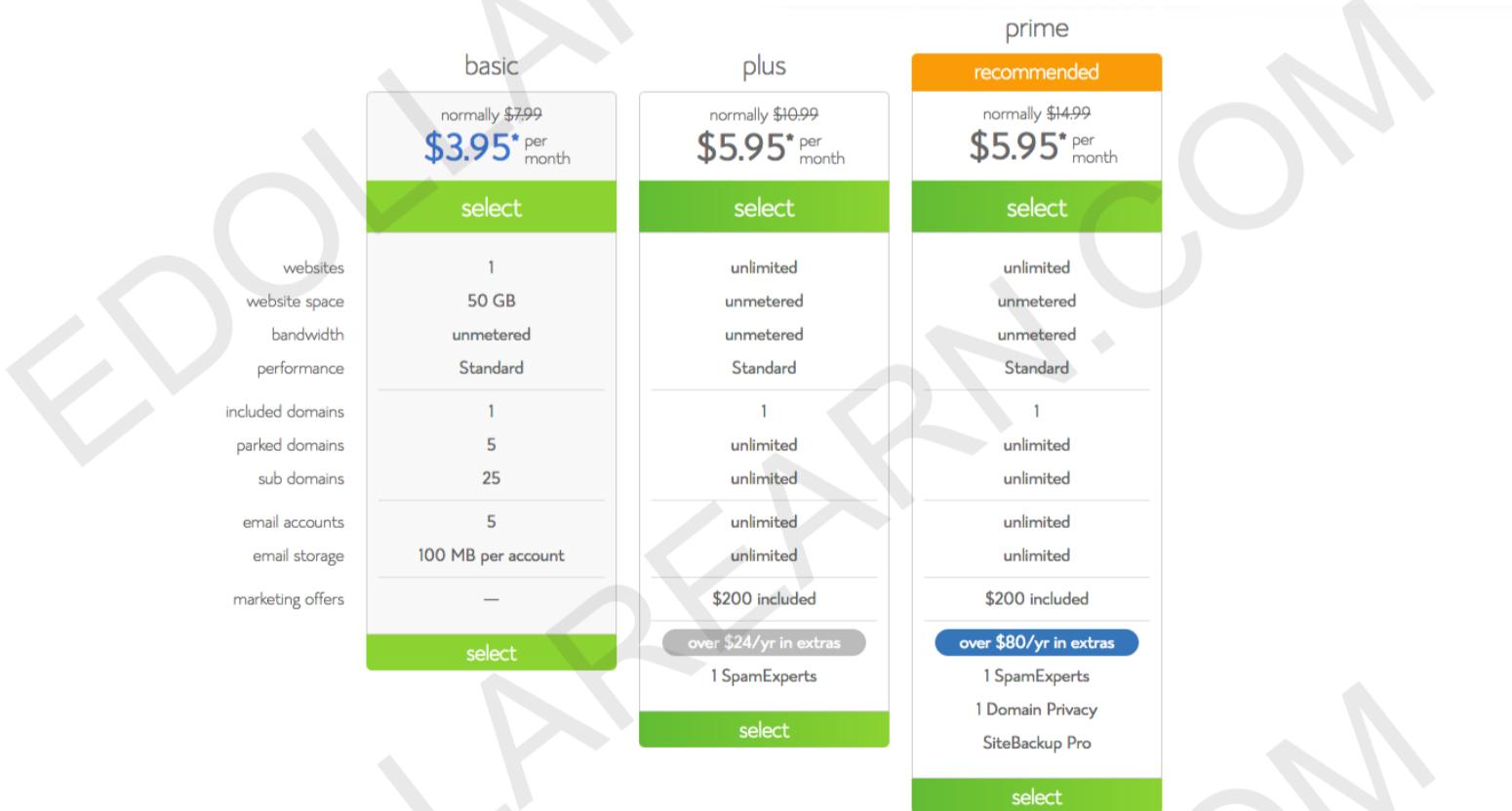
[Bluehost](#) is one of the most well-known and reputable hosting companies available.

Steps

1. **Make sure you've already registered a domain with [Namecheap](#)**
2. **Go to [Bluehost Homepage](#) click the "Hosting" and click "Shared Hosting"**



3. **Scroll down to see the different options and choose the whichever option is your preference. (The \$3.95 / mo option will be just fine if you're just starting out)**



4. **The next page will ask if you have a domain name or would like to purchase a domain through them.**

Enter your domain that you purchased from [Namecheap](#) in the earlier steps.

5. **Complete the account creation process on the next page.**

sign up - congratulations!

Enter information for your new account. Domain: `affceleratortest.xyz`

account information

All fields are required unless otherwise noted.

First Name	<input type="text"/>
Last Name	<input type="text"/>
(optional) Business Name	<input type="text"/>
Country	<input type="text" value="United States"/>
Street Address	<input type="text"/>
City	<input type="text"/>
State	<input type="text" value="Please select a state"/>
ZIP Code	<input type="text"/>
Phone Number	<input type="text" value="(123) 456-7890"/> Ext <input type="text"/>
*E-mail Address	<input type="text"/>

*Your receipt will be sent to this address.

Complete the account creation process on the next page.

6. **Log into your account and you'll see your cPanel.**

Click on "Domains" at the top.

- The next screen is where you're going to grab the Nameservers.
- Click "[Nameservers](#)."
- Take note of the custom nameservers:
- `ns1.bluehost.com #`
- `ns2.bluehost.com #`

New domains as low as \$11.99 - save \$4.00

Enter a web address below

Find your domain

get started

.COM? HOW ABOUT .photography

learn more >

check out new TLDs

bluehost

domain ▾ exp type

main name servers transfer options

affcelereatortest.com

please select a domain:

affcelereatortest... Not Found Primary

How to Host Your Domain With Bluehost

Nameservers for a domain name are specialized servers that translate the domain name into an IP Address that is understood by computers on the internet. Each domain name registration includes a listing of nameservers that can answer for that domain name. Normally you should not need to change these from the default nameservers setup by Bluehost. If your domain name is not currently pointing to our nameservers, in order for your domain name to work with this hosting account, you will need to either:

(a) [transfer your domain name](#) to use our registrar, or
(b) configure the nameserver settings at the domain's current registrar to point to our nameservers:

ns1.bluehost.com 74.220.195.31
ns2.bluehost.com 69.89.16.4

[View our transfer help](#) for more instructions on pointing your domain's nameservers to Bluehost.

reload expand

7. Head over to Namecheap in your Domain Manager and update your nameservers.

Select “Custom DNS”, and then put the name servers that you got from [Bluehost](#) in there.

Be sure to click the green checkmark once you’ve updated the nameservers.

The screenshot shows the Namecheap Domain Details page for the domain `affceleratortest.com`. The 'Domain' tab is selected. Key details include:

- Status: ACTIVE (Mar 10, 2016 - Mar 10, 2017)
- WhosGuard Protection: Active
- PremiumDNS: Available for purchase
- Nameservers: ns1.bluehost.com, ns2.bluehost.com (highlighted with a red box)
- Add Nameserver button: `ADD NAMESERVER`

8. Head over to your Bluehost homepage and click on “Domains.”

Scroll down to see if your domain has been updated.

The screenshot shows the Bluehost cPanel Domains screen. The 'main' tab is selected. Key elements include:

- Please Select a Domain: `affceleratortest....` (highlighted with a red box)
- Domain Details:
 - Registrar: eNom, Inc.
 - Transfer this domain to your account
 - Expiration Date: Mar 10, 2017 GMT (363 days left)
 - Date lookup cached 7 hours 10 minutes and 7 seconds ago.
 - DNS Zone Editor: [Manage DNS records](#)
- Hosting Account:
 - cPanel Expiration: Mar 12, 2017 GMT ([renew](#))
 - cPanel type: Primary - This is the primary domain on your cPanel account.
 - Subdomains: [Manage subdomains](#)

Congratulations! You've successfully set up your shared hosting setup with [Bluehost](#).

As you start to do more volume and revenue, I would recommend moving to a VPS.

Setting Up LiquidWeb (Virtual Private Server)

I recommend using [LiquidWeb](#) as they're fast and reliable. Their customer service is also excellent if you get stuck anywhere.

A VPS is much more robust than shared hosting and is far less likely to crash. It'll help your pages load faster.

Below is a detailed guide on how to set up web hosting with [LiquidWeb](#).

If you're having trouble with something, don't hesitate to get in touch with their support team. They also have a [ton of tutorials](#) to help you get set up.

1. HOW TO SET UP LIQUIDWEB VPS

1. Go to [LiquidWeb Homepage](#) and select Products >> VPS Hosting >> View Servers

The screenshot shows the LiquidWeb homepage with a dark header. In the top navigation bar, there are links for PRODUCTS, SOLUTIONS, SERVICES, DATA CENTERS, SUPPORT, PARTNERS, and a search icon. Below the header, there's a section for 'VPS Hosting, Fully Managed For Reliability & Performance'. This section includes a brief description, a 'View Servers' button, and a 'View Add-ons' button. A red arrow points from the text above to the 'View Servers' button. Further down, there's a section titled 'Managed VPS Hosting with SSD' featuring four plan options: '2 GB RAM Virtual Private Server', '4 GB RAM Virtual Private Server', '8 GB RAM Virtual Private Server', and a 'NEED MORE?' section. Each plan has its details listed: RAM, Processor, Disk Space, Transfer, and OS. The first two plans have a green 'Order Now' button, while the third has an orange one. A red arrow points from the text above to the '\$79/mo' price of the second plan. On the right side of the page, there's a 'CHAT NOW' button with the text 'WE'RE ONLINE & AVAILABLE'.

2. Scroll down to see the VPS Options and choose the "[2GB Option](#)." (This is all you need for now if you're starting out.)
3. The next page will give you a number of options to choose from to setup your VPS. I recommend just leaving all the default settings.

1 Configure Server 2 Create Account 3 Success

Linux Servers Windows Servers

CHOOSE SERVER TYPE

Zone C - US Central (Default)

Storm® SSD

SERVER TYPE	MEMORY	DISK	CPU	PRICE
<input checked="" type="radio"/> 2GB - SSD	2.0GB	40	1 CPUs	<u>\$59.00 / mo</u>
<input type="radio"/> 2GB - SSD	2.0GB	100	1 CPUs	<u>\$79.00 / mo</u>
<input type="radio"/> 4GB - SSD	3.9GB	150	2 CPUs	<u>\$139.00 / mo</u>
<input type="radio"/> 8GB - SSD	7.8GB	300	4 CPUs	<u>\$219.00 / mo</u>
<input type="radio"/> 16GB - SSD	15.6GB	600	4 CPUs	<u>\$389.00 / mo</u>
<input type="radio"/> 32GB - SSD	29.3GB	400	6 CPUs	<u>\$435.00 / mo</u>
<input type="radio"/> 64GB - SSD	58.6GB	800	12 CPUs	<u>\$610.00 / mo</u>
<input type="radio"/> 128GB - SSD	122.1GB	800	10 CPUs	<u>\$1010.00 / mo</u>
<input type="radio"/> 256GB - SSD	240.1GB	1600	20 CPUs	<u>\$2010.00 / mo</u>

Storm® Server Images

OPERATING SYSTEM	TEMPLATE	PRICE
<input checked="" type="radio"/> liquidweb	CentOS 7 64-bit with cPanel Fully-managed Includes a control panel as well as complete support of base operating system and all control panel services. Proactive service restoration is provided.	<u>\$10.00 / mo</u>
<input type="radio"/> liquidweb	CentOS 6 64-bit with cPanel Fully-managed Includes a control panel as well as complete support of base operating system and all control panel services. Proactive service restoration is provided.	<u>\$10.00 / mo</u>
<input type="radio"/> liquidweb	CentOS 7 64-bit with Plesk Fully-managed Includes a control panel as well as complete support of base operating system and all control panel services. Proactive service restoration is provided.	<u>\$10.00 / mo</u>
<input type="radio"/> liquidweb	CentOS 7 64-bit Core-managed Includes complete support of the base operating system as well as Apache, Mysql and PHP. Proactive service restoration is provided.	<u>\$0.00 / mo</u>
<input type="radio"/> liquidweb	CentOS 6 64-bit Core-managed Includes complete support of the base operating system as well as Apache, Mysql and PHP. Proactive service restoration is provided.	<u>\$0.00 / mo</u>
<input type="radio"/> CentOS	CentOS 7 64-bit Self-managed Includes support for hardware, network and virtualization layers.	<u>\$0.00 / mo</u>

BASE MONTHLY COST
\$69.00/month*

DUE TODAY
FOR SERVICE NOW THRU MAY 7
\$69.00*

have a coupon?

* Does not include tax.
* Additional charges may apply for image, bandwidth, and backup usage.

- a. Be sure to have the "CentOS 7 64-bit with cPanel Fully-managed" as it provides some options that are user-friendly. This is certainly worth the extra \$10 / month.

Fedora 22 Server 64-bit self-managed

Includes support for hardware, network and virtualization layers.

BANDWIDTH

BANDWIDTH	PRICE
5 TB Monthly Transfer	\$0.00 / mo
6 TB Monthly Transfer	\$50.00 / mo
8 TB Monthly Transfer	\$150.00 / mo
10 TB Monthly Transfer	\$250.00 / mo
15 TB Monthly Transfer	\$450.00 / mo
20 TB Monthly Transfer	\$750.00 / mo

DAILY BACKUPS

BACKUP PLAN	PRICE
No Backups	
Pay per Gig	\$0.12 / mo per GB
Quota Pricing	From \$12.00 / mo

INCOMING BANDWIDTH IS FREE!

* Any bandwidth used above the bundled quota will be charged at \$0.25 per GB.

HOSTNAME & PASSWORD

Create a hostname based on your domain name. For instance, host.domain.com.

Host Name: host.affcelerator.com [Need Help? Chat Now](#)

Create Password: [Generate](#)

IP ADDRESSES

All servers include 1 Public IP address. Add up to 7 additional Public IP addresses for \$1.00 / mo each. Need more? [Chat now](#).

Number of IPs: 1

Continue ▶

4. The next page will ask you to complete your account and billing info. Go ahead and fill this out.

1 Configure Server **2 Create Account** **3 Verification** **4 Success**

Account Information

Username: affcelerator

Password:

Confirm Password:

Already a customer?
[Click Here to Log In](#)

Billing Information

First Name Last Name Company (optional)

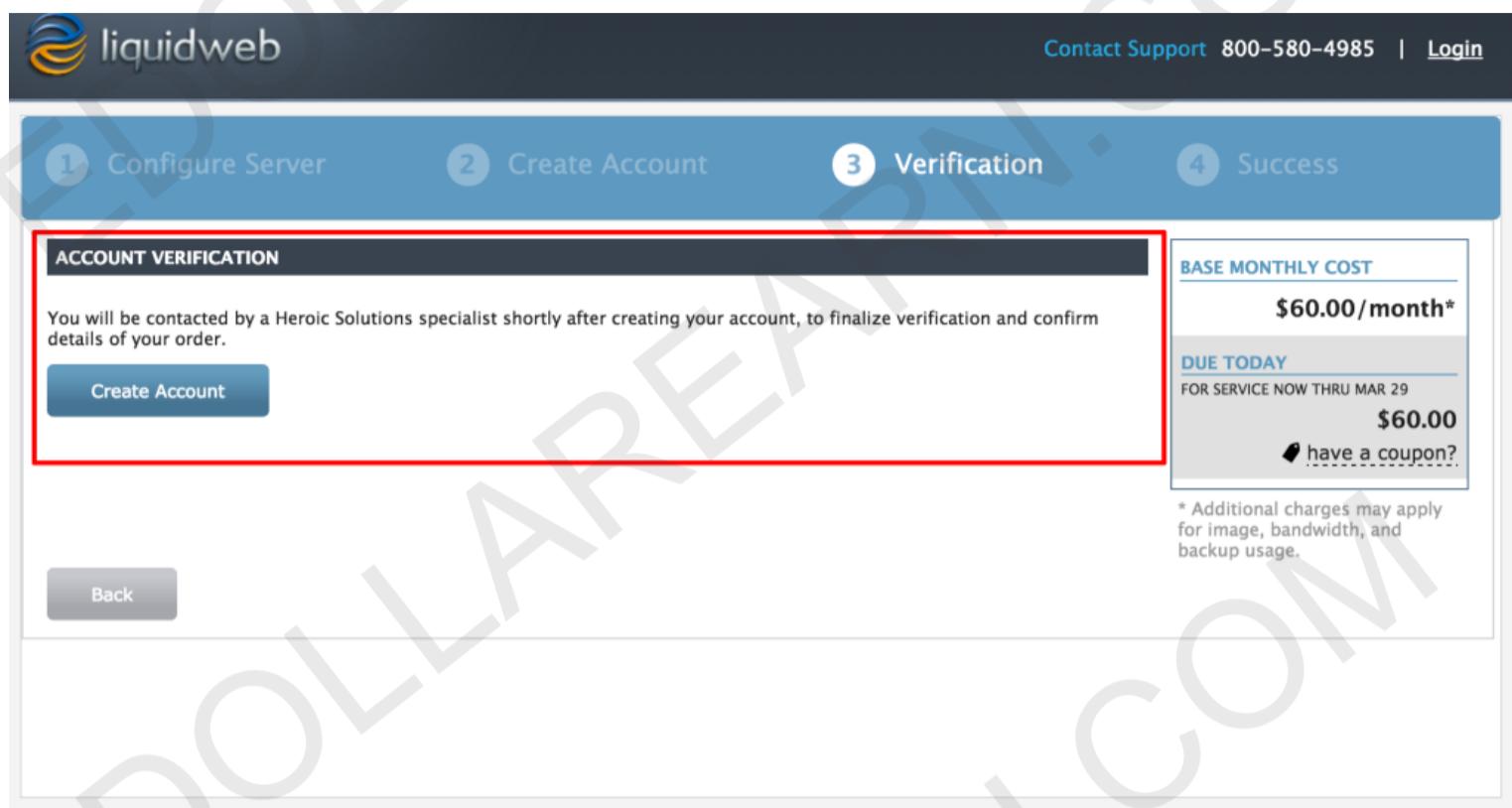
BASE MONTHLY COST
\$60.00/month*

DUE TODAY
FOR SERVICE NOW THRU MAR 29
\$60.00

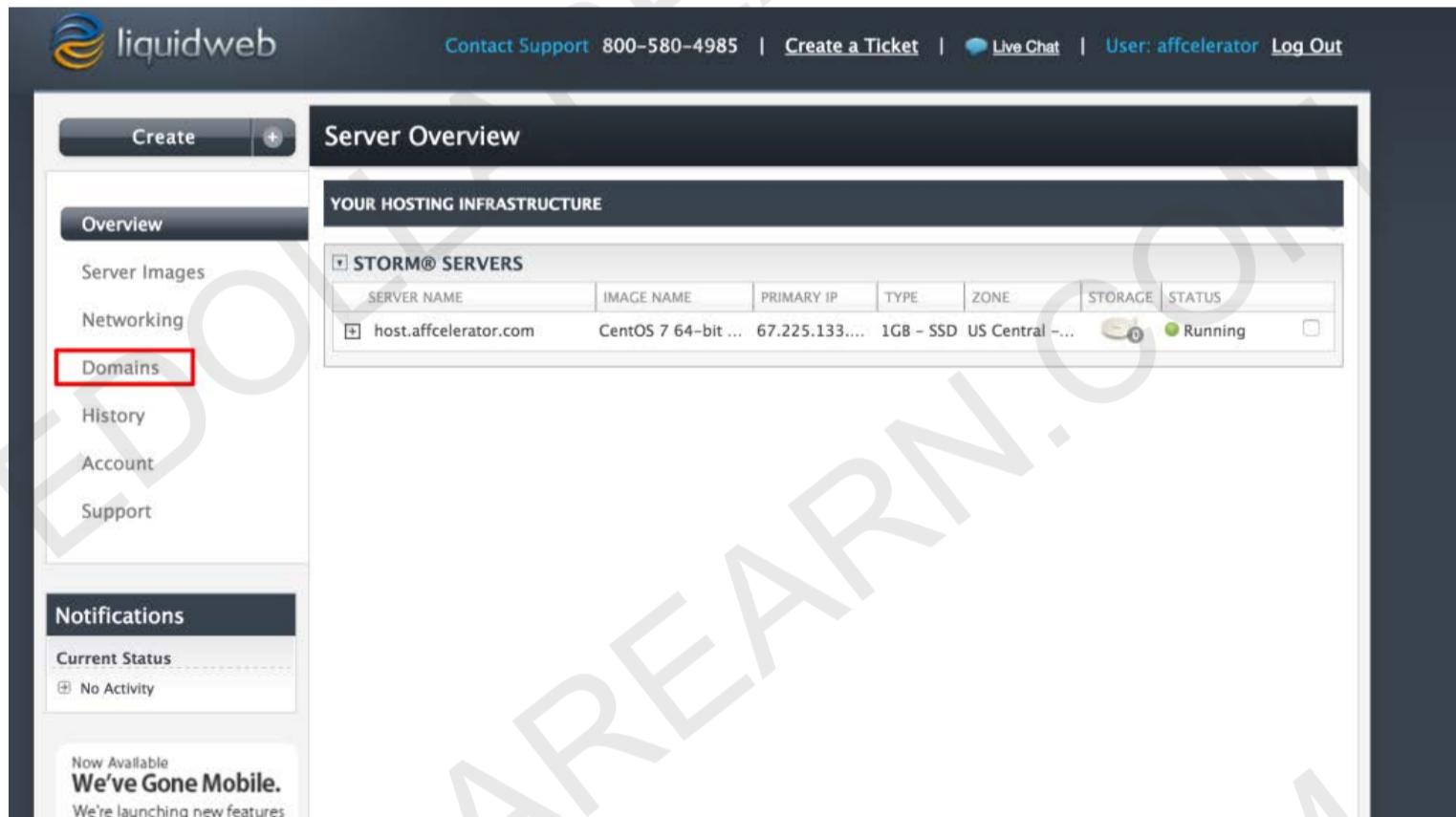
[have a coupon?](#)

* Additional charges may apply for image, bandwidth, and backup usage.

5. [LiquidWeb](#) requires a verification process in which they're going to call you and ask you some general questions about what you're using the service for as well as to verify your account. Expect to receive the call within 30 minutes.



6. Upon verification, your account and server will be created (another 10 – 20 minutes).
7. You'll be receiving an email soon with your login details.
8. Upon logging in, you'll see your Dashboard and your server. Click on "**Domains**" on the left side.



9. On the next screen, click "**DNS**".

The screenshot shows the Liquid Web Domains Dashboard. On the left sidebar, under the 'Domains' section, the 'DNS' tab is highlighted with a red box. The main content area is titled 'Domains Dashboard' and contains the following information:

- Liquid Web domain name servers:**
 - ns.liquidweb.com
 - ns1.liquidweb.com
- Alternative anonymous servers:**
 - ns.sourcedns.com
 - ns1.sourcedns.com
- Create a DNS Zone**
- Domain Name:** example.com
- IP Address:** -- Select a Server IP (Optional)
- Is this a New Domain Name?**
- Check Availability**
- Add Domain Registration
- Create DNS Zone**

- a. You're going to need to take note of your "**Nameservers**" for later use. As you can see here, they're (these will probably be the same for you):
 - i.) ns1.liquidweb.com
 - ii.) ns2.liquidweb.com
10. Before going further, you need a domain first. If you haven't been through this step already, we're going to be using "**Namecheap**" as our domain registrar.
11. Go ahead and complete the sign-up process at [Namecheap](#) (Instructions back up at the top of the page under Setting Up Your Domain Registrars).
12. After you've completed the sign-up process, pick a domain to host your landing pages.
 - a. Don't overthink your domain name. Any generic name will work. See that I've chosen "[affceleratorlandingpages.xyz](#)."

This domain is available!

affceleratorlandingpages

Bulk Options **Search**

Your Cart

Subtotal \$0.00

View Cart

Search Results

Popular **New** **International** **Suggestions** **Favorites**

- affceleratorlandingpages.com \$10.69/year
- affceleratorlandingpages.xyz CRAZY 88S!** \$0.88/year
Reg. Price 9.88/year
- affceleratorlandingpages.club WELCOME TO THE CLUB \$1.88/year
Reg. Price 10.88/year

- b. Continue through the Checkout Process and ensure that you've enabled "**Whois Protection**." (People can look up your personal info if you don't enable this).

Shopping Cart

Bulk Settings **Edit Cart**

Domain Registration
affceleratorlandingpages.xyz

1 Year \$9.88 \$0.88 CRAZY 88S \$0.18

ICANN fee ✓ AUTORENEW ON

Free WhoisGuard
for affceleratorlandingpages.xyz

✓ AUTORENEW ON
✓ WHOISGUARD ON

1 Year \$2.88 \$0.00 FREE!

Your Subtotal
Subtotal \$1.06

Confirm Order

Promo Code
promo code

Apply

Improve Your Site

13. After you've ordered your domain, log into your Dashboard and click on "**Domain List**" on your left.

- a. Click "**Manage**" on the right of your domain.

The screenshot shows the Namecheap interface. On the left, a sidebar has 'Domain List' highlighted with a red box. The main area is titled 'Domain List' with a 'REFRESH' button. It includes filters for 'Actions', 'Filters', and a search bar. A table lists domains with columns for 'All', 'Products', and 'Expiration'. One row for 'affceleratorlandingpages.xyz' is selected and highlighted with a red box. The domain details show it's active until Feb 28, 2017, with WhoisGuard protection. A 'MANAGE' button is also highlighted with a red box. The top navigation bar includes links for SUPPORT, affcelerator, Domains, Hosting, Apps, Security, Account, and a shopping cart icon.

14. The next screen will allow you to change your “Nameservers.”

- From the dropdown menu, select “Custom.”

This screenshot shows the domain settings for 'affceleratorlandingpages.xyz'. The left sidebar includes 'Dashboard', 'Expiring Soon', 'Domain List' (selected), 'Product List', and 'Profile'. The main page title is 'affceleratorlandingpages.xyz'. It features tabs for 'Domain', 'Products', 'Sharing & Transfer', and 'Advanced DNS'. Under 'STATUS & VALIDITY', it shows an active status from Feb 29, 2016, to Feb 28, 2017, with an 'AUTO-RENEW' toggle. Under 'WhoisGuard', it shows protection from Feb 29, 2016, to Feb 28, 2017, with an 'AUTO-RENEW' toggle. The 'NAMESERVERS' section has a dropdown set to 'Custom' (highlighted with a red box). Below it, two nameservers are listed: 'Nameserver 1' and 'Nameserver 2' (both highlighted with a red box). A '+ ADD NAMESERVER' button is at the bottom. The top right corner shows a 'Q&A 10' button.

- In the “Nameserver” fields, you’re going to input the nameservers you took note of in Step 9.

The screenshot shows the Liquid Web Domain Details page for the domain 'affceleratorlandingpages.xyz'. The domain is listed under 'Domain' with a status of 'ACTIVE' from Feb 29, 2016 - Feb 28, 2017. Protection is set to 'PROTECTION'. Under 'NAMESERVING', it is set to 'Custom' with two entries: 'ns.liquidweb.com' and 'ns1.liquidweb.com'. Both entries are highlighted with a red box.

- c. You'll get a message saying that it may take up to "**48 hours for the nameservers to update.**" (Most of the time, it's updated within 5-10 minutes).

15. Head back over to your [LiquidWeb](#) Dashboard and click on "Domains" on the left.

- Click "**DNS.**"
- Type in your domain in the "**Domain Name**" field.
- Select the available IP address.
- Click "**Create DNS**" Zone.

The screenshot shows the Liquid Web Domains Dashboard. The 'Domains' tab is selected. On the right, there is a 'Create a DNS Zone' form. The 'Domain Name' field contains 'affceleratorlandingpa' and the 'IP Address' field contains '67.225.133.115'. The 'Create DNS Zone' button at the bottom of the form is highlighted with a red box.

16. Scroll down to see "**Current DNS Zones.**"

- You should see your domain and its status will be "**Not Delegated.**"
- Wait 5-10 minutes and click "**Check.**"

17. Once it turns green, it'll read "**Delegated**."

The screenshot shows a mobile device displaying the Liquid Web dashboard. On the right, there's a detailed view of DNS zones. A specific entry for 'affceleratorlandingpages.xyz' is highlighted with a red box. To the right of this entry, the word 'Delegated' is also highlighted with a red box, indicating the delegation status of the domain.

Congratulations! You've now successfully set up your web host! But there is just one more step...

How To Upload Your Landing Pages - FTP



FTP stands for "**File-Transfer-Protocol**."

You're going to be creating your websites and landing pages on your computer....

So you need a way to push your landing pages from your computer to the internet.

(We will not be going over how to create web sites, web pages, or landing pages in this guide. That would be another entire guide in itself).

I'll show you how to create the FTP connection. There are plenty of resources available on the web to show you where and how to upload files onto your site.

2. BEFORE SETTING UP YOUR FTP, THERE'S ANOTHER STEP YOU HAVE TO DO ON YOUR HOSTING SIDE.

1. **Contact the support for your web host and ask them to create a cPanel for your domain.** (This will be the domain that you chose for your landing pages. Also note, some web hosts come with cPanel included).
2. **After they've done that, ask them for the primary FTP login details.**

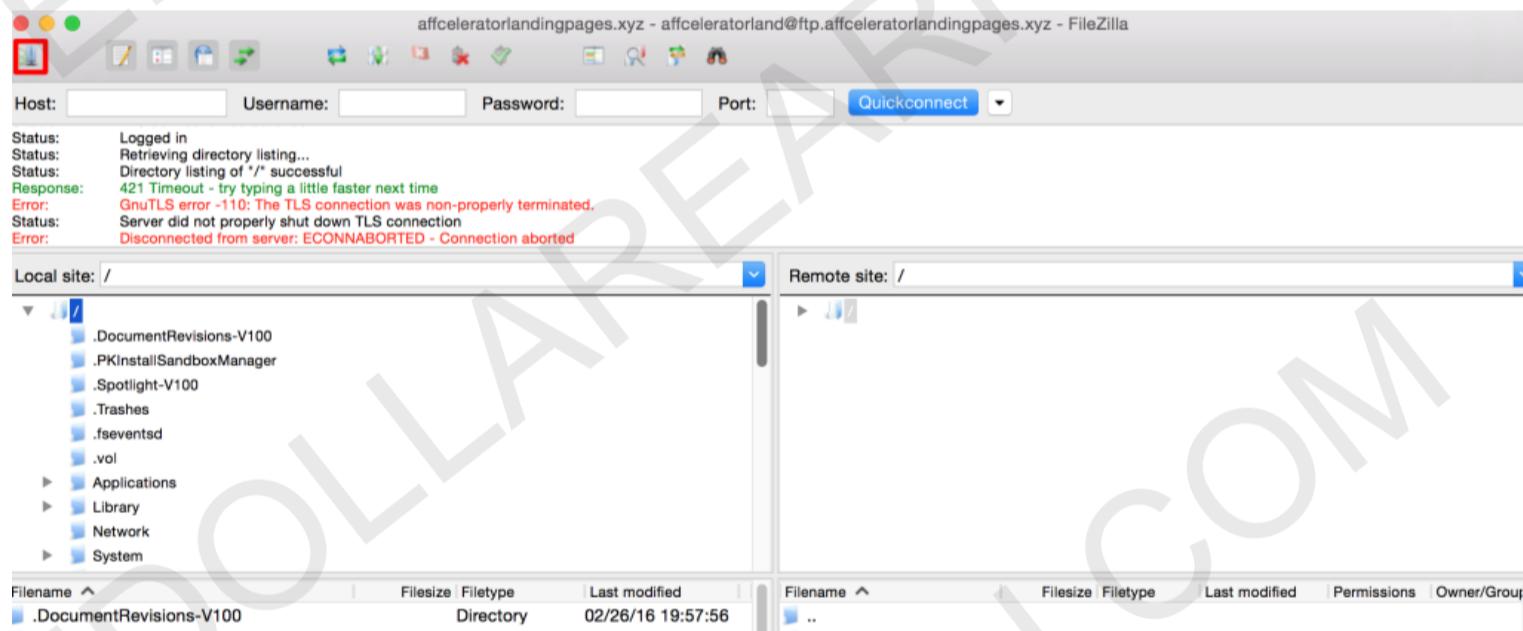
(Also note that your host should send these to you as soon as you submit your payment)

- c. Here's mine to give you an idea of what you're looking for:
 - FTP Username: affceleratorland
 - FTP Server: ftp.affceleratorlandingpages.xyz
 - FTP & explicit FTPS port: 21
 - Password: Noobies

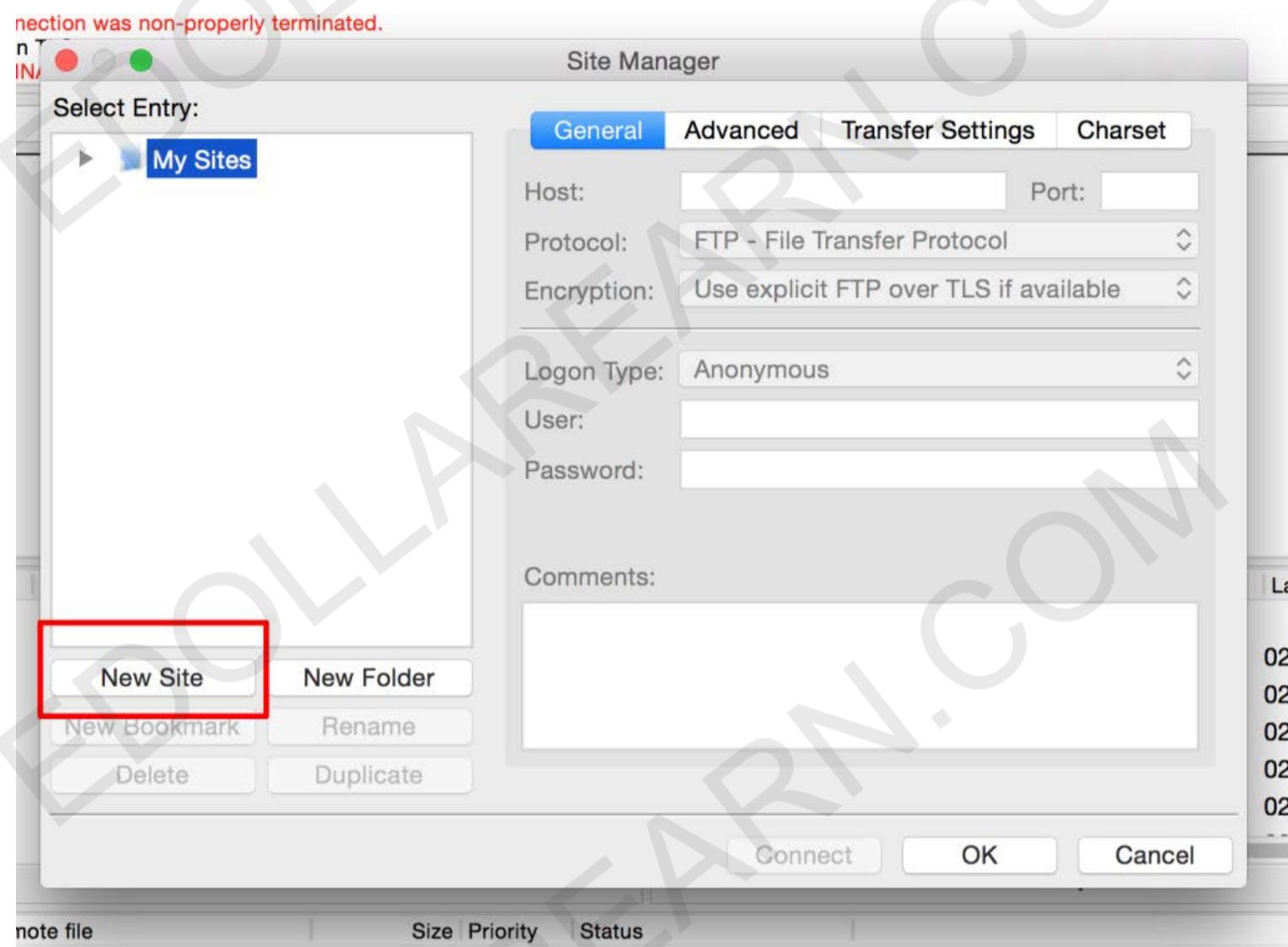
3. NOW YOU HAVE THE INFORMATION NEEDED TO FTP INTO YOUR SITE.

Now you need to download FTP software. Although there's tons of them out there, my personal preference is **FileZilla**. It's free and simple to use, and it comes preinstalled on most Macs.

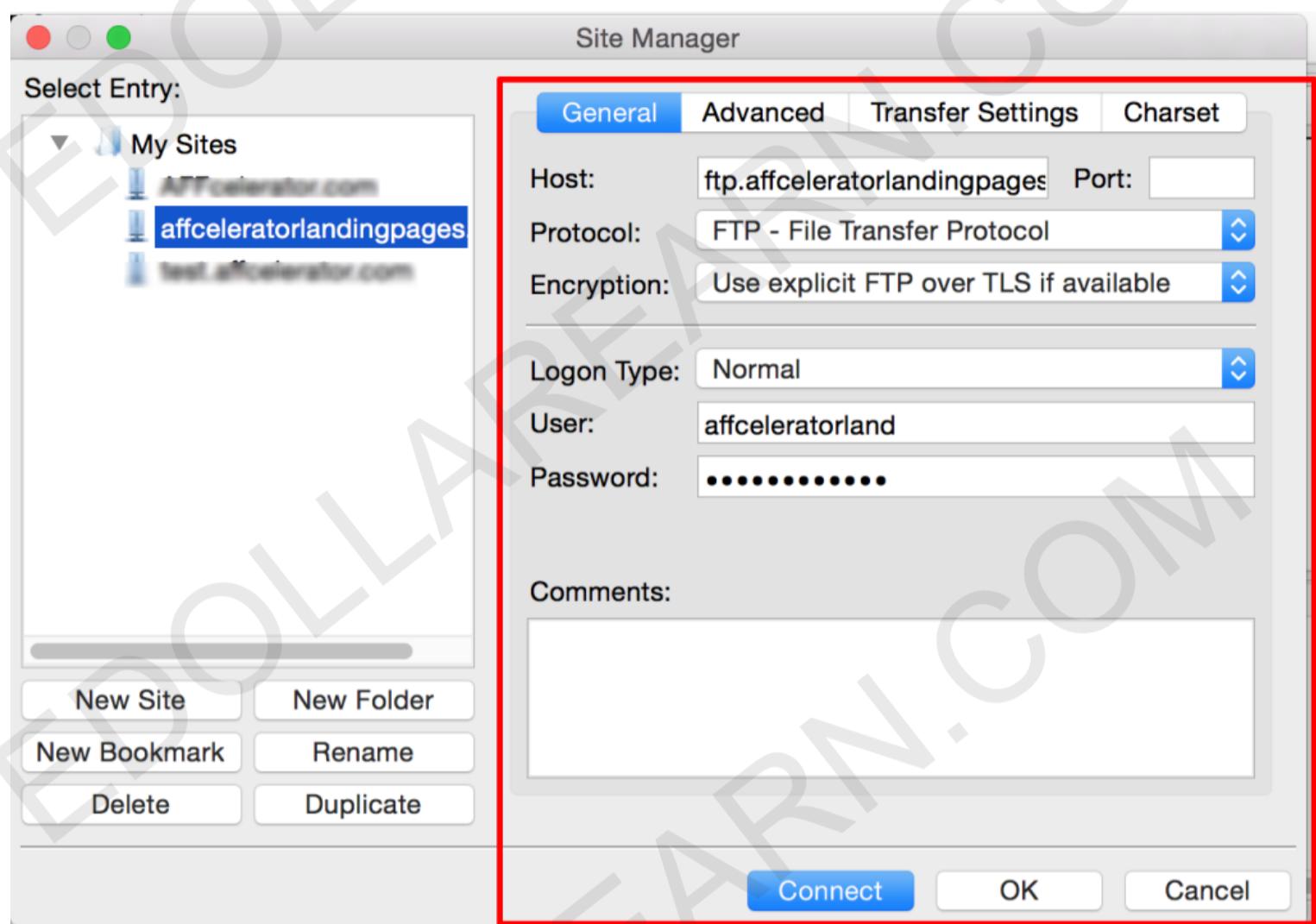
- a. [Download and install FileZilla](#).
- b. Once installed, open FileZilla and click on the "**Site Manager**" icon in the top left corner.



- c. On the next screen, you're going to click "**New Site**".



d. You're going to type in your FTP login info from Step 2 in the previous section here.



e. Click "**Connect**."

f. Once you're connected successfully, it should show a "**Directory Listing Successful**" message.

Now you've setup your FTP so now you can upload files onto your site!

Congratulations!

You've officially set up your web hosting and can now start uploading your landing pages onto the web.

Here are instructions on [how to use FileZilla](#) to upload your landing pages.

Key Takeaways

1. Sign up for a web host for your landing pages. I recommend you start with [BlueHost](#) or [LiquidVPS](#).
2. Buy a domain name using NameCheap.
3. Learn how to upload pages onto your server by FTP

Homework

You've created a landing page and now you know how to setup a webhost.

1. Set up your web host. You don't have to choose the one I recommended as there are **tons** of hosting options available. They're all going very similar in setup.
2. Place your landing page on your web host.
3. Visit your site and make sure that it works live on your domain!

TRACKING



How does the affiliate network know that you're the one who sent the conversion?

It's because of tracking.

Tracking helps affiliates analyze their campaign

and target their most profitable users.

The key skill to making money in affiliate marketing *is being able to analyze data and make good decisions based off of it.*

Tracking software can tell you things like the visitor's country, which ad they clicked on, the type of phone they used, what time of the day they arrived at your landing page, and much more.

These variables are critical to helping you optimize a campaign to profitability.

Here's an example:

Day-parting is an important variable to track.

Hour of day	Visits	Clicks	Conversions	Revenue	Cost	Profit	CPV	CTR	CR	CV	ROI	EPV	EPC	AP
00:00 - 00:59	15,222	371	19	\$123.50	\$80.00	\$43.50	\$0.005	2.44%	5.12%	0.12%	54.37%	\$0.008	\$0.33	\$6.50
01:00 - 01:59	8,591	206	14	\$91.00	\$80.00	\$11.00	\$0.009	2.40%	6.80%	0.16%	13.75%	\$0.011	\$0.44	\$6.50
02:00 - 02:59	3,340	80	6	\$39.00	\$32.00	\$7.00	\$0.010	2.40%	7.50%	0.18%	21.88%	\$0.012	\$0.49	\$6.50
03:00 - 03:59	2,080	50	0	\$0.00	\$0.00	\$0.00	\$0.000	2.40%	0.00%	0.00%	\$0.000	\$0.00	\$0.00	\$0.00
04:00 - 04:59	2,138	70	2	\$13.00	\$16.00	(\$3.00)	\$0.007	3.27%	2.86%	0.09%	-18.75%	\$0.006	\$0.19	\$6.50
05:00 - 05:59	3,387	71	4	\$26.00	\$16.00	\$10.00	\$0.005	2.12%	5.63%	0.12%	62.50%	\$0.008	\$0.37	\$6.50
06:00 - 06:59	8,877	154	7	\$45.50	\$24.00	\$21.50	\$0.003	1.73%	4.55%	0.08%	89.50%	\$0.005	\$0.30	\$6.50
07:00 - 07:59	22,807	429	18	\$137.00	\$96.00	\$41.00	\$0.004	1.88%	4.20%	0.06%	21.88%	\$0.005	\$0.27	\$6.50
08:00 - 08:59	42,698	857	44	\$296.00	\$216.00	\$80.00	\$0.005	2.01%	5.13%	0.10%	32.43%	\$0.007	\$0.33	\$6.50
09:00 - 09:59	56,942	1,230	60	\$390.00	\$304.00	\$86.00	\$0.005	2.18%	4.88%	0.11%	28.20%	\$0.007	\$0.32	\$6.50
10:00 - 10:59	61,089	1,549	71	\$461.50	\$353.00	\$108.50	\$0.006	2.54%	4.58%	0.12%	31.12%	\$0.008	\$0.30	\$6.50
11:00 - 11:59	61,776	1,460	69	\$448.50	\$352.00	\$96.50	\$0.006	2.38%	4.73%	0.11%	27.41%	\$0.007	\$0.31	\$6.50
12:00 - 12:59	62,678	1,537	69	\$449.50	\$296.00	\$153.50	\$0.005	2.45%	4.49%	0.11%	53.82%	\$0.007	\$0.29	\$6.50
13:00 - 13:59	62,739	1,604	83	\$539.00	\$384.00	\$155.50	\$0.006	2.56%	5.17%	0.13%	40.43%	\$0.009	\$0.34	\$6.50
Total	1,094,692	26,838	1,224	\$7,856.00	\$6,000.00	\$1,856.00	\$0.005	2.33%	4.79%	0.11%	32.60%	\$0.007	\$0.31	\$6.50

Tracking can tell you which hours of the day you're most profitable. Maybe you're not getting many conversions during the day, but you're getting tons in the evening.

If you can "read" the data in the picture above, you know exactly what to do next to make more money about which times of the day are profitable.

Here's another valuable example:

Say you're promoting a mobile game to both iPhone users and Samsung users.

Tracking tells you that you made \$100 in profit promoting to iPhone users but lost \$50 promoting to Samsung users.

So you would now stop promoting to Samsung users and focus on promoting to iPhone users. Simple right?

All affiliate networks have their own internal tracking software available for affiliates to use. Using a network's internal tracking relies on **subids**.

GENERATE TRACKING

Generate tracking links for this offer. Select an affiliate first and then a tracking link will be generated. Use the tracking links in advertising campaigns. Tracking links recorded as clicks in reporting.

Private Offer: This offer is private. [Approve Affiliates](#) to access this offer.

Affiliate:

Colin Test

Tracking Link:

http://colintest.go2jump.org/aff_c?offer_id=7&aff_id=1&aff_sub=test [Update](#)

[Email Tracking Link](#)

Generate Tiny URL:

Display Tracking Link in Tiny URL format

Add Source:

Pass in a unique value to group and filter by on the stats page

Affiliate Sub ID:

test123

[Update](#) [More Sub IDs](#)

Click to add more sub IDs

A Sub ID allows affiliates to pass unique values (i.e. a user ID or any other user information) into the tracking link.

The [Conversion Report](#) provides a list of conversions by Affiliate Sub ID. Standard alpha numeric characters can only be used.

As you can see, the subids contain valuable information.

You can use them to send data like which keyword or ad triggered the conversion, what device it was from etc.

However, I **highly** recommend using a tracking software.

Tracking software is so **much more powerful** than the standard tracking that networks offer.

Another downside to using a network's internal tracking *is that the network can easily see the data*.

Tracking software will instead pass unique click ids to the network. These unique ids will correspond to legible data within the software's interface.

Many affiliates don't want to risk revealing such data to networks, so tracking software gives them peace of mind. (*You can probably guess why affiliates don't want to give away their valuable data to ANYONE*)

There are a few different options for tracking software out there, but I use [Voluum](#). By using the same tracking software as me and other super affiliates do, you are leveling the playing field.

The Best Affiliate Marketing Tracking Software



VOLUUM

I've tested out a lot of trackers over the past 10 years...

And [Voluum](#) is by far the best.

They have a huge team who are working on it continuously, it's cloud hosted so it's super fast, and most of the other super affiliates swear by it.

There are some other options out there, but let's not get into analysis paralysis mode.

(Please never ever use Google Analytics as a tracker for affiliate campaigns! It's not designed for that, and you'll lose a ton of money as a result. If you can't afford a tracker... Build up some more cash)

This course will follow Volum because it's what I know and use every single day.

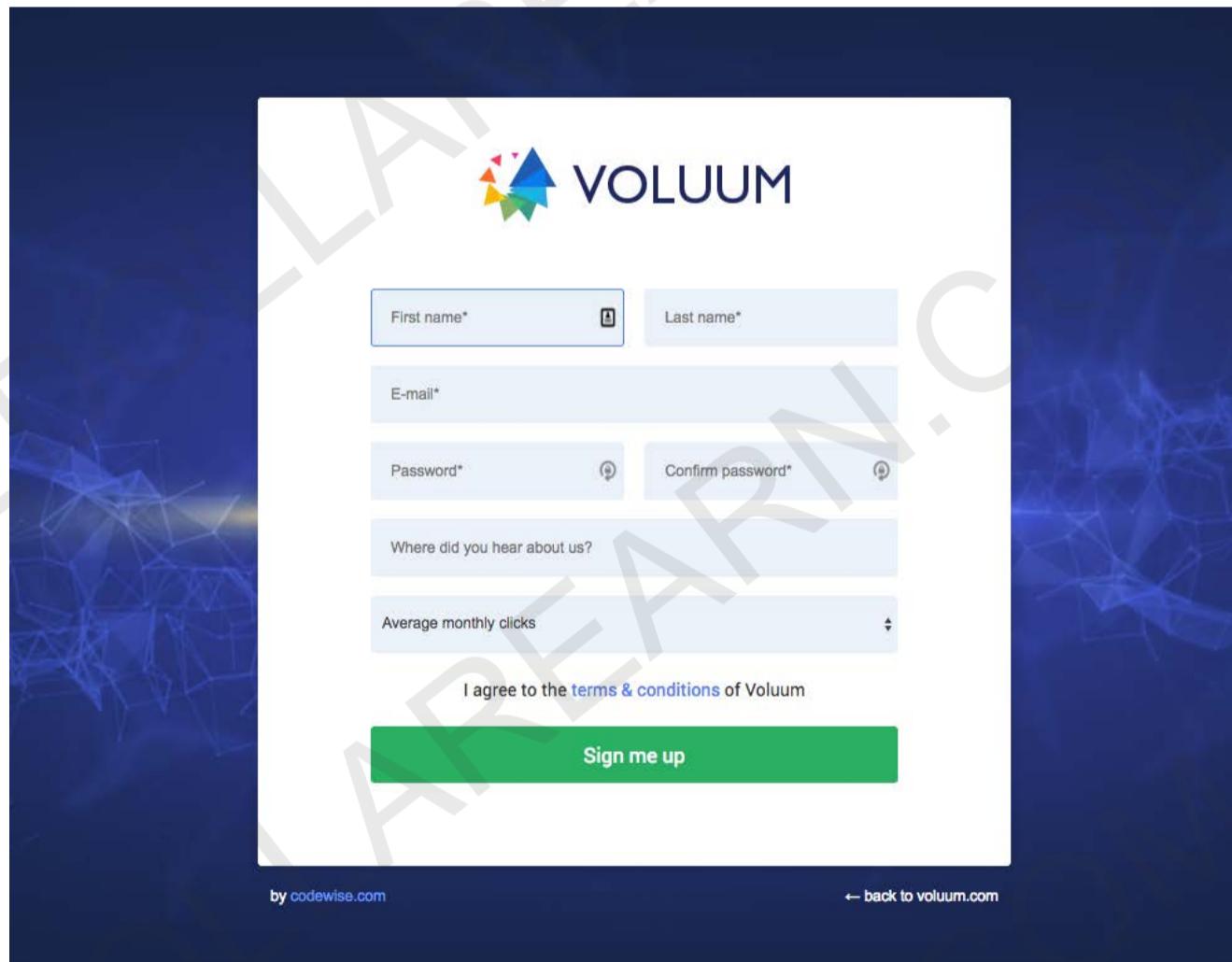
Setting Up Volum Guide

Below is a general overview of the [Volum](#) setup process.

1. Register Your [Volum.com](#) Account
2. Set up Your Affiliate Networks
3. Set up Your Traffic Sources
4. Set up Your Offers
5. Set up Your Landing Pages
6. Set up Your Postback Pixel
7. Set up Your Campaign
8. Launch Your Campaign

Let's get into it!

1. REGISTER YOUR [VOLUM.COM ACCOUNT](#)

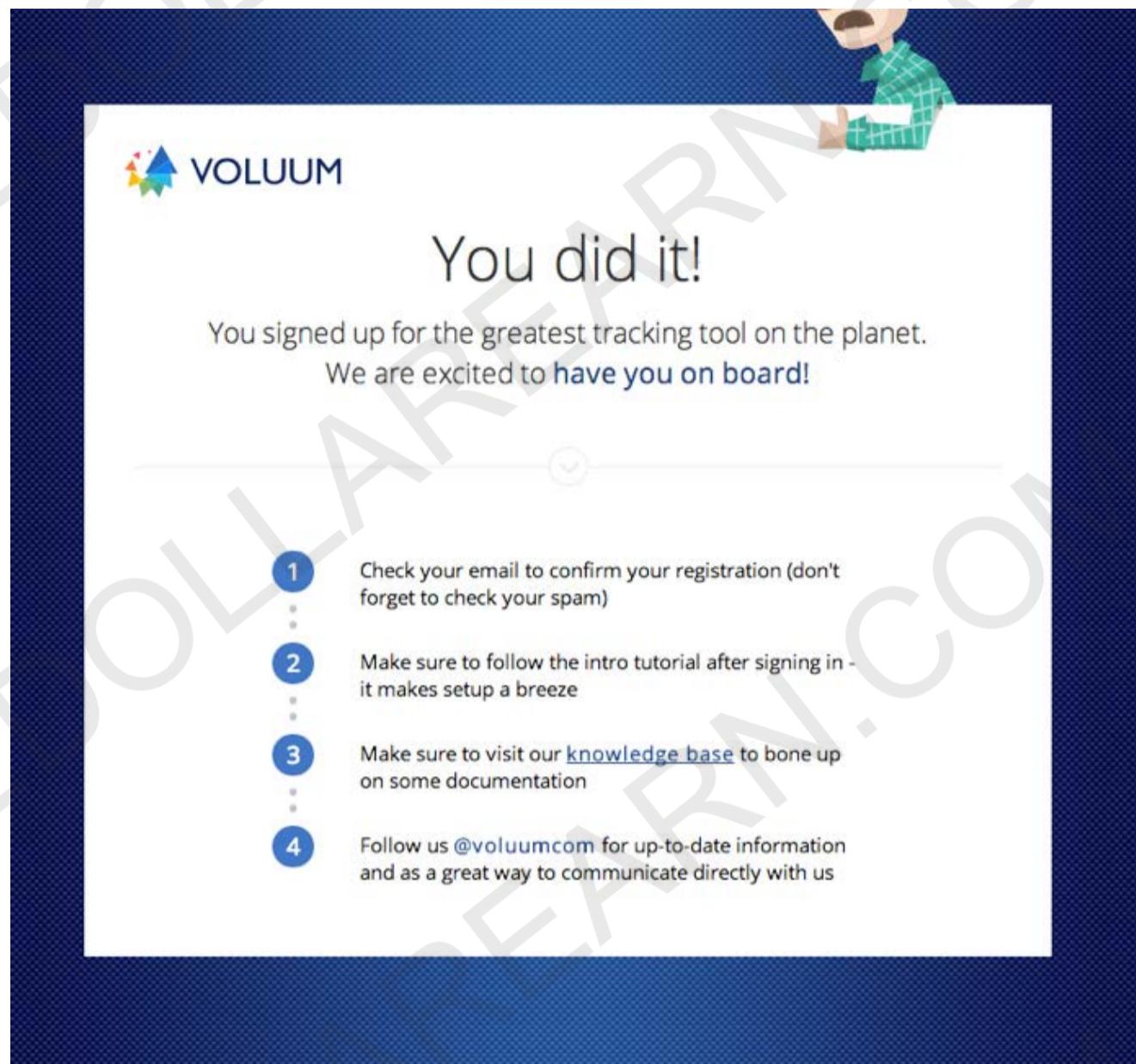


The screenshot shows the Volum registration page. The page has a dark blue background with a network-like pattern. At the top center is the Volum logo, which consists of four colored arrows pointing upwards. Below the logo is the word "VOLUUM". The form itself is white and contains the following fields:

- First name* and Last name* (both with placeholder icons)
- E-mail*
- Password* and Confirm password* (both with placeholder icons)
- Where did you hear about us? (dropdown menu)
- Average monthly clicks (dropdown menu)
- I agree to the [terms & conditions](#) of Volum (checkbox)
- A green "Sign me up" button at the bottom

At the bottom left is the text "by codewise.com" and at the bottom right is a link "← back to volum.com".

Go to [Volum.com signup page](#) and fill in your information.



You should receive this confirmation.

Welcome to Voluum   

Voluum <notifications@voluum.com>
to me 

11:38 AM (1 minute ago)    

Hello charles,

Thanks for signing up! We'll just need you to click the activation link below to get your account up and running.

[Activate my account](#)

Once you've logged into the panel, we recommend you follow the in-platform tutorial. Please also make sure to check out our [knowledge base](#) where you'll find the answers to many of your potential questions.

If you still need help, you can send us a support ticket directly from the Voluum panel by clicking the support button in the top right corner.

Remember, Voluum is free until September 2nd, 2014 - so make sure to take full advantage of this. Now go out there and start some money making campaigns!

Best regards,
Voluum Team

You have received this email because you have signed up for Voluum.
If you didn't subscribe or you want to unsubscribe and stop receiving similar emails you can [unsubscribe](#).

Go to your email and activate your account.

The screenshot shows the Voluum software interface. At the top, there's a navigation bar with links like 'Campaigns', 'Landers', 'Offers', 'Traffic sources', 'Affiliate networks', 'Country', 'Device types', 'OS', 'OS versions', 'Brands', 'Models', 'Browsers', 'Browser versions', 'ISP/Camer', and 'Errors'. Below the navigation bar is a toolbar with buttons for 'New campaign', 'Report', 'Edit', 'Duplicate', 'Archive', 'Export CSV', '100', 'Active', 'Chart', 'Refresh', and 'First', 'Last' navigation. The main area features a large 'Welcome (1/20)' window. This window contains a screenshot of the Voluum dashboard with various graphs and tables, followed by a text block: 'To help you out we've created these tutorials. You can keep this window open while using the platform. Click next to learn how to setup your first campaign.' At the bottom of the window are navigation arrows and 'Prev'/'Next' buttons. Below the welcome window, there's a horizontal bar with 'Total' and numerous empty fields for tracking metrics like Visits, Clicks, Conversions, Revenue, Cost, Profit, CPV, CTR, CR, CV, ROI, EPV, EPC, AP, and Errors.

Log into [Voluum.com](https://www.voluum.com). This is the welcome screen of a new [Voluum.com](https://www.voluum.com) account. Feel free to check out their tutorial and browse around.

2. SET UP YOUR AFFILIATE NETWORKS

The screenshot shows the Volumum software interface. At the top, there's a navigation bar with links like 'Campaigns', 'Landers', 'Offers', 'Traffic sources', 'Affiliate networks' (which is highlighted with a red box), 'Country', 'Device types', 'OS', 'OS versions', 'Brands', 'Models', and 'Browsers'. Below the navigation bar is a toolbar with buttons for 'First', 'Last', 'Report', 'Edit', 'Duplicate', 'Archive', 'Export CSV', and 'Active'. A search bar is also present. The main area has tabs for 'Affiliate Network', 'Visits', 'Clicks', 'Conversions', 'Revenue', 'Cost', and 'Profit'. A sub-menu for 'New affiliate network' is open, showing fields for 'Name' (set to 'ClickDealer.com') and 'Append click ID to offer URLs' (which is checked). There's also a checkbox for 'Only accept postbacks from white-listed IPs'. At the bottom right of the dialog are 'Save' and 'Cancel' buttons.

We're going to set up our affiliate networks first.

1. Click the Affiliate Network tab.
2. Click the New Affiliate Network tab. It's going to open a side window.
3. Enter the name of one affiliate network you're using.
4. I like to click the option to append the CLICK ID to the URL.
5. You should see [Clickdealer](#) listed as an example.
6. Add a few more affiliate networks if you wish, repeating the same steps.

The screenshot shows the Volumum software interface again. The 'Affiliate Network' tab is selected. In the list, there is one entry: 'ClickDealer.com', which is highlighted with a red box. The list includes columns for 'Affiliate Network', 'Visits', 'Clicks', 'Conversions', 'Revenue', 'Cost', 'Profit', 'CPV', 'CTR', 'CR', 'CV', 'ROI', 'EPV', 'EPC', 'AP', and 'Errors'. All values for the ClickDealer entry are currently at zero.

Affiliate Network	Visits	Clicks	Conversions	Revenue	Cost	Profit	CPV	CTR	CR	CV	ROI	EPV	EPC	AP	Errors
Neverblue.com	0	0	0	\$0.00	\$0.00	\$0.00	\$0.0000	0.00%	0.00%	0.00%	0.00%	\$0.0000	\$0.00	\$0.00	0
Adsimilis.com	0	0	0	\$0.00	\$0.00	\$0.00	\$0.0000	0.00%	0.00%	0.00%	0.00%	\$0.0000	\$0.00	\$0.00	0
ClickDealer.com	0	0	0	\$0.00	\$0.00	\$0.00	\$0.0000	0.00%	0.00%	0.00%	0.00%	\$0.0000	\$0.00	\$0.00	0

3. SET UP YOUR TRAFFIC SOURCES

Now, it's time to set up the traffic sources.

1. Click the Traffic Sources tab.
2. Click the green “**New Traffic Source**” button.
3. Enter the name of the traffic source. I’m going to use Facebook as an example. You can use **ANY** name you want. Instead of saying you’re using Facebook, you can say it’s x827hs.
4. Enter custom variables and parameters

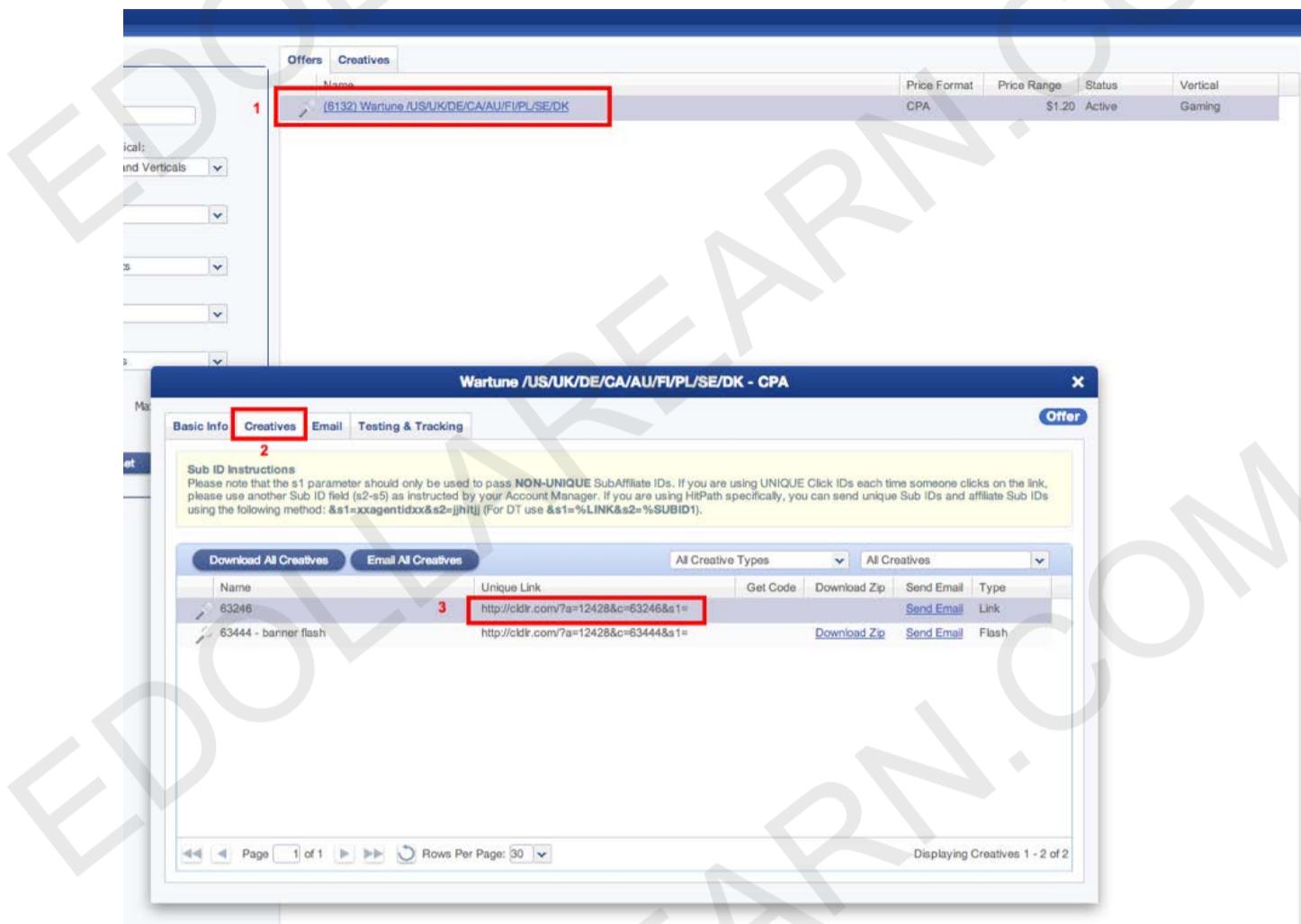
In this case, I want to track the age and gender.

The screenshot shows the Volumum software interface. At the top, there are several tabs: Campaigns, Landers, Offers, Affiliate networks, Country, Device types, OS, Od versions, Brands, Models, and Browsers. Below these, there are filters for Browser versions, ISP / Carrier, and Errors. A search bar and a date range selector ('Today') are also present. The main area has a toolbar with buttons for New affiliate network, New campaign, Report, Edit, Duplicate, Archive, Export CSV, and Active. A table at the bottom shows traffic source data for 'ZeroPark' with columns: Visits, Clicks, Conversions, Revenue, Cost, Profit, CPV, CTR, CR, CV, ROI, EPV, EPC, AP, and Errors. The 'Traffic sources' tab is highlighted with a red box. A modal window titled 'New traffic source' is open. It has a 'Name' field containing 'Facebook', a 'Placeholder URL' field, and a 'Available URL tokens' section listing '[placeholder]', '[pageurl]', '[ref1]', '[ref2]', '[var1]', and '[var2]'. Below this, there is a table for 'Custom Variable 1' and 'Custom Variable 2'. For 'Custom Variable 1', 'Parameter ID' is 'age', 'Placeholder ID' is '(age)', and 'Name ID' is 'age'. For 'Custom Variable 2', 'Parameter ID' is 'sex', 'Placeholder ID' is '(sex)', and 'Name ID' is 'sex'. At the bottom of the modal are 'Save' and 'Cancel' buttons.

4. SET UP YOUR OFFERS

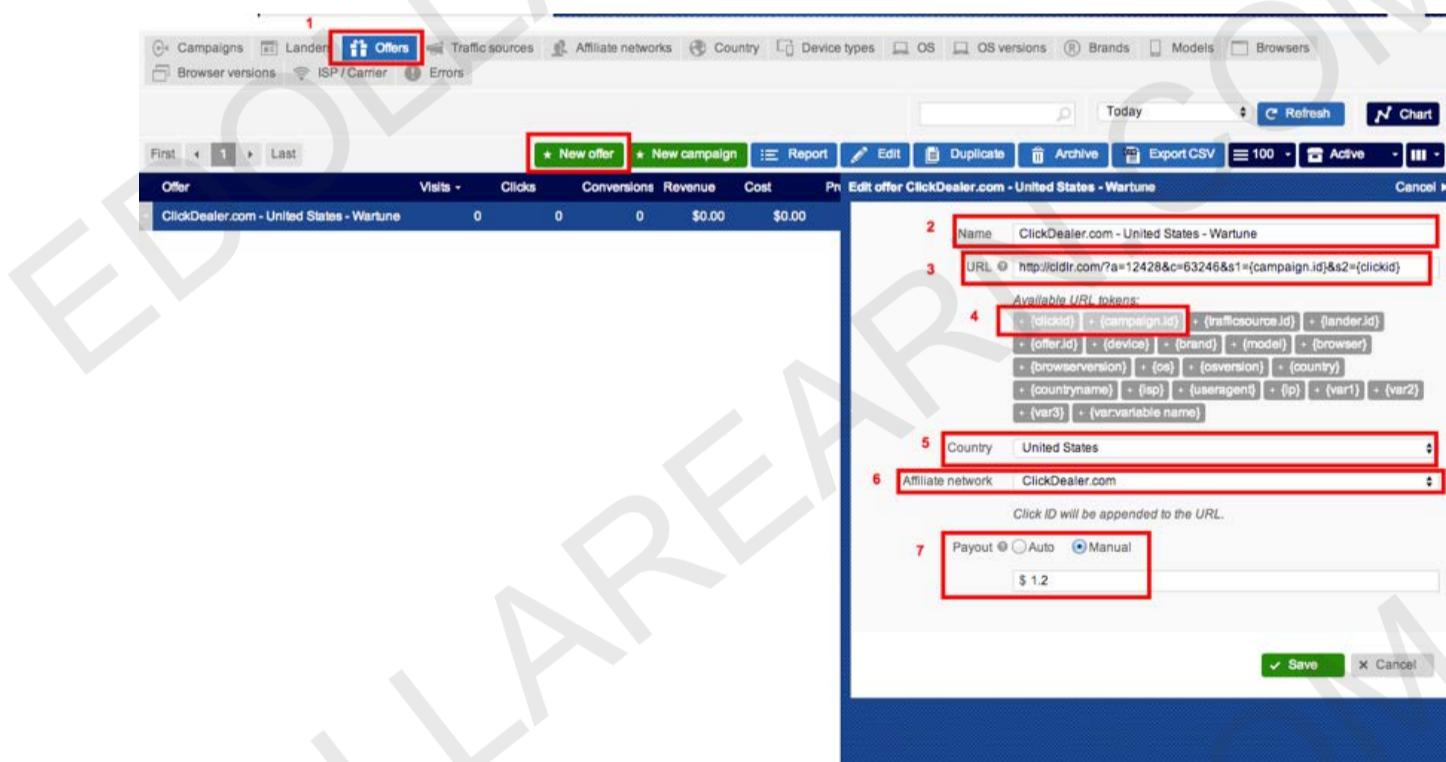
Let's set up the offer.

Go into [Clickdealer](#), and find the offer you want to run. I'm using the gaming offer Wartune as an example.



1. Click the Offer link.
2. Click the Creatives tab.
3. Copy and paste your unique link.

Now that you have the tracking link, you need to insert it into Voluum.com.



1. Click offers, then *New offer.
2. Enter the name of the offer.

3. Copy and paste the offer URL. In my case, it's "http://cldlr.com/?a=12391&c=63246&s1="
4. Add some variables. After the "&s1=" at the end, click the +{campaignid.id}. After the "&s2=", for the second variable, click the +{clickid} button. The end URL will be "http://cldlr.com/?a=12428&c=63246&s1={campaign.id}&s2={clickid}"
5. Choose the country.
6. Choose the affiliate network.
7. Click manual payout. The street pay is \$1.20 per lead, so enter that.

More detailed explanation: The cake platform doesn't want you to send different variables into the &s1 variable. That's why we're entering the campaignID. The &s2 is where they can allow dynamic variables. ClickID = each click you send gets a UNIQUE number, and that's how they keep track of the data.

5. SET UP YOUR LANDING PAGES

The screenshot shows the Volumum software interface. On the left, there's a navigation bar with links like 'Campaigns', 'Landers', 'Offers', 'Traffic sources', 'Affiliate networks', 'Country', 'Device types', 'OS', 'OS versions', 'Brands', 'Models', and 'Browsers'. Below this is a search bar and a date range selector ('Today'). On the right, there are buttons for 'Refresh' and 'Chart'. The main area displays a table with columns: Campaign, Visits, Clicks, Conversions, Revenue, Cost, Profit, and New campaign. One row is visible: 'Facebook - United States - Wartune' with values 0, 0, 0, \$0.00, \$0.00, and \$0.00. A modal window is open on the right, titled 'New campaign'. It contains fields for 'Name' (set to 'Facebook - United States - Wartune'), 'Campaign URL' (with a value of 'http://volumum.trackvolumum.com/5003920a-026c-4dfe-91f1' highlighted with a red box), 'Traffic source' (set to 'Facebook'), 'Country' (set to 'United States'), 'Cost model' (radio buttons for 'Do not track costs', 'CPC', 'CPA', and 'Auto' are shown, with 'CPC' selected), 'CPC' (set to '\$.25'), 'Postback URL' (empty), 'Redirect mode' (radio buttons for '302', 'Meta Refresh', and 'Double Meta Refresh' are shown, with '302' selected), and 'Default paths' (a section with 'Path 1: Direct Linking' and 'Lander: United States - 7.7.14 Headline 1' with a weight of 100). At the bottom of the modal are 'Save' and 'Cancel' buttons.

1. Click the Landers button
2. Click the *New Lander button.
3. Enter the name of your landing page. I like to name my landing pages after split-tests. You can put the date and the description of the test there. Example: 7.14.14 Headline. That shows the date I started the test, and it shows what I am split-testing.
4. Enter your landing page URL.

- Enter the number of offers. Most people will be promoting one offer. If you're promoting multiple offers, then write how many there are.
- Enter the country.

Now, we're going to set up our landing page:

The screenshot shows the Voluum setup interface. At the top, there's a navigation bar with links: Profile, Password, Referral program, Company, Domains, **Setup**, Conversion upload, and Root domain. The 'Setup' link is highlighted with a red box and a red number '1' below it. The main content area is titled 'Setup'. It contains several sections with instructions and URL inputs, each accompanied by a red number (2, 3, etc.) and a red box highlighting specific fields or instructions.

- Click URL:** http://otuyh.trackvoluum.com/click [Clipboard] (Red box 2)
- Multi-offer click URL:** http://otuyh.trackvoluum.com/click1 [Clipboard] (Red box 3)
- Postback URL:** http://otuyh.trackvoluum.com/postback?cid=(REPLACE) [Clipboard]
- Secure postback URL:** https://otuyh.trackvoluum.com/postback?cid=(REPLACE) [Clipboard]
- Tracking pixel URL:** https://otuyh.trackvoluum.com/conversion.gif?cid=(OPTIC) [Clipboard]
- Tracking pixel:** [Clipboard]
- Tracking script:** <script type="text/javascript" src="https://otuyh.trackvoluum.com/conversion.js?cid=(OPTIC)">

This part confused me when I first started using Voluum.com. Where do you actually get the links and code for your landing pages?

Here's how simple it is. You **DON'T** need to add any code to the bottom of your landing pages like with all the other programs.

1. Go to Setup. It's the gear icon at the top right corner of the screen.
2. If you're promoting **ONE** offer on your landing page, use the click URL.
3. If you're promoting multiple offers on your landing page, here is what you do. For offer 1, it's going to be <http://otuyh.trackvolum.com/click/1>. For offer 2, it's going to be <http://otuyh.trackvolum.com/click/2>. Notice that the numbers change at the end of the URL.

Take the URL, and put it where you want the user to click on your landing page.

6. SETTING UP DIRECT LINK

Want to use direct link instead of a landing page?

It Edit campaign Facebook - United States - Wartune Cancel

Name Facebook - United States - Wartune

Campaign URL <http://otuyh.trackvolum.com/5003920a-026c-4dfc-91f5> Clipboard

Traffic source Facebook

Country United States

Cost model Do not track costs CPC CPA Auto

CPC \$ 0.25

Postback URL Override

Redirect mode 302 Meta Refresh Double Meta Refresh

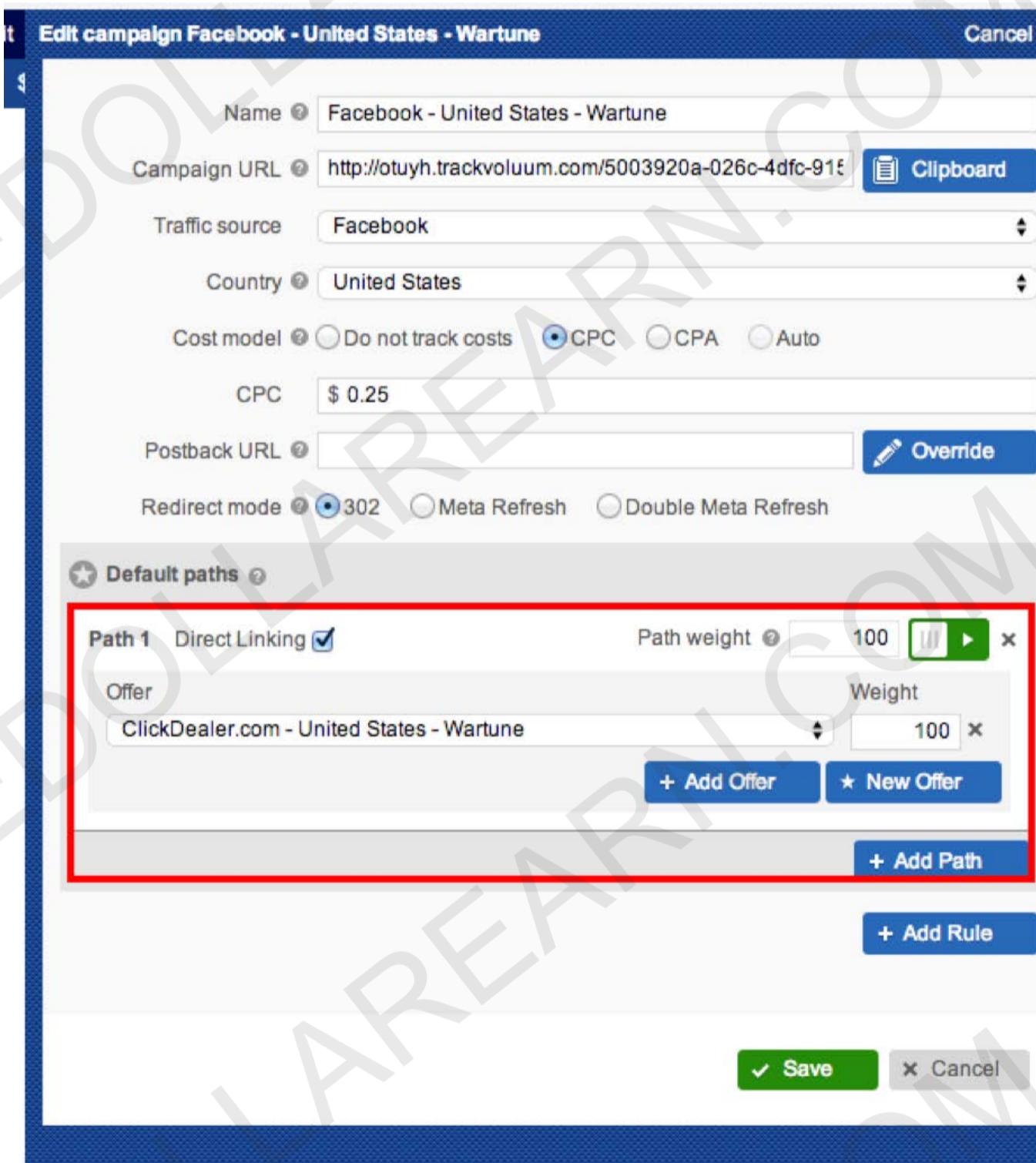
Default paths ?

Path 1 Direct Linking Path weight 100 Weight 100 x

Offer ClickDealer.com - United States - Wartune + Add Offer ★ New Offer

+ Add Path + Add Rule

✓ Save x Cancel



Just click the direct link button :)

Split-testing will be covered in the advanced section.

7. SET UP YOUR POSTBACK PIXEL

Next, we're going to set up the postback pixel.

What's a postback pixel?

A few years ago, whenever you had a conversion in the affiliate network, all you got was a SUBID such as "sd8s7dsdjk63439434j".

You had to copy and paste the SUBIDs throughout the day and UPLOAD them into your tracking software.

Now, every time you get a conversion, postback pixels "ping" your tracking software. You'll see your conversions in **real time**.

Fortunately, it's simple to install.

Go into your affiliate network, and click on the offer. In this example, we're using a network that uses the CAKE tracking platform:

The screenshot shows the Volumum tracking platform interface. At the top, there is a navigation bar with links for Profile, Password, Referral program, Company, Domains, Setup (which is highlighted with a red box), Conversion upload, and Root domain. On the far right of the top bar is a gear icon (highlighted with a red box) and a user profile icon. Below the navigation bar, the page title is 'Setup'. There are three main sections of instructions:

- With Volumum you don't need to place any PHP code on your landing pages. Visitors are redirected based on data stored in a cookie and referrer.** It explains how to use the "Click URL" if there's a single offer placement or the "Multi-offer click URL" if there are multiple offers. Buttons for 'Clipboard' are shown next to each URL.
- Server-to-server postback URLs are the most secure and reliable method to count conversions.** It provides steps: 1. Include the {clickid} token in your offer URLs. 2. Copy-paste the postback URL to your affiliate network panel. It also notes that the URL would look like `xxxx.trackvolumum.com/postback?cid=[offer_id]&payout=[payout]`. A note says to consult the affiliate network documentation or support to find out which tokens you should use to pass back click ID and payout. The payout parameter is optional; if you do not use it, you can manually specify the payout in the offer configuration. It also mentions that the script in the landing page should not contain these URLs or any of the tracking pixels.
- In cases when your affiliate network only supports client-side pixels, you can use a conversion pixel or script.** It explains that conversion pixels are cookie-based and so you have to use the same domain for the cookie to work correctly. It notes that the cid is also stored in a cookie, so conversion tracking will still work if the parameter is missing. It provides examples for a Tracking pixel URL (`https://otuyh.trackvolumum.com/conversion.gif?cid=[OfferID]`), a Tracking pixel script (``), and a Tracking script (`<script type="text/javascript" src="https://otuyh.trackvolumum.com/conversion.js?cid=[OfferID]">`). Buttons for 'Clipboard' are shown next to each example.

1. Click the gear icon in the top right.

2. Click the Setup tab.
3. There is the secure postback URL. Copy the URL or click the clipboard.

Now, we need to place the Postback URL in the affiliate network.

Go to your affiliate network (I'm using Clickdealer).

NOTE: In this example, I am using an affiliate network that uses the CAKE platform. Most networks these days are using CAKE, but the upcoming steps will be different if your network uses a different technology such as HasOffers, Linktrust, or Hitpath. Ask your AM if you need help with this part.

Find your Offer and click on the testing and tracking tab.

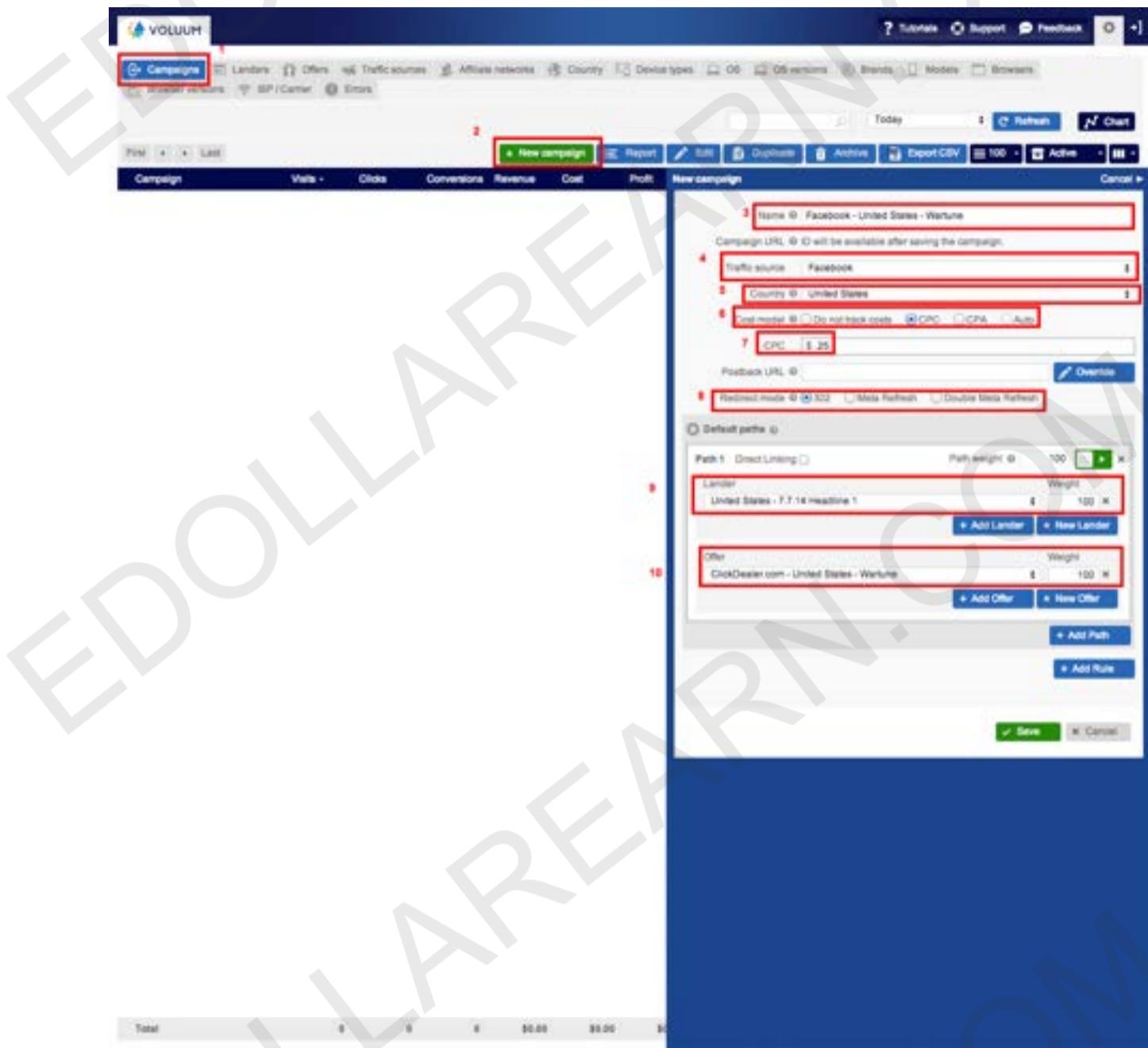
The screenshot shows the Clickdealer interface for managing offers. At the top, there are tabs: Basic Info, Events, Creatives, Email, **Testing & Tracking** (which is highlighted with a red box), and Marketplace. On the far right, there's an 'Offer' button. Below the tabs, there's a section titled 'Instructions' with a note about placing internal testing links. To the left, there's a 'Tokens' table:

Token Name	Token Label
#leadid#	Lead ID
#affid#	Affiliate ID
#oid#	Offer ID
#campid#	Campaign ID
#cid#	Creative ID
#tid#	Transaction ID
#s1#	Sub ID 1
#s2#	Sub ID 2
#s3#	Sub ID 3
#s4#	Sub ID 4
#s5#	Sub ID 5

On the right side, there are fields for 'Test Link:' (empty), 'Postback URL (Server Pixel):' (empty, highlighted with a red box), 'Postback Delay (ms):' (empty), and 'Pixel HTML:' (empty). At the bottom right are 'Test Offer' and 'Save' buttons.

1. Copy and paste your postback URL from Voluum. In my case, it's <https://otuyh.trackvoluum.com/postback?cid={REPLACE}&payout={OPTIONAL}>
2. For the field `&payout={OPTIONAL}`, you can add what the payout is between the brackets. That way, it's easy to adjust the payout if it changes.
3. In the `?cid={REPLACE}`, type in `#s2#`.

8. SET UP CAMPAIGN



Almost there, guys. Now we're going to set up a new campaign.

1. Click Campaigns at the top.
2. Click *New Campaign.
3. Enter the name of your Campaign. It will automatically add the Traffic source name and the country name.
4. Choose your traffic source from the dropdown menu.
5. Choose your country from the dropdown menu.
6. Choose how you want to track your costs.
7. You will enter the CPC or CPA depending on what you selected before.
8. Choose 302 redirect (I find the other options cause me to lose a ton of clicks)
9. Pick your landing page.
10. Pick your offer.
11. Save your campaign.

Now a new URL will pop up.

This is the URL you put into your traffic source:

The screenshot shows the Voluum software interface. At the top, there's a navigation bar with links like 'Campaigns', 'Landers', 'Offers', 'Traffic sources', etc. Below the navigation is a table with columns: Campaign, Visits, Clicks, Conversions, Revenue, Cost, Profit. A single row is visible: 'Facebook - United States - Warturn' with values 0, 0, 0, \$0.00, \$0.00, \$0.00. To the right of the table is a 'New campaign' dialog box. The dialog has fields for 'Name' (Facebook - United States - Warturn), 'Campaign URL' (http://otuyh.trackvolum.com/5003920a-026c-4dfc-9155-056a729cf5a0), 'Traffic source' (Facebook), 'Country' (United States), 'Cost model' (CPC selected), 'CPC' (\$0.25), 'Postback URL' (empty), 'Redirect mode' (302 selected), and 'Default paths'. Under 'Default paths', there's a section for 'Path 1: Direct Linking' with a weight of 100. It lists 'Lander' (United States - 7.7.14 Headline 1) and 'Offer' (ClickDealer.com - United States - Warturn), both with a weight of 100. Buttons for '+ Add Lander', '+ Add Offer', '+ Add Path', and '+ Add Rule' are available. At the bottom of the dialog are 'Save' and 'Cancel' buttons.

9. LAUNCH

The final URL we're using in Facebook is:

<http://otuyh.trackvolum.com/5003920a-026c-4dfc-9155-056a729cf5a0?age={age}&sex={sex}>

In this example, we're promoting to MALES who are 25-30 years old. For that ad, we can use the URL

<http://otuyh.trackvolum.com/5003920a-026c-4dfc-9155-056a729cf5a0?age=25-30&sex=Male>

In another ad, we might be promoting to MALES who are 31-33 years old. For that ad, we can use the URL

<http://otuyh.trackvolum.com/5003920a-026c-4dfc-9155-056a729cf5a0?age=31-33&sex=Male>

Do you see how the variable changes?

All right!

You are now ready to use Voluum.com to launch your first campaign.

Setting Up Your Custom Domain in Voluum



All campaigns have the trackvolum.com domain by default.

This is **not** ideal because some traffic sources have banned that domain.

We're going to use the domain NgoVolum.com as an example. The goal is instead of having your links show as:

<http://otuyh.trackvolum.com>

We're going to have it show as:

<http://track.ngovolum.com>

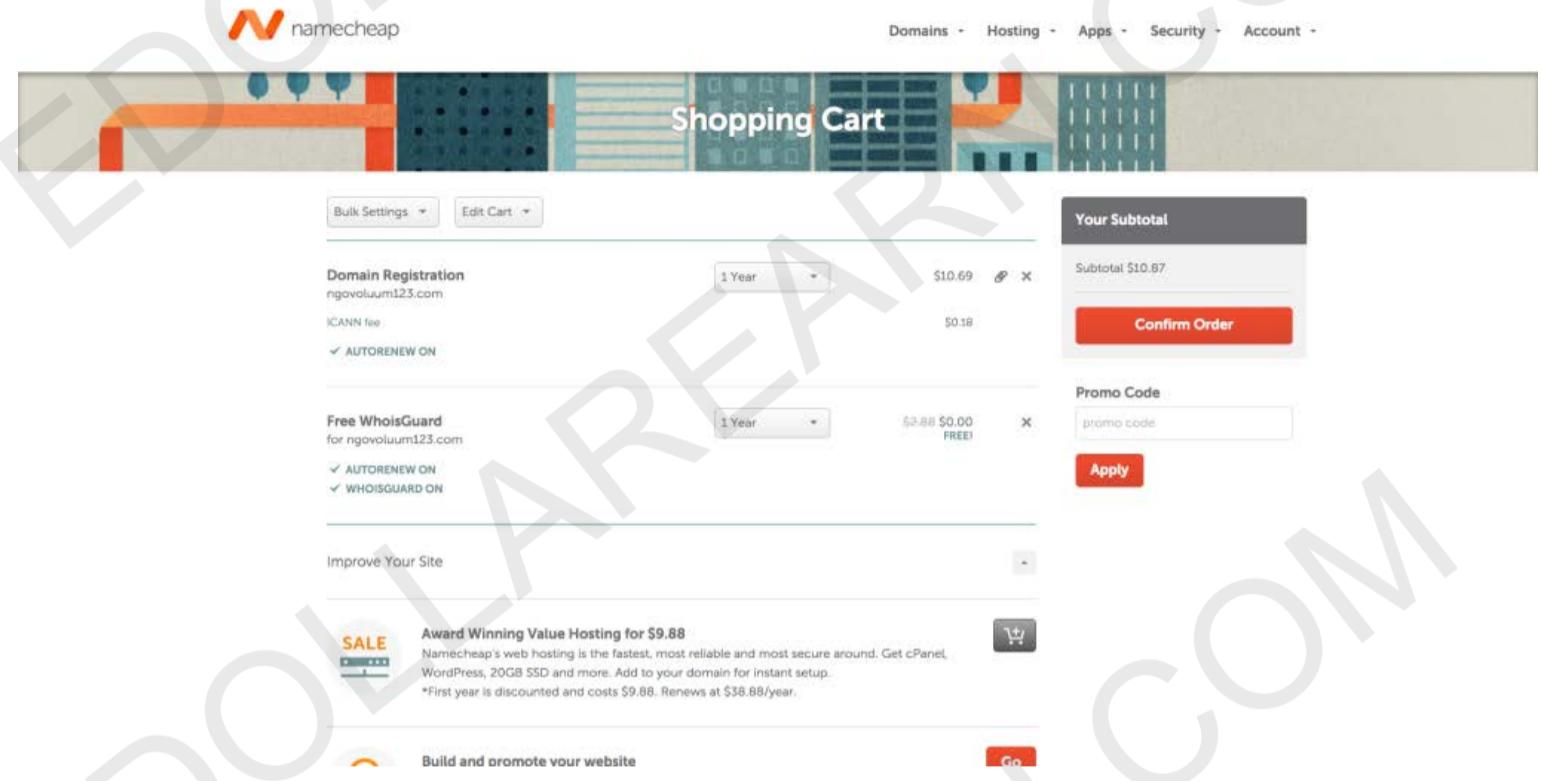
Doesn't that look much cleaner?

Plus, if you're using the standard Voluum domain it's easier for other affiliates to spy on you :)

1. BUY YOUR TRACKING DOMAIN FROM [NAMECHEAP.COM](#). (REFER TO MY HOSTING GUIDE ON PURCHASING DOMAINS).

Remember, don't waste time thinking about what to call it.

A name like this is fine: <http://www.johnstracking.xyz>



2. SET UP SUBDOMAIN

Now go to the home screen of Namecheap.com.

Click “[Account](#)” in the upper-right corner and select “[Dashboard](#).”

It will take you to the screen below.

Click “[Domain List](#).”

Click “[Manage](#).”

A screenshot of the Namecheap Domain List dashboard. The left sidebar has a red box around the "Domain List" item under the "Expiring Soon" section. The main area shows a table with one row for "ngovolum123.com". The "Actions" dropdown menu above the table has a red arrow pointing to it from the sidebar. The "Manage" button next to the domain name in the table row also has a red box around it. A red box with the number "110" is in the top right corner of the dashboard area.

Click “[Advanced DNS](#).”

This screenshot shows the Namecheap domain management interface. On the left is a dark sidebar with icons for Dashboard, Expiring Soon, Domain List (which is selected and highlighted in teal), Product List, and Profile. The main area is titled "Domains → Details" and shows the domain "ngovolum123.com". Below the domain name are several tabs: "Domain" (selected), "Products", "Sharing & Transfer", and "Advanced DNS" (which is highlighted with a red box). Under these tabs, there are sections for "STATUS & VALIDITY" (Active, Feb 23, 2016 - Feb 23, 2017, with Auto-Renew and Add Years buttons), "WhoisGuard" (Protection, Feb 23, 2016 - Feb 23, 2017, with Auto-Renew and Add Years buttons), and "NAMESERVERS" (Namecheap Default). There is also a "SHOW DETAILS" button.

This is the screen you should see next.

This screenshot shows the "Advanced DNS" section of the Namecheap domain details page. The sidebar on the left is identical to the previous screenshot. The main area has the "Advanced DNS" tab selected. It includes a "HOST RECORDS" header with "Actions", "Filters", and a search bar. Below this is a table of host records:

Type	Host	Value	TTL
CNAME Record	www	parkingpage.namecheap.com.	30 min
URL Redirect Record	@	http://www.ngovolum123.... Unmasked	

At the bottom of the table is a red "ADD NEW RECORD" button.

Here's what you're going to do.

Delete the "**URL Redirect Record**".

The screenshot shows the Namecheap Advanced DNS interface. On the left sidebar, there are links for Dashboard, Expiring Soon, Domain List (which is selected), Product List, and Profile. The main area has tabs for Domain, Products, Sharing & Transfer, and Advanced DNS (selected). Below these are sections for HOST RECORDS, Actions, Filters, and Search. A table lists host records:

Type	Host	Value	TTL
CNAME Record	www	parkingpage.namecheap.com.	30 min
URL Redirect Record	@	http://www.ngovolum123.... Unmasked	

Buttons for ADD NEW RECORD, Delete, and Q&A (48) are visible.

Under "Host," enter the subdomain you want. I'm choosing "track," but you can put any word you want there.

The screenshot shows the Namecheap Advanced DNS interface with a new CNAME record being added. The table now includes a new row:

Type	Host	Value	TTL
CNAME Record	track	parkingpage.namecheap.com.	30 min

A red box highlights the "track" entry in the Host column. Buttons for ADD NEW RECORD and SAVE ALL CHANGES are at the bottom.

3. FIND YOUR VOLUUM CNAME LINK AND INSERT INTO NAMECHEAP

12. Click Settings
13. Click Domains
14. I've highlighted where the link is.

EDOLLAREARN.COM

Here you can add your custom tracking domains. We highly recommend adding a custom domain. The default trackvolumum.com is meant for testing purposes only.

In order to add a domain you will need to CNAME the domain to **otuyh.trackvolumum.com**. The main domain will be used to generate your campaign and click URLs. The backup domains allow you to quickly substitute your main domain in case it is compromised.

Main Domain Verify DNS settings
Backup domain 1 Verify DNS settings
Backup domain 2 Verify DNS settings

Cloaking domain redirectvolumum.com Custom

Save **Cancel**

Insert Volumum CNAME into the "Value" section in Namecheap:

ngovolumum123.com

HOST RECORDS

Type	Host	Value	TTL
CNAME Record	track	otuyh.trackvolumum	30 min

Actions **SAVE ALL CHANGES**

Q&A 48

Change the TTL to "1 min" (this makes the change update faster) then click the green checkmark.

ngovolum123.com

HOST RECORDS

Type	Host	Value	TTL
CNAME Record	track	otuyh.trackvolum	1 min

ADD NEW RECORD SAVE ALL CHANGES

Q&A 48

AFTER

Here's what a completed setup looks like

ngovolum123.com

HOST RECORDS

Type	Host	Value	TTL
CNAME Record	track	otuyh.trackvolum	1 min

ADD NEW RECORD SAVE ALL CHANGES

Q&A 48

4. FINISH SETTING THIS UP IN VOLUMUM.

1. Click Settings
2. Click Domains
3. Enter in your CNAME which should be "track.yourdomain.com"
4. Click "OK"

You should see your domain setup is ok!

If you go to the campaign links, you can see all the links now say track.ngovolum

Congratulations!

Your Volumum tracking setup is now complete.

Key Takeaways

1. You need affiliate marketing specific tracking software. Sign up for Voluum.
2. Learn how to set it up a few times, and it'll be easy
3. Without a tracker you are fighting in the dark

Homework

By now you should have access to an affiliate network.

You've also set up your web hosting and landing page.

1. **Select a tracking software.** Although I highly recommend Voluum, there are many options available for tracking software.

[Adsbridge](#) has cheaper plans than Voluum, but they don't have quite as many features. But if you're on a super tight budget, this could be a way for you to have extra money for traffic.

2. **Purchase a custom domain for your tracking software from Namecheap.** Don't over think what to purchase, anything will work. (i.e. abctracker.info /.com /.xyz)
3. **Set up your tracking software on your web host.**
4. **Go to your affiliate network and select an offer.**
5. **Add the offer to your tracker.**
6. **Add your landing page to your tracker.**
7. **Pick one variable you want to track.** This will be highly dependent on what traffic source you're using.
 - Google uses keywords.
 - Facebook tracks ads, interests, etc.
 - Mobile traffic sources track carriers, handsets, etc.

Whatever traffic source you're using, pick one variable you want to track and set it up within your tracker.

8. **Get your campaign URL from your tracker.** This is the URL that you will ultimately give to your traffic source.
9. **Ask your affiliate manager to help you set up a test conversion.** (*You are given one when you were approved for the network*) You want to make sure you're tracking is properly setup and tracking conversions.

This homework assignment will be a bit more difficult for newbies, but learning this process will be **absolutely critical** to your affiliate marketing success.

But once you know how to set up tracking, you'll be able to set it up within minutes.

LAUNCHING AN AFFILIATE MARKETING CAMPAIGN



We've covered a lot of material in this guide.

I wanna do a quick recap to show you how I launch campaigns from beginning to end.

This is the "step-by-step process" that everybody asks for.

You want to think of each campaign in stages, and have detailed steps for what you do in each part.

This keeps everything more organized and systemized.

1. PICK THE TRAFFIC SOURCE



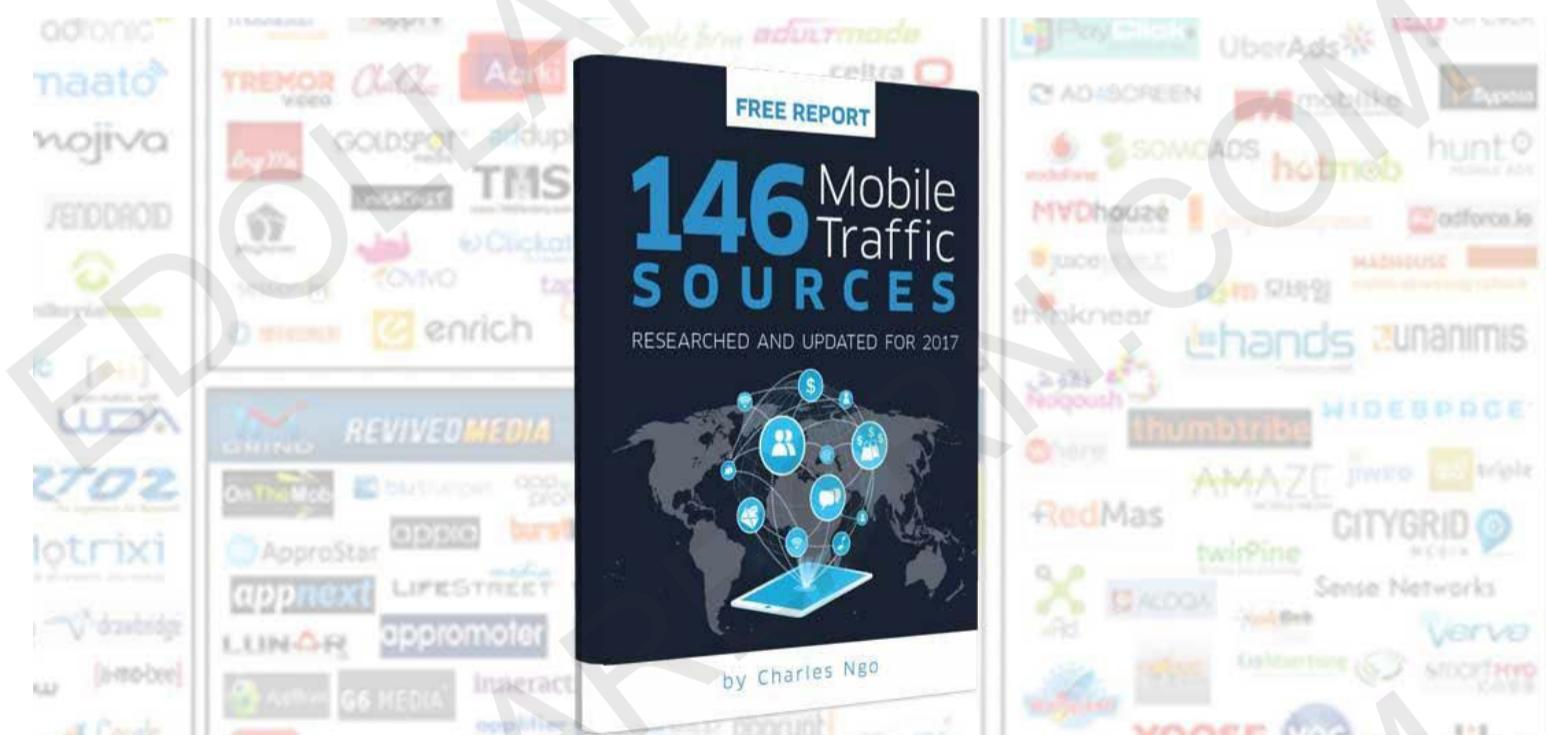
The first step is figuring out what traffic sources you'll use and what offers you'll promote.

My personal style is to focus on mastering a single traffic source type and then figuring out which offers work well there.

For example, you've decided to be a mobile specialist. After deciding to go into mobile, you look for what's performing well in mobile now.

There are hundreds and hundreds of places to buy traffic from.

Here's a list of mobile traffic sources if you decide to take that path:



[Download the List Here](#)

I know half of you will over-analyze this information and try to figure out which one's the "best."

There is no best because they all have their pros and cons. **Just do your research, and make a decision.**

Don't be that fat guy who spends months trying to decide on the best workout plan while not moving off his couch that entire time.

"Taking action and failing will get you ten times farther than sitting around worrying about making the wrong decision."

When it comes to picking a traffic source, I prefer going for sources that are **proven** to convert.

It's because that eliminates a variable.

If you can't make a popular traffic source work, then **it's because of you**.

Why?

Because other guys have proven it works.

However, if you decide to take a chance on an unknown source, you won't be sure whether the traffic source sucks or your campaign does.

Remember that I recommend mobile, native, and Facebook for affiliate marketing as of 2017.

2. CHOOSING OFFERS



Choosing an offer for me is based on:

- Testing multiple offers
- Competitive research
- Listening to my intuition
- Seeing what the latest buzz is at conferences
- Talking to affiliate managers and my masterminds

Suppose you chose to run iPhone 7 giveaways on mobile traffic in France. **There are multiple offers from different advertisers out there.**

Pick 2 to 3 offers to test against each other initially. **You should always test multiple offers when you're launching a campaign.**

Some offers won't convert well even though they appear similar. You won't know if it's the offer, or the vertical unless you try multiple similar offers.

3. WHAT TO DO NOW:

1. Get the offer link(s) from the affiliate network

The screenshot shows a web-based interface for managing affiliate creatives. At the top, there are tabs for 'Basic Info', 'Creatives' (which is selected), 'Email', and 'Testing & Tracking'. A blue 'Offer' button is located in the top right corner. Below the tabs, a section titled 'Sub ID Instructions' contains a note about using sub IDs. The main area displays a grid of creative assets, each with a preview image, name, unique link, and various actions like 'Get Code', 'Download Zip', 'Send Email', and 'Type'. A red arrow points to the 'Type' column for one of the rows. At the bottom, there are navigation buttons for 'Page' (1 of 1), 'Rows Per Page' (30), and a message indicating 'Displaying Creatives 1 - 8 of 8'.

2. Visit the offer page to see how it looks, and what the details are.

The screenshot displays three different offer landing pages side-by-side. The first is for the game 'CROSSY LANES', showing a mobile phone screen with the game's logo and a login form. The second is for 'MOBIGAMER', featuring a colorful illustration of various cartoon characters and a 'PLAY NOW' button. The third is for 'AVG Antivirus', which has a dark theme with a search bar for a mobile number and information about security features.

3. Set the offer up in Voluum

1

Offer	Visits	Clicks	Conversions	Revenue	Cost	Pn
ClickDealer.com - United States - Wartune	0	0	0	\$0.00	\$0.00	

2 Name: United States - Wartune

3 URL: [\[REDACTED\]](#)

4 Available URI tokens:

- + {clickId} + {campaignId} + {trafficSourceId} + {landerId}
- + {offerId} + {device} + {brand} + {model} + {browser}
- + {browserVersion} + {os} + {osVersion} + {country}
- + {countryName} + {isp} + {userAgent} + {ip} + {var1} + {var2}
- + {var3} + {varVariableName}

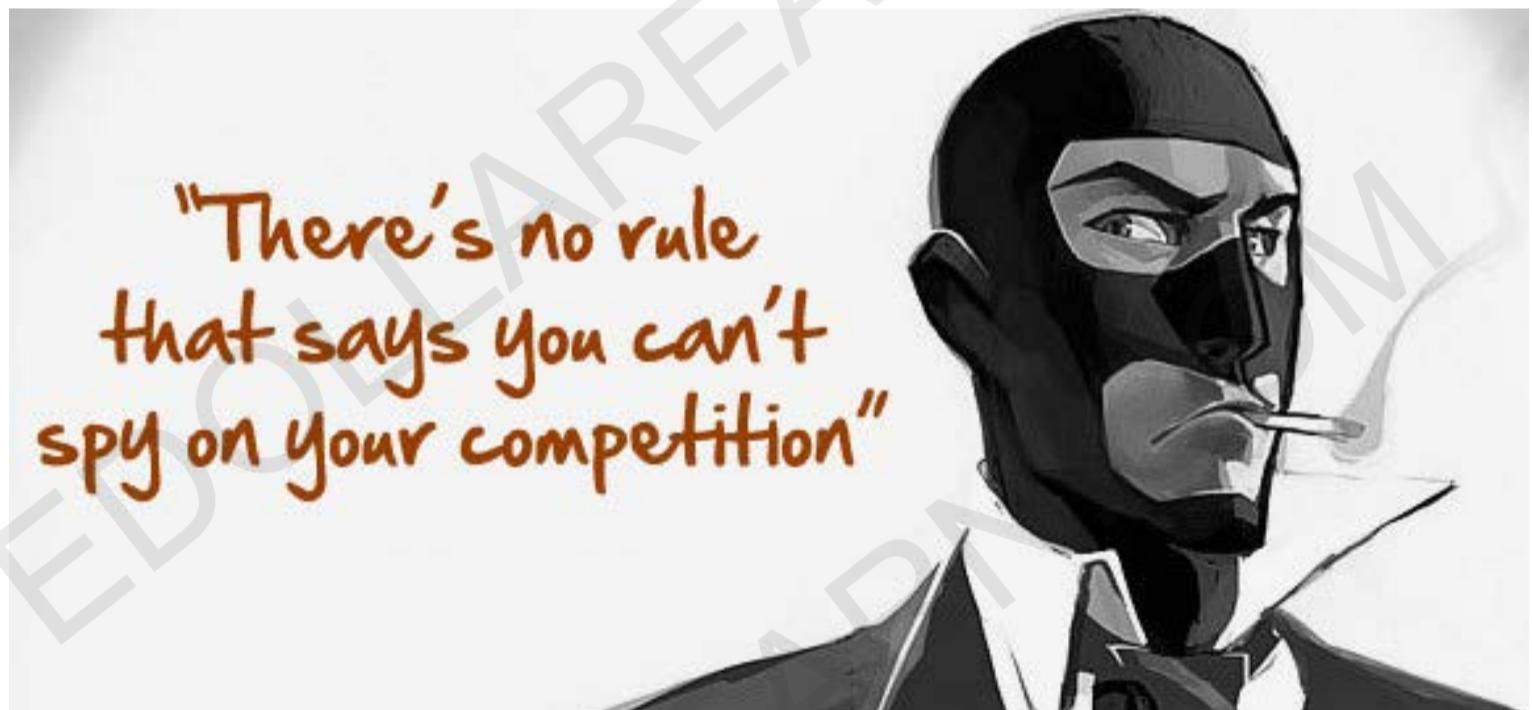
5 Country: United States

6 Affiliate network: [\[REDACTED\]](#)

7 Payout: Auto Manual
\$ 1.2

Save

4. RESEARCHING THE CAMPAIGN



Newbie affiliates will just launch a campaign and hope for the best, but the top affiliates will have an advantage before they even launch.

Have you decided on your traffic source and offer yet?

It's time to do some research.

1. **Spying**

Are other guys running this campaign? Don't limit yourself to just researching other affiliate marketers. If you're running Diet, look at what Jenny Craig and Weight Watchers are doing. Running Dating? What's Match.com doing?

Spy tools like [Adplexity will give you a huge ROI](#). You can do in 30 seconds what would take a whole day of manual spying.

2. **Talking to affiliate managers**

Stop treating your affiliate manager like the dude that just bumps payouts. They can be extremely knowledgeable because they have a bird's-eye view of the industry [and other affiliates](#).

I've definitely encountered a lot of bad affiliate managers when I started out, but I think they've been weeded out over the years.

3. **Researching the offer**

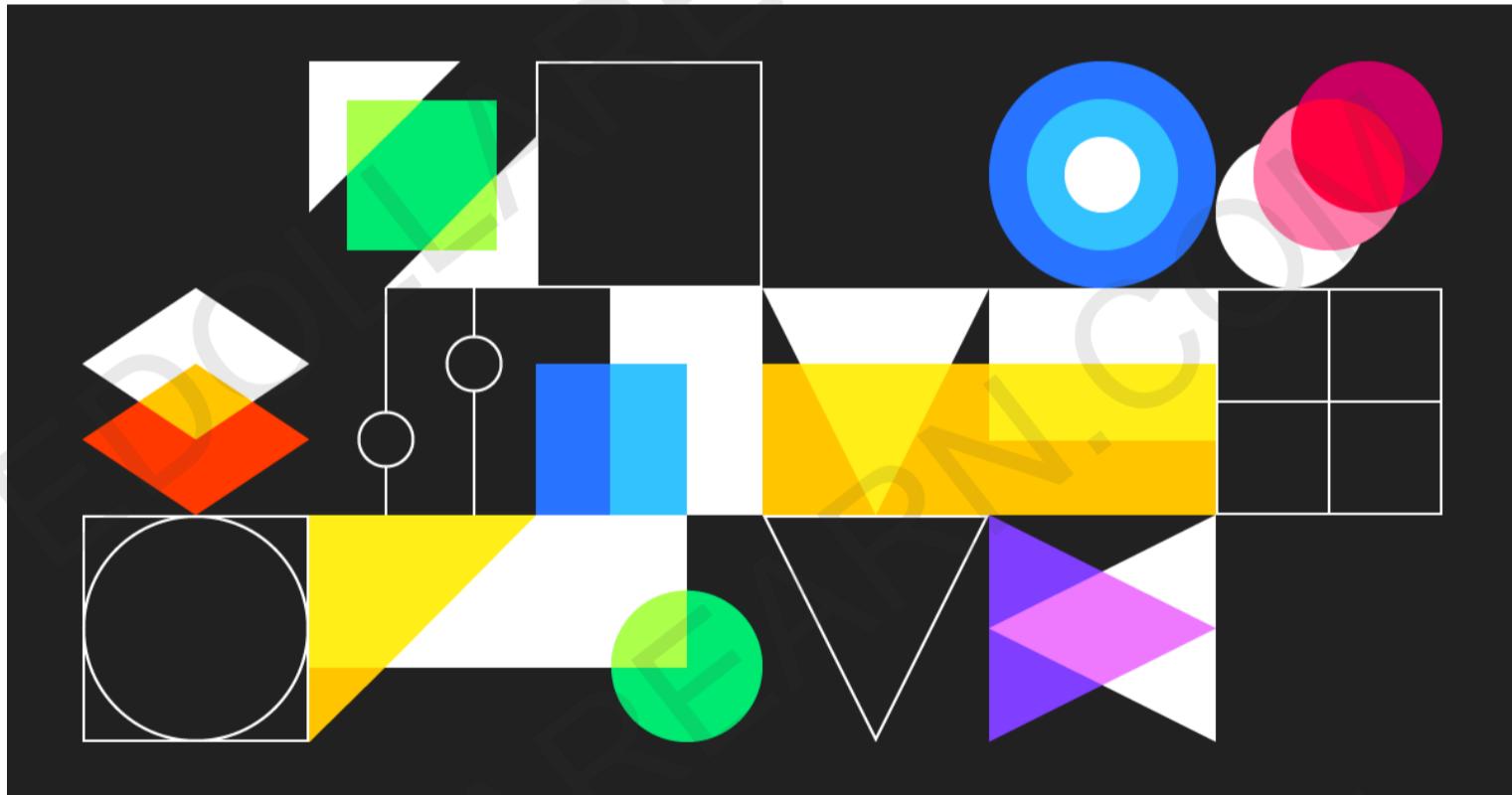
Go through the funnel to see how the ads monetize. Research the audience. Learn more about the niche.

4. **Where to run the offers?**

If an offer is exclusive to one network, there's not much to do beyond this. What if it's on a few different networks?

I **highly recommend** split-testing affiliate networks even if it's the exact same offer. They can convert differently if different tracking software is used or if the advertiser's scrubbing one place.

5. THE CREATIVE STAGE



What ads and landing pages are you planning to use? A *lazy affiliate will skip this step entirely* and just opt to use the creatives and landing pages from their competition.

If you're going this route, you're always going to be five steps behind.

Here's your next 3 steps:

1. Brainstorm angles, headlines, and ad text for your offer

2. Find pictures to use in ads
3. Design/create the landing pages

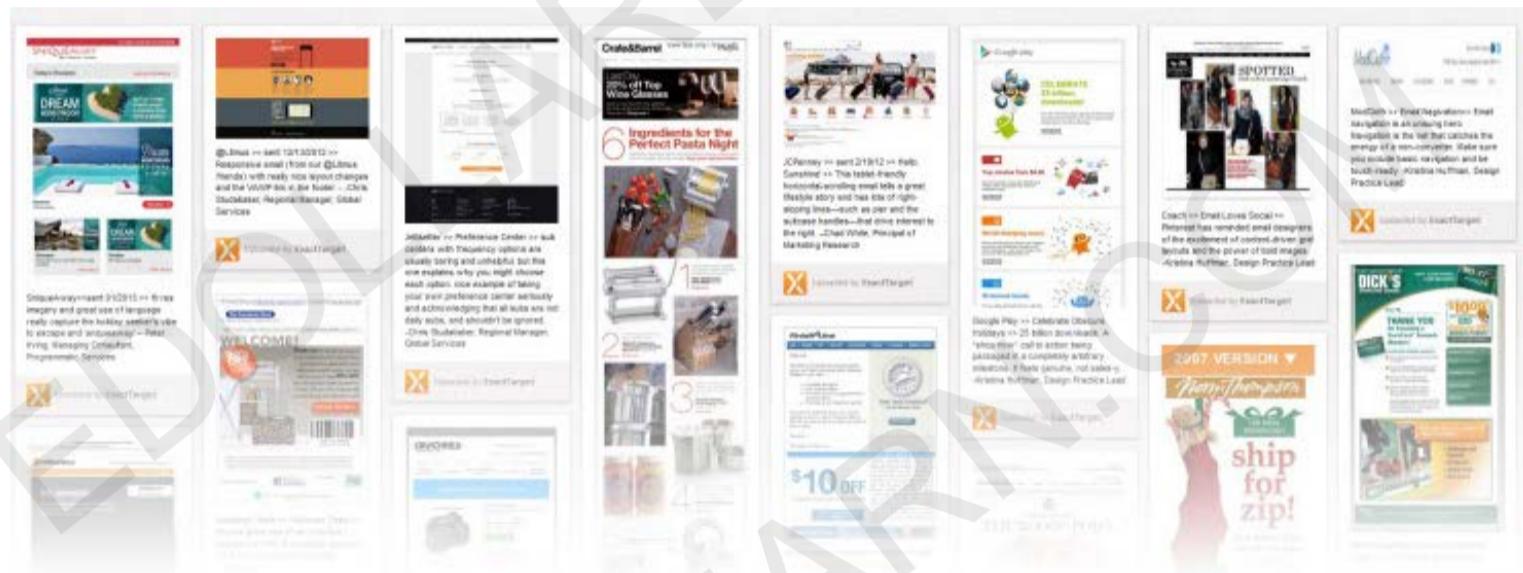
How exactly does one come up with winning creatives?

It's hard to explain, but I'll try.

One thing I like to do is collect amazing ads that I see around the Internet.

I'm so "blind" to ads that if there's a creative that I notice, it must be good. I have a folder with over a thousand images that I use for inspiration.

A lot of copywriters and marketers will do this - it's called a "swipe file".



Once, I was inspired by this insurance ad that had a neat Photoshop trick that I've applied to one of my niches. Inspiration can be found anywhere.

The only way to get really good with ads is through practice and experience—a lot of practice and experience. Soon, you'll develop this sixth sense that will let you know if an ad is good before you even launch.

6. YOUR ADS



Brainstorm Ads / Angles

1. Design a set of ads from your angles
2. Grab the tracking links from [Voluum](#)

3. Upload ads into your traffic source

7. YOUR LANDING PAGES



1. Design the landing page
2. Upload the landing page to your domain
3. Set up the landing page in Voluum

Remember to implement what I taught you in the landing page section.

Add in conversion boosters, and try to minimize the size of the landing page.

8. SETTING UP THE BACKEND



Here's where all the technical stuff happens.

1. Set the hosting up for your landing page if you didn't do it in the previous step.
**Note - You don't need a server to host Voluum (it's self hosted).*
2. Set up all the tracking in Voluum
3. Add your creatives / landing pages to the tracking

4. Upload the campaign URL into your traffic source

9. BACKEND CAMPAIGN STRATEGY

An important tip is to **segment the traffic**.

Here's what I mean.

Do **NOT** create a campaign that has both mobile **and** desktop traffic. You need to segment and track them.

There are two ways to go about it.

1. **Segment Before**

The screenshot shows a user interface for campaign segmentation. It includes three main sections: 'Gender' with options 'All', 'Men', and 'Women' (with 'Men' selected), 'Age' with dropdowns set to '18' and '24', and 'Locations' with 'United States' and 'New York' (with a checked checkbox) listed, along with a button to 'Add locations'.

For example whenever I launch a Facebook campaign, I've already broken everything down by age groups.

I launch and can see within a few days that 18-24 year olds are not converting. I pause that segment of traffic and become more profitable.

2. **Segment After.**

Gender ⓘ

All Men Women

Age ⓘ

18 - 65+

Locations ⓘ

United States

New York

Add locations

Example: Target everyone and capture conversion rate data. Then create groups after the test in Volum. I don't recommend this because you will burn a lot of money.

10. LAUNCHING THE CAMPAIGN



1. Set a **LOW** budget (\$5 or \$10). You want to make sure you set the campaign up right and everything's tracking properly.
2. **Set your initial bids.** What I bid depends on the traffic source. I usually bid higher than the minimum bid because it gets you access to better quality placements.
3. **Launch.** The timing doesn't matter as much as you think. If you want a set time, I recommend 4pm in the timezone of the country you're targeting.

For example: I'm in EST time zone but promoting an offer in Singapore. I'd set it to launch 6pm Singapore time which is 5am EST time.

11. DOUBLE CHECK CAMPAIGN



You should double check your campaign before you launch it...

But the first few times you launch a campaign, you won't really know what you're doing.

The only way to really know if it's working correctly is to send some live traffic to it.

It's easy to hit the pause button if things aren't working out.

Is Everything Tracking Properly?

Clicks should be tracked through the whole process:

Traffic Source >> Tracker >> Landing Page >> Affiliate Network

You want to make sure your links are working.

1. Check your traffic source to see if they're sending clicks
2. Check your Volumum (tracking) account to make sure clicks are coming in
3. Check your affiliate network to make sure clicks are coming in

If you're not sure if conversions are tracking, you can ask your affiliate manager to fire a "test conversion".

This will help you make sure your tracker is recognizing conversions when they come in.

Tip: Whenever we first launch campaigns, we always set a low budget. What happens if you set a \$500 budget, go to sleep, and wake to see that there were zero conversions?

We like to set a smaller budget of say \$30 on a \$5 CPA campaign to see if everything is tracking properly. It'll save you a ton of headaches.

This should be everything you need to launch a campaign and to get your first conversion.

Next Actions:

1. Launch Your Campaign
2. Make Sure Everything Tracks Properly
3. Get Your First Conversion

OPTIMIZING YOUR CAMPAIGNS



Optimization is the secret sauce that makes campaigns profitable.

You can have the best landing pages and ads in the world, but your competitors can “borrow” them.

But your optimization strategy?

It's yours and yours only.

Nobody can ever see it.

That's why people **rarely** talk about optimization.

Have you ever launched a campaign and it's losing money, and you have no idea what to do next?

Learning optimization means you can take a campaign that's losing money, and you can turn it into a money making machine!

When you first launch a campaign, all you have are hypotheses and theories on what's working.

You may **THINK** you know what the customer wants, **but you don't really know unless you have the data to back it up.**

The majority of your campaigns **will start off unprofitable.**

1. You launch the campaign
 2. Lose money while you **collect data**
 3. You analyze the data
 4. You run experiments (also known as split-tests) to get your campaign profitable.

City	Status	Actions	Visits	Clicks	Conversions	Revenue	Cost	Profit	CPV	CTR	CR	CV	ROI	EPV	EPC	AP	Errors
	ARCHIVED					\$2.01							871.85%				
	ARCHIVED					\$1.81							234.89%				
	ARCHIVED					\$1.48							197.06%				
	ARCHIVED					\$0.15							12.78%				
	ACTIVE					\$1.21							13.87%				
	ACTIVE					(\$8.15)							-6.28%				
	ARCHIVED					(\$8.82)							-10.01%				
	ACTIVE					(\$18.78)							-25.40%				
	ACTIVE					(\$1.40)							-39.77%				
	ACTIVE					(\$8.89)							-85.51%				
	ARCHIVED					(\$0.01)							-100.00%				
	ARCHIVED					(\$0.02)							-100.00%				
	ARCHIVED					(\$8.74)							-100.00%				
	ARCHIVED					(\$8.84)							-100.00%				
	ARCHIVED					(\$8.80)							-100.00%				
	ARCHIVED					(\$8.80)							-100.00%				
	ARCHIVED					(\$8.27)							-100.00%				
	ARCHIVED					(\$8.80)							-100.00%				
	ARCHIVED					(\$8.81)							-100.00%				

Red = losing money, Green = making money in Volumen

Optimization is the process of testing different parts of your campaigns to become more profitable.

Imagine you're a new car salesman and you're getting terrible results when you're first starting. Does that mean you're doomed for the rest of your career? **Nope.**

- It means you have to keep “testing” to see what works.
 - You can test different ways of “closing” the sale.
 - You can test what outfits you’re wearing.

You can test the aggressive sales approach vs. the laid back ask questions approach

The key to improving is to keep testing.

That's the same with affiliate marketing campaigns.

Profitable campaigns are all about being able to optimize to profitability before you run out of money.

The biggest mistake newbies make is they launch campaigns and expect them to be immediately profitable.

Don't think of it as losing money, **think of it as collecting data**. You're buying clicks in order to see what the audience really wants.

Profitable campaigns are **built**, not discovered.



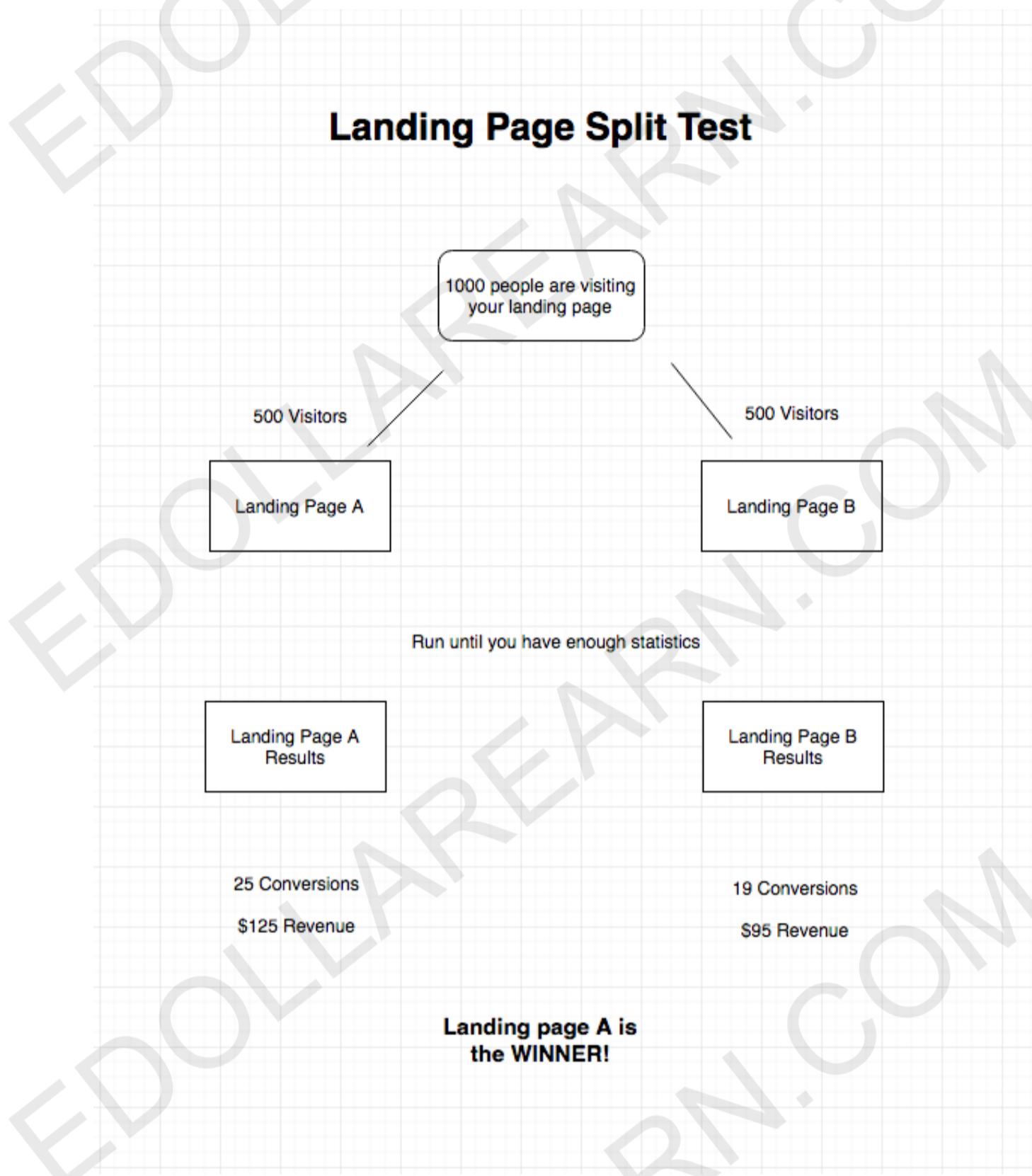
Some guys will basically throw shit against the wall until something sticks, but there are a few issues with this approach.

1. **You're not learning anything.** Even if you make money, then it was due to **luck**. What's going to stop your competitors from doing the same thing?
2. **You're not mastering any niche.** I believe in the 95/5 rule. 5% of affiliates make 95% of the revenue in any niche.
3. If you're always jumping around chasing campaigns, you'll never be in the 5% club.
4. **You're overlooking potential goldmines.** Some of my biggest campaigns ever started off as huge losers. I'd test, test, test until they became profitable.

Optimization is where you test out different parts of your campaigns. With each test you're finding out what the audience wants, and you slowly become more profitable.

Here's an example of a split test framework:

Landing Page Split Test

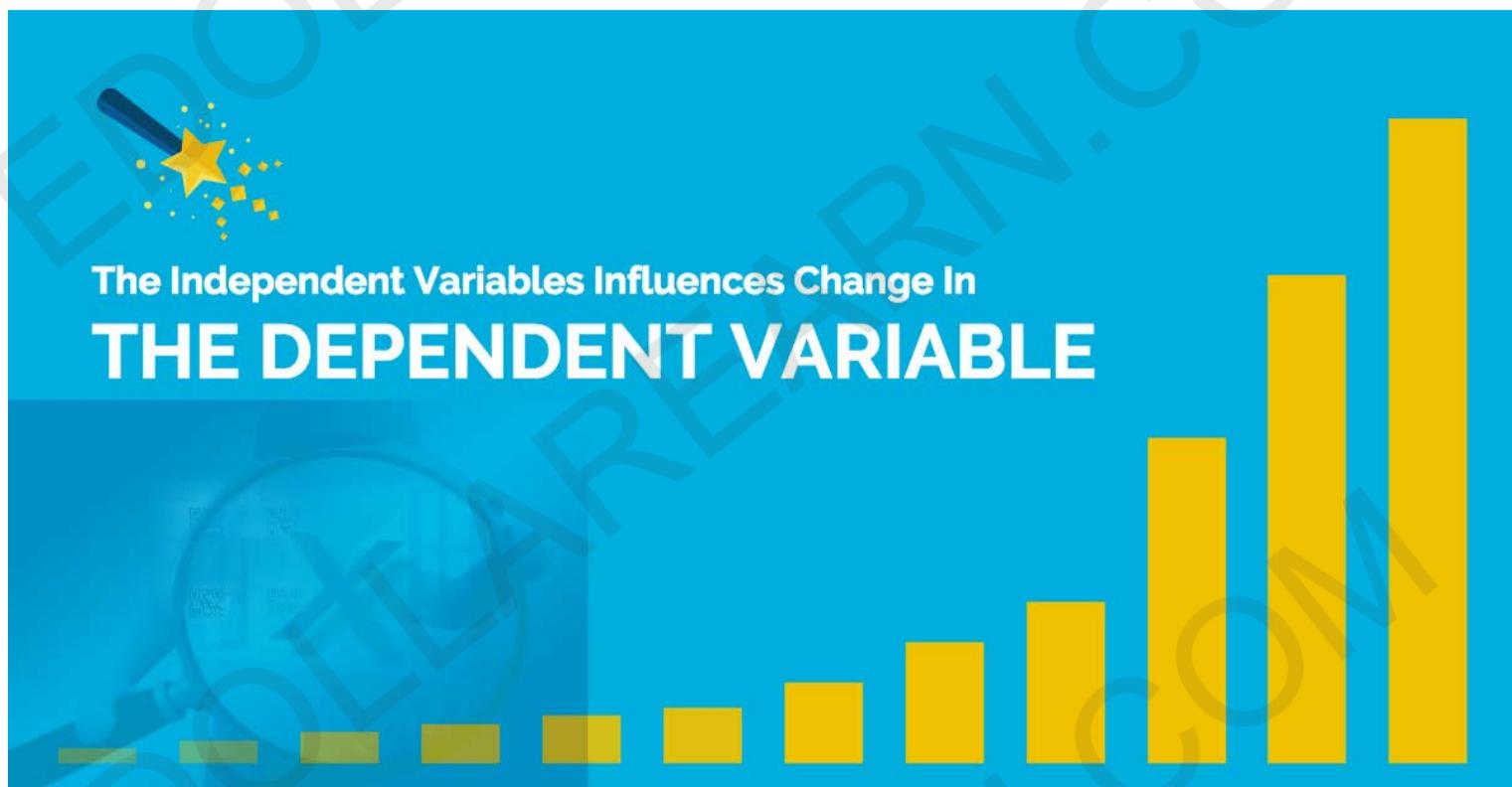


The Top 3 Optimization Rules

1. AS A BEGINNER, TEST ONE VARIABLE AT A TIME.

Think of it as a science experiment.

There are independent variables and dependent variables. If you test out too many things at once, you don't really know what caused the change.



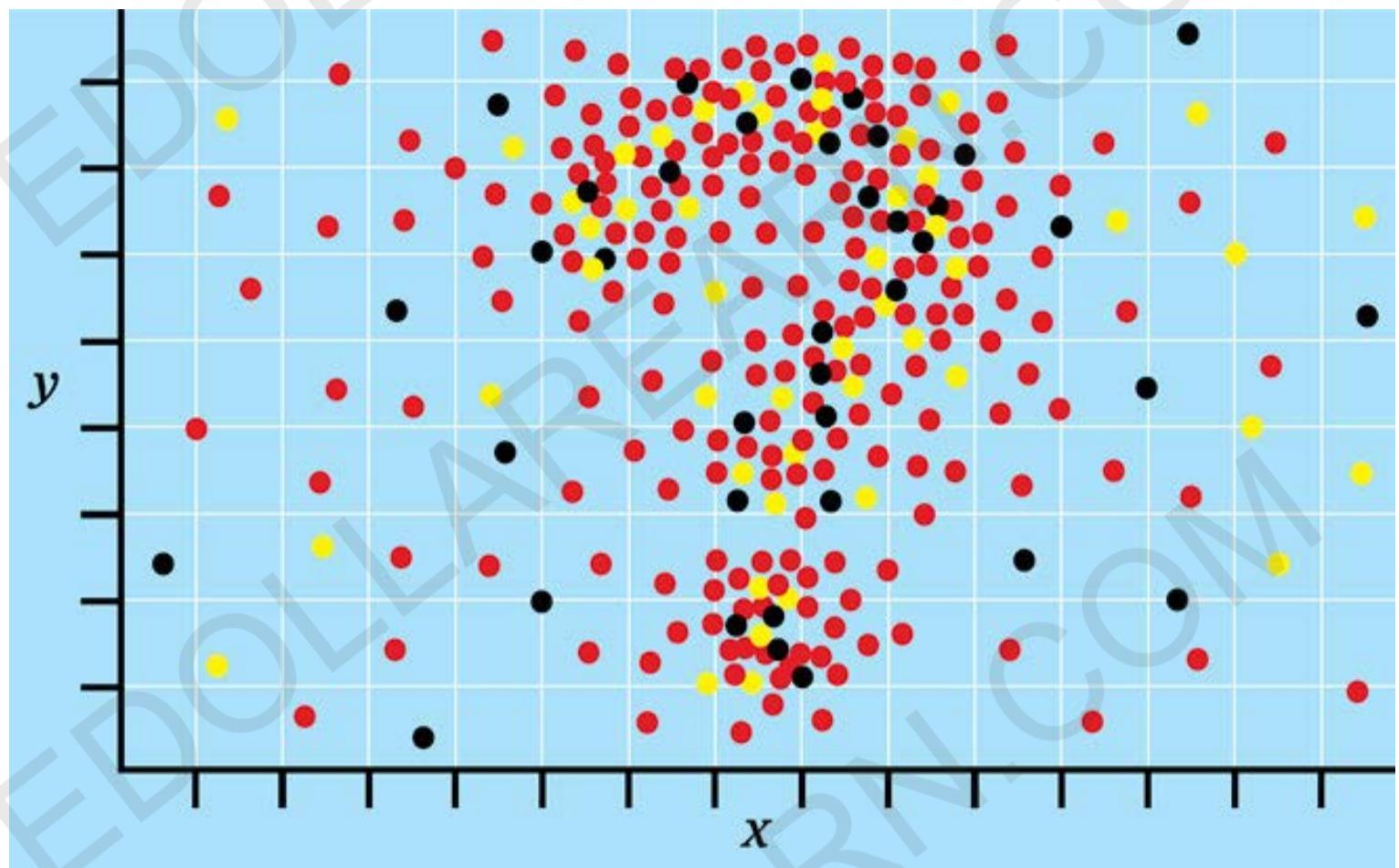
Literally test only the offer. Once you have the best offer, now test the landing pages while keeping everything else the same.

Once you're more advanced you can do cool things like multivariate testing (something I cover in AFFcelerator workshops).

2. MAKE SURE YOUR DATA IS STATISTICALLY VALID.

If you flip a coin and it lands on heads two times in a row, does that mean it'll land on heads every single time?

No.



If you flip it enough times, it'll show that heads vs tails is 50 / 50.

That's what statistical significance means. **It means the data is accurate.**

When you run different split-tests you need to make sure you make decisions based on **accurate data**.

Read More: [Statistical Significance](#)

3. FOCUS ON WHAT MAKES THE BIGGEST IMPACT.

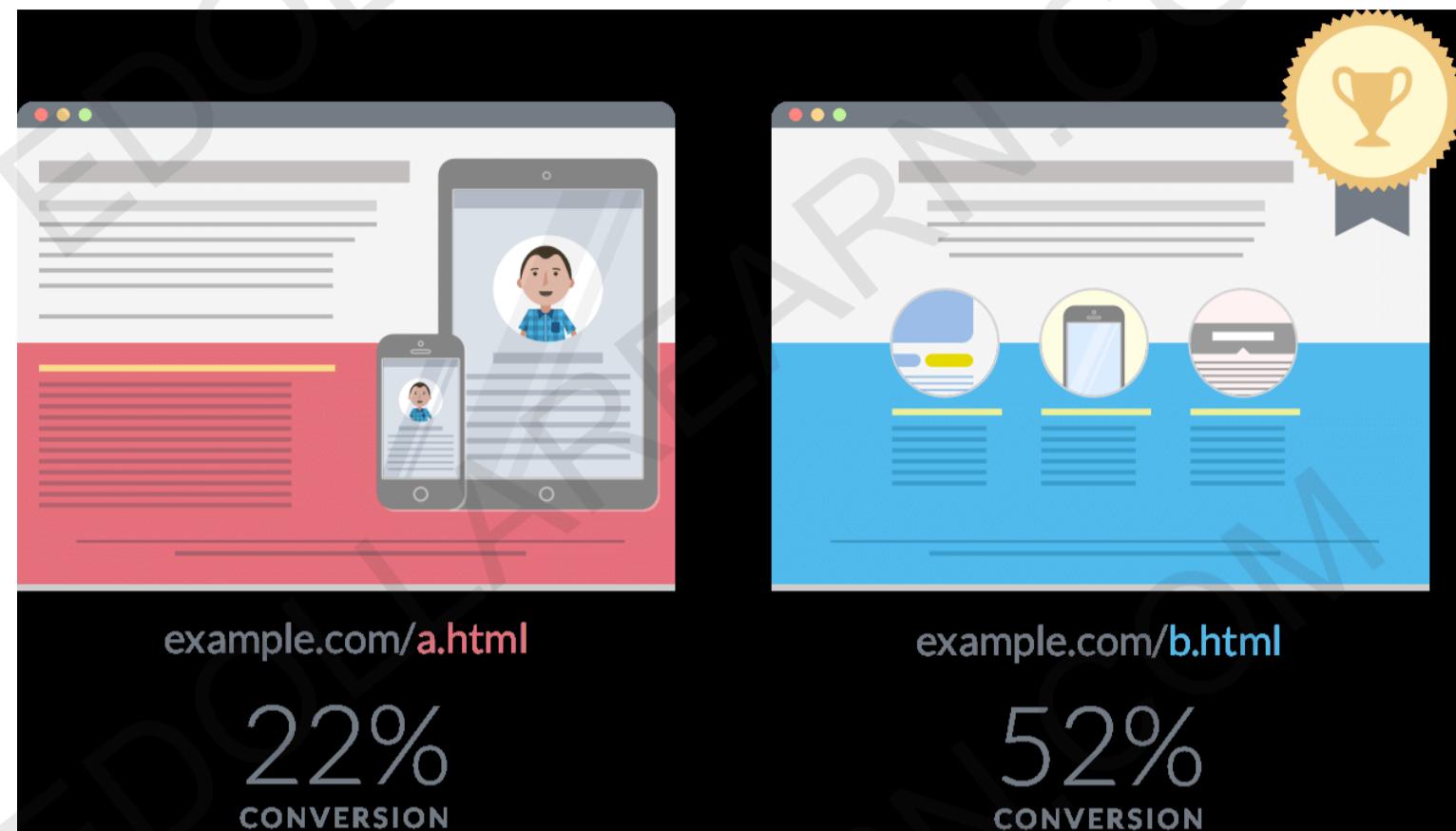
Do the landing page button colors matter? Probably.

Would it make more of a difference than the headline of the landing page?

Nope.

In that case it makes more sense to focus on testing the landing page headlines.

You want to create a hierarchy and understand what affects one thing from another.



The bigger the budget, the more tests you're able to run.

Think about it. Let's say your budget for affiliate marketing is only \$300 a month. The tracker is \$99 a month, and your hosting is \$50 a month.

That only gives you \$150 a month in testing budget. If you're paying \$1 for each click, that's only 150 clicks. You can't really do much with 150 clicks.

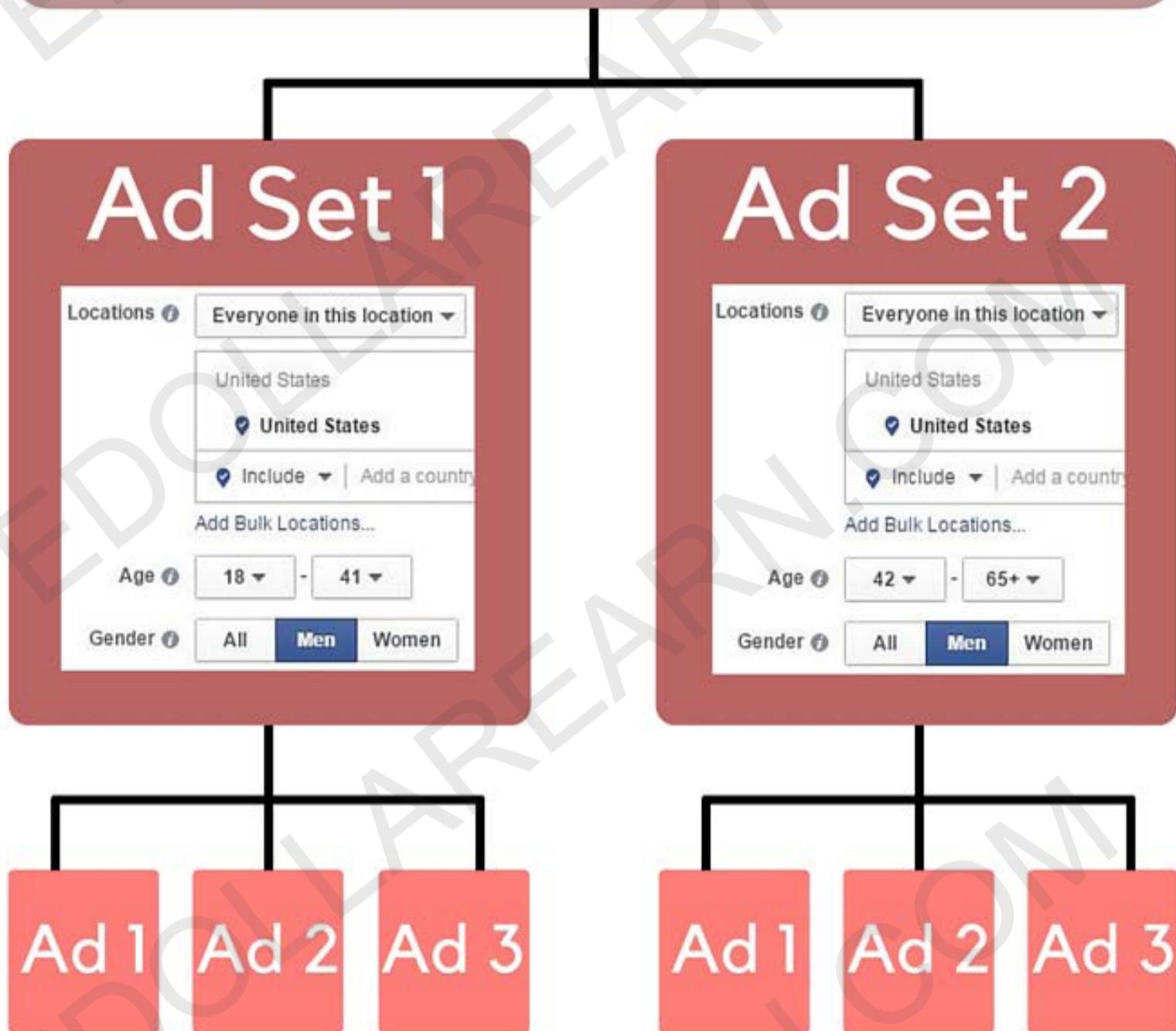
There are two options then: find cheaper traffic, lower your CPC, or increase your budget.

Here are Some Examples of Split-Tests in Affiliate Marketing

1. WHAT AGE GROUPS SHOULD I ADVERTISE TO?

I'm promoting a gaming offer on Facebook and I want to know what **age groups are the most profitable**.

Campaign: Optimize CTR



A super basic age split test on Facebook - testing under 41 and over 41 males

Controlled variable = elements that you keep the same. The offer, images, and ad text would be kept identical. I just picked an image that did well, used "Game of the Year 2017" as the headline, and featured one offer.

Independent variable = what am I changing or testing? I'm testing the age groups.

Dependent variable = the new value that changes. I'm looking at the click-through rates, CPCs, and the profit.

First thing I did was split-test the age groups.

- 13-18
- 19-21
- 22-26
- 27-32
- 33-35
- 36-40

The results were that the 13-18, 19-21, & 22-25 demographics did the best.

***Note:** It's ok if you're not making money yet at this stage. You're trying to find the MOST profitable segment. You can still test other variables such as offers, angles, landing pages, etc. later on to get the campaign profitable.

This means I can focus the rest of my testing only on the 13-25 year olds. The 26+ age groups just weren't interested in the gaming offer.

Now I pause all traffic to the 26+ demographic.

See, it's not that complicated.

Now I get on with testing angles, landing pages, offers etc.

2. TESTING THE OPERATING SYSTEM (FOR MOBILE CAMPAIGNS)



I launched a campaign promoting an app install.

I targeted iPhone users and Android users.

I had **more conversions** from Android phones, than from iPhone users.

Here's what the data might look like in Voluum.

The screenshot shows a software interface with a navigation bar at the top containing links like Dashboard, Campaigns, Flows, Traffic sources, Affiliate networks, Conversions, Country, Connection, Devices, OS, and Browsers. Below the navigation bar is a search bar. The main area displays a table titled "Operating system" with the following data:

Operating system	Visits	Clicks	Conversions	Revenue	Cost	Profit	CPV
Android	251,135	43,118	1,328	\$2,645.30	\$2,488.16	\$157.14	
Windows	219,568	37,552	1,128	\$2,261.70	\$2,173.98	\$87.72	
iOS	77,180	13,436	420	\$850.70	\$764.61	\$86.09	
OS X	32,549	5,621	177	\$355.05	\$322.36	\$32.69	
Unknown	19,087	3,280	119	\$236.85	\$187.97	\$48.88	
Windows Phone OS	12,935	2,213	93	\$184.75	\$127.92	\$56.83	
RIM OS	12,926	2,211	79	\$158.75	\$127.82	\$30.93	
JVM	13,155	2,322	74	\$148.90	\$129.63	\$19.27	
Symbian OS	6,435	1,089	23	\$45.55	\$63.41	(\$17.86)	

If any of the devices were losing money (like Symbian OS in the example above) I would pause traffic to them.

In the example above, I split-tested **operating system**.

There are hundreds of optimization tests you can do. Look at all the variables you can filter by in Voluum and you'll see you can test most of them.

Here are the 3 variables you should focus on as a beginner:

- Spit-test the **offers**
- Test out different **landing pages**
- Test out your **ads / angles**

In general, I find that these are the 3 most important elements to test in any new campaign.

The secret is **HOW MANY** you're able to test...which is entirely due to your budget.

You might be only able to test 3 offers before you run out of money. Me and my team can test 15+ offers because I have a lot more budget and manpower than you.

More offers tested means I have a higher chance of getting a campaign profitable.

Does that make sense?

That's why when you have a limited budget, you have to be more strategic.

List of Optimization Variables



I'm hesitant to include this section because I don't want to confuse or overwhelm you.

But I think it's important that you get a glimpse of **what the end goal is**. If you've launched and you're -50% ROI than **that's great**.

Look at all the variables you can test. (Note there are tons more I haven't mentioned)

1. **Offers**
2. **Angles**
3. **Ads**
4. **Landing Pages**
5. **Site IDs / Site Placements**
6. **Countries**
7. **Dayparting**
8. **Week Parting**
9. **Bid prices**
10. **Mobile Elements**

What you have to work on is to figure out which elements are the most important, and in what order to split-test.

Pro-tip: The way you optimize a campaign differs depending on the traffic source. For example, I might split-test the genders and ages in a Facebook Campaign.

But I wouldn't do that in a Mobile campaign because they don't have those parameters.

Here's my Mindset when I Optimize Campaigns



A year ago I launched a campaign in a vertical I'd never tried before.

One of my trusted affiliate managers vouched for the campaign's potential, and I saw more and more competitors promoting it.

It took me a few hours to get everything ready to launch. I was excited at the potential of the niche and kept refreshing my stats.

By the time the day was over, **I was -100% ROI in the hole**. No conversions.

50% of affiliates at this point would consider the campaign a failure and move on to the next one.

Which is fair. But I knew that if other affiliates could make it work, I can make it work.

I kept going.



There were tons of split-tests I haven't achieved yet.

The first day I focused on testing the offer.

If I were promoting a dating offer in France, then I'd find 5+ offers to split test. I

f none of those worked after they hit statistical significance, I'd test another 5.

It's simple, if the offer sucks then everything else in the funnel can't work.

By consistently testing offers over the next few days I'd get a nice EPC boost.

Next, I noticed everyone was using the **exact** same landing page. I ripped it in order to use it as a benchmark. From my experience though I knew that this landing page sucked and I could easily improve it.

I launched the next day with 3 different landing pages.

- Landing Page A - the page everyone is using. This was my "**benchmark**"
- Landing Page B - the page everyone is using, but I added different elements to increase the conversion rate. I added in testimonials and better copy.
- Landing Page C - I came up with a new landing page from scratch.

I did a split test where the traffic was split evenly among the three

- Landing Page A 33% of traffic
- Landing Page B 33% of traffic
- Landing Page C 34% of traffic.

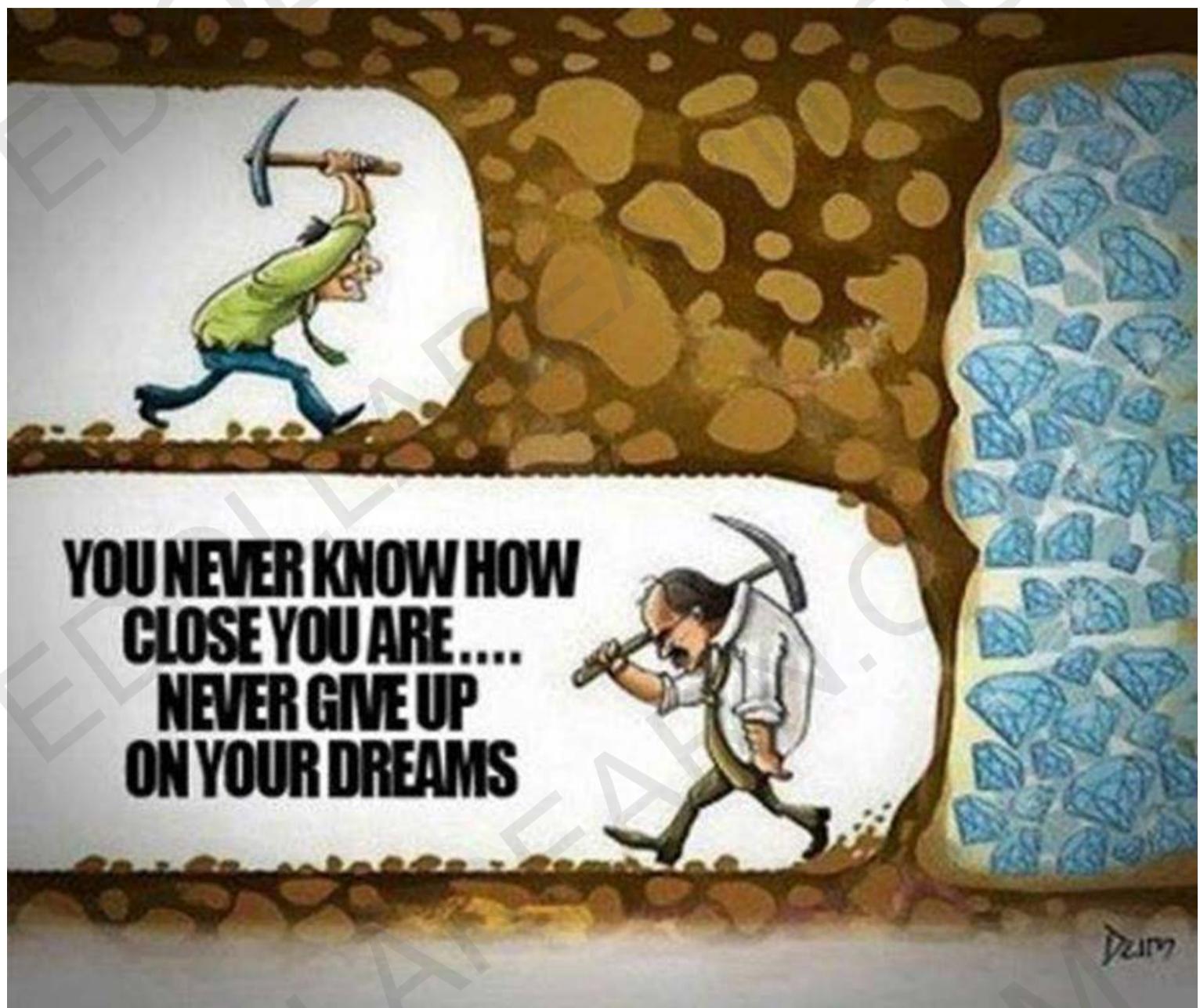
3. RESULT:

Landing page B outperformed the rest of them judging by landing page CTR and conversion rate.

Here's how the campaign ROI went over the next couple of weeks:

Day 1: -100% ROI
Day 2: -78% ROI
Day 3: -67% ROI
Day 4: -68% ROI
Day 5: -52% ROI
Day 6: -29% ROI
Day 7: 14% ROI
Day 8: 30% ROI
Day 9: 81% ROI
Day 10: 64% ROI
Day 11: 183% ROI

What if I gave up at day 5?



Campaigns never go as smooth or as linear as we'd like because there are outside factors involved that people don't account for.

Key Takeaways:

1. Optimization is the secret sauce that makes everything happen.
2. There are TONS of variables to optimize. You should focus on what makes the bigger impact.

Next Actions:

1. Come up with a game plan for split testing
2. Apply for more offers, create variations of your ads and landing pages
3. Split-test your offer, landing pages, or your ads through Voluum

AFFILIATE MARKETING STRATEGY FOR BEGINNERS



There's a big difference between guys who make \$100 a day and those who make \$10,000 a day.

The big players can sit back and focus on the bigger picture **strategy**.

Most affiliates wanna focus on the low-level **tactics**. They think a special tool, or a headline formula's going to change everything. **Those are not the needle movers.**

If you wanna become a super affiliate you have to think and focus on the bigger picture.

Before you begin your journey, I wanna give you some high-level strategies.

Picking the Right Offer



I wanna share a quick story about one of my friends who's trying to get started in affiliate marketing.

He has been reading my blog for a few months now and is ready to launch his first campaign.

His budget is pretty good actually - \$1000 each month (what a baller, that's twice as much as I had when I first started).

Now he's stuck at the stage of choosing "what vertical or offer to run." He logged into an affiliate network for the first time and had information overload when he saw there were thousands of choices.

I'm pretty sure you can relate to this.

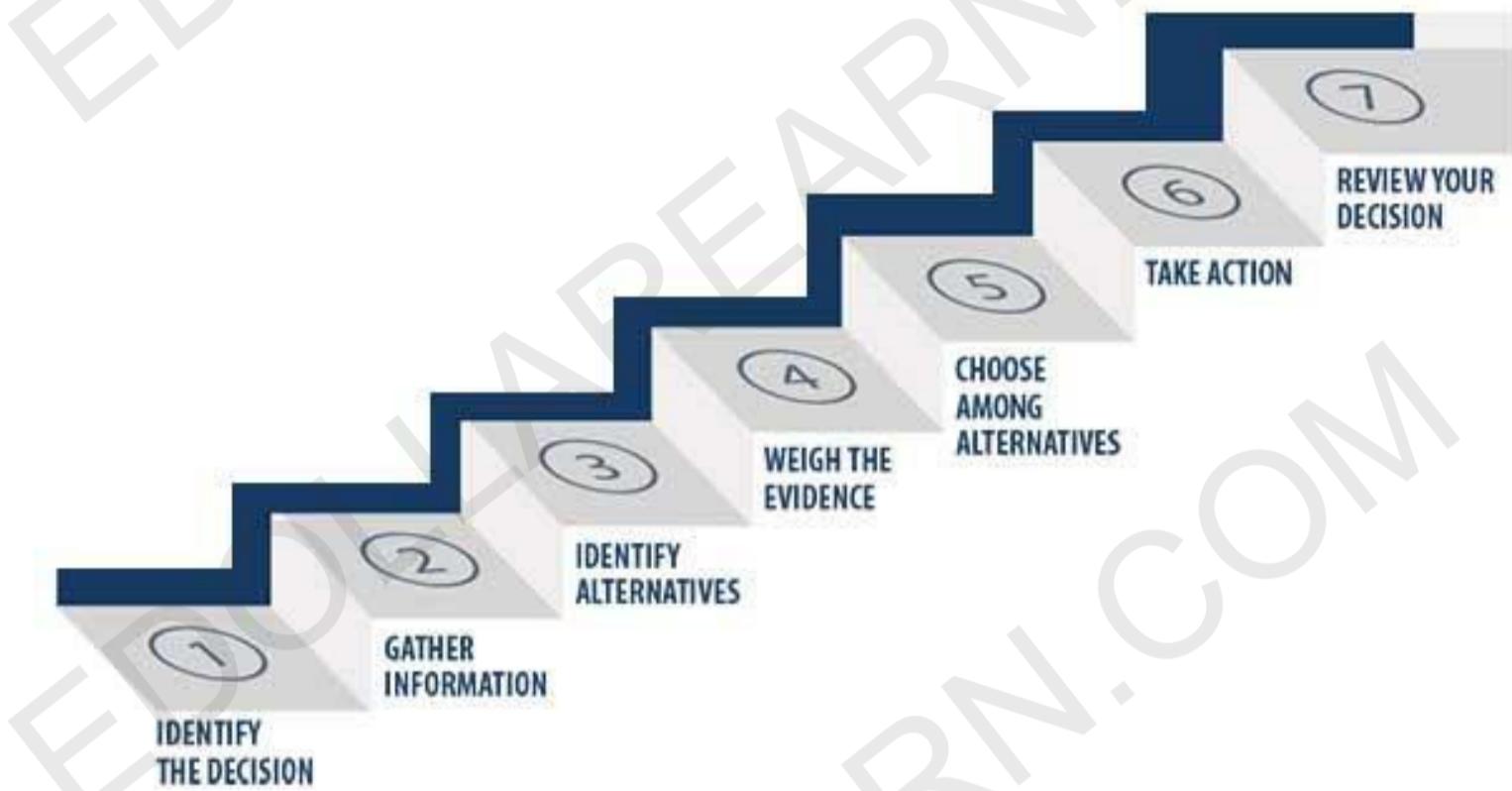
For his first campaign, he wants to run a beauty offer that pays about \$50 a sale. It's interesting to watch his thought process on choosing what to run.

"My affiliate manager told me that this was the most popular offer on the network. That means other people are making it work".

And the second reason is because of the high payout.

"Why would I run an offer that pays \$2, when this one pays \$55?"

Do you agree with this logic?



Actually, I like his thought process. Most people make a decision and can't explain the thought process behind it or how they arrived at it.

I gave him my perspective.

He mentioned he wants to run the most popular offers because they're proven.

1. HE'S FORGETTING THAT THOSE OFFERS MAY BE TOO ADVANCED FOR HIS LEVEL.

Keep in mind he has never launched a campaign before!

Yes, there are some campaigns that are **too advanced** for newbies to run. The guys could be making the most revenue because they have access to tools, traffic sources, and the manpower that he doesn't.

2. THE OFFER PAYOUT DOESN'T MATTER AS MUCH AS HE THINKS.

I can't stress this enough. You probably think the more an offer pays, the better right?

I've had \$10k+ profit days running \$.70 offers.

If your clicks are cheap enough, and the offer converts well enough, **it can do damage**.

The payout is only one part of the formula.

Hint: How great is a \$55 payout if you get scrubbed 15% of your conversions, or if it doesn't even convert in the first place?

I couldn't care less about the payout. My team and I just split-test the offers, and let the numbers speak for themselves.

The problem is that he's so eager to make money, rather than trying to learn affiliate marketing.

There's a big difference!

Let me give you two examples:

If your budget is \$1000 and you run a \$55 offer.

Let's say by some miracle you break even.

How many conversions is that? **18**.

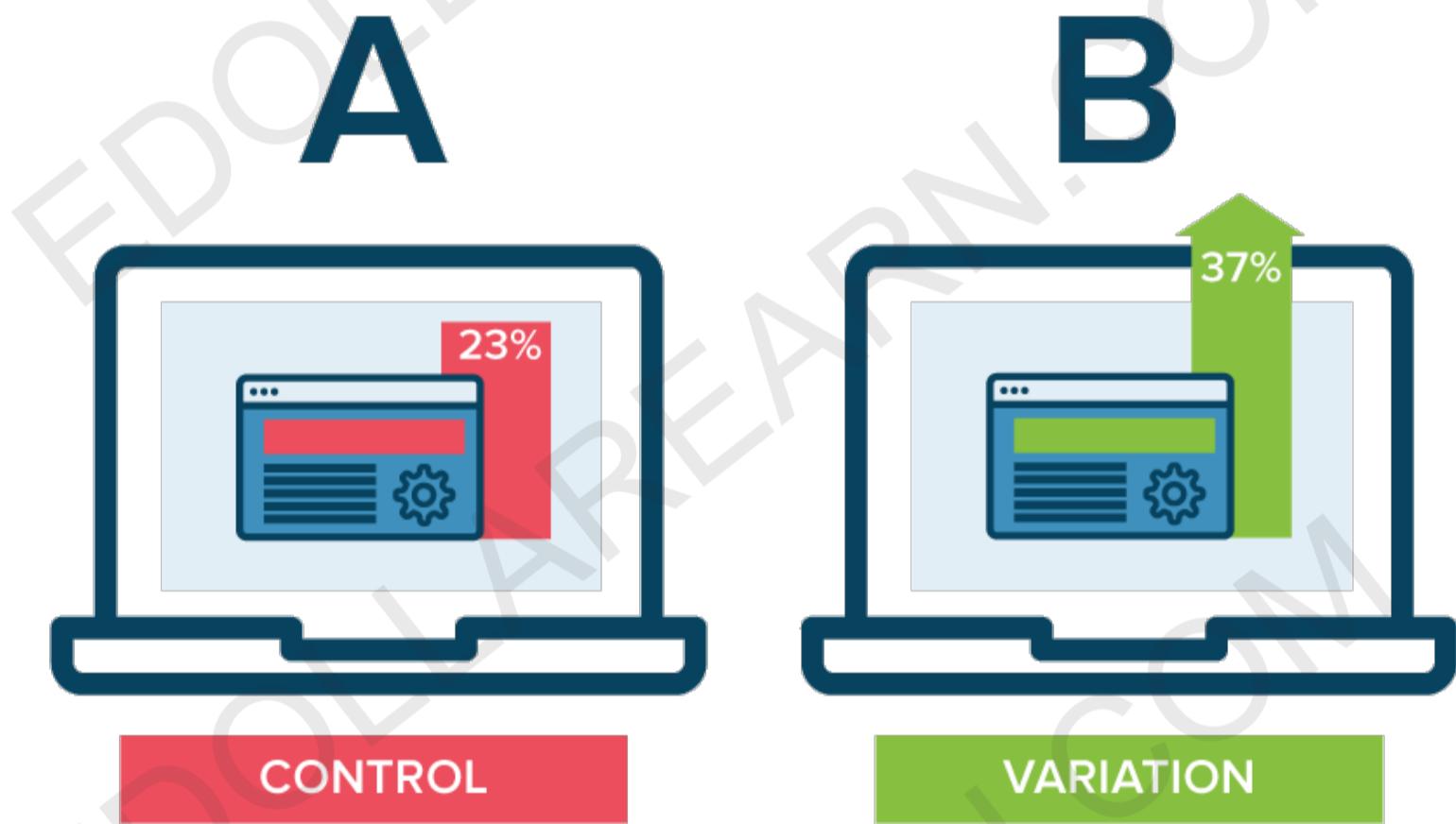
How many split-tests can you do with that? Maybe one, and even then I'm not sure the stats are statistically significant.

Hint: [Read my article on statistical significance](#)

What if your budget is \$1000 and you're breaking even on a \$1 offer?

How many conversions is that? **1000**

That's a lot of conversions...That's a lot of split-tests...**that's a lot of learning**.



There are **LEVELS** to this game.

If you're a newbie trying to learn basketball...you start off by practicing how to dribble and then you learn how to pass the ball.

After you get the fundamentals down, then you can start working on layups and dunks.

Do you see my point?

Aim for low payout, high converting offers. You get a lot more data for your budget.

Some of these can include games, app installs, simple lead gen offers, etc.

Don't Swim With The Affiliate Sharks



Let's say you're new to poker and you're out to make some money tonight.

There are two tables you can play at.

One features some of the top poker players in the world such as Phil Ivey, Scotty Nguyen, Daniel Negreanu, Tom Dwan, Phil Galfond, Patrik Antonius, etc. (lol sorry but I love poker).

The other table features a bunch of drunk billionaires who think they're good at poker.

If your goal is to make money, which table would you rather play at?

Duh, the table with the billionaires! You can make more money if you avoid head-on competition against the sharks!

A big part of success is choosing which market you compete in.

There's a great book on this called [The Blue Ocean Strategy](#).

Red Ocean Strategy

Compete in **existing** market space.

Beat the competition.

Exploit **existing** demand.

Make the value-cost trade-off.

Align the whole system of a firm's activities with its **strategic choice of differentiation or low cost**.

VS

Blue Ocean Strategy

Create **uncontested** market space.

Make the competition irrelevant.

Create and capture **new** demand.

Break the value-cost trade-off.

Align the whole system of a firm's activities in **pursuit of differentiation and low cost**.

Here's a [great video](#) that explains the [Blue Ocean Strategy](#)

How does this concept apply to affiliate marketing?

I've seen too many newbies mess up because they go into overly saturated, and competitive markets. They go into traffic sources, GEOS, and verticals that **they stand no chance in**.

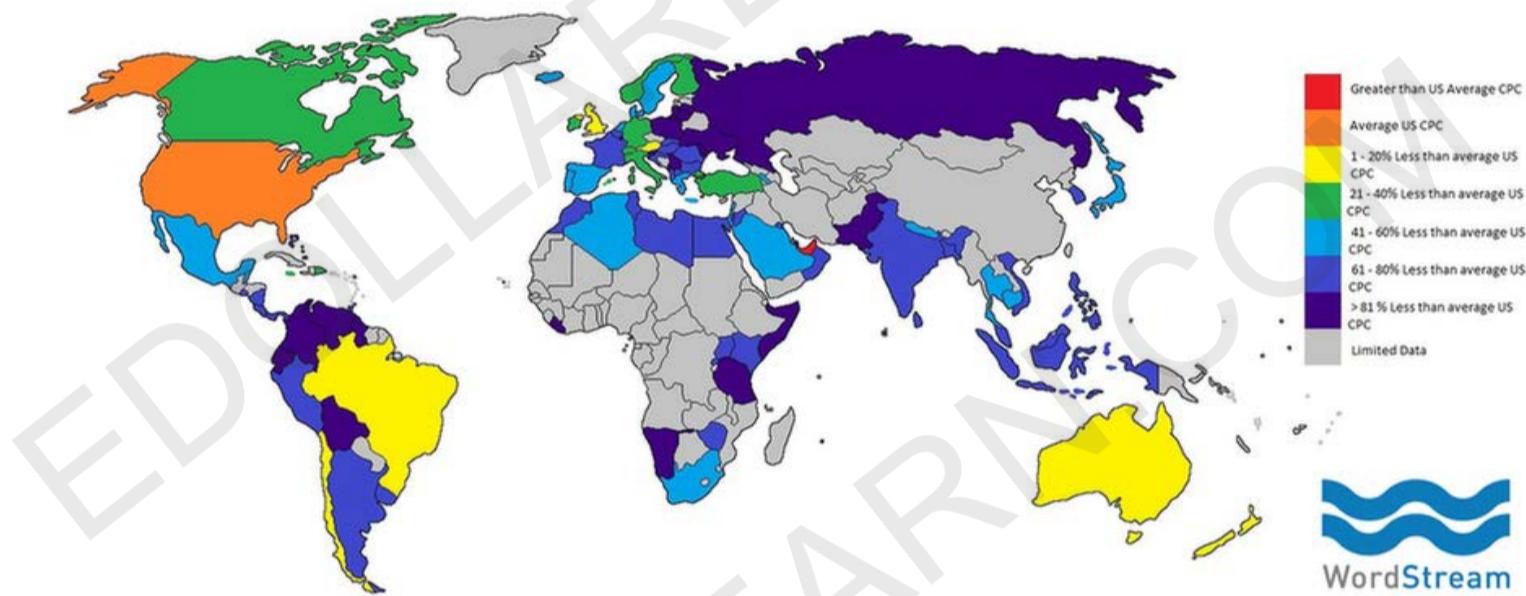
Some of you guys are making it 10x harder on yourself.

Personally, I love competition. I love competitive traffic sources and running in the biggest countries. I have the money, team, and experience to compete there.

But I didn't start running on those places overnight.

That's like being a newbie poker player and playing with the sharks. Yes you can get lucky and win a hand here and there, but you won't win over the long run.

Average Cost per Click Around the World



This graph is a couple of years old, but the trend is still the same - US, UK, AU are crazy competitive

3. WHY ARE SO MANY NEWBIES GOING FOR TRAFFIC SOURCES,

4. VERTICALS, AND COUNTRIES WHERE THE BIG BOYS ARE?

Two reasons really :

1. **They don't know any better.** Can't fault someone if they don't know!
2. **The second is impatience.** They see others hitting it big somewhere, and wanna jump right in.

Now you're wondering where you focus your efforts then.

Talking about traffic sources and verticals will take far too long.

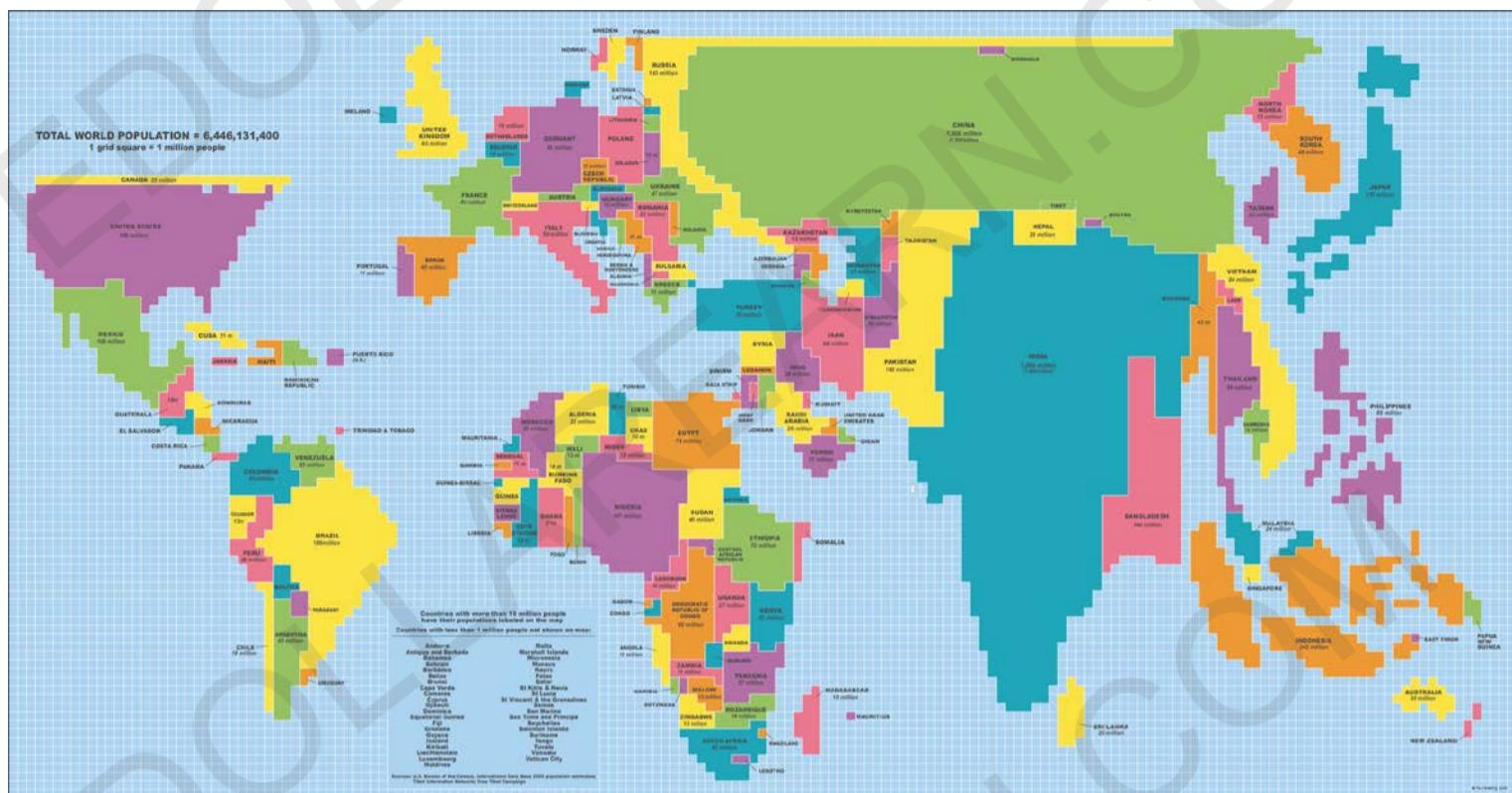
My recommendation for you guys is to go for **less competitive GEO's**.

All the big boys wanna fight over GEOs like USA, UK, Canada, Australia, etc. because that's where the most volume is.

The thing is, **there's plenty of volume in other countries and not nearly as much competition.**

I recommend regions like **Southeast Asia, and South America** in general.

This map of the world scales a country by how many people live there. It gives you a good idea of how big the opportunities are out there.



There are plenty of great offers there and not as much competition.

It's kinda funny how people wanna avoid running international because it's more "work."

It's not that hard to translate ads and a landing page.

Nobody does it themselves anyway.

OneHourTranslation.com and you're done.

What's more work?

1. Translating your creatives, or
 2. Having to quit a campaign after spending tons of money because it's too competitive?

Find Mentors and Mastermind with Other People



Imagine you want to learn how to play basketball.

The quickest way learn would be to find a mentor or a coach. They have experience and a good teacher can 10x your learning curve and prevent you from developing bad habits.

Naturally, everyone wants to learn from the best or the most famous basketball players.

But what are the chances of you getting mentored by Michael Jordan or an NBA player?

They're probably too busy.

You could learn the basics from a local basketball coach. You could also learn a lot from a friend who has been playing his whole life.

I've noticed when newbies want a mentor, they will email me or other high profile affiliates in the industry.

As much as I want to help, I don't have that much free time to help people 1 on 1.

But guess what?

There are other successful affiliates in the industry that might be willing to teach you.

1. A REAL-LIFE EXAMPLE OF "FREE" MENTORING



I had a guy email me a while ago asking me to mentor him (let's call him John).

He asked me for mentoring and some tips to get started.

I didn't have the time to mentor him, but I gave him a few tips and told him he should contact other affiliates locally.

I recommended he should offer to trade his skills for some affiliate marketing tips/mentoring (he was a programmer).

He found a successful affiliate who lived in his town and they met up.

He ended up coding up landing pages for the affiliate. John spent time to learn about how landing pages should be built to optimize conversions, and he came up with some winning concepts.

The affiliate decided to let John use the landing pages for his own personal campaigns. The affiliate gave John some other big tips that helped him build his first \$500 /day campaign.

He emailed me back to tell me his success story a while later. I sent him a few more tips because most people will ask me for help, then I never hear from them again.

(I'll share the tips I gave him in the next few sections)

Now some of you guys may be thinking John was lucky.

But was he?

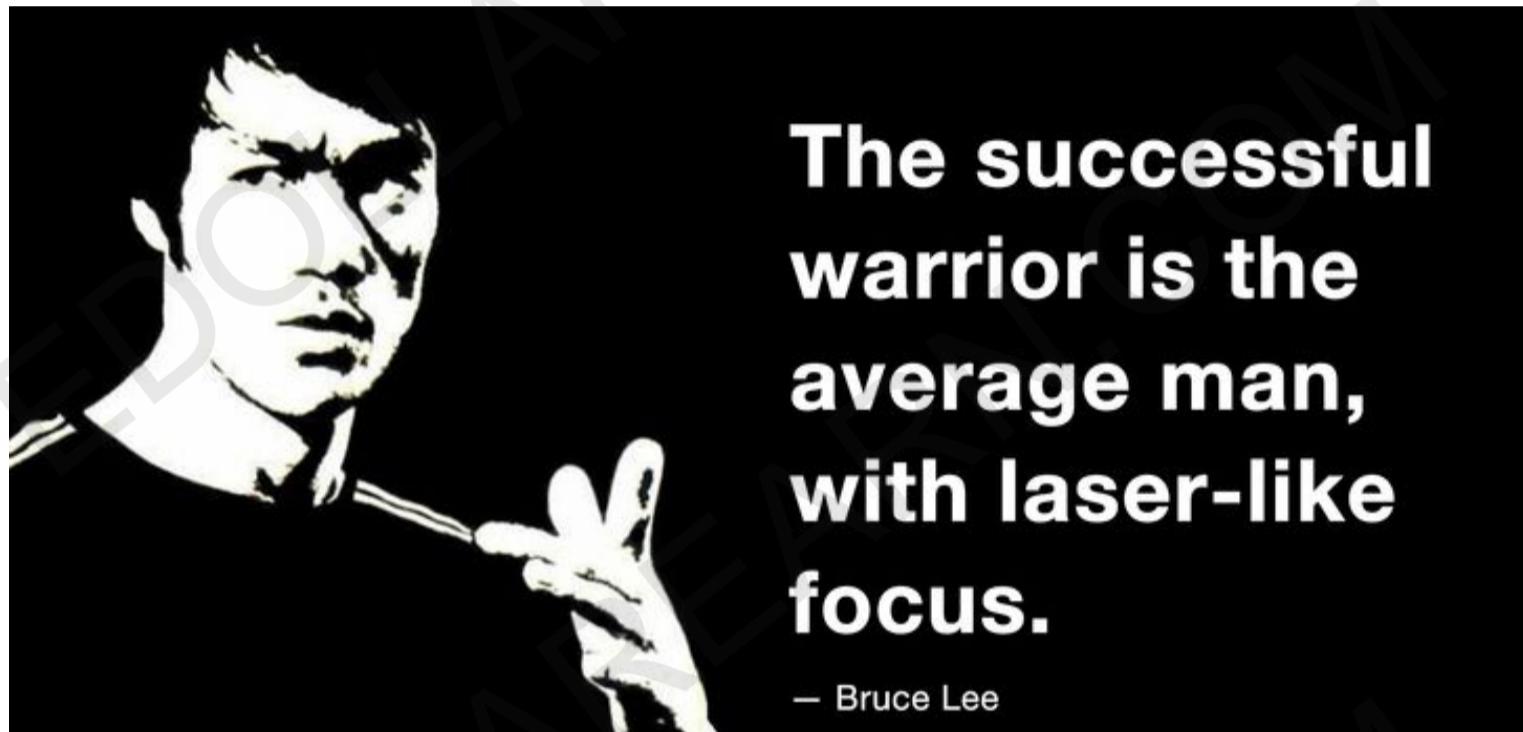
He had the **social intelligence** to take the guy out to coffee and to offer a trade to work for him for free.

You have to take action sometimes if you want to be lucky.

Smart people know the key to networking is to **give value first**.

If you're interested in being mentored by me, check out the [Super Affiliate Intensive](#).

Laser Focus on a Traffic Source and Vertical



A lot of people get stuck here because there are so many choices.

How do you choose?

Focus only on traffic sources I recommend for newbies:

- Mobile
- Facebook

My next advice is to pick a vertical that you know works.

"But isn't there a lot of competition?"

True, there is.

But at least you know the offer makes money.

Too many times a newbie will look at an offer in a network and try to guess if it'll work or not.

The design of the offer page doesn't really mean much.

What does matter with offers?

- Have you thought about the payment processor?
- What if the advertiser scrubs?

If there are 100 people making money in this vertical or offer, you just have to be better than affiliate #100.

What do most affiliates do?

Here's the typical newbie affiliate journey:

- He starts out on native ads and loses \$200
- He quits native, hears mobile's hot and spends a month there
- He's not making any progress in mobile so he jumps over to adult after reading a success story of a newbie hitting 1k /day
- He loses his money in adult and now he hears all the money's in Facebook after reading an article about lead gen offers working well
- He gets his account banned and he quits affiliate marketing
- He thinks affiliate marketing "doesn't work", and hates on the industry forever

What if he spent all his time in mobile and stuck to one vertical for three months?

Constantly getting more skills in one area is better than chopping and changing right?



Picture this:

He'd have a deep knowledge of the traffic source, he'd have some killer angles, and he would be making some serious progress.

He would probably have a mastermind or two with other serious affiliates and he's outlearning his competition.

He's getting some profitable campaigns and making some money because he knows more than 75% of all the affiliates in that vertical.

He's run dozens of campaigns, hundreds of landing pages and offers, and he's getting a sixth sense about what's going to work before he uploads it.

Meanwhile the affiliate who skipped around verticals and traffic sources only has a tiny amount of knowledge about each area.

I know it's tough.

Everyone says to stick with the same traffic source or vertical, but how do you know if you even picked the right one in the first place?



I have two pieces of advice for this:

1. Stick with what works. Don't try to re-invent the wheel.
2. Set a game plan budget.

In the [my affiliate marketing story](#), I had a problem with traffic source / vertical A.D.D.

I told myself for my next campaign, I wouldn't quit until I spent \$1,500.

After half the budget was gone, that familiar feeling was coming in. I wanted to quit. But because of my game plan, I stuck through it.

That campaign ended up making me \$75,000 profit and was the catalyst for me to quit my job.

I know a lot of my readers play poker.

What if a newbie wanted to becoming a professional poker player and switched games every few weeks. One week he's playing Hold'em, another week Omaha, and then he switches to 7-card stud.

He would've made more progress sticking to Hold'em the whole time.

Once he's an expert, then he can play other games.

It takes time to become an expert.

Make the Circles Smaller



Affiliate marketing is more complex than it was when I started in 2007. You can easily get information overload because there's so much to learn. And maybe you're not taking any action because you're scared of making mistakes.

What's the answer to this? Instead of trying to learn everything at once, try making the circles smaller.

I learned about this concept from Josh Waitzkin in the [Art of Learning](#). Read about it from his [website](#).



A few years ago I played Starcraft 2 and was able to achieve the rank of Grandmaster (Top 1% of players in the world) within a few months. Most guys play countless games of Starcraft and never get anywhere close to that.

I decided to see if I could improve by using learning concepts such as “making the circles smaller.”

I focused really hard on improving just **one** aspect of my game plan. For 100 games I had to make sure I made a certain amount of “workers” by the 10 minute mark.

Nothing else mattered.

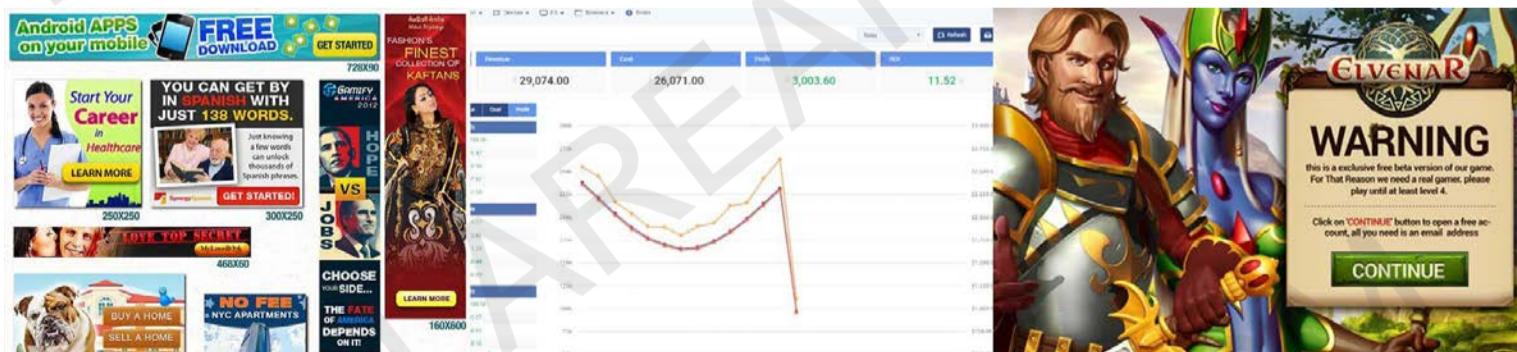
After 100 games my economy improved because I **internalized** that part. Next I realized I was weak at defending rushes. I pinged some of my friends who were really good at rushes. For the next 100 games I just defended rushes. That one aspect of my game improved.

I became a better player because now I had a superior economy, and I could defend myself against rushes. I made more improvement doing that, than if I were to play 200 games.

I highly recommend reading this article on improving at Starcraft even if you don't play the game.

You need to look at affiliate marketing the same way. Break down campaigns into smaller circles. Don't just mindlessly launch campaigns.

Here are the first 3 circles I told John to focus on when he started affiliate marketing:



Setting up proper tracking. You're blind without proper tracking. Fortunately it's easy to learn with my [Volumu guide](#).

- **Angles / Ads.** Next I told him to concentrate **only** on ads because they make such a big impact He

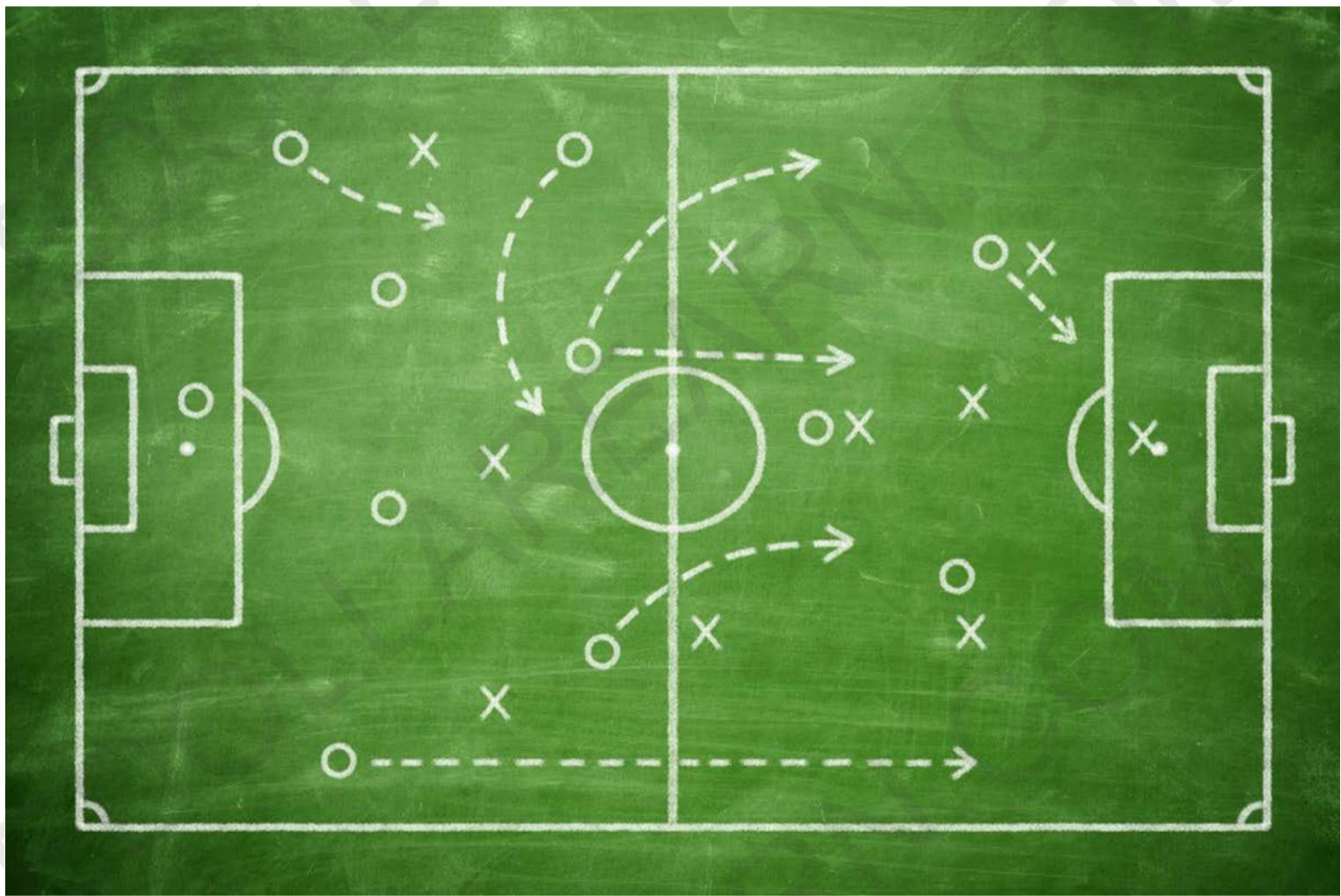
was launching 10 ads a day every other day. He tracked the performance of each ad and angle, and he studied the copywriting books I've recommended. After a few weeks his ad writing skills were amazing for a 1 month old affiliate. Now it's time for the next circle.

- **Landing pages.** Landing pages can make or break a campaign. It just so happened that a landing page would benefit his particular vertical. He studied the landing pages from the competition. He programmed his own versions which were faster and cleaner. For two weeks his mind concentrated on improving each aspects of his landing page. The headlines, pictures, adding scarcity, etc. His landing page was actually better than a lot of other super affiliates. He took theirs and improved upon them.

The first step to improving is to commit to improving your skills.

The second step is to know **what** you have to work on.

Set a Game Plan



My last piece of advice is to create measurable game plans.

I asked him what his goal and game plan was.

"Well, I want to make \$100 day profit within 3 months. I don't really have a game plan"

Here's an example to help you understand the difference between a goal and a game plan.

1. GOAL EXAMPLE

"I want to gain 5 pounds by January 1st, 2018."

2. GAME PLAN EXAMPLE

1. Drink 3/4 gallon of water a day
2. Sleep minimum 7.5 hours a day
3. Workout 4 days a week using the xxx workout
4. Eat 3,000 calories a day with 50% Carbs / 30% Protein / 20% Fat

That's my process to gain muscle. I stick to the process and make sure I follow the steps. I don't care about the goal because I know it'll come if I follow the system.

You probably have a set amount of money you want to make and a deadline, but that's not good enough.

You need to make an actionable plan for each day, and each week.

Here's an example game plan I suggested to John:

Outcome = Launch French adult dating campaign on xxx traffic source.

Daily Gameplan

1. Ask my affiliate managers for the best offer. Decide on 3 offers to test.
2. Brainstorm 3 angles. Create 5 ads for each angle.
3. Research landing page of competitors from spy tools.
4. Rip 2 landing pages, design one of my own.

That's his game plan for the day.

When the next day comes, he'll create another action list.

He takes action daily.

Great strategy can take years to develop. If you want to know top super affiliate strategies that I've come up with, make sure you check out my [Super Affiliate Intensives](#).

Next Actions:

1. Choose an offer that has a low payout
2. Run campaigns in less saturated GEOs (SE Asia, Africa, LATAM)
3. Find a mastermind or a mentor (optional)
4. Decide on a single traffic source and vertical to master
5. Make the circles smaller by focusing on mastering one or two concepts of affiliate marketing
6. Set a daily game plan of things you need to do today to launch your campaign

AFFILIATE MARKETING TOOLS AND SOFTWARE



Everyone professional needs tools.

A chef can't cook without their knives, pots, and pans for example.

Affiliate marketing is no different. There are some tools out there that are essential and will make your life easier.

I've already done the homework and made it easy for you.

Each recommendation is one I've personally used and can vouch for. I've listed what they are, why they're important, and how much they cost.

Affiliate Networks (Essential)



Avidi

What is it?

Think an affiliate network as the warehouse that holds all of the offers you promote.

Why do you need it?

Without an affiliate network, you have no offers. As affiliates we promote other people's products, so an affiliate network is essential.

The good news?

Cost: It's 100% free to join up and you never pay them anything (they get a small % of each conversion you make).

Why Avidi?

There are hundreds of affiliate networks out there. The problem is that **most of them don't like newbies**.

When someone is new the network has to spend a lot of time answering their questions, getting them set up etc. This costs them time and money.

Another problem is that some networks don't have the best reputation.

I want to promote a network to you guys that I stand behind 100%.

That's why I recommend [Avidi](#).

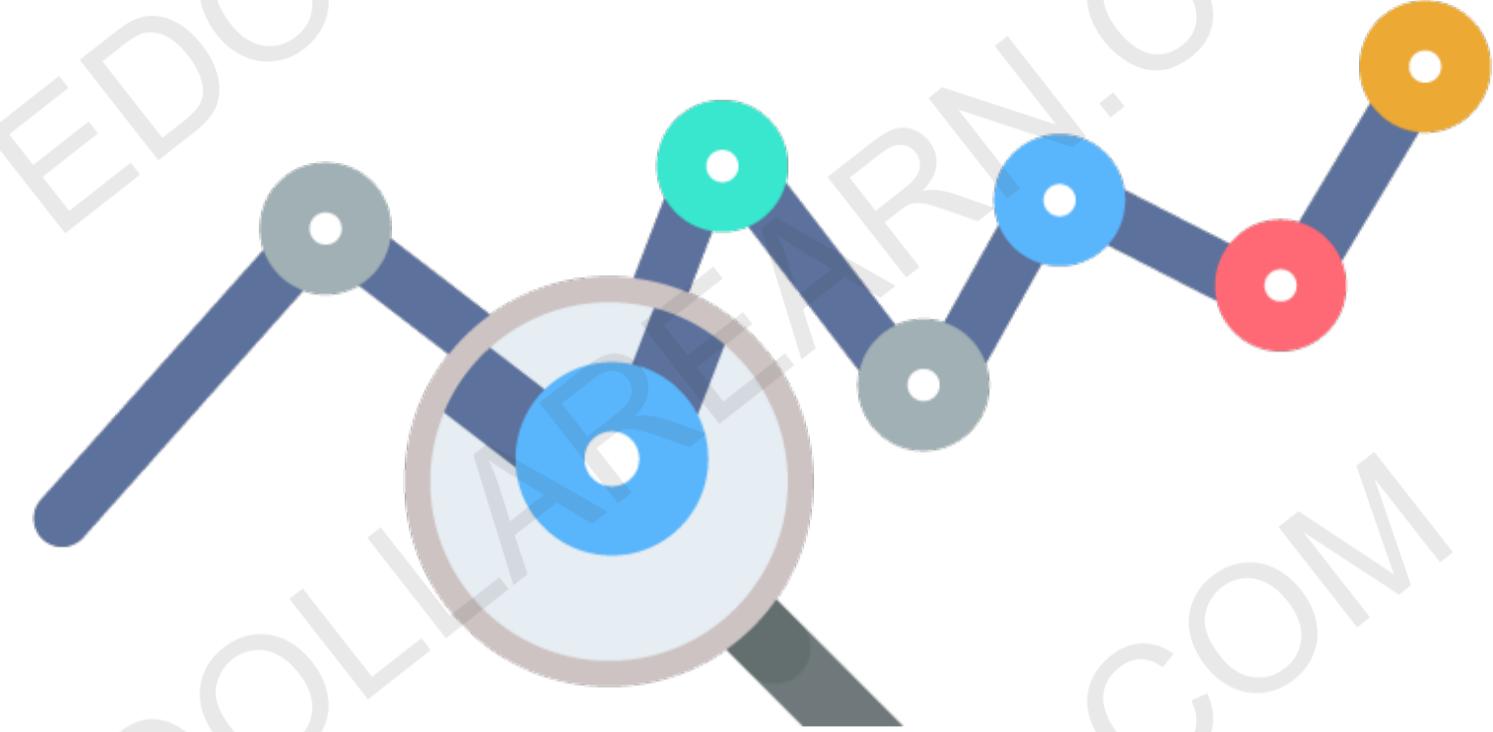
Sign Up With Avidi Here

Tell 'em Ngo sent you and they'll take care of you :-)

Here's a quick look inside their dashboard:

PURCHASE: TRACKING SOFTWARE (ESSENTIAL)

CHECK OUT ADVIDI HERE



What is it?

Software built specifically for affiliate marketers to track their campaigns.

Why do you need it?

You need to track exactly who's clicking on your ads. If you don't know, you are throwing your money away. Imagine if you're running a campaign promoting an iPhone sweepstake.

If Android users are converting at 3% and iPhone users are converting at 0.5%, you'll only run to Android phones to maximize your profits. But if you don't have this data, you won't be able to do this.

The only way to make money in affiliate marketing is to make data-driven decisions. A quality tracker gives you that data.

I've got [Voluum tutorials](#) to make the process super simple for you in this guide.

My Recommendation: Voluum

Cost: \$99 per month

Which plan to go for: Go for the cheapest plan. You only need to upgrade it you're doing over a million clicks, so worry about that later :)

VOLUUMTRK

Home TRK DSP About Support Log In Sign up

PRO

\$ 99 /mo

1,000,000 included events ⓘ

\$0.04/1,000 overage ⓘ charge

Pro support ⓘ

6 month data retention

Reporting API ⓘ

3 custom tracking domains

✗
✗
✗

AGENCY

\$ 399 /mo

10,000,000 included events ⓘ

\$0.036/1,000 overage ⓘ charge

Pro support ⓘ

1 year data retention

Reporting API ⓘ

5 custom tracking domains

2 additional users

10% volume discount

✗

ENTERPRISE

\$ 999 /mo

30,000,000 included events ⓘ

\$0.03/1,000 overage ⓘ charge

Premium support ⓘ

2 years data retention

Reporting API ⓘ

20 custom tracking domains

5 additional users

25% volume discount

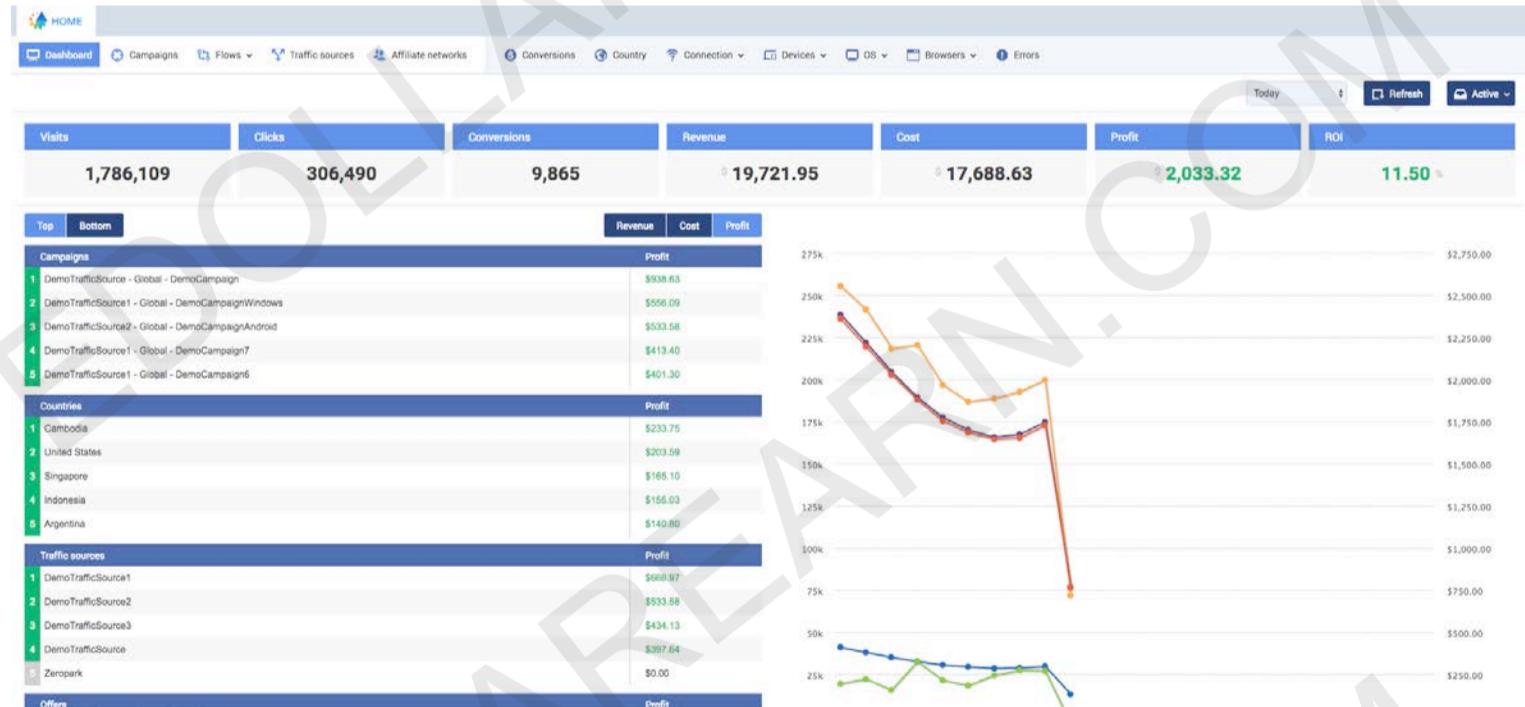
Real-time routing API ⓘ

CUSTOM

100,000,000+

CONTACT US

Here's a peek inside Volum:



CHECK OUT VOLUUM HERE

3. PURCHASE: HOSTING (ESSENTIAL)



What is it?

I talked about hosting in an earlier section, but here's the 80/20:

"Web hosts give you the ability to have your landing pages live on the net."

Why do you need it?

If you don't have hosting, you can't use landing pages. You *need* to use landing pages for most affiliate campaigns. The conversions are always much higher, and if you're up against another affiliate using landing pages, you'll lose every time.

I **highly recommend** at least a VPS (Virtual Private Server) to host your landing pages. As you start doing more volume, you should consider upgrading to a dedicated server.

If you honest-to-god can't afford VPS hosting, you could get away with shared hosting for a short time. But it's not gonna be as good. You'll have more down time, your site will load slower, and you **will** lose conversions.

If you've got a \$500 per month budget, you DEFINITELY should be spending \$50 of that on a VPS.

My Recommendations

1. SHARED HOSTING: [BLUEHOST](#)



Cost: \$3.95 per month

Which plan to go for: You can choose the cheapest one, it's not going to be any different than the \$5.95 plan for you.

	basic	plus	prime
websites	1	unlimited	unlimited
website space	50 GB	unmetered	unmetered
bandwidth	unmetered	unmetered	unmetered
performance	Standard	Standard	Standard
included domains	1	1	1
parked domains	5	unlimited	unlimited
sub domains	25	unlimited	unlimited
email accounts	5	unlimited	unlimited
email storage	100 MB per account	unlimited	unlimited
marketing offers	—	\$200 included	\$200 included
	select	over \$24/yr in extras 1 SpamExperts select	over \$80/yr in extras 1 SpamExperts 1 Domain Privacy SiteBackup Pro select

2. VPS: [LIQUIDWEB](#)



liquidweb

Cost: \$59 per month

Which plan to go for: The lowest price one is perfect when you're starting off. It's got everything you need to get started driving a lot of traffic. They'll let you know when you're getting near your

Managed VPS Hosting with SSD

Our Managed VPS (Virtual Private Server) hosting line is the ideal solution for clients who require the control of a dedicated server matched with the affordable features of a VPS server.

2 GB RAM Virtual Private Server	2 GB RAM Virtual Private Server	4 GB RAM Virtual Private Server	8 GB RAM Virtual Private Server	NEED MORE? Larger Plans Available
1 Core Processor	1 Core Processor	2 Core Processor	4 Core Processor	Up to 20 Cores
40 GB SSD Disk Space	100 GB SSD Disk Space	150 GB SSD Disk Space	300 GB SSD Disk Space	Up to 1.6 TB SSD Disk Space
5 TB Transfer	5 TB Transfer	5 TB Transfer	5 TB Transfer	Up to 256 GB RAM
Linux or Windows				
Starting at \$59/mo	Starting at \$79/mo	Starting at \$139/mo	Starting at \$219/mo	Contact Us
Order Now ▶	Chat Now ▶			

3. DEDICATED SERVERS: [LIQUIDWEB](#)

Cost: \$199 per month

Which plan to do for: Again just go with the cheapest one. It's easier to upgrade when you **need** to rather than blow extra cash at the start.

[CHECK OUT LIQUIDWEB HERE](#)

Fully Managed Dedicated Servers That Include Tons of Extras

The screenshot shows a website page for managed dedicated servers. At the top, there's a section with icons for free DDoS protection, backup drives, gigabit uplink, and Cloudflare CDN. To the right is a call center icon with the text "Not seeing the configuration you're looking for?" and a "Let's Chat" button.

Single Processor Dedicated Servers
Single processor servers offer high performance and locked-down security for any website or application. Upgrade to a bundle and save on services like backups and DDoS protection.

Great for:

- High Traffic Sites & Apps
- Database Hosting
- File Server Hosting
- Reseller Hosting

Dedicated Server
Intel Xeon E3-1230 v5
4 Cores @ 3.4 Ghz
16 GB RAM
2 x 250 GB SSD Primary Drive
1 TB SATA Backup Drive
5 TB Bandwidth

Dedicated Bundle
Intel Xeon E3-1270 v5
4 Cores @ 3.4 Ghz
16 GB RAM
2 x 250 GB SSD Primary Drive
1 TB SATA Backup Drive
5 TB Bandwidth

BUNDLE & SAVE

Dedicated Server
Intel Xeon E5-1650 v3
6 Cores @ 3.5 Ghz
16 GB RAM
2 x 250 GB SSD Primary Drive
1 TB SATA Backup Drive
5 TB Bandwidth

Dedicated Bundle
Intel Xeon E5-1650 v4
6 Cores @ 3.6 Ghz
32 GB RAM
2 x 250 GB SSD Primary Drive
1 TB SATA Backup Drive
5 TB Bandwidth

BUNDLE & SAVE

Starting at \$199/mo **Was \$568/mo** **Starting at \$319/mo** **Was \$733/mo**

Order Now ► **Order Now ►** **Order Now ►** **Order Now ►**

Need Assistance?
We're here to chat 24/7.

Again, I want to let you know: *I understand that many newbies may not have the initial funds to afford a VPS, so going with shared hosting is doable, but I do not recommend it.*

Shared hosting is not as reliable as a VPS, and you run the risk of it crashing and losing your commissions when all the tracking has been lost. If you feel comfortable starting with shared hosting then immediately upgrading to a VPS as soon as you start doing some volume and revenue, then that is an option.

Total Cost for Essential Tools

Volum: \$99 /mo

Hosting: \$59 /mo

Total: \$158

Starting a business with an overhead of \$158 per month?

Welcome to the world of affiliate marketing!

You can see how this is such an exciting business - low cost to enter, but massive opportunities for those who work hard.

Alright, that's it for the essential purchases.

Now let's look at some of the optional extras...

Private Forums (Optional)



What is it?

You guys know what forums are.

Why do you need it?

Most of the **real** affiliate marketing advice these days is not free. I wrote this course to help you launch your first campaigns, but affiliate marketing is such a massive industry.

There are thousands of verticals, traffic sources and business models.

If you really want to become a super affiliate and hit huge pay days, you need to focus in on one specific area.

This is where forums are good - you get actionable tips and strategies on specific parts of your business.

There's only one affiliate marketing forum worth checking out these days...

My Recommendation: STM aka StackThatMoney.com



What's on the inside?

- Mastermind groups
- Advice and tips from other affiliates
- Super affiliates hang out there and comment regularly
- Regular follow alongs show you exactly what's working right now
- Case studies of successful campaigns (and failed ones too so you know what to avoid)

Cost: \$99 per month

Guys, people are showing you exactly what campaigns they are running in the forums.

If you can't afford to take a course or other higher level training,

a forum is your next best place to learn the art of affiliate marketing.

There are some free affiliate marketing forums out there but I don't recommend reading any. The information on those is so bad that it would actually hurt your progress.

Invest in your education.

"I never saved a cent until I was 40 years old. I invested in myself - in study, in mastering my tools, in preparation"

- Henry Ford

Here's a couple of screenshots to show you what it's like inside...

This is inside the General Affiliate Marketing thread:

The screenshot shows a forum thread titled "General Affiliate Marketing". The top navigation bar includes "Post New Thread", "Forum: Affiliate Marketing Forum", "Threads 1 to 20 of 3684", "Page 1 of 185", and "Last Post". Below the navigation is a search bar and a "Forum Tools" dropdown. The main area displays two sections: "Sub-Forums" and "Title / Thread Starter".

Sub-Forums	Threads / Posts	Last Post
STM's Thought Leaders Meet our Thought Leaders - a select few who have made great contributions to STM who we would like to publicly thank!	Threads: 6 Posts: 205	THE CASE STUDIES - Tim Tetra... by randommude123 01-06-2017, 07:42 AM
Case Studies / Guides Want some juicy details on general IM topics? Check out our case studies and guides in here!	Threads: 49 Posts: 757	Case Study How I Made 21.521€ With CPL... by cybfire 04-03-2017, 01:36 PM
Tips So many tips. So many!	Threads: 146 Posts: 2,090	Add an extra \$500-1k / day to... by richard5150 03-25-2017, 04:18 PM
Tutorials General tutorials related to AM. If it's not specific to a traffic source or another subforum, it goes here!	Threads: 60 Posts: 2,038	Tutorial Building To Win Part 2... by discoverer1491 03-30-2017, 11:16 AM

Title / Thread Starter	Replies / Views	Last Post By
Sticky: What Verticals And Traffic Sources Are Working In 2017? Started by caurmen, 01-16-2017 10:36 AM 1 2 3	Replies: 60 Views: 6,117	caurmen 04-06-2017, 10:51 AM
Sticky: Secrets of Super High Volume Affiliates Started by RohailRavi, 02-09-2012 07:18 AM 1 2 3 ... 5	Replies: 130 Views: 59,466	caurmen 03-22-2017, 11:12 AM
Sticky: The Big AM FAQ Thread! Started by vortex, 03-17-2016 06:47 PM	Replies: 14 Views: 3,950	vortex 02-13-2017, 06:48 AM
Sticky: Affiliate Marketing Confessions Started by The Angry Russian, 06-04-2011 03:17 AM 1 2 3 ... 13	Replies: 383 Views: 68,213	barman 02-11-2017, 01:17 PM
Sticky: What is THE MOST Impactful Book You Have Read Related To Internet Marketing? Started by cmdeal, 04-07-2014 12:39 PM 1 2 3 ... 5	Replies: 149 Views: 17,892	grandolam 07-06-2016, 09:10 PM
Sticky: Index STM's \$1,000,000+ Thread Treasure Chest. Started by Mr Green, 02-29-2016 01:11 PM	Replies: 6 Views: 1,811	Henryf5 03-01-2016, 09:10 PM
Sticky: Affiliated with a Network, Product, or Offer? *RULES* [Read Now] Started by stackman, 06-06-2011 12:07 PM	Replies: 5 Views: 3,524	Iaoba2006 12-02-2014, 08:19 AM
Sticky: Index How To Find The Information You're Looking For On STM Started by caurmen, 05-14-2014 12:38 PM	Replies: 5 Views: 1,753	caurmen 06-19-2014, 02:37 PM
Tip 5 Reasons Why You Shouldn't Spy! Started by stickupkid, Yesterday 09:03 AM	Replies: 19 Views: 204	manu_adefy Yesterday 07:30 PM
[Knowledge Bomb] Hijack an Industry in 7 days - Step by Step Guide Started by globefrog, 03-19-2017 02:15 PM	Replies: 25 Views: 1,217	Nero_Rising Yesterday 04:04 PM

This is a look at some of their different threads... Seriously, anything you wanna find will be in here.

The Newbie Zone		Threads / Posts	Last Post
Introduce Yourself - Make Friends (2 Viewing) Welcome to the forums, feel free to introduce yourself, where you at in affiliate marketing and meet new friends.		Threads: 3,849 Posts: 21,799	Hi everyone! by laurenpar... Yesterday, 10:14 PM
Getting Started in Affiliate Marketing - 2016 Edition (7 Viewing) A very detailed guide that will take you all the way through getting started with affiliate marketing, using the latest techniques updated for 2016. Dip in or follow step-by-step!		Threads: 18 Posts: 388	What Software, Hardware and... by modesto 04-05-2017, 07:38 AM
The Onboarding Zone (2 Viewing) New to AM and need to focus on the fundamentals? This mammoth set of guides will give you a solid start.		Threads: 43 Posts: 44	Tip 13. Using Thread Prefixes by zero 11-18-2014, 11:09 PM
Questions and Answers (8 Viewing) If you are just starting out, and have basic questions about anything related to internet marketing ask here, we won't bite!		Threads: 3,982 Posts: 19,900	tasks by minopostuv2005 Yesterday, 11:10 PM
STM Indexes / The Information Hub		Threads / Posts	Last Post
Stacks, Mr. Green's & Besmir's Campaign Guides, Ideas, and more! All of our guides, case studies etc... conveniently located in 1 spot for easy access!		Threads: 3 Posts: 25	Overview of Guides & Posts by ballint 07-17-2016, 09:37 AM
Traffic Source Guides, Case Studies and Knowledge Bombs This is what you came for right? Don't want to check out the individual traffic source sections? See it all here!		Threads: 6 Posts: 73	Promo/Sweepstakes Money Money... by matuloo 03-02-2017, 10:00 PM
Everything Angles (can post here) This is a difficult topic for many so lots of posts about angles are collected here.		Threads: 75 Posts: 615	Review What's the best offer you've... by blueflag 03-22-2017, 09:10 AM
Free Landing Pages & Creatives (1 Viewing) You like free stuff, right? Here we have all of STM's free landing pages, creatives, and some useful guides.		Threads: 36 Posts: 687	Landing Page with Mock... by benintown 03-24-2017, 05:10 AM
General		Threads / Posts	Last Post
Affiliate Marketing Forum (38 Viewing) If it's about affiliate marketing and doesn't fit in the other topics, then it belongs in here.		Threads: 3,891 Posts: 37,349	Tip 5 Reasons Why You Shouldn't... by manu_adefy Yesterday, 07:30 PM
Success Stories (2 Viewing) Have you started winning? Ticking off the profits? Share your stories!		Threads: 173 Posts: 4,307	The inspiring True Story Of A... by loophole 04-04-2017, 08:59 AM
Product Owners (1 Viewing) Do you have your own product which you promote? Then this is the STM forum for you.		Threads: 80 Posts: 844	Cool Looking for direct... by filmmedia 04-09-2017, 03:27 PM
Masterminds. (7 Viewing) Want to start a mastermind? Do it here!		Threads: 573 Posts: 4,799	xxxxx/xxxxx Revcontent... by do_what_matters Yesterday, 10:43 PM
Traffic Sources		Threads / Posts	Last Post
Mobile (39 Viewing) All you need to know about Mobile traffic (Not To Be Confused With Mobile Offers)		Threads: 3,278 Posts: 36,760	Follow Along I can see the light... by matuloo Yesterday, 11:35 PM
Facebook (22 Viewing) Threads teaching you how to slay the Facebook beast		Threads: 3,393 Posts: 32,694	Selecting Facebook PMD by fbqueen Today, 12:37 AM
Plenty Of Fish Threads teaching you how to concur the Plenty of Fish ocean (+ all other social ad platforms)		Threads: 1,412 Posts: 19,659	New Self Serve Platform... by Vrumie 03-08-2017, 05:01 AM
Adult Traffic (NSFW) (7 Viewing) The perfect place for the naughty adult media buyers		Threads: 1,025 Posts: 12,244	Need Your Suggestion For... by chandru Yesterday, 03:04 PM
Native (9 Viewing) Native Ads are the new hotness in AM. Share your tips here!		Threads: 256 Posts: 2,036	AdNow Native Advertising... by pnobak Yesterday, 08:25 PM
Display / Media Buying (1 viewing) All you need to know about the almighty media buying.		Threads: 552 Posts: 4,879	Binary on popa by clickolack 04-05-2017, 04:23 PM
Search / PPC (Adwords, Bing, etc.) (4 Viewing) All you need to know about search traffic		Threads: 628 Posts: 4,323	Good cloakers for Bing? by affiguruteam Today, 01:09 AM
Email (2 Viewing) Your inbox for anything to do with making money via email!		Threads: 227 Posts: 1,601	Looking for CPC by stickupkid 04-06-2017, 12:58 PM
Pay Per Call Want to make \$\$\$ by making people talk to each other? This is the forum for you.		Threads: 293 Posts: 2,137	Pay Per Call Mastermind /... by laydenuk 04-05-2017, 10:35 AM
PPV & Direct Navigation (2 Viewing) Cheap, Quick, and Profitable. What's not to like about PPV and direct nav (redirects)?		Threads: 1,173 Posts: 12,743	CHEATSHHEET: DO's and DON'Ts... by vortex 04-05-2017, 10:55 PM
Video It's the next frontier - Pictures That Move And Have Sound Too!		Threads: 29 Posts: 186	[FOLLOW-ALONG] Bizopp on... by clickspark 03-21-2017, 08:49 PM
SEO (3 Viewing) Get your Search Engine Optimization fix here. If you got time and patience, gold is awaiting thee.		Threads: 148 Posts: 1,572	For the guys that still do... by sergent Yesterday, 06:58 PM
Miscellaneous Traffic Types (2 Viewing) Doesn't quite fit in? Post it here! Subforums include Co-reg and Content marketing (e.g. Taboola)		Threads: 261 Posts: 2,952	Mastodon - New Social hype? by stickupkid Yesterday, 08:21 AM
eCommerce (6 Viewing) General eCommerce, drop-shipping, fulfillment, etc.		Threads: 148 Posts: 1,278	Follow Along General Shopify store with... by benintown Yesterday, 11:02 PM
Technical & Creative Skills		Threads / Posts	Last Post
Tracking Campaigns (6 Viewing) Get all your tracking questions answered here.		Threads: 1,494 Posts: 11,606	Beginners Questions for... by matuloo Yesterday, 01:05 PM
Programming, Servers & Scripts (4 Viewing) Have questions for our elite team of programmers? Fire away!		Threads: 902 Posts: 7,388	Tier 1 VPS on Tier 2 Countries by chandru Yesterday, 11:37 PM
Design - Imagery, Banners & Landers (2 Viewing) Photoshop, Illustrator, Muse and GIMP giving you grief? Not to worry! We are relatives of Picasso.		Threads: 319 Posts: 2,788	Tip Beautiful Royalty free images... by cmdeal 04-04-2017, 02:49 PM
Copywriting, Conversion & Psychology (2 Viewing) The power of the pen is hugely underestimated. Come hitler and sharpen your quill here.		Threads: 113 Posts: 884	Destroy my lander no mercy... by caurnan 04-09-2017, 09:35 AM

SIGN UP WITH STM FORUM

Outsourcing (Optional)



What is it?

You can hire people from anywhere in the world to help you out with things you're too busy to do, don't want to do, or can't do.

Why do you need this?

Outsourcing is never an affiliate's first "need".

You wanna learn the basics of every part of your business.

Once you know the fundamentals, **then** you can look to outsource.

Don't know how to build landing pages or design banners? Then you need to hire a virtual assistant.

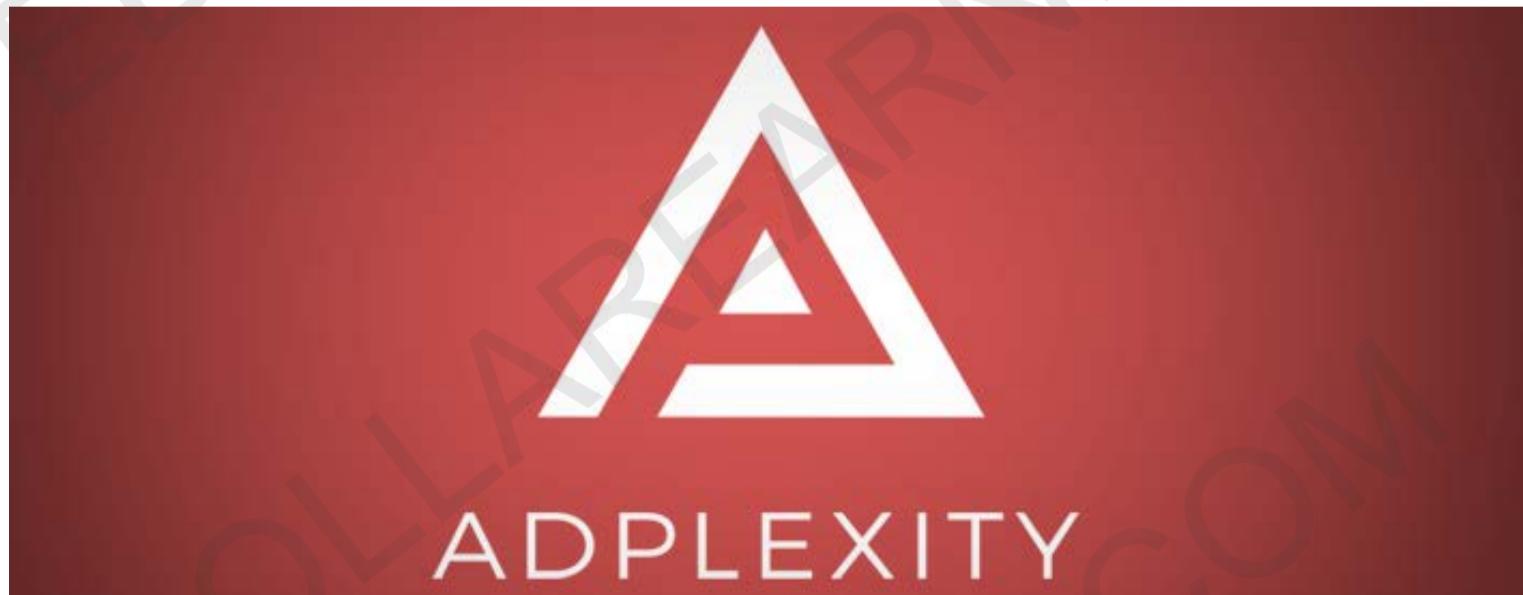
My Recommendations

Upwork - The only place I hire permanent contractors from. Lots of talent to be found here and they have a great system.

Fiverr - Good for small pieces of work you need done quickly and reliably.

Cost: Will vary significantly across countries and contractors.

(Optional)



What is it?

If you like "hacks", this is for you.

Every wondered if there's a way to see exactly what campaigns other affiliates are running?

This is exactly what a spy tool does.

Why do you need this?

We're all busy.

The faster you can get things done, the more money you make. Simple.

If you can see what other people are already making money from, it slices your learning time in half.

You don't have to reinvent the wheel guys - there's software for that.

My Recommendation: Adplexity

There's no other spy tool as good as [Adplexity](#).

I get beta access to 95% of tools / software before they come to market, so I know they're gonna be king spy tool for a while :)

Cost: \$199 \$149 /month

(They're offering a 25% discount for LIFE for you anyone who goes through this course)

What plan to go for: Most new affiliates will go into mobile because the opportunities there are so massive right now. Their mobile spy tool is by far the most advanced, and it's what other mobile super affiliates are using.

Here's a screenshot of what the mobile spy tool looks like.

I wanted to see what other affiliates are using to run mobile phone cleaner apps, and here are the results:

(Note I got over 700 popup landing pages just in the United States with the keyword "cleaner".)

ADPLEXITY

Saved Searches
Select one of your previously saved searches
[Load saved search](#) OR [Save this search](#)

Keyword on the landing page [Search](#) [Newest](#)

FILTER
03/09/2017 - 04/08/2017
Days running

Ad Type Choose More
 In-App (340) Popup (308) Redirects (20) Mobile Web (15)
Device Type Choose More
 Exact search (7) Android Phone (669) iPhone (46)
Size Choose More
 340x340 (214) 124x124 (58) 230x230 (24) 100x100 (22) 320x50 (12)

CHECK OUT ADPLEXITY HERE

VPN (Optional)



What is it?

VPN is short for Virtual Private Network.

A VPN lets you view things you normally can't.

As an example, if you want to see what a website looks like when you're in another country, you can use a VPN to see what it looks like.

Why do you need it?

There are a few reasons a VPN can help you as an affiliate.

1. TO CHECK OFFER PAGES.

Before you run an offer, you want to check the offer page to see what it looks like, what it promises etc.

Most campaigns I run are international, and the affiliate network will automatically redirect me to an offer for Americans.

So I use a VPN to access it.

A VPN will have dozens of different countries you can "log in to".

For example if I'm running a campaign in Switzerland, I can set my VPN to Switzerland, and then all the websites I visit will see a Swiss IP address.

2. IT HELPS YOU BE MORE SECURE.

The government, your ISP, hackers etc can't see ANY of the data you're transmitting.

Plus a VPN masks your IP address so a website can't tell which country you're in. Which leads on to...

3. FOR ADVANCED SPYING

If you know you want to advertise on a certain website, you can visit it under your VPN.

Combine this with an incognito browser and you're free to see what the net looks like from any other country's point of view :)

My Recommendation: Buffered

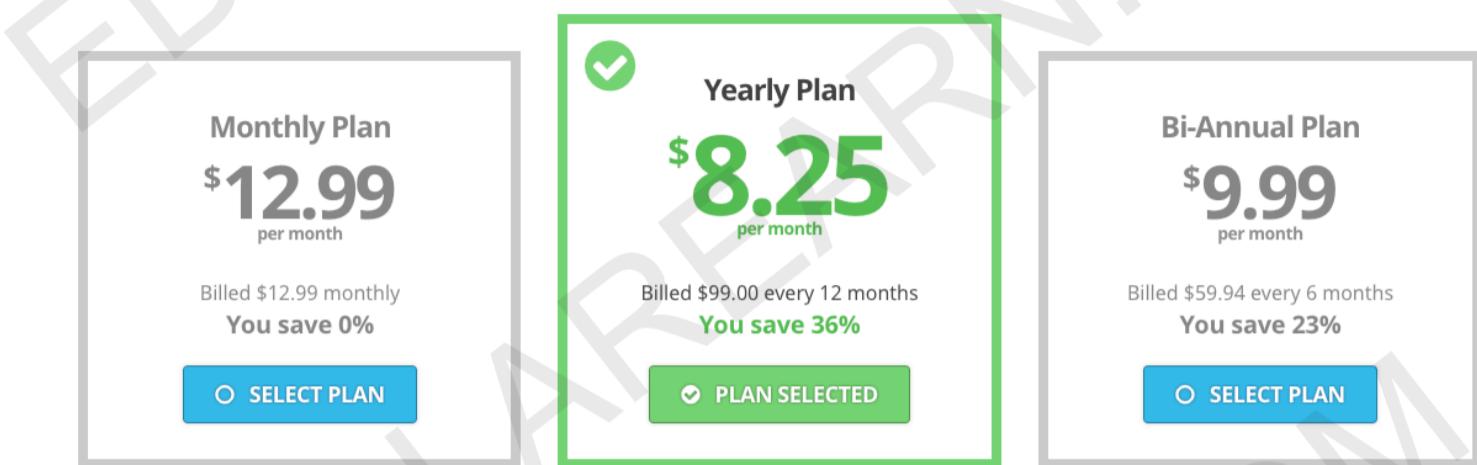


Cost: \$8.25 /month

What plan to go for: If you can invest the cash, pay upfront for 12 months. This is something that can be a huge safety prevention for your business. (*Think checking your bank details in SouthEast Asia*)

1. Select a plan that works for you

All plans include all Buffered VPN software, 24/7 customer support, and high-speed unlimited bandwidth.



All amounts shown are in USD.

Here's what it looks like in action:



Click any country and it connects up to it. Super simple

[CHECK OUT BUFFERED VPN HERE](#)

Translations (Optional)



What is it?

An online translation service for text.

Why do you need it?

English is only one of the dozens of popular languages in the world.

A lot of my campaigns are international (it's easier money - most affiliates are too lazy to translate their ads/landers).

I use a [translation service](#) to do the translations for me. It's super fast and they are the best service I've found for quality.

You want to make sure they know how people *actually* talk in their country, and not just translate word-for-word.

If you see an ad in broken English you're not gonna buy anything right?

Same in every other language.

Quality first.

My Recommendation: OneHourTranslation.com



Cost: Starts at \$0.087 per word

I've been using their services for years and I always get higher conversions with their translations.

[CHECK THEM OUT HERE](http://OneHourTranslation.com)

Next Actions:

If you haven't already done these 3 things, do them before you go on.

1. Sign up with an affiliate network
2. Get a tracker if you haven't already (Voluum is the industry leader)
3. Purchase a VPS or shared hosting account ([Liquidweb](#) or Bluehost)

Pick up any optional tools/services/software to help you out:

- [STM Forum membership](#)
- [Adplexity](#) spy tool
- [VPN - Buffered](#)
- [OneHourTranslation.com](#) membership (free to sign up, pay before translations done)
- [Fiverr](#) and Upwork accounts (free to sign up, pay when you get tasks done)

WHAT'S NEXT?

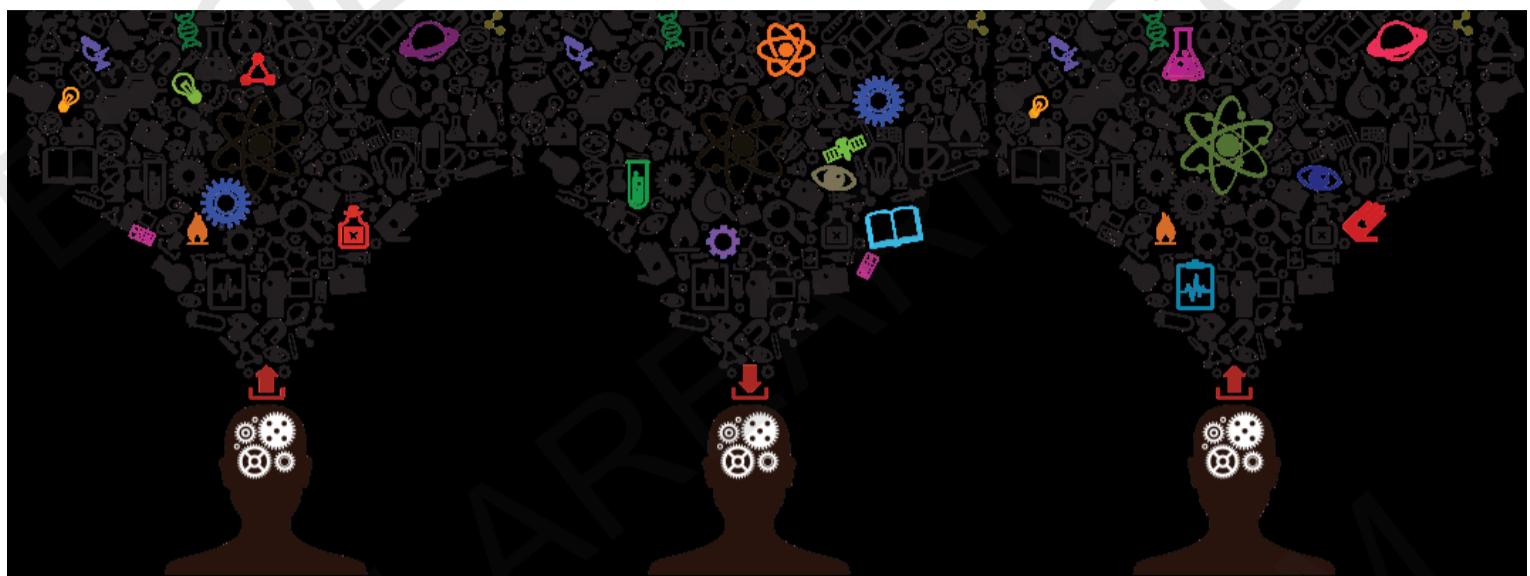


Congratulations!

You have completed [**The Ultimate Guide to Affiliate Marketing**](#).

Whether you're brand new to affiliate marketing, or you're a veteran, you've learned some strategies that'll take your campaigns to the next level.

The journey of a thousand miles begins with the first step, and you've taken quite a few.



Remember to re-visit this guide over and over again. You're going to face different "sticking points" on your journey to learning affiliate marketing.

So if one week you're having issues with your landing pages, then review the landing page section. If you're weak on optimization, then focus on the optimization section.

We've covered a lot of content - here's a review of what you've learned.

- **Introduction** - Why affiliate marketing is the perfect business model, and some stories from students I've taught.
- **What is Affiliate Marketing** - The fundamentals of how affiliate marketing works, the people involved, and the pros and cons of this industry.
- **FAQ** - The most common questions new affiliate marketers have, and my answers.
- **Mindsets** - How to build a "millionaire mindset", because you can have every single strategy in the world, but they are all worthless if you can't execute them.
- **Affiliate Networks** - How affiliate networks operate, what an affiliate manager is, and how to them to build your business.
- **Free vs Paid Traffic** - Debunking the myth that there is "free" traffic in the first place, and why paid traffic is so much more lucrative to affiliates.
- **Traffic Sources** - The best traffic sources for affiliates to run campaigns on (mobile/Facebook), and the ones to stay away from as a newbie (search, display, adult).
- **Verticals & Offers** - An overview of the top CPA offers and verticals, monetization models, and how to pick your first offer/vertical.
- **Ads & Copywriting** - You learned about the different ad types (text, image, hybrid, pop), headline formulas, and my biggest copywriting tips
- **Angles** - You discovered that a winning angle can be worth 6 figures, how to brainstorm new angles, and how to split test them to discover the best one.
- **Landing Pages** - I showed you the framework for a landing page (headline, image, testimonials, CTA etc), and I gave you the link to download my landing page checklist PDF.
- **Hosting** - How to setup your domain and hosting (shared or VPS), and push your landing pages live on the internet.
- **Tracking** - A complete guide to setting up your tracking software (Voluum) and a custom tracking domain.
- **Launching a Campaign** - The step-by-step guide to launching now that you have your setup ready.
- **Optimizing a Campaign** - What you do after you've launched your first campaign to get it profitable, and the top 3 variables to focus on (landing page, offer, ads/angles).
- **Newbie Strategy** - Specific tips to help you launch your campaign in the most efficient way possible and avoid the most common newbie mistakes.

- **Resource Guide and Tools** - What's essential (affiliate network, traffic, hosting, and Voluum) and what's optional (forums, [spy tools](#), translations etc).

Remember that you need to take action. You won't have the perspective to truly understand what I'm teaching until you run campaigns.

I remember when I first heard about affiliate marketing.

It seriously felt like a **secret society**. Everyone was bragging about how much money they were making, but not too many people shared information on how to get started.

I can't blame them - *why would you help create your own competition?*



So I had to learn affiliate marketing the hard way. I launched campaign after campaign after campaign.

It was frustrating because I didn't have a mentor, or a support group. In the back of my mind, I wasn't even sure if affiliate marketing was legit.

But I persisted because I didn't have many options to be successful. And that persistence eventually changed my life.

My goal with this guide was to make your journey a little bit easier.

If I can save you some money and save you some headaches, then writing this guide was worth it.

I've invested 5-figures of my own money and hundreds of hours to create this guide. If you enjoyed it then please share it with anyone you think would benefit from it!

DO YOU WANT MORE ADVANCED CONTENT?



Are you craving [more information?](#)

I've given you the fundamentals of affiliate marketing, but there's a ton more for you to learn before you can get profitable.

Not too many people are going to give away the secrets to make \$10k per day publicly on their blog :-)

You can learn by launching campaigns over and over again, but I know some of you want to learn faster (Because time is money).

If you're interested in learning about:

- Case studies
- Optimization formulas
- Scripts, hacks, and loopholes
- What's really making money in 2017
- How to build teams and systems to 10x your income
- The tactics that super affiliates really use in campaigns

- World class networking and masterminding with other affiliates
- Access to exclusive insider deals I have with traffic sources and affiliate networks
- And a ton more...

Then you should check out the Super Affiliate Intensive.

Here's what some of [my past students](#) have to say about the workshops.



It's a live 3-day workshop that I personally teach, along with other super affiliates I've taught to hit their own 10k/day campaigns.

The 2017 batch will be in San Diego, Amsterdam, and Bangkok. (*I only teach workshops once a year, and spend the rest of the year running campaigns*)

I've done these events for the past two years and no training program out there has created more millionaire marketers than mine.

If this sounds like something you'd be interested in, then [sign up for more information](#).

Learn More About the Super Affiliate Intensive

Thank you for investing your time in the Ultimate Guide to Affiliate Marketing. I hope it has made your journey a little bit easier.



If you have any comments, feedback, or wanna share your success, [please contact me here](#).

CHECK OUT THE SUPER AFFILIATE INTENSIVE