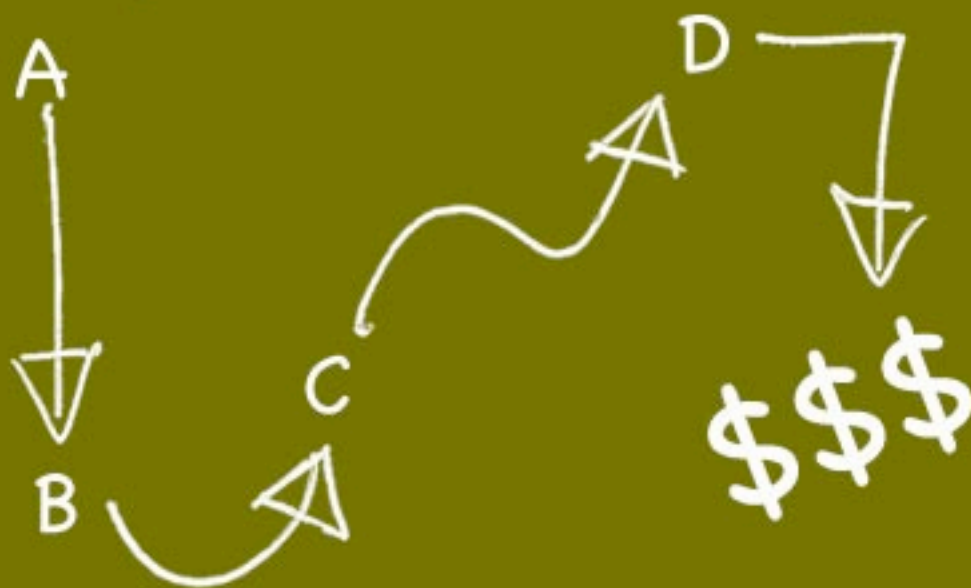


Anyone Can Start Making Money With...

AFFILIATE MARKETING



An Easy to Understand
Introduction to the Lucrative
World of Affiliate Marketing.

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Contents

Introduction	4
Getting Started	5
What is Affiliate Marketing?	6
Benefits of Being an Affiliate	8
Choosing a Niche	8
Choosing Your Affiliate Program	11
Skimlinks.com - Affiliate Marketing Made Easy	13
Creating Affiliate Accounts	14
Setting Up Your Own Website	15
Keyword Research	16
Tips on Creating Posts/Pages	17
Your Own Website	19
Driving Traffic to Your Promotion	20
Give Away Something of Value	20
Additional Traffic Generation Methods	21
Tracking Your Efforts	23
Final Thoughts	25
Sign up FREE at OutsourceFactor.com	27

Introduction

If you are looking for a way to make money online you have probably heard of the term 'affiliate marketing'. This report is going to help shed some light on this subject as well as outline the basic way for you to get started. This is intended to be an introductory level report.

In a nutshell, affiliate marketing is when you promote somebody else's product and earn a commission on sales. It's so appealing to beginners because you don't need to own a product, and somebody else takes care of all the "technology stuff" in terms of tracking your sales. You just choose certain products to promote, put your special affiliate link online (email, website, Twitter, Facebook, etc) and you're ready to make money!

Don't let anybody tell you affiliate marketing is easy though. Like any real business, affiliate marketing involves work. But the good news is there is lots of money to be made if you do the work.

Just take the time to learn the basics of affiliate marketing first. Once you have a good grasp of this then you are ready to take your business to the next level.

Enjoy and happy affiliate marketing,

The OutsourceFactor Team

Getting Started

Credibility first: One of the first things you want to think about when getting started with affiliate marketing is your reputation. You are going to be recommending products to other people. If you recommend garbage products to people, you will soon earn a reputation that fits your recommendations. You won't be building a business.

You really need to choose your products wisely. Take the time to research the products and the reputation behind the supplier. Ideally, you will promote products that you actually bought, use regularly, and can wholeheartedly recommend.

The next best solution is to do plenty of research based on what other customers are saying. Find other customers who have published comments online (i.e. Amazon.com customer reviews) and base your recommendations on what real customers say. You can read reviews and testimonials and come to your own conclusions.

The basics steps that you are going to go through include:

- Choosing a niche market to serve
- Setting up your own website – not required but recommended for best results
- Choosing affiliate products to promote
- Narrowing down your selection of products
- Promoting your products

- Using keywords to promote your product
- Writing product reviews
- Driving traffic to your site
- Creating a subscriber list
- Getting Paid

What is Affiliate Marketing?

An affiliate program is put in place by the owner of a product. This could be an eBook, video series or a line of products. You have probably heard of Clickbank and Amazon, you may have even purchased products there yourself. These are large businesses that have put an affiliate program in place.

Let's look at Amazon as a specific example. They are a large vendor of goods. They encourage people to join their affiliate program and refer visitors back to the Amazon website. When an affiliate gets someone to go to Amazon and buy a product, that affiliate earns a commission.

Amazon pays a fairly low commission (starting at 4%), but conversion rates are quite high. Other affiliate programs (such as Clickbank) allow product owners to pay up to 75% commission.

Affiliate marketers should think of themselves as commission-based sales people. There is no salary, there is only commission.

This is a very simple concept which is why affiliate marketing holds such an appeal to individuals wanting to make money online. But of course there is a learning curve that needs to be done.

When you become an affiliate for a product, you will be given a special affiliate link. This link is a normal URL that will have some kind of tracking identifier attached to it. As an affiliate marketer your main objective is to drum up traffic to your affiliate links. Your link takes the prospective buyer to a vendor's website. From there, the vendor's sales materials take over. The effectiveness of the vendor's sales process determine whether or not a visitor buys.

Your goal is to send **targeted buyers** to vendors. There is no point trying to trick people into clicking on your affiliate links for products they'll probably have no interest in. Do a good job of helping people, giving them the answers they are looking for and then referring them to an affiliate link. Then you'll have better conversions of traffic into sales, and you'll make more money.

Benefits of Being an Affiliate

- No products to create
- No inventory to store or purchase
- No sales copy to write
- No initial investment
- You can market worldwide
- Unlimited income potential
- Low risk
- Promotional material usually provided by vendors
- No deadlines to meet

Choosing a Niche

Before you do anything you want to sit down and choose a niche to promote. The most profitable markets involve helping someone solve what they see as a serious problem. A few examples include:

- Making money online
- Work from home
- Dating and fixing broken relationships
- Weight loss and muscle building
- Skin care
- And the list goes on....

Now these are referred to as broad topics. You can categorize many sub categories under these main topic headings. For example let's take a look at the skin care topic.

Skin Care

- Eczema
- Psoriasis
- Anti aging
- Acne
- Dry skin
- Wrinkles
- Warts
- Blackheads

These topics are known as sub niches. Finding a sub niche to promote is effective for two main reasons. First, there is less competition as you dive deeper into a niche (getting more specific). This means it is easier to rank your content (assuming you have a website) in Google. Second, the traffic that you will attract is much more specific and therefore more interested in what you are sharing. This means you'll have higher conversions.

A word of caution: Avoid jumping into any market unless you are truly willing to do the appropriate work to publish helpful content to your readers. If you start with this concept in mind, you'll be more successful and you'll feel GOOD about what you're promoting. Avoid promoting something JUST because you'll make a commission.

Your next step is to do some basic keyword research. Keyword research will help you understand what types of search queries people are using. In the skin care market these keywords might range from,

“Psoriasis” (a very competitive, and not very specific keyword) to, “How to get rid of blackheads on my nose” (a very specific keyword phrase and much less competitive).

Start with the Google Keyword Tool. You can find it by entering “keyword tool” into the Google search engine. There are tons of online tutorials teaching you how to use this tool, so we’ll leave that to you to investigate.

The point in researching keywords is to understand your audience. When you understand what your audience is looking for, you can create content to help people. You’ll include these main keywords in the content that you create. This will help you rank in Google for organic search results. Ranking in Google is known as Search Engine Optimization (SEO). We’re not going to cover SEO in depth here. We just want you to understand that SEO is how you get free traffic from Google.

You will know if a keyword is worth targeting because people will be advertising on it. Type any keyword into Google and see if ads show up on the right. If they do, it means people are paying to attract visitors who enter this search phrase. That’s a good sign because advertisers keep track of where sales come from. People don’t keep advertising on keywords that don’t make them money.

Another important factor for keywords is called search volume. The Google keyword tool reveals this information to you. The more specific a keyword phrase, the less volume it will get. More people search for

“golf” than “how to buy the right golf club”. Keep this in mind when doing your keyword research. Target keywords that are specific enough to allow you to understand the audience and offer helpful information. But don’t focus on keywords that get so little traffic you’ll never get paid even if you dominate the Google search results for that keyword.

Some of the best quality keyword research training has been published for free in video format by the Market Samurai team.

[You can watch these videos HERE](#)

For now you want to pick one of these sub niches and start to promote it. In time you can add additional niches and products. But for now it is best to start with one and work your way up.

Choosing Your Affiliate Program

There are literally hundreds if not thousands of affiliate programs to choose from. As a beginner it is probably best to start off with one of the more well known companies. These would be Amazon, Clickbank, Commission Junction and Linkshare. We also heavily recommend **Skimlinks** as discussed later.

When choosing which program to sign up with you want to take a few things into consideration.

- Check that they take affiliates from your country.
- Find out what payment method they use, check or PayPal are the most common.
- How often do they pay?

- Is there an earnings cap?
- Commission %

These are all important points that are worth a little extra explaining. Some companies like Amazon are now having restrictions placed on where they can do business. For instance people in certain states (at time of writing: California, Colorado and Illinois) cannot do business with Amazon.

The majority of affiliate programs pay out via check, direct deposit to certain countries or through PayPal. Check to see if you can receive money to your country with these methods. PayPal is adding more countries to their list but there are some restrictions.

Note: If you don't have a PayPal account now is the time to set one up and get it verified.

The frequency of your commission payments will vary. Some programs pay out immediately while others can take up to a month or more. Clickbank for instance pays out once every two weeks. It is important to check this so you will understand why you haven't received a commission check yet.

Many affiliate programs put a minimum requirement on your earnings. What this means is that you will not receive payments until certain conditions are met. These normally are:

- Certain number of sales achieved
- Certain cash number required often \$50 - \$100

Before signing up to promote a product you want to know what percentage you will make on a sale. Is it 5% or 75%? This will make a big difference on your cheque. Look at the price of the product and then determine what your commission would be. If you are happy with this amount then go ahead and sign up as an affiliate.

Some programs like Amazon will pay you for whatever product someone buys from your link. For example say you are promoting a book on skin care the person goes from your link to the gardening sections and buys gardening tools. You will still get the commission. So in essence you are promoting every product in the Amazon store! This could end up netting you a large income.

You can also join affiliate marketing forums and ask questions about what the best affiliate programs to join are. This way you can get feedback and suggestions on who to go with and which products to promote.

Skimlinks.com - Affiliate Marketing Made Easy

One of the hassles of affiliate marketing is signing up for all of the various affiliate accounts for the different vendors who have products you want to promote. Amazon, Clickbank, Commission Junction, Linkshare, private affiliate programs, etc. The list goes on and on.

[Skimlinks](https://skimlinks.com) is an amazing system to simplify affiliate marketing. They have already established an affiliate relationship with thousands and thousands of vendors. This includes all of the big names you could possibly imagine. When you sign up for free with Skimlinks, you automatically become an affiliate for tens of thousands of vendors.

Best of all, you do not need to use affiliate links when you sign up to Skimlinks. Instead, Skimlinks automatically replaces your regular links with your customized affiliate link. It's a beautiful system that we use ourself at OutsourceFactor.com

[Sign up for a free Skimlinks account here](#)

Note: [Skimlinks](#) will require you to own a website, and they'll check to ensure it is high quality. If you don't have a website yet, get started first and then sign up for Skimlinks.

Creating Affiliate Accounts

Once you have decided which affiliate company or product you are going to promote then you will need to create an account. Approval time varies depending upon the company. You could be approved immediately or you may have to wait a couple of days.

Note: Some companies require that you have a website or blog before they will accept you as an affiliate. So you may wish to do this step first.

Setting Up Your Own Website

There are free methods for setting up websites, but we don't recommend them to people who are serious about running an affiliate marketing business. It's so cheap to setup a website using a paid web hosting service, and you get to own your website rather than depending on a third party to let you use their servers.

Let us repeat: The downside to a free website is that you run the risk of losing your website overnight. The free service provider might suddenly decide to delete a whole bunch of blogs or websites for no apparent reason. Your hard work is gone and you will have to start again.

To set up a free blog you can use any of the following sites.

- Blogger
- Hub pages
- Squidoo
- Tumblr

You then register and create your account. A couple of things to remember here are to try and get your sub niche keyword in the title. For instance if you have decided to promote skin care and have narrowed down the niche to psoriasis, then use this word in the name of your site.

If you created an account at blogger.com the name of your blog would look something like this:

<http://psoriasissymptoms.blogspot.com/>

Or

<http://treatingscalppsooriassis.blogspot.com>

This one step will allow your blog to be indexed in the search engine that much faster.

Next you want to add content to your site. Aim for 3 to 5 blog posts or short articles. You should write these articles yourself or hire a writer to create quality content for you.

However you produce your content (writing it yourself or outsourcing), make sure it is well researched and genuinely helpful. When doing research on the subject make notes, but do not copy someone else's work. Do not copy the structure of someone else's article either (even if you completely re-write the wording that would still be considered plagiarism).

Bottom line: create your own informative articles.

No matter which way you move forward you will want to use keywords in your articles to promote your pages.

Keyword Research

This could actually turn into a whole report by itself. But we are going to go over the basics so you can get content on your site quickly.

Go back to the Google keyword tool and put in your sub niche keyword.

Let's use psoriasis (a skin condition) as our example.

Put this word as your main keyword and then check the box that says:

"Only show ideas closely related to my search terms"

After you hit search you will get a list of keywords returned. The Global Monthly search results will show you how many searches are done for these terms. If you click the top you can organize this into an ordered list.

Some of the top keywords listed currently are:

- What is psoriasis?
- About psoriasis
- Treatment for psoriasis

Then organize the list to show the least searched terms and you come up with:

- Plaque psoriasis causes
- Treating psoriasis naturally

You should try and use a combination of these words on your website. Do you also see that these keywords suggest article titles or pages? Now you can have 5 pages of content created using these keywords within the content.

Tips on Creating Posts/Pages

Don't JUST publish words. Include photos, videos and any other related multimedia so your posts are interesting to look at. You can find free photos by doing a quick search on the internet, but before you use anyone else's photos you should Google "creative commons"

and understand how photo licensing works. Never just copy images from another site unless you're sure they allow you to use them.

At the end of each page you want to have a link that contains your affiliate link and takes the reader to the product or service you are recommending.

This can be done by using this code:

```
<a href="your affiliate link here"> keyword here</a>
```

Some blogging platforms will add this automatically while you are creating the post.

If you haven't gotten your affiliate link yet, apply to the program of your choice and go back into each post or page and add your link.

Important Note: When creating content for your site keep in mind that you have two types of visitors. The human visitor that you need to connect with and the search engines spiders, which you need to keep happy so your site gets ranked higher in the search engine.

You can make images clickable, so that if someone clicks on one of your article photos, they'll be taken to the affiliate product page.

We're not going to include an HTML tutorial here, but it is very easy to figure out how to add HTML code to your site to make images clickable. Google the phrase "how to make images clickable" or "HTML HREF". You'll find plenty of tutorials.

Your Own Website

If you are serious about affiliate marketing you may wish to get your own domain name along with web hosting. You can easily do this for a tiny investment. Hosting costs start at about \$7/month and owning a domain name costs about \$10 per year.

Popular hosts such as [Bluehost](#) actually give you one free domain name when you get a hosting account. They also make it incredibly easy to install Wordpress websites (literally a one-click installation).

You might decide that you would like to make one huge affiliate website and refer and review all types of products. Or you may wish to make lots of small mini sites and promote just one product (or small list of products) per site.

Another option is to stay with the Skin care theme as a general site and then have pages specifically aimed at the various sub niches.

Whichever way you go try and get a domain name that has a relevant keyword in it. For a general affiliate site you may wish to use terms such as 'recommended product reviews' or 'today's best picks'. If you're broadly promoting skin care products, a domain such as BestSkinCareTips.com would be useful. And if you're specifically focussing on psoriasis you might use FixMyPsoriasis.com or something like that.

Once you have purchased a name and a hosting account you can install Wordpress (a content management system used for blogs and websites). Web hosts such as [Bluehost](#) make this incredibly easy. If you've never done it before you'll be amazed how easy it is.

Now you are ready to start promoting your site.

Driving Traffic to Your Promotion

Now that you have a site set up you need to concentrate on getting traffic to your site. Remember the more people that see what you have to offer the more likely they are to click through and make a purchase.

Most affiliate programs will provide you with marketing material. This includes items such as banners and buttons, pre written emails and articles. This is all helpful material but remember lots of other affiliates will be using the same content.

So how can you make your content stand out above the rest?

Well your best bet as a beginner is to take the material that you are given and change it. This can be done by taking the example articles or emails and then rewriting them a little. Try and make the content directly related to the item that you are promoting. Including facts and figures is a good way to do this or even making comparisons to another product.

If we stay with our psoriasis theme then research the product you are promoting and directly list the benefits on your site. You might want to include customer testimonials as well. But ask the product vendor for permission first!

Give Away Something of Value

One sure fire method of getting your affiliate site seen is to give something away that is truly helpful to the audience. The easiest way to do this is by providing them with a report, expert interview, or video

presentation. In our example this would be a report on psoriasis and could cover the causes and treatment of psoriasis.

Inside the report you could promote a product by placing your affiliate link in appropriate locations. Notice how we've actually done this in this free report?

By giving away a free report you are building yourself a mailing list. This gives you the opportunity to promote other products in this niche.

The way to do this is to sign up for an autoresponder service. There are free or paid services that you can use. Most of them will have sign up forms that you can install on your site. Then once someone enters their name and email address your report is delivered to them.

We use [Aweber](#) for our mailing lists, as do most professional affiliate marketers.

Additional Traffic Generation Methods

Your goal now is to get people to visit your site. To do this you have to let people know that you exist. This can be done in many different ways including:

- Using social media sites
- Forum posting
- Guest posts
- Blog commenting
- Paid advertising
- Article writing

- Directory submissions
- Video Marketing (YouTube)
- Podcasts

To do this effectively, start off by creating Facebook and Twitter accounts and posting relevant information about your site there. Give people tips, advice and basic facts. Don't "hard sell" or you will turn people off. Do a search on Twitter and find people in your niche and follow them.

Find forums in your niche and join them. Then start answering questions and being helpful. Over time you will be seen as someone who knows what they are talking about and people will refer your site to others.

When filling out your forum profile make references to your niche and include a photo of yourself if you're comfortable doing so.

If you see certain questions being repeated then create an article answering these common questions. Then refer people back to your site. Let them know about your free content. Most people are happy to get something for free and will gladly visit your site to pick it up.

Check the terms and conditions of the forums you join. Some allow you to post links right away. Others don't allow links at all. And some let you post links only after you reach a certain level of contribution (to cut down on spam). Whatever you do NEVER spam. Always keep in mind your goal is to help people. The money will follow. If you can use links in your signature file, add a link back to your website. You

can hyperlink your signature link to your site using text such as “Free Skin Care Report”.

Writing additional articles and submitting them to online directories is another way to get traffic back to your site. You can also write an in-depth product review and submit that.

Blog posting and commenting are other great traffic generation ideas. You can find blogs in your niche and leave helpful comments. An easy way to do this is to sign up for Google Alerts and setup alerts based on your keywords. You’ll then get an email from Google whenever new content is published on the Internet related to your keywords. You can then go leave comments on blog posts, or forums, adding value to the conversation while linking to your website.

Once your website has lots of content you can offer to write guest posts on other blogs. Just make sure that the content is unique and that you won’t publish it anywhere else. This will help you become known as an expert in your niche and give you links back to your site.

You will also want to promote your sites and articles to places like Reddit, Stumbleupon, Jump tags and Delicious. There are many other sites you can use as well.

Tracking Your Efforts

A smart affiliate marketer is going to want to track their results. This way you will know if your efforts are paying off. Some affiliate programs have tracking software built into them. If not there is an easy way for you to do this.

All you need to do is install Google Analytics on your Wordpress site. Google Analytics will show you where your traffic is coming from, and which pages are being visited most often. Google Analytics also has loads of free training so you can become an expert in using it. We recommend you learn how to use this free service especially once your website has regular traffic coming to it.

Final Thoughts

When writing content for your affiliate marketing site always keep the following in mind:

You are writing to form a relationship with your reader. By creating trust they will gladly purchase from you time and time again!

The best way to achieve this is to write in a friendly manner as though you are talking to a friend. Be honest about the product you are reviewing. If there is a negative get it out in the open and tell your readers about it.

Use sites like Yahoo Answers to find out what problems people have in your niche. Then write short articles and place them on your site. You can then answer this question by directing people back to your site and your free report.

To really become successful at affiliate marketing you should research who exactly your customer is. If you know exactly what age they are, what their main concerns are you can then address these issues on your site. When your visitor arrives they feel as though you are writing to them personally and they begin to trust you already.

This begins to take you into more advanced areas of affiliate marketing. Right now we have given you the basics to get started on your new career choice.

If you are interested in advanced tactics then these are some of the things you can look forward to learning.

- Cloaking your affiliate links

- Using paid advertising campaigns
- Spying on your competition
- Research your target market
- Start participating in more crowded niches
- Leveraging your email list
- Offering bonuses to your customers
- SEO tactics
- Split testing your pages

As you can probably see the world of affiliate marketing is huge along with the potential of making a great income.

So get started today and start carving out your own place in this lucrative market!

To Your Success!

The [OutsourceFactor](#) Team

Claim your FREE account at OutsourceFactor.com

- ✓ Free do follow link in our business directory (limited time)
- ✓ Free job postings so you can attract offshore talent
- ✓ Free resume browsing, so you can contact jobseekers
- ✓ Free training for you AND your virtual staff to learn about online business models and how to apply them with outsourcing. This manual is an example of the quality of our training.

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