

AFFILIATE MARKETING BLUEPRINT

• What is Affiliate Marketing

- Performance-based marketing

• Why Affiliate Marketing

- No need to make your own product
- No need to provide customer support
- Commission based
- Lower risk

• Common Affiliate Mistakes

- Doesn't build own mailing list
- Doesn't know how to generate traffic
- Invest without making profit
- Doesn't know how to establish credibility
- Send traffic through 'naked affiliate link'

• What you will learn

- How to build credibility
- How to generate traffic
- Finding the right product to promote
- How to build your own email list
- How to write follow-up emails
- How to increase your commission

• Software and tools

- Domain name
- Web hosting
- AutoResponder
- PayPal account

• How to build a website

- Dreamweaver
- WordPress

• Link Tracking

- YoURLs.org

• Optional Tools

- Graphic editing
- Video recording

CHOOSING THE MOST PROFITABLE PRODUCT TO PROMOTE

• Criteria to Choose a Product

- Commission
- Digital products
- Earning-per-click (EPC)
- Upsell
- Bonus criteria
- Quality
- Demand
- Credibility
- Provision of promotional tools

• EPC Formula

- Sales / Numbers of clicks

• Commission Rate

- 100%: \$7-12
- 60-75%: \$17-27
- 50%: \$37 and above

REVIEW WRITING TECHNIQUE

• Review Access

- Purchase the product
- Contact the vendor

• How to Prove Your Credibility

- Past sales record
- Own site
- Email list or traffic to your site

• What if You Are a Newbie?

- Purchase the product
- Asks for a discount

AFFILIATE MARKETING BLUEPRINT

HOW TO DOUBLE YOUR COMMISSIONS WITH BONUSES

• Bonus Website

- Relevant
- Worth
- Rare

• Bonuses

- Special report
- Video
- Software
- Templates
- Membership

• How to Get the Bonus

- Do it yourself
- Private Label Rights (PLR)
- Request from vendor
- Joint venture with another affiliate / vendor

• How to Give Bonus

- Manual
- Auto (JVZOO)

PROCESS TO BUILD YOUR EMPIRE OF AFFILIATE BUSINESS

• How to Collect Visitors' Emails

- Landing page

• Format of Landing Page

- Headline
- Red Arrow
- Opt-in Form

• AutoResponder

• After Opt-in

- Redirect to vendor's page
- Redirect to your bonus / review page

• Format of Follow-up Email

- Headline
- Body

• Follow-up Emails

- 1 day interval
- At least 7 emails

GENERATING TRAFFIC - SOLO ADS

• Why Solo Ads

- Fastest and most effective
- Targeted leads
- Instant results and conversion rate

• Solo Ads

- Presell

• Format of Landing Page

- Simple
- Big red arrow
- Opt-in (Single recommended)

• How to Write Solo Ad

- At least 200-300 words
- 3 URLs pointing to same site

• How to Track Conversions

- YoURLs.org

• Where to Get Solo Ad Vendors

- (Consult the manual)

• How Much Should You Spend

- \$0.20 - \$0.50 per click
- Test traffics 200 clicks first
- Purchase more if conversion is good