

Rookie to Pro

AFFILIATE

MARKETING



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Table of Contents

Table of Contents	2
Affiliate Marketing Introduction.....	3
Types of Online affiliate marketing and what is right for you?	5
Using Leverage to Setup Your Affiliate Marketing Business.....	8
Where Do You Find Things to Promote?	17
Using an Affiliate Company or Network.....	18
The 3 Things All Affiliate Marketers Need	20
How To Become a Super Affiliate In a Niche Market.....	22
The Best Affiliate Programs to Promote?	25
Earning With Social Media Ads In Your Affiliate Marketing Business	27
Using Recommendations to Increase Your Bottom Line	30
Top 3 Ways to Boost Your Affiliate Commissions Overnight.....	32
How To Avoid The 3 Most Common Affiliate Mistakes	35

Affiliate Marketing Introduction

What is Affiliate Marketing?

In the broad sense of the term, it's earning commission for recommending a product or service. Now, this can be for anything imaginable these days, and when I say that, I'm not exaggerating!

Almost every product or service online has an affiliate program attached, from holiday companies to baby clothes to small business internet marketing products selling software.

Yes, affiliate marketing is a huge business and, fortunately for you, one of the easiest to get started.

The idea behind affiliate marketing is that you promote products through an affiliate network, earning a commission if your audience buys thanks to your marketing efforts via your affiliate link.

The result is you earn a commission based on a percentage set by the vendor. This percentage solely depends on the vendor and can range from 1% to 100%

The ultimate goal is to make money while you sleep and buy time. A phrase once coined by Pat Flynn of Smart Passive Income is the 'Work hard now and reap the rewards for years to come.'

What does this mean?

Most marketers either started or have a fork of their business in affiliate marketing. It's simple to set up and can earn a high income.

So, when you hear 'work hard now,' this simply means build your affiliate income stream now, and the benefits will reward you for years to come as long as you drive traffic or ad revenue (which we will get to).

So, what is an affiliate?