

AFFILIATE MARKETING SUCCESS



by Sharon Davis

HOW TO SUCCESSFULLY MARKET AND SELL OTHER PEOPLES PRODUCTS

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Introduction



Affiliate marketing is one of the most effective ways for anyone to earn money online. This is a quick and passive method to earn cash that is *highly* scalable, and that is easy to set up. No technical skill is required, and if you choose the right products and connect with the right market, you can stand to make hundreds of even thousands of dollars in a short space of time.

But let's back up for just a moment. First: what precisely *is* affiliate marketing? How does it work? And what makes it so much more effective than other money-making strategies for internet entrepreneurs?

Essentially, affiliate marketing means selling a product that is not yours for a commission. You then get to earn money for each sale you make, meaning that all you need to do is to connect that product with an audience that will appreciate it.

When selling affiliate products such as eBooks, you will often find that you get to keep 70% or *more* of the profit! Choose the right product, and you can earn just as much money as someone who built a product themselves.

In this book, you will learn the benefits of affiliate marketing, as well as how to get started quickly and efficiently in order to begin making money. With smart product selection, a primed audience, and just a little bit of good fortune, this could genuinely change your life.

For those that are *already* selling affiliate products, this book should serve to provide you with the additional skills and tips you need to really take your business to the next level. This includes the tools being used by top brands in order to sell HUGE ticket items like MBA courses and \$5,000+ powerhouse laptops.

Chapter 1: Why Affiliate Marketing is the Best Way to Make Money for Beginners



Affiliate marketing is a concept that eludes many people. How can you make money from selling something you didn't make?

How can earning money online really be *that simple*.

The simplest way to explain it is that it is essentially sales. You are acting as a seller and earning commission on any sales you make. In that way, you are just like the door-to-door salesmen who come around to sell you broadband.

The difference is that you aren't going door to door. The *internet* is your door and this is a door that gives you access to everyone

on the planet. That right away gives you a *huge* advantage – and especially when you learn how you can get the visitors to come to you.

The other difference here is that the commission scheme is going to be *highly* different. Regular salesmen will normally get a small cut of whatever they sell: perhaps 5-10%. As mentioned, the difference with affiliate marketing, is that you're going to get as much as 70-80% of the proceeds. That's right: often as an affiliate marketer you are actually going to earn *more* than the creator of the product!

This is what makes affiliate marketing so hugely appealing: because it means that you can start earning just as though you were selling your own product, but without having to invest lots of money to create something from scratch.

What's more, is that because you'll be selling a product that is already out there, you can choose something that is *already* selling in big numbers. When you create your own product to sell, there is *always* a small risk that you'll build something that no one wants. When you simply market something that is highly popular, that becomes much less likely!

Another huge benefit of affiliate marketing is just how scalable it is. If you create a single web page selling the merits of an affiliate product, then you can start profiting from it within hours. In that