

The 3 Keys To Affiliate Marketing Success

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Introduction.

Affiliate marketing always seems the easiest way to make money online.

There is no product to research & create, sales copy to write or sales pages to design. No secure product delivery needed or support to handle.

Yet, you get a generous amount of the retail price in your commission.

Sounds easy. Sounds like there is no work involved at all, right?

Just get an affiliate link, put it in front of people and – BOOM! – you are off Lambo shopping.

Well, prepare yourself for a bit of a shock.

If you want to make money from affiliate marketing, you will need to do some work. Sorry, but that is just how the real world works.

However, the really **hard** work has been done by the product vendor but in order to take advantage of that and leverage it, you do need to do a few more things than just get an affiliate link.

In this short report, I will explain the **THREE steps** that you need to take if you want to create a successful, evergreen affiliate marketing campaign.

Preparation - What to do BEFORE the 3 steps

Before we get stuck into the three steps, you will need to do a bit of prep work.

The first thing you will need to do is identify a product that you want to promote.

Regardless of the niche the product is in, there are certain rules to choosing one that will make you the most money.

1. Does it fill a real need in the marketplace?

It needs to address **real** problems that people encounter in the niche and provide a real solution.

That could be a training to teach people a particular skill or maybe software that enables people to do something easier (or something that only the software will enable them to do).

2. It is priced to sell?

Is the price being asked smaller than the price of not getting the product?

Here is an example to illustrate that: Let's say someone really wants lose weight in the next 3 months before going on holiday and they come across a complete, professional product that promises to show them how – for just (\$27 - \$47).

They don't need to take a lot of time to think about it, talk it over with a spouse or go visit the bank manager to make a buying decision. If that same product was \$497, it would be a different story.

There should be some upsells for higher prices (like personal coaching) but those are an easier sell when people have made the initial step and invested the \$27 or \$47.

3. Is it priced for profit?

If you are going to spend the time putting the three steps together (and maybe driving some paid traffic), you need to know you are going to get sufficiently rewarded.

Even 100% commission on a \$7 product with no upsells probably isn't going to cut it.

Examine the sales sequence. What are the upsells that buyers will be presented with and how much commission could you earn if your buyer buys through the upsells?

TIP: Look for a recurring product in the funnel – that will keep paying you into the future after the first sale has been made.

In the following steps, I am going to use, as an example, a product in the “Blogging” niche that will sell for \$47 with a \$47 upsell.

Let's get started on the 3 steps...

Step 1.

Pre-sell

Here's something that is pretty universal amongst married couples.

The first thing they ever said to each other was *not* a proposal of marriage.

There was a goodly amount of "pre-selling" on both sides before even the mere suggestion of walking up the aisle arose.

In the same way, sending people who are not "pre-sold" to an affiliate link will result in a slap in the face.

So how do you "pre-sell"?

First you have to zero in on a "pain point".

Find one thing that is at or near the top of the list that people have in the niche you have chosen.

In my example of "blogging" what could be a pain point? What could be one of the biggest problems a blogger could face?

Well, there are many but one could be ideas for creating fresh new content.

So now we have identified a real pain point for bloggers (and to find these pain points you will need to do a bit of research if it is a niche that you are unfamiliar with) we can start a bit of pre-selling.

Here are some things you can do...

You could write an article about ideas for creating fresh blog content and use it as a blog post yourself. Then, at the bottom of the post, you could link to the paid course you are promoting.

You could turn that blog post into a video and upload it to You Tube with you affiliate link just below it.

That is fine but these are half-assed methods that will mean that the next steps will not be possible for you.

The best way to pre-sell is to create a short, laser-focused report dealing with that **ONE** problem.

As soon as you make a professional looking report out of what could have been just a simple blog post, you are immediately elevating its value.

Especially if it also has a good ecover graphic to give it “substance”.

All of a sudden this not in the public domain.... It becomes an actual and exclusive “product” that people will happily perform a micro commitment in order to receive (like joining your list).

So, you could make a report (a bit like this one) that has a title like

“10 Kinds of Blog Posts You Can Create In 10 Minutes!”

Or

“40 Simple Hacks For Creating Content People Love To Read”

This report should give the reader a solution to their single issue and then, at the end, suggest that they check out the full (paid) course if they really want to take their blog to the next level.

Let’s move on to Step 2...

Step 2.

Building your audience

As a general rule, you should never drive cold traffic direct to an affiliate link.

By “cold traffic” I mean people who you don’t already have a relationship with – who are not on your list.

Why?

Well, you want to have anyone who has a deep interest in the niche you are promoting to be in your audience.

That way, you can remind them of the paid product that will elevate them into experts or give them the information they need to improve what they are already doing (or, in the case of software, will enable them to do something).

It is said that, on average, a person needs to see a product 7 times before they take the next step and purchase.

If these prospects are on your list you can provide more value and keep reminding them of the paid product (more on that in step 3)

So, you will need to drive your traffic to a simple squeeze page first where they can enter their name & email address to get a copy of your report.

The headline & sub headline need to focus on the #1 pain point and how your report is going to solve it.

Example:

Headline:

“10 Simple Kinds of Blog Posts You Can Create in 10 Minutes Without Even Breaking a Sweat ”

Subheadline:

“...And Your Blog Readers Will Love You For”

So, if coming up with fresh content is a PITA for someone with a blog, this offers something that will get them out of their hole. Notice the sub headline reassures them that, even though the process is quick & easy, the results will be of great quality.

All they need to do is to tell you where to send the free report (enter their email)

Remember, the last page of this report will be devoted to why they should go and check out the full (paid) blogging course where they can get more blogging hacks like this and much more...

And your affiliate link of course.

You could also set your affiliate link as where they are automatically redirected to when they subscribe. Or you could make a thank you page with a banner on it if you prefer a more personal touch.

The most important thing is they are on your list now.

You can start to offer more value and have more chance of getting some juicy commissions.

Which leads me on to Step 3...

Step 3.

Adding Value

So, sometimes you will get a sale from the redirect after someone opts in.

More often, you will get a sale from the link in the report – **BUT only if they read the darn thing!**

So, the first mail you send after they have got their report should be a reminder to open it, read it and actually use it.

Next, to get good open rates (and to keep reminding people about the paid product) you should offer extra free value.

So how do you do that?

The best way is to create a series of emails that you load up into your autoresponder that give some valuable tips and hints about the niche.

At the end of each email, state that “to get more valuable tips like this and learn some really ninja ways to _____, check out this [LINK]”

Yup, you keep reminding them of the awesomeness of the paid product.

Even folks who have bought already won't mind that link because it comes after you have delivered more FREE value.

A “tutorial” style sequence interspersed with some straightforward promotional mails about the paid product works really well.

After a while, you could find a different affiliate product in the niche and send a “Hey, look what I just came across” style email.

Then (you guessed it), write a sequence of mails all ending up reminding folks about that other product.

To keep engagement high, you could make and send another FREE report dealing with a pain point. This time, they won't need to opt-in to get it as they are already on your list.

Autoresponders these days have all sorts of segmenting automation that you can use to further hone your email campaigns.

But that is a whole different report.

Conclusion.

I hope you found this short report useful, and it has opened up some possibilities for you on how to see more success with your affiliate marketing campaigns

I wouldn't really be doing my job properly if there wasn't this last short chapter about a resource that will help you do everything we have gone through in the last 3 steps...Quickly, easily and without writing a word

Imagine that you could...

- ✓ Find quality pre-selling reports or video courses
- ✓ Rebrand them with your affiliate links in less than 10 seconds
- ✓ Have a ready-made ecover graphic for your rebranded giveaway
- ✓ Create a mobile responsive squeeze page - in less than 5 minutes with no HTML to edit
- ✓ Create a fully monetized download page for it – in less than 1 minute with no HTML to edit
- ✓ Have more new, fresh products to profit from every month

Well you don't have to imagine it...It is real!
Click the button below to check it out!

