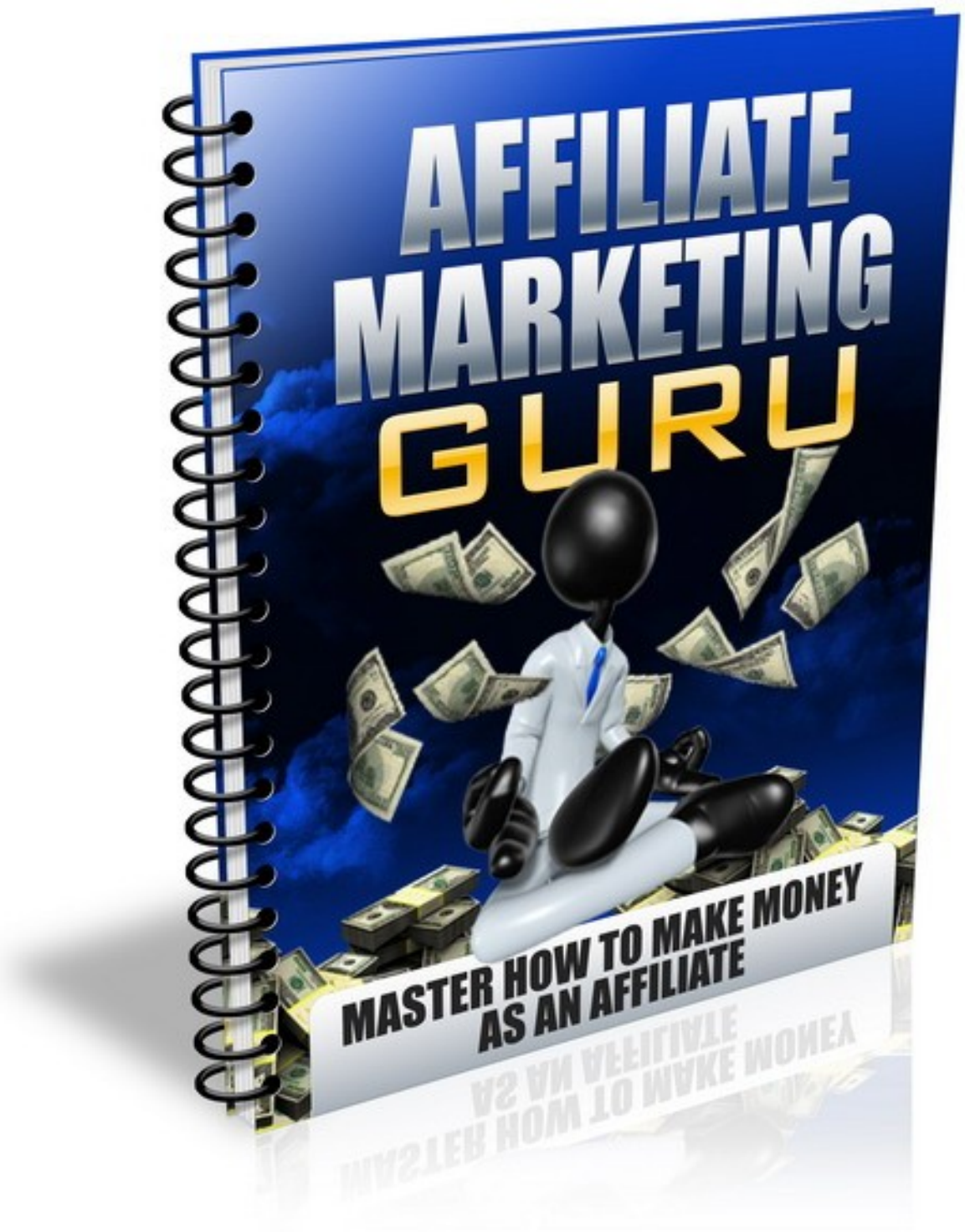


Affiliate Marketing Guru



Master How To Make Money As An Affiliate

Affiliate Marketing Guru

This is NOT a free eBook. You do NOT have the right either to sell this e- book or to give it away for free. This eBook is for your own use. You cannot sell or share the content herein.

DISCLAIMER AND/OR LEGAL NOTICES:

The information presented in this E-Book represents the views of the publisher as of the date of publication. The publisher reserves the rights to alter and update their opinions based on new conditions. This E-Book is for informational purposes only. The author and the publisher do not accept any responsibilities for any liabilities resulting from the use of this information. While every attempt has been made to verify the information provided here, the author and the publisher cannot assume any responsibility for errors, inaccuracies or omissions.

Any similarities with people or facts are unintentional. No part of this E-Book may be reproduced or transmitted in any form, electronic, or mechanical, including photocopying, recording, or by any informational storage or retrieval system without expressed written, dated and signed permission from the publisher.

Pursuant to the Federal Trade Commission Guidelines:

MATERIAL CONNECTION DISCLOSURE:

The publisher of this book may be or does have an affiliate relationship and/or another material connection to the providers of goods and services mentioned in this book and may be compensated when you purchase from any of the links contained herein.

You should always perform due diligence before buying goods or services from anyone via the Internet or "off-line".

Affiliate Marketing Guru

Introduction.....	4
Some famous Affiliate Marketers.....	5
How Does Affiliate Marketing Work?.....	6
How do they know which Affiliate sent them the traffic?.....	7
Affiliate Programs Anyone Can Join.....	8
How to sign up to Paydotcom.....	16
How to sign up to Clickbank.....	25
Choosing a Product To Promote.....	30
Tools to help you choose a product to promote.....	31
Recurring Billing as opposed to one off sales.	33
Why is it important to check out the sales page?.....	34
How to create your ClickBank Affiliate Link.....	36
Popular Link Cloaking Methods.....	38
On Line services.....	38
Link Cloaking for Bloggers.....	40
Self hosted link cloaking programs.....	41
Renting a Link Cloaker.....	41
Why all this talk about linking cloaking and tracking?.....	42
Promoting Your Product Links.....	44
Some Final Tips.....	50

Affiliate Marketing Guru

Introduction

So what exactly is Affiliate Marketing?

In the offline world, an Affiliate Marketer is more commonly referred to as a "Commission Only Salesman". And online, it is much the same as an affiliate Marketer basically you are promoting and marketing for other people and their products, in exchange for receiving a commission when you make a sale of the other persons products.

A lot of Internet Marketers started their online career as an Affiliate for someone else. Affiliate Marketing when done right can be very lucrative indeed.



It's a "win-win" situation, for both the product owner and "You" as their Affiliate Marketer.

Some product owners will happily pay you a commission of up to 100% of the sale price of their product, and all you have to do to receive that commission is to make the sale! Not all Affiliate schemes pay out 100% commissions and more commonly you will find that it's a 50/50 split, and some of the larger companies will only offer a tiny percentage rate.

One of the main reasons Affiliate Marketing is so great is that the product has already been created, there are no customer support issues for you to have to handle. You simply make the sale and walk away with the money.

Well that's the theory – however, we do realise it's not quite as "black and white" as that and there can be the odd downside to being an Affiliate Marketer, but generally on the whole Affiliate Marketing is GREAT.

Affiliate Marketing Guru

Some famous Affiliate Marketers

Rosalind Gardner is perhaps one of the most well know "Super Affiliates", wanting to get out of the "Rat Race" and quit her Air Traffic Controllers job, she set up a site on the internet and started promoting other peoples products for a commission. Her first commission check was for \$10.99 and by constantly working at her system at the end of her first year she was receiving commission checks of \$5,000.00 per month.

Rosalind is the first to admit that when she first came onto the Internet she knew absolutely nothing about building web sites, she had no idea what FTP or HTML was either. Yet since 1999 she has been earning consistently pulling in upwards of \$70,000.00 per month.

Chris Rempel aka "The Lazy Affiliate Marketer" in *Chris's* own words. "Once he discovered a simple method, it only took him 6 short months to make his first \$100K online from Affiliate Marketing. And he didn't spend a single dime on Advertising.

Jonathan Volk a 20 Something Internet Marketing Super Affiliate who is reported to quite often make \$3,000.00 per day.

The above named people are just a tiny percentage fraction of people who are quietly and consistently making money from Affiliate Marketing on a daily basis.

So ask yourself this? Do you want a share of the billions that are paid out to Affiliate Marketers on a daily basis? How would you like a share of this?

Paid Out: \$ 1,816,089,746

Affiliate Marketing Guru

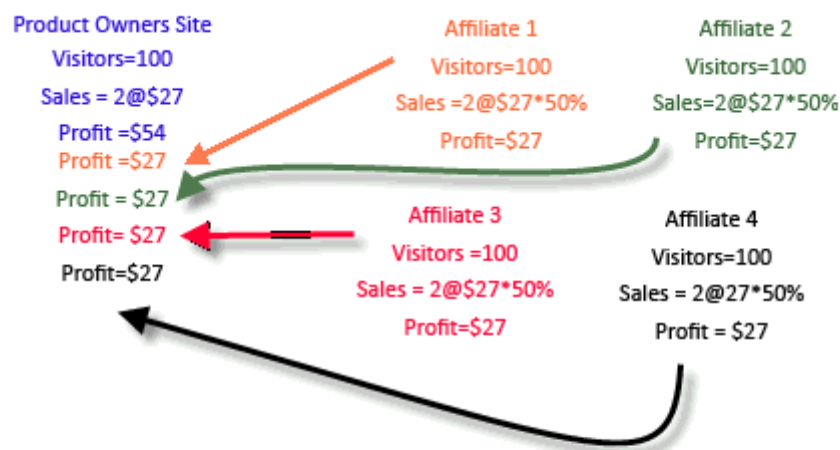
How Does Affiliate Marketing Work?

A product owner, whether it's a large corporation like Amazon or EBay or a single product vendor like Sid Hale who's product is Rapid Action Profits (more on that one later) all need to make sales. They can only make sales if their sites are receiving visitors (traffic).

Product owners love it when others are prepared to send visitors to their sites. The more visitors they get, the more chance there is of making a sale. Pretty much like in the high street; when the shop is empty it can't make sales because there is no one to sell to. If a website doesn't get traffic, then they can't make sales either.

Affiliates send traffic to the sites in the hope of making a sale and earning their commission. The Affiliates are happy to send the visitors to the sites, because the more visitors they send, the more chance there is that they will earn more commissions.

Here is the formula.



By sharing Their Profit, the Vendor is making more sales. Because the Affiliates are sending more traffic to their site. "Win-Win"

Think about it.

And that formula is only assuming a 2% conversion rate!

Affiliate Marketing Guru

How do they know which Affiliate sent them the traffic?



This question is pretty straight forward to answer; it's all done with tracking and cookies.

No, not a boy scout and a magnifying glass and a pocket full of biscuits!

Most affiliate programs when you sign up for them issue YOU with a unique ID you may have seen some in your browser window when you have clicked on links in emails, EBooks and on blogs.

Each vendor uses a different system, but they are all similar in how they work. You sign up to their affiliate program and you receive your link to promote their products, this link then, is tracked to your account.

Some of the more sophisticated programs use ID tokens that track to the affiliate. These are the ones where you are asked to put a coupon code into the order form. Each affiliate has their own code and the system tracks the sales by using their code.

Some affiliate links are easy to spot typically they can look like complete gibberish. We are going to take some time later in the book to look at cloaking and tracking your affiliate links and why it is important to do so.

So let's take a look at some of the more popular and established affiliate programs you can join and how they work.

Affiliate Marketing Guru

Affiliate Programs Anyone Can Join

Here we are going to take a look at the most popular affiliate programs available on the Internet today.



A lot of people make a decent living simply by promoting products from Amazon.com.

However, it also has to be said that a lot of people make nothing too. To join Amazon.com you will need a website and you will need to be approved by them before you are allowed to promote any of their products. Generally the commissions paid by Amazon.com are very small, this is fine for large ticket items, but in general, not many large ticket items are sold every day.

Signing up to Amazon is newbie friendly and they offer lots of useful tips to help you along. Amazons affiliate scheme is known as their partner program. Depending upon which country you reside will depend on which program you join. Each Amazon site has its own "partners" scheme.

For the USA use <https://affiliate-program.amazon.com/>

For the UK use <https://affiliate-program.amazon.co.uk/>

For other countries, go to your Amazon home page for your country and look for the link at the bottom of the page that says make money with us. Then click the Amazon Associates link.

Make Money with Us

[Sell on Amazon](#)

[Amazon Associates](#)

Amazon uses its own tracking system to record the visitors and the sales your individual account sends to their site.

Affiliate Marketing Guru

Their reporting facilities are very robust and they have lots of gadgets you can use to promote their products on your site.

For standard web sites you can choose between: Site Stripe



Site Stripe

Site Stripe lets you build your Associates links right from any Amazon.com page.

- Quick and easy link building while browsing Amazon.
- Short-cuts to Associates news and reports.
- Easy to configure.
- Completely compatible with Product Links.

Banners ready made for you with your own affiliate link embedded in them.



Banners

Link to Amazon product categories and promotions using our stylish graphical banners.

- Many standard banner sizes and shapes available.
- Show special graphics for special Amazon promotions such as Back to School or Mothers Day.
- Easy to add.
- Earn referrals of up to 15% of sales.

Standard links either plain text, image links, or enhanced links with a built in buy now button straight to the Amazon site.



Product Links

Link to a specific product on Amazon and show some information about that product. The Product Links tool lets you build customized Text Links, Text and Image links, and Image only links to Amazon products.

- Your links will include your Associate tag and you will be paid for qualifying revenues coming through this link.
- Use Product Previews to enhance your Product Links.

They also have widgets that you can use on your sites. Amazon will even let you build your own Amazon Store integrated into your site. Plus, there are available a number of plug-ins that you can use if you have wordpress installed on your site.

The real downside to Amazon as an affiliate is that even if you do make a sale and you reach their required payment level of \$100 for a cheque.

You will have to wait 60 days from the end of the month the sale was made in before you would receive your commission payment.

Affiliate Marketing Guru



“Click to Sell” is a relatively new network where vendors and

affiliates sell and promote not only digital products, but physical and subscription based products too. Its marketplace is growing on a daily basis.

Vendors decide on how much of a percentage they offer to the affiliates some go as high as 90%. Not all vendors using this system list their products in the marketplace, however, there are currently there are 1554 products listed on “Click2Sell” and are available for you to promote as an affiliate.

They boast of having a unique referral system – and almost guarantee that your links won’t be stolen by vendors or other affiliates. The downside is that you have to wait for 3 weeks after the month of the sale before you receive your due commission payments.

As an affiliate Click2Sell has lots of information you can use to help you decide whether it is worth your time promoting a product from their marketplace. Simply select the product and view the stats they provide.

Product Statistics

	Conversion %:	0.90%
	Refund %:	2.00%
	Affiliate Sales %:	3.00%
	Popularity:	1.25%

You can see how well the product converts, what the refund rate is, how many sales are made by other affiliates and how

popular the product is. This is useful information for an affiliate marketer to have before deciding to promote any product.

Affiliate Marketing Guru

From the information provided, you can contact the vendor, see which method of payment they use, how much the product is, and lots of other useful information.

Product Details

Vendor Name:	2192360 Ontario Limited (contact)
Vendor Pays Via:	PayPal 
Vendor Rank:	New
Product Price:	39.99 USD
Earn %:	50.00%
Earn USD:	20.00 USD
Date Added:	08-04-2009

You can choose to link to the products sales page, or you can write your own sales copy and link directly to the products purchase/checkout page. This is good because sometimes a product vendor's sales page is not as good as you would like it to be, and you could do a better promotion of the product from your own sales page.

All Click2Sell vendors are responsible for paying their own affiliates, whilst some vendors are reliable and do pay promptly, others unfortunately do not. Click2Sell have recognised this and state quite clearly on their information for affiliates page.

"Our affiliate protection system ensures that your earned commissions will always be paid on time! Moreover, we protect honest affiliates in any case of disputes with a vendor."

Whilst Click2Sell is a newcomer to the scene, we can only see its popularity growing over the next few years. Click2Sell is free to join as an affiliate.

Affiliate Marketing Guru



Again: yet another newcomer to the vendor/affiliate marketing scene. "Digi Results" is growing at a fast pace. This is partly due to the fact that neither Vendors nor Affiliates have to wait for their commission payments.

DigiResults uses PayPal as its payment processor, so if you cannot use PayPal then unfortunately you cannot use DigiResults. This is because in order to process refunds on your behalf you have to link your PayPal account to your DigiResults account.

Whilst the idea of instant commission payments is good, the idea of instant refunds isn't. Basically, you have to leave the commission received in your PayPal account to cover for any refunds that might be requested under the Vendors guarantee period.

If you withdraw the money from your PayPal account and you don't have sufficient funds in your bank account, PayPal will use your credit card linked to your account to refund the money.

If you choose to use DigiResults service to promote products as an affiliate, be aware that the above scenario could happen.

On the plus side though, DigiResults state that they treat fraud very seriously and will take action to prevent serial offenders (people who constantly request refunds) from purchasing products.

Check out their marketplace here. [DigiResults Marketplace](#)
Vendors have to approve you as an affiliate before you can promote any of their products.

Affiliate Marketing Guru



Pay Spree, another relatively new Vendor and Affiliate system

advertises itself as "The Instant Commission Affiliate Network".

"PaySpree" currently has 839 products listed in its marketplace, although be warned some of the products are no longer on the market. Always take the time to thoroughly check out any product listed on PaySpree.

When you join PaySpree as an affiliate you agree to adhere to the refund policy of any products that you choose to promote. So be sure to check out the product vendors return policy and again make sure to keep enough money in your PayPal account should a refund request occur. Failure to refund a payment when asked could result in a permanent ban from the PaySpree site.



RapBank is another vendor and affiliate scheme that offers instant commission

payments straight to your PayPal account. You can promote any of the products through RapBank itself or you can sign up to each individual vendors affiliate scheme. All the products listed on RapBank pay instant commissions again to your PayPal account. Again be prepared to leave funds in your PayPal account to cover for any refunds you may have to make.

Now, lets' go and Look at the Two Biggest Marketplaces for Affiliates. PayDotCom and ClickBank

Affiliate Marketing Guru



Paydotcom is one of the world's largest and fastest growing online marketplaces and its

marketplace lists thousands of products and services both in physical and digital formats. Vendors can easily sell subscription services too. Paydotcom has over 25,000 vendors and 75,000 products and/or services listed in their marketplace.

The individual vendor of each product sets the percentage commission for their product and each vendor is responsible for paying the affiliates their commission payments on the 15th of the month and no later than the 30 day of the month for a commission earned the previous month.

Paydotcom is a little different to the other sites mentioned earlier, in the way that they calculate the affiliate payments. If you promote any product from their marketplace, you, as an affiliate will automatically be deducted 50% of the Paydotcom fee.

If you are promoting a product and the sale amount is \$27.00 and the commission %age is 50%, you will not earn \$13.50 because \$1.50 will go towards the fee to Paydotcom for the sale. So you would receive \$12.00 commission on the 15th of the month after you made the sale, as long as the vendor hasn't issued a refund to the original purchaser.

Some vendors will pay commissions by check, however most pay using the mass pay function through PayPal, so you more than likely would need a PayPal account to receive your commission payments.

Affiliate Marketing Guru

If your vendor uses the pay people online service, your commission payment will be even less. In the case of a \$12.00 commission payment a further fee to the affiliate is applicable of \$1.25 so you would only end up with \$10.75 as the payment for the original sale.

Paydotcom is free to join as an affiliate affiliates however cannot purchase anything from the Paydotcom marketplace through their own affiliate link.

How to sign up to Paydotcom

When you go to the main Paydotcom site there are two links to sign up for an account. One link is on the left hand side menu and the other on the top of the page.



When you click on either of the links, you will be taken to the sign up page.

It looks like a very long form, but it will only take you a few minutes to complete all the information.

The first section is for your Account Information to be inputted.

Affiliate Marketing Guru

Account Information

Information required to create your account.

The screenshot shows a registration form for PayDotCom. It contains three main sections, each with a red number and a blue arrow pointing to it:

- 1** points to the **Your Primary Email *** field. Below it, text says: "You will receive communications from the PayDotCom team via this address. Concerned about this information? Please review our [Privacy Policy](#)".
- 2** points to the **Choose a Username *** field. Below it, text says: "The username will be your PayDotCom affiliate ID and will be visible in your links. Please choose carefully!".
- 3** points to the **Choose a Password *** section, which includes a password field and a **Confirm Your Password** field. Below the password field, text says: "Must be atleast 8 characters consisting of atleast 1 number."

Pretty straight forward, although be very careful with what you choose to use for the 2nd box (your username) as this will become your Paydotcom marketplace Affiliate ID and will be seen as part of a link when promoting products, so choose wisely here. You most certainly don't want to choose a phrase that looks stupid.

here's a typical link (here it's the product 95330 which is the best spinner)

[http://paydotcom.net/r/\[product ID 95330\]/\[affiliateID\]/\[some magic number 26281400\]/](http://paydotcom.net/r/[product ID 95330]/[affiliateID]/[some magic number 26281400]/)

As you can see the affiliate ID i.e. the username you chose is inserted into the promotional link. The magic number on the end is the tracking ID used to allocate the sale of the product to the vendor and the affiliate.

The next section of the form is where you fill in your personal information. If you are a resident of the USA you will also need to fill in your Social Security Number or Tax ID, non USA residents just leave this blank.

Affiliate Marketing Guru

Personal Information

A little information about you and your business.

Name *

Your Full Name

Business Name

Your Business Name (if applicable)

Make Checks Payable To

Name exactly as it should appear on checks.

Address *

Street address (including suite, apartment or flat number if applicable)

City *

State / Province / Region *

Postal / Zip Code *

United States



Country

Phone

Primary Phone Number

Social Security or Tax ID Number * (US Residents)

SSN or Tax ID

Confirm SSN or Tax ID

* This is required by law in order to pay out commissions. For concerns, please review our [Privacy Policy](#).

Double check that the information you enter is correct. You don't want those affiliate checks or PayPal payments going to the wrong person now do you?



Affiliate Marketing Guru

The next section of the form is where you choose which payment methods you would like to use.

Payment Processor Information

Paypal Email *

Paypal email address able to receive payments.

1 Your Primary paypal email address

Promotional Code

Any applicable promotional code.

2 Ignore this box

Vendors (For My Product Sales)

I will pay my affiliates (based on their profile choice) with any of the following methods.
I Understand by choosing less options, I may get less affiliates.

☒ Paypal

☐ Check

3 Leave PayPal Ticked

Affiliates (For Promotions of Other's)

Any of the following ways are acceptable for me to accept payments for my commissions.
I understand the less I choose, the less programs I may be able to promote.

☒ Paypal *

☐ Check

☒ Receive Inbox Notifications

☐ I agree to the [Terms & Conditions](#) *

4 Leave PayPal Ticked
Tick Check if you want
Agree Terms and Conditions

Almost done! Just type in the verification code and your account will be created for you. If there are any errors on the form, you will be asked to correct them.

Once complete you can then log in with your username or email address and your chosen password. If you forget your password you can always have it sent to your email address. Once logged into the dashboard, you can always edit any of your personal information too. This is handy if you change your email address or move house, any changes you make are instantly saved to your profile.

Once you have created your account you can go to the marketplace and start creating your links to promote the products. When you log in you are taken to the welcome screen.

Affiliate Marketing Guru

PayDOTcom.com Welcome : [Home](#) | [News](#) | [Log Out](#) | [Help](#)

My Account | My Sales | My Products | Manage Affiliates | Promote Products | Inbox (0)

[Home](#) | [Edit Profile](#) | [Sales Summary](#) | [Balance summary](#) | [Promotion Center](#)
[Advertise](#) | [Commissions To Pay/Owed](#) | [Fee History](#) | [Forum](#) | [Help Desk](#) | [News](#)

Click here to reduce your fees by 20% or more

Welcome to PayDotCom.com ! [Sales Activity](#) | [View My Profile](#)

earn cash
PDC referral program

widget
earn money on your blog

advertise
get traffic to your site

news
get the latest site buzz

Stats	My Product Sales Profit	My Affiliate Sales Profit	Total Income
Pending Affiliates: Click to load	Today: \$0.00	Today: \$0.00	\$ 0.00
Active affiliates: Click to load	Last 7 days: \$0.00	Last 7 days: \$0	\$ 0.00
Total referrals: 2	Last 30 days: \$0.00	Last 30 days: \$0	\$ 0.00

Your welcome screen lists all the information for your account, the dashboard is interactive, giving you access to all kinds of information regarding your account your and your sales.

To access products from the market place, click the "Promote Products from the main menu bar.

PayDOTcom.com Welcome : [Home](#) | [News](#) | [Log Out](#) | [Help](#)

My Account | My Sales | My Products | Manage Affiliates | **Promote Products** | Inbox (0)

Create A New Campaign: [My Products](#) | [As An Affiliate](#) | [From Marketplace](#) | [Widget](#)
View Campaign Stats: [My Products](#) | [As An Affiliate](#) | [From Marketplace](#) | [View Marketplace](#)

When you click Promote Products a second menu appears, you use this menu and its links to either create a new campaign or to view the statistics of any existing campaigns.

To set up a new campaign, click on the link that says "From Marketplace". You can then search the marketplace for products.

Search Marketplace

Search in **Category** **Sub Category**

Keywords:

Affiliate Marketing Guru

You can search specific categories, drill down into subcategories check the best sellers etc.

Paydotcom uses a system called APS "Affiliate Power Score" the higher the number, the more affiliates there are making sales for this product over the last 150 days.

When you hold your mouse over the APS section of a listed product you can see how much commission is being offered and how the vendor pays their affiliates.

23) Instant Sound FX 8000+ Royalty Free Sound Effects For Your Music And Multimedia Productions. \$49.99

Instantly Download Royalty Free Sound Effects And Improve Your Multimedia Productions And Marketing Presentations.

[Promote](#) | [Visit site](#) | [APS: [165.63*](#)]

From the top sellers list we have chosen to promote the Royalty Free sound effects product. The APS tells us the vendor offers 60% commission and pays via PayPal. We know the price is \$49.99 so there is a potential to earn \$29.99 less \$3 Paydotcom fee for promoting this product.

Click the Visit Site link to check out the products sales page, if you are satisfied that the product is a good match for your niche, then click the link that says promote.

You will then be taken to the affiliate page for the product. Here you can grab your affiliate tools for promoting the product. Some vendors have lots of affiliate tools you can use, and some provide nothing at all.

 **Promotion Tools for Instant Sound FX 8000+ Royalty Free Sound Effects For Your Music And Multimedia Productions.:**

Vendor: Name: [Arnold Hugo Stoltzing](#), User Name: stoltzingmediagroup
Price: \$49.99
Pays: 60.00% on Level1

If you click on the vendor name, you will be taken to a page within Paydotcom that lists all the other products that the vendor has listed with Paydotcom.

Affiliate Marketing Guru

You also get links to email the vendor should you have any questions you would like to ask about their products.

The next section of the page shows you the statistics for your affiliate link for the product.

Campaign Stats							
(Showing Favorites) Show: Favorites Hidden All							
Name		Raw Clicks	Unique Hits	Sales	Refunds	Conv.	Tool
Default Campaign for Instant Sound FX 8	Hide	0	0	0	0	0%	Default
Totals:		0	0	0	0	0%	All

Obviously there aren't any as yet, because we haven't started to promote the product, we are just setting up the campaign.

Just the link

If you want to create your own campaign with out the tools below. Here is your link. Click create campaign to track separately otherwise it will go towards your default campaign

This is the Product No. <http://paydotcom.net/r/46323/.r/26669930/> Unique Tracking ID for the link.

Your affiliate ID is automatically inserted here

Create New Campaign

The next part of the page gives you your unique link to use to promote the product. All Paydotcom links always start with <http://paydotcom.net/r/> The next set of numbers is the product Number in this case it is 46323 after that the next part will be your affiliate ID and the final set of numbers is the unique tracking ID used by Paydotcom to track who has sent the visitor to the products site.

There may be other tools that you can use to promote the product, just look at the page provided by the vendor and choose any that you would like to use. This particular vendor has provided lots of promotional materials for their affiliates to use.



They have included emails, banners, boxes, pictures of CD's and even forum signature files you can use to promote the product.

Affiliate Marketing Guru

Once you have set up your campaigns you can see all of the products you are promoting and how the campaigns are going by visiting the “view campaigns” link.

This will list all the products that you are promoting. You can then check out your statistics on how well you are doing with each individual product.

Campaign Stats							
(Showing Favorites) Show: Favorites Hidden All							
Name		Raw Clicks	Unique Hits	Sales	Refunds	Conv.	Tool
Default Campaign	Hide	114	48	1	0	2.08%	Just Link
Default Campaign	Hide	1	0	1	0	0%	Default
Totals:		115	48	2	0	4.16%	All

The stats will tell you how many clicks (Raw Clicks) your link has had. How many unique hits you have received, how many sales you have made, how many refunds have been made and how well your link has converted. From the screen shot above we can see that this particular product we are promoting has had 115 raw clicks, 48 unique clicks, has made two sales and converted at 4.16% which is good, so we will continue to promote this product as it makes money for us.

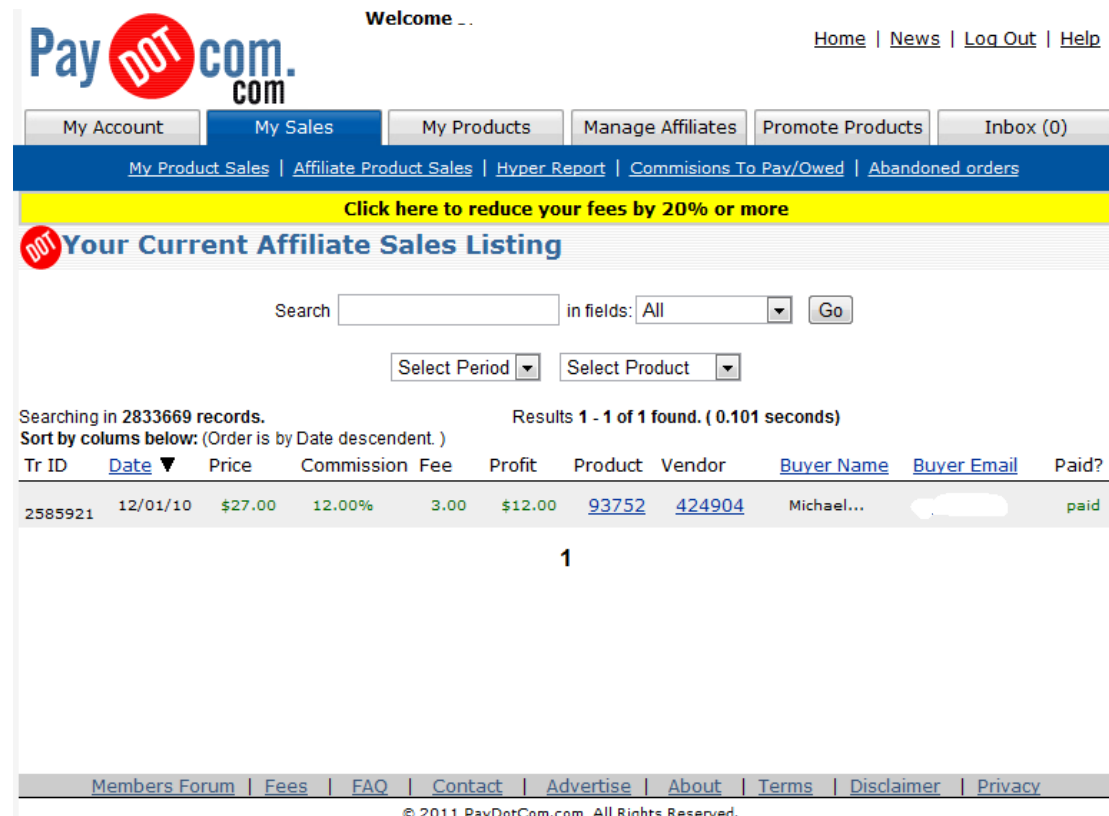
Campaign Stats							
(Showing Favorites) Show: Favorites Hidden All							
Name		Raw Clicks	Unique Hits	Sales	Refunds	Conv.	Tool
Default Campaign for	Hide	122	82	0	0	0%	Just Link
Default Campaign for	Hide	1	1	0	0	0%	Default
Totals:		123	83	0	0	0%	All

The stats for another product we are promoting show us that we have sent 123 raw clicks, 83 unique clicks and made no sales. So from this we can see that there is not really a good demand for this product and that the sales page doesn't convert very well at all. (We have removed the product name for privacy reasons)

There is no limit to how many products you can promote from the Paydotcom marketplace. If one isn't converting well, find another one that is similar and promote that one instead.

Affiliate Marketing Guru

Another useful tool available from Paydotcom is the "My Sales" link here you can see all the sales you have made through the Paydotcom system. Here is an example.



The screenshot shows the PayDotCom user interface. At the top, there's a navigation bar with links like Home, News, Log Out, and Help. Below that, a secondary navigation bar contains buttons for My Account, My Sales (which is highlighted), My Products, Manage Affiliates, Promote Products, and Inbox (0). A blue banner below the navigation bar lists various report types: My Product Sales, Affiliate Product Sales, Hyper Report, Commissions To Pay/Owed, and Abandoned orders. A yellow banner below that says "Click here to reduce your fees by 20% or more". The main heading is "Your Current Affiliate Sales Listing". Below this, there's a search bar with a "Go" button and dropdowns for "in fields:" (set to All) and "Select Period". There are also dropdowns for "Select Product". The search results show "Searching in 2833669 records. Results 1 - 1 of 1 found. (0.101 seconds)". The table below has columns: Tr ID, Date, Price, Commission Fee, Profit, Product, Vendor, Buyer Name, Buyer Email, and Paid?. The first row shows a sale with Tr ID 2585921, Date 12/01/10, Price \$27.00, Commission Fee 12.00%, Profit \$12.00, Product 93752, Vendor 424904, Buyer Name Michael..., and Paid? paid. A page number "1" is centered below the table. At the bottom, there's a footer with links to Members Forum, Fees, FAQ, Contact, Advertise, About, Terms, Disclaimer, and Privacy, and a copyright notice for 2011 PayDotCom.com.

Tr ID	Date	Price	Commission Fee	Profit	Product	Vendor	Buyer Name	Buyer Email	Paid?
2585921	12/01/10	\$27.00	12.00%	\$12.00	93752	424904	Michael...		paid

We can see how many sales have been generated by our affiliate links. What date the sale was made, how much the product was, the commission is listed as 12% this is an error in the system as commission for this product is 50% and the commission earned was \$12 which is correctly listed in the Profit column. When the commission has been paid by the vendor it is shown as having been paid in the end column.

Because Paydotcom uses the same dashboard for vendors as it does for affiliates, it can be a little confusing, however, the more you use the dashboard, the more you will understand which parts are only applicable to you as an affiliate.

Affiliate Marketing Guru

[Sign up and create your account now.](#)



Clickbank is the oldest and largest digital marketplace. Founded in 1998, Clickbank is a secure online retail outlet for more than 50,000 digital products and makes over 35,000 transactions a day.

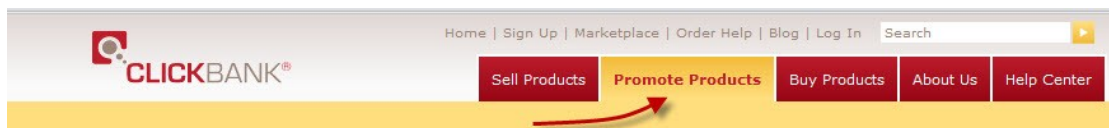
People from over 200 countries can purchase from Clickbank, and there are over 100.000 active affiliates promoting Clickbank products.

Anyone can sign up as a Clickbank affiliate it is completely free to do so. Once you have signed up you are then free to promote any product that is listed in their marketplace.

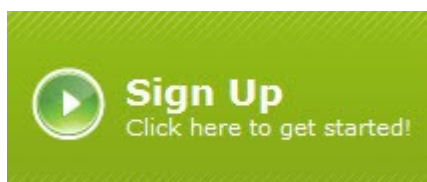
Clickbank works completely differently to all the other affiliate programs mentioned previously. Clickbank takes control of all payments to affiliates, you are not dependant upon the vendor, if you make a sale through the Clickbank marketplace, and Clickbank pays you directly. There are one or two restrictions on you getting paid, but we will cover that a little later in the book.

How to sign up to Clickbank

First let's go and create our **free** affiliate account.



Click on the picture above to access Clickbank, then click on the promote products link on the menu. This will take you to the signup page for affiliates. Click the green button that says Sign Up.



This will take you to the sign up form where you can register your details with their program.

Affiliate Marketing Guru

Whilst the form is very straightforward and easy to complete, we would stress the importance of choosing your affiliate ID this is known as your nickname and this cannot be changed once your account has been opened.

Select an account nickname for your new account

Account Nickname ≠ (5-10 letters & digits):*

Check here to receive targeted, account specific promotions from ClickBank via email:

☐

≠ the account nickname you choose will be the "ClickBank ID" for your account. It will be visible to the customer every time we sell one of your products, and will appear on the memo line when we send you a check. Keep in mind that the account nickname cannot be changed once your account has been opened.

Your nickname has to be between 5 and 10 letters and digits. Clickbank always pays commissions by check for a minimum of two payments, so ensure that the details you submit on the form are correct. Once you have completed the form read the terms and conditions and check the box and submit the form.

☒ **I have read and agree to the terms and conditions.**

Submit

If someone has already chosen the same nickname as you chose, you will receive a warning like this one.

The following errors occurred while processing your account signup:

- Sorry, that account nickname is not available. Please choose another one.

Scroll down the form to the nickname box and choose another one. The next page you will see is this one. Go to your email account and find the email from Clickbank, click the link to finish registering your account.

Signup Not Yet Complete

English ▼

A signup completion link and 8 digit "confirmation code" have been emailed to you.

Please check your email and **click the link** to complete the process.

NOTE: If you do not receive our email within five minutes, it is because either your email program or your email provider has filtered it out as possible spam. You should take steps now to correct that problem.

Affiliate Marketing Guru

The email will come from **notify@clickbank.com** when you open it, you will see a confirmation code and a link copy the confirmation code and click the link. Input your code into the first box.

English ▼

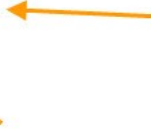

Enter Your Confirmation Code

Enter or paste the eight digit confirmation code from the email into the box below. Then enter the text shown in the image and click finish.

Confirmation Code from your email:*

Please enter the text from the image below:*

Finish



Once done, click the finish button.

English ▼

ClickBank Signup Complete

Congratulations, your new account has been created.
Please memorize the information below, or print this page.

Account nickname: [Nickname](#)
Account password: [password](#)

Keep in mind that anyone who knows your password can access and make changes to your account. We strongly advise that you do not share your password with anyone. Click [here](#) to continue.

Communication Emails
We have a subscriber-based email program, which allows you to choose what communications you receive. Example communications include our helpful monthly newsletter. Click [here](#) to subscribe.



The next screen will confirm your account has been opened and confirms your nickname, your password and link to log into your account. Once you click the link you will be taken to the log in screen.

Log In

When you log in you agree to the terms stated in the [ClickBank Client Contract](#).

Nickname (Username):*

Password:*

[Forgot your password?](#)

Log In Reset

* Required

Simply fill in your nickname and the password that was allocated to you. Once you have logged in for the first time, you can change the password to something more memorable if you'd like to.

Let's take a look at the inside of your new Clickbank account.

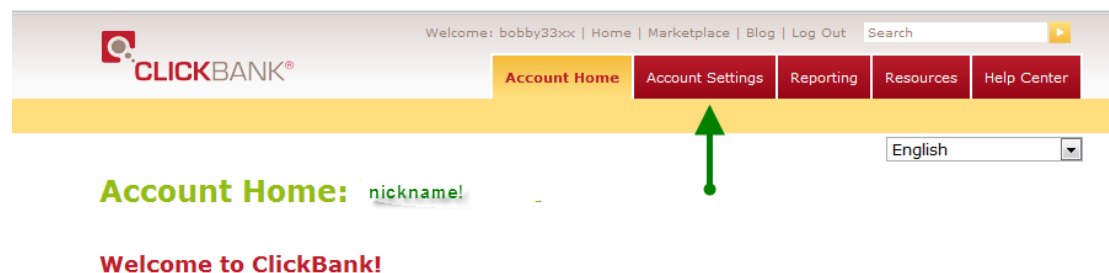
Affiliate Marketing Guru

The welcome screen when you log in shows a snapshot of your current sales, weekly, and daily. As you have just opened this account, all the figures will be set at zero.

Current ClickBank time: 03:47:47
Current ClickBank date: 2011-05-06
Date account opened: 2011-05-06
Start of this pay period: 2011-04-27
Start of next pay period: 2011-05-11

At the very bottom of the page Clickbank lists account and payment information. As you can see, we have created this account in the middle of a pay period. Clickbank has a fortnightly payment period.

The next thing to do is to provide Clickbank with your payment details. Click on the account Settings button.



From the account settings page, you can change your password, your email address, your physical address should you move house, the only thing you cannot change is your nickname. Scroll down to the section that says payment details.



Select the payment threshold you would like, this can be anything from \$10.00 up to \$1,000,000.00 your only option with a new account is to be paid by check, and Clickbank will not allow direct deposit until you have received 2 payments by check. Clickbank charges \$2.50 per payment period this is deducted from your commission payments.

Affiliate Marketing Guru

The downside to Clickbank is that before you get paid any commissions for sales allocated to you, you have to meet their

Customer Distribution Requirement policy.

ClickBank will withhold payment of any account balance until the following criteria is met:

- Sales made with 5 or more different credit card numbers; and,
- Sales made with two different payment methods (either Visa, MasterCard, PayPal or European Direct Debit(ELV)). Note: PayPal purchases do not count toward the minimum 5 different credit card numbers.

This requirement is in place to help prevent Affiliates from abusing the ClickBank Affiliate program by using their accounts for the sole purpose of fraudulently collecting rebates and/or discounts on their own purchases.

Once you have met the Customer Distribution Requirement, your account will begin issuing payments normally, in accordance with our Accounting Policy, beginning on the next payment issuing date.

There are no exceptions, you have to meet the CDR or you will never get paid. However, the good news is, lots of affiliates do get paid regularly and some get paid huge amounts too.

Clickbank has lots of helpful guides you can refer to should you get stuck on anything.

Choosing a Product To Promote.

There are literally thousands of products to promote from the Clickbank marketplace.

There are over 23 different categories to choose from and each of these categories can be drilled down to smaller sub categories.

Just as Paydotcom gives information on affiliate sales APS, Clickbank uses a similar system which they call Gravity.

When you are searching their marketplace for products to promote, you can use different search criteria, such as Popularity, rebilling products, how much is made per sale and gravity.

Affiliate Marketing Guru

Clickbank has lots of tools and helpful explanations on its site.

Since these statistics are unique to ClickBank, it's important to know what they mean and how they can help you decide which products to promote. If you forgot what these mean, you can click Stats under any listing to return here.

Initial \$/sale: This is the average amount that an affiliate earns for each sale of this product. One-time upsell purchases are also considered initial sales. This number takes into account refunds, chargebacks, and sales tax. Since vendors may offer products with different prices and commissions, the amount you earn on any given sale may not match this number exactly.

Avg Rebill Total: This number is only shown if the vendor offers recurring billing products (e.g., products like memberships and subscriptions that regularly bill customers over time). This number shows the average amount an affiliate makes on all of the rebilled sales. Note that this number doesn't include the initial sale amount.

Avg \$/sale: For one-time purchases, this number is the same as Initial \$/sale. If the vendor offers recurring billing products, it equals the average total of the initial sale plus all rebills, divided by the number of initial sales. To put it simply, for every new purchase of this product, this amount is the average you'd make in total over the life of a new customer. However, this is just an average; this amount is not guaranteed.

Avg %/sale: This number shows the average commission rate earned for all sales of a vendor's products, including one-time purchases, rebills, and upsell purchases. Since vendors can offer different commission rates for different types of products, this number may not exactly match the commission rate you earn on any given sale.

Avg %/rebill: This number is only shown if the vendor offers recurring billing products, and shows the average commission rate earned only on rebills.

Grav: Short for GRAVITY™ performance statistic, this number represents a unique calculation by ClickBank that takes into account the number of different affiliates who earned a commission by promoting this product over the past 12 weeks. Since more recent transactions are given a higher value, this number can give you an idea of what products are "hot" at the moment, in terms of being promoted by many affiliates and making a good number of sales. However, high gravity can also indicate that there will be a lot of competition in promoting this product.

Cat: The Marketplace category and sub-category of the site.

There is an excellent blog post that explains all these terms in detail. <http://www.clickbank.com/blog/2009/01/08/sort-your-way-to-success/>

Tools to help you choose a product to promote

Affiliate Marketing Guru

Brand new to the market is a plugin for the firefox web browser it is called [cbsurge](http://www.cbsurge.com/download/clickbank-firefox-plugin) you can download this for free from the link below.

<http://www.cbsurge.com/download/clickbank-firefox-plugin>

Cbsurge helps to eliminate products from the marketplace where you would have little chance of making a sale because the competition is too great.

We will show you how it works.

Using the Category Computers / Internet sub category General we have sorted the results by Gravity and selected Low to High.

Results [Marketplace Help](#)

Displaying results 1-10 out of 41 (pg. 1 of 5)
Results per page:

Computers / Internet : General

Narrow Results by:
Product Type | Language | Billing Type

Sort results by:
 ☐ Low to High ☐ High to Low

iPad Video Lessons - Hot & Hungry New Market!
14 Million iPads sold... with No Instructions!
That's where you & I come in! Brand new product. Don't let the fresh new gravity score keep you from getting a headstart on dominating the competition! Affiliate Tools..
<http://iPadVideoLessons.com/affiliate>

Avg \$/sale
\$37.07
Promote

Stats: Initial \$/sale: **\$37.07** | Avg %/sale: **52.0%** | Grav: **23.60**
Cat: **Computers / Internet : General**

\$ Like 694

This first screen shot shows us that approximately 23 sales have been made in the last 12 weeks, using cbsurge we get a different picture. Notice the addition of the number in RED.

iPad Video Lessons - Hot & Hungry New Market!
14 Million iPads sold... with No Instructions!
That's where you & I come in! Brand new product. Don't let the fresh new gravity score keep you from getting a headstart on dominating the competition! Affiliate Tools..
<http://iPadVideoLessons.com/affiliate>

85.00
Avg \$/sale
\$37.07
Promote

Stats: Initial \$/sale: **\$37.07** | Avg %/sale: **52.0%** | Grav: **23.60**
Cat: **Computers / Internet : General**

\$ Like 694

Cbsurge analyses how many searches there are for the keyword ipad tutorial and instantly lets you know that it is not worth your time promoting this product as there are not enough people

Affiliate Marketing Guru

searching for information on the topic. It also gives you information on the sites Alexa Ranking, whether there is an opt in form or an exit pop up on the site and a link to Google's tools to check keywords and analytics.

Keyword Tool	Manual Check	Analytics
Alexa Ranking	188,873	
Opt-in Form	Not Found	
Exit Popup	Not Found	
Embedded Video	Not Found	

We inputted the term ipad video lessons. Google informed us there were only 73 global monthly searches and less than 10 local searches. It is clear the demand for this product is not great.

Keyword ideas			
Keyword	Competition	Global Monthly Searches ?	Local Monthly Searches ?
☆ ipad video lessons		73	< 10

[Cbsurge](#) can save you a lot of time being wasted promoting products that won't convert for you.

<http://www.cb-analytics.com> is a site you can use to obtain statistics in more depth than Clickbank provides.

<http://www.cbengine.com> is another free site where you can search the top Clickbank Marketplace products. Cbengine offers a free sign up to their newsletter where twice a week, they will notify you of changes to the Clickbank marketplace.

Whilst the latter two resources work outside of Clickbank, Cbsurge is the only plugin you can use directly within your Clickbank account. You can pick up a basic free copy from this link <http://www.cbsurge.com/download/clickbank-firefox-plugin>

Recurring Billing as opposed to one off sales.

It is said that on average people who join membership sites stay for a minimum of 4 months. Some stay longer, some stay less, but on average if you promote recurring billing products you have the potential to earn more than one commission payment.

Let's take a look at one or two that might be suitable for us to promote. We have selected this one by Charles Kirkland.

First of all we will check out the sales page to be certain that we want to be associated with this product.

1. The vendor may have added an opt in form to capture the visitors, this sometimes means that you as the referring affiliate do not get credited for a sale later on down the line. Not all vendors do this but some most certainly do.

Affiliate Marketing Guru

2. The sales page may contain information that you doubt. For example screen shots of earnings which are obviously not applicable to the product they are marketing. Although it has to be noted that Clickbank are now cracking down on this kind of devious practice.
3. The sales page may be horrible and not do justice to the product being sold.
4. The sales page may not even have a purchase button on it.
5. The purchase button on the page may not even go to Clickbank – it is not unknown for some vendors to promote through Clickbank and take payments via another processor. By doing this they are stealing your affiliate commissions.
6. The sales page may only contain a video, no sales letter at all this forces the visitor to have to watch the video to learn about the product. Not everyone can do this. They may be surfing at work or be short on time.

When we check out the page for the product we had previously selected we can see that the landing page has an opt in form, however there is a link to go to the next page so we will click on that.

On the next page doh!

There is only a video and its 13 minutes long. When we click the order link, there is another page asking for our name and email address, no order form in sight, the vendor is forcing the visitor to subscribe to their mailing list. OK we'll subscribe just to checkout the order process.

Affiliate Marketing Guru

On the order form it states one off payment and shows the Clickbank order form.

The recurring payments come from the back end sales once the initial purchase has been made.

So on the whole, we decide that we will promote this product, but have reservations as to how well the video only sales page does convert.

Let's go and get our affiliate link.

How to create your ClickBank Affiliate Link

- Log into your Clickbank account
- Select the product from the marketplace



- Click on the promote button

Affiliate Program: Promote Products for 'KIRKLAND2' Close

English

You can earn 75% for each paying customer you refer to this product. For details please enter your account nickname and tracking ID (if you have one):

Account Nickname:

Tracking ID (Optional):

Create

- No account nickname? Click [HERE](#) to sign up first. It's free!
- Fill in your nickname and any tracking words you would like to use.
- Click the create button
- Copy the links to notepad

Affiliate Marketing Guru

Affiliate Program: HopLink for 'KIRKLAND2'

Close

English


ClickBank pays you 75% when you sell KIRKLAND2's product. To refer a customer send them to this domain name:

<http://466c0cvv9tlhy67nis6pfno8s.hop.clickbank.net/?tid=KIRK>

Copy the following HopLink HTML code and add it to your web page:

[Click Here](http://466c0cvv9tlhy67nis6pfno8s.hop.clickbank.net/?tid=KIRK)

WARNING: Due to the possibility of transcription errors, we recommend copying the HopLink from this page instead of typing it manually. To copy the HopLink, click on the text of the HopLink and either right click and select copy or hit Ctrl-C.



What is this?

Small Save

This HopLink has been encrypted by HopLink Shield. It represents an encrypted version of the traditional HopLink format of <http://affiliate.vendor.hop.clickbank.net>.

Close Window

•

Clickbank now automatically shields your affiliate links for you. Unfortunately though, they still show that they are affiliate links. The links you are given can be used in various ways. The plain text link is for emails and the "a href" link for your websites or blogs, and when you copy and paste it to your site or blog all the visitor sees initially is the words. [Click Here](#)

Whilst the hoplink shield hides your affiliate name it does not stop people knowing that this is an affiliate link. Some people will not purchase through affiliate links as they believe (wrongly of course) that the affiliate is stealing sales from the vendor.

Under the new FTC regulations you have to declare that you may earn a commission for promoting a product, but you don't have to show the full ugly affiliate link.

So just how can we disguise our affiliate links? There are lots of ways some can be done for free whilst others are paid programs.

One of the dangers of using a free online service is that should that website disappear, your links will stop working and you will lose the sales.

Affiliate Marketing Guru

Popular Link Cloaking Methods

On Line services

<http://bit.ly.com>

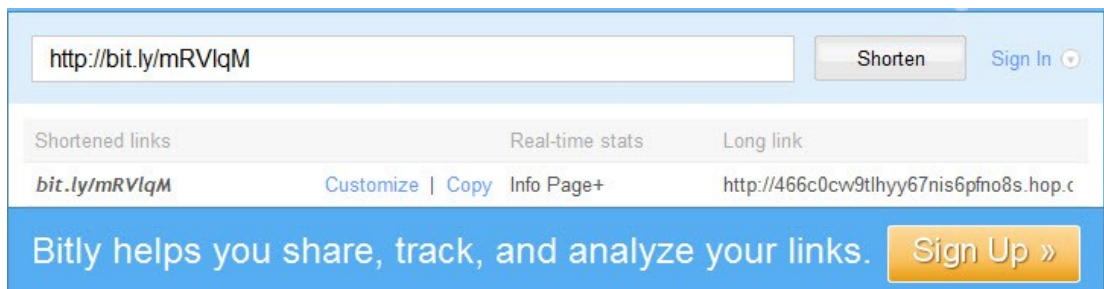
Bit.ly is simple and easy to use. A recent addition to their portfolio is optional extensions add on for Chrome browser.

You can sign up for an account if you want to use their tracking service or you can just simply use the tool on the front page of their website.

Here is our affiliate link from Clickbank

<http://466c0cvv9tlhy67nis6pfno8s.hop.clickbank.net/?tid=KIRK>

Here it is shortened by bit.ly.



<http://bit.ly/ltuMFB>

Always test that the link is working click on it and follow the process through to the Clickbank order page. Scroll to the bottom of the order page and check that the sale is going to be credited to you as the affiliate.

This is what you should see at the bottom of the order page.

[affiliate = nickname.kirk]

If your affiliate name and tracking ID is not showing, then there is something wrong with the link. Go back to bit.ly and try again.

Affiliate Marketing Guru

If you create an account at bit.ly you can always see your links and see how many times they have been clicked on in real time too.

bit.ly/ltuMFB

Charles Kirkland - How to create passive income using just the internet!

1 Clicks
This bit.ly link bit.ly/ltuMFB was added by j. . 7

2 Clicks
All clicks on the aggregate bit.ly link bit.ly/mRVlqM | [Info Page+](#)

Long Link: <http://466c0cw9tlhyy67nis6pfno8s.hop.clickbank.net/?tid=KIRK>
Conversations: Tweets **0**, Shares **0**, Likes **0**, Comments **0**; Comments on Pa

Another online link cloaking service is <http://tinyurl.com>

Enter a long URL to make tiny:

Custom alias (optional):

<http://tinyurl.com/>

May contain letters, numbers, and dashes.

Tiny URL works very much the same as bit.ly.com

You simply enter your long URL into the box and as the button says. Make TinyURL. Tiny URL does not offer any kind of link tracking or statistics it is just a service you can use to hide the fact that you are using an affiliate link.

There are of course lots of other free or link cloaking scripts online too.

If you do decide to use a program to hide your affiliate links in any way; make sure that you have an earnings disclaimer on your site that complies with the requirements of your Country and if necessary the FTC.

Affiliate Marketing Guru

Link Cloaking for Bloggers

The most widely used free plug in for cloaking affiliate links on blogs is the “pretty links” plug in. The basic version is free and can be downloaded from the following link.

<http://wordpress.org/extend/plugins/pretty-link/>

Gocodes is another widely used plug in you can download it directly from wordpress.

<http://wordpress.org/extend/plugins/gocodes/>

Cookiefire is again free however it is not listed in the repository at wordpress and you have to give your email address to receive the download. It is worth the exchange though. This one is a little bit more than a link cloaker though, so use it wisely.

<http://www.cookiefire.com>

123Linkit is described as an affiliate marketing tool again it’s a plug in that you can download directly from wordpress.

<http://wordpress.org/extend/plugins/123linkit-affiliate-marketing-tool/>

This plug in is for Clickbank only Easy ClickBank whilst we have not used this plug in ourselves, it looks like a really handy plug in.

<http://wordpress.org/extend/plugins/easy-clickbank/>

There are lots of plug ins available for specific programs like Amazon, Clickbank, RapBank, Paydotcom, etc.

And there are of course, lots of paid plug-ins that you can choose from if you only use wordpress. Here is a paid one worth taking a look at. [Wordpress redirect bot](#)

Affiliate Marketing Guru

Self hosted link cloaking programs

One of the more robust self hosted link cloaking programs is [Affiliate Link Bomber](#). With affiliate link bomber you can track all your affiliate links through one single domain installation.

<http://www.moreinfoclick.com/products/AffiliateLinkBomber>

Affiliate link bomber will work on html and PHP websites as well as through a wordpress blog post.

This program comes complete with its own tracking statistics and has so many features you can use to ensure that your affiliate links are tracked correctly. The cost is \$27 however this really is a small price to pay to protect your future income.

There are lots of link cloaking programs that you can purchase and use on your own site just take a look at which option suits you best.

Renting a Link Cloaker

Another option is that you could rent a link cloaking service. Maybe you just don't want to use bit.ly or tinyurl, maybe you don't have a blog, and installing a script frightens you to death, well, there is another option – Rent a Link Cloaker – again there are lots to choose from, and if we had to recommend one that is great value for money it would hands down be [Linktracker](#).

Link tracker is suitable for your own hosted site and they have a plug in for use on your blogs.

[Linktracker](#) works on a subscription basis, so you only pay for what you use. There are no set-up charges, installation costs or hidden fees at all. Just sign up for a free account and take it from there.

Affiliate Marketing Guru

Why all this talk about linking cloaking and tracking?

Whilst this subject really is a whole e-book on its own, it is important for you to realise that cloaking your links and tracking your clicks is important.

You seriously don't want to be wasting your time promoting something that isn't converting into sales. You need to know how many times a link has been clicked and how many clicks it takes to make a sale of the products you are promoting.



Analysing your statistics is important. Your time is not free, it needs to be paid for and promoting something that doesn't pay back means you are wasting your time.

All the big name affiliates use their own preferred systems, but we will guarantee you none of them **ever** use un-cloaked links.

For example: here is a link from Ewan Chia who describes himself as "The Worlds #1 Super Affiliate"

Here's how to claim your bonus....

STEP #1 - Sign up for AffiliateDotCom now
(clear your cookies first):

==> http://www.sendtolink.com/go/go.php?c=a_c

Ewan is promoting

AffiliateDotCom his affiliate

link is running through a

script hosted on a site called sendtolink.com which is a site **he** has hosted on his own server.

The **absolute horror** is that he is asking everyone to clear their cookies to ensure he gets the sale. Good for him, but bad for you because if the receiver has a cookie from you for any product you are promoting, guess what, it's gone and so has your prospect of that sale in the future.

Affiliate Marketing Guru

A lot of top name marketers also use their email auto responder service to track their links; you've seen those kinds of links we're sure.

Here is a typical Aweber email tracking link.

<http://clicks.aweber.com/y/ct/?l=EZnOZ&m=Jw1Esow8WiTbzJ&b=KudHFAOt86N6rwctiCr.>

Take a look at your inbox; go through all the promotional mailings, check out what the links look like. Anyone, who is serious about affiliate marketing, will not be sending out raw affiliate links.

We guarantee you that they will be using their own dedicated website and script or they will be using the tools for tracking and testing provided by their auto responder service.

All of the big auto responder service providers allow you to cloak your affiliate links in your emails to your subscribers. They all provide details statistics on click through and open rates.

Serious affiliate marketers test and track everything.



Testing and tracking gives them vital information they need to be able to see if a product is worth promoting or not. If you are not using any kind of tracking system – you seriously need to get one in place now.

Affiliate Marketing Guru

Promoting Your Product Links

The easiest and most common practice used by the top guns for promoting their product links is simply to email a broadcast message out to their mailing list subscribers.

Your chosen product may have sample emails you can use. Take a look at the affiliate pages provided by the vendor of the product you are promoting.

The secret is not to just copy and paste the email, make a few changes to it, make it personal from you to your subscribers. When you find a vendor has supplied email copy for you to use, simply copy and paste it and amend it to suit your subscribers.

For example – [Cbsurge](#) has some great email swipes provided for their affiliates to use. As do many other vendors too.

To promote the product we simply just have to open up our auto responder program and add their provided swipe to our broadcast message list. Obviously this would be for our Internet Marketing subscribers list. Here is a sample of the email they provide.

Hey {fname},

One of the biggest affiliate marketing tips I give you is to promote Clickbank products.

When I tell you to do this, I ask you to browse popular products and promote using "optimized product name keywords"

Affiliate Marketing Guru

in google and getting good traffic...

But the problem I've seen is that
EVERYONE is doing this and the
"popular-selling" products have very
high competition and Clickbank does
not give YOU enough stats...

So over the past year, my friends have
created an AMAZING firefox plugin tool
that tells you EXACTLY what CB products
to promote via SEO, without the research.

And I want to offer you a chance to go try it
out FREE of charge, just sign up download
and start using it!

Simply click the link below and watch this video demo
and grab your FREE copy NOW!

<http://www.cbsurge.com/download/clickbank-firefox-plugin>

Talk Soon!

We would alter this by taking some parts out and adding a support
statement for the product. So the broadcast message that we would
send will end up looking something like this.

Hey [fname],

One of the biggest affiliate marketing
tips I give you is to promote Clickbank
products.

Affiliate Marketing Guru

But the problem I've seen is that the "popular-selling" products have very high competition and Clickbank does not give YOU enough stats...

So over the past year, my friends Matt and Brad Have created an AMAZING firefox plugin tool that tells you EXACTLY what CB products to promote via SEO, without having to spend hours doing the research.

And I want to offer you a chance to go try it out FREE of charge, just sign up download and start using it!

I use this plug-in every single day, in fact, I don't know how I managed without it. I can instantly see what products are good to go!

Simply click the link below and watch this video demo and grab your FREE copy NOW!

<http://www.cbsurge.com/download/clickbank-firefox-plugin>

Talk Soon!

The difference between the two is that we have given proof to the readers that we have first hand knowledge of the product. We are not just promoting for promotion sake, we are endorsing the product. The aim is to encourage your reader to go and check out the product. So give them a reason to do so.

Affiliate Marketing Guru

OK, so not everyone has a mailing list of subscribers, so how else can you promote other peoples products?

If you have a website and are selling a product, or giving away a free report you can add affiliate promotions to your download pages. A lot of marketers do this. They thank you for your purchase and promote a closely related product on the download page. There are even software programs that will automate this process.

[Bonus Manager Software](#)

We are sure you have seen this many times. The thank you page starts off with the product or free report links like this,

Thank You for Your Business!

You Can Download Your Items Below

And then you get something like this.....

HIGHLY RECOMMENDED PRODUCTS:

And the vendor will list a few additional products on the page. These are not necessarily their products in fact most times they are products they are promoting as an affiliate.

Get inventive with where you place your links, don't neglect areas of your site – add them to your 404 pages too.

To easily automate your offers use [Bonus Manager Software](#)

Affiliate Marketing Guru

One of the most popular methods used by affiliates to promote products is to set up a self hosted wordpress blog. Some themes have been specifically designed just for this.



There are even a few nice free templates listed in the wordpress theme directory too. Look for one that best suits your needs.

A superb theme we would recommend you check out is the [Eazytheme](#)

Using a blog to promote products as an affiliate is really easy, because there are so many plug ins and specially designed themes available for you to use.

Affiliates have been using blogs to promote products on the internet for the last 10 years; some of them have become millionaires in the process.

Don't make your blog one big advertising board with flashing banners, rotating ads and lots of flashy things. Create a blog that is informative, reflects your style and personality. Create a blog that people want to read and will keep coming back to.

Affiliate Marketing Guru

Another method used to promote products as an affiliate is article marketing. There are a lot of article sites out there that you can submit your well written informative articles to.

You simply write the article, promoting the product, and in the signature box you can include your URL.

Once people have read your article and want more information, they will click your url link and visit your site.

The better quality the article, the more chance you have of it being accepted and published. One of the biggest article directories is Ezinearticles.com here are their guidelines regarding affiliate links in articles.

Editorial Guidelines: (AFFILIATE PROGRAMS):

Affiliate links will be allowed if the link is a domain name you own which forward/redirects to the affiliate link from the top-level of the domain name. For example, it is permissible to forward to an affiliate link from:

<http://your-company-name.com/>

...but it would not be permissible to forward to an affiliate link from:

<http://your-company-name.com/page.html>

<http://your-company-name.com/subdirectory/>

<http://your-company-name.com/subdirectory/page.html>

<http://sub-domain.your-company-name.com/>

Any article with an affiliate link that does not adhere to this guideline will cause the article to be rejected.

Take the time to read the rules of any article directory you intend to submit your work to. It will save you a lot of frustration and wasted time. Article marketing benefits your site in two ways, by bringing in additional traffic and add back links to your site.

Affiliate Marketing Guru

Some Final Tips

- Purchase or ask for a review copy of the products you are going to promote.
- Don't try and compete with the super affiliates
- High gravity products are not always the best to promote
- Recurring income products provide more commission
- Amazon cookies only last for 24 hours
- Paydotcom takes fees out of your commissions
- 100% commission payments are not always the best
- Promote products from a vendor who gives you commission on all sales not just one.
- Sign up for the launch lists such as www.jvnotify.com or <http://newproductlaunch.launchboards.com/>
- Build an email list of subscribers to promote products to.
- Always check your affiliate links are crediting you for the sale.
- Use software to track your links.
- Use a bonus manager to add products to your download pages and make extra sales.
- Create an informative blog to promote products from.
- Write articles to promote your site and your offers
- Keep looking out for networks to join new ones are appearing all the time.
- Make sure that you comply with the laws of your country.
Most countries will require that you state that you may make a commission if your visitor clicks and buys from your links.



Keep testing and tracking – and Make Money!