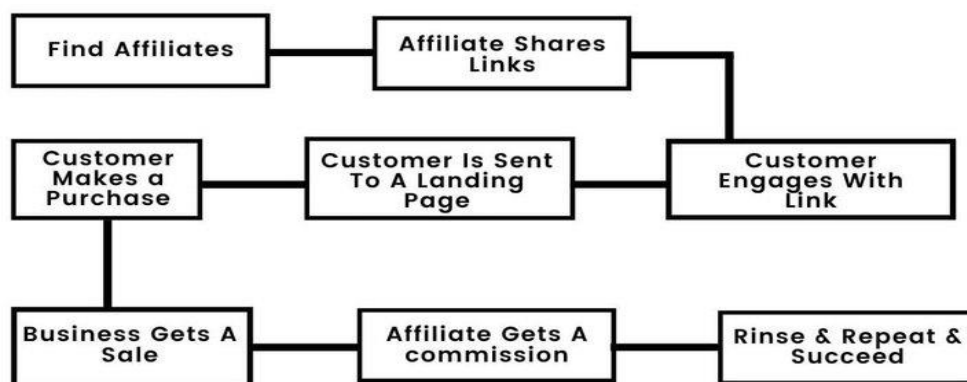


AFFILIATE MARKETING

IMPORTANT TO PAUSE, & READ THIS PDF FIRST



Here, we pause, and take a look at both the **ADVANTAGES**, and **DISADVANTAGES**, of Affiliate Marketing - with a view to correctly "informing" viewers in their decision process ...



1)- Lucrative & Growing Industry (Affiliate Marketing has experienced incredible growth in recent years ... and especially during the Pandemic. Interest in the Affiliate Marketing sector rose more than **264%** between 2021 and 2023 alone).

2)- Simple to Start & Manage (there are practically no barriers to joining - all you really need is access to electricity, and an Internet connection ... and you can operate it privately, part time, from your own home ... yet potentially, have access to a 'global' marketplace).

3)- Low Cost & Easy Entry (compared to most other business ventures, there's little to no risk [and there's no cost to join]. You don't need access to a huge capital sum / a building / store [as in eCommerce] ... you don't need to buy, develop or manufacture a product, or need any credit checks, or financing).

4)- No Expertise Required (at least, not 'immediately'. This is a field where "practice makes perfect". You are totally free to choose - "what CAMPAIGNS" to test [BLOG, etc] - and "what TRAINING" to find [to become better at your trade]).

5)- 'Supplemental' Income (you aren't required to quit your job, if you don't want to. Instead, this can be a "side hustle", initially - with the possibility of it becoming "full time", producing multiple revenue streams [some, even being "passive" incomes]. You could also have the chance to promote "complementary" products - to expand your earnings).

6)- Independence. Flexibility. Convenience (you work when you want to - where you want to - if you want to - on a flexible schedule, and environment - of your own choosing. You also don't need to worry about any after-sales "customer concerns" or "client inquiries" - you just [conveniently] pass those on to the merchant's own Customer Support Team. Your only focus is to connect the customers - to the merchants).

7)- No 'Marketing Kit' Needed (vendors and merchants, most of the time, will provide you with any and all marketing materials you'll ever need. Also, no need to come up with 'any other promotional materials' ... you can just get right to it, and start earning commissions. You can introduce "new products" to your current audience - and also build campaigns for "additional products" - all, while your existing job continues).

8)- Limitless Marketing Techniques and Strategies (there are a myriad of "zero cost" ways to "market" your chosen Affiliate programs. You can promote them on a Blog - create Online courses [and then recommend the product to your students] - use eMails - try Social Media - create a Website [using a website builder dedicated to your Affiliate product & installing the best plugins for "Digital Marketing"] - or YouTube videos -or Podcasts - and many more).

(9)- No "Recruiting" (unlike those "MLM-Network Marketing" deals - where everybody is running around trying to "recruit" their family & friends & neighbors into their "downlines" [to get paid on "multi levels"] - there's "none" of that in Affiliate Marketing).



(1) Lack of TRAINING (although Affiliate Marketing "is" a simple concept - beginners DO need some "basic education" - and from a reputable source - in order to "maximize" their returns. Your real success will, in large part, be built on your own integrity, and on your respectfulness, in gaining consumer "trust". And do not be "fooled" by the "tons" of cowboys & cowgirls out there, yelling at you, on Facebook, that you can "easily make millions" - in just 90-Days - from buying their [now famous] Book / eBook / Course / eCourse / Program. The fact is - you will need to acquire the 'correct' knowledge (product selections / design of websites / lists / marketing. **The LACK of TRAINING has been the biggest single cause of FAILURE for newbies in Affiliate Marketing!!**

(2) Requires Patience (Affiliate Marketing is not a "get-rich-quick" scheme. It requires 'some' TIME and PATIENCE to grow a trusting audience, and to gain some influence. You'll want to "test" different channels, to see which will connect best with your audience. And it takes effort, and dedication, to stand out from the crowd).

(3) Some Research Needed (determine the "most relevant, and credible" products for you to promote - and that YOU personally have a passion for [or at least, a strong interest in]. Here are some great "niches" for consideration [listed 'randomly']: Health & Wellness / Financial Freedom / Technology / Fashion & Beauty / Lifestyle / Hobbies / Pet Care / Travel / Education / Gaming / Home Decore / Recipes / Gardening / Sports / Charities / Vegan & Vegetarian / Music / Toys / Photography / Home Security / Dating / Art / Insurance / Web Design & Hosting / Mortgages / Credit Cards / Personal Finance / Movies / Toys - and many more).

(4) **Promotion Exercises** (you may need to spend time - blogging - publishing free content on social media - hosting virtual events, and doing other "lead-generating activities" on your marketing channels - to get a picture of what's best for you).

(5) **'Commission' Based** (there's no boss providing you a "weekly / monthly paycheck", as an Affiliate Marketer [as with a job / career]. Affiliate programs work on a "commission" basis - which means a "fluctuating income" - whether you're paid by lead, or click, or sale - and companies use a "temporary browser cookie" to track people's actions from your content. When a desired action is taken by someone, you receive the payout).

(6) **No Control** (Affiliates must "obey the rules" as set by a company, for their program. You need to "follow their guidelines" for what you say, and how you present, their product or service. Competitors must do the same, so you have to "get creative" to differentiate yourself).

A program that may look appealing at times, later can become less and less attractive, but you won't be able to adjust the terms yourself - all you can do is to communicate the need for adjustments - then wait for the merchant to implement changes. also, highly talented Affiliate Marketers - from the same niche as you - can bring "fierce competition" - which is an obvious danger to "you". However, this shouldn't scare you. Remember that the obligatory factors of success are hard work, and persistence).

(7) **The [3] Main Challenges** - First, it's finding the "right Affiliate Program to join" [there are a "lot" - with Amazon Associates being the largest] (some of the best are: LeadPages - ConvertKit - JVZoo - Semrush - Fiverr - ClickFunnels - Elementor - Constant Contact - JVZoo - Teachable - Bluehost - NordVPN - Calendly - Wordable - Loom - AWeber - Awin - ClickBank - ShareASale - CJ Affiliate - AffiliaXe - GiddyUp - Impact - ShareASale - PartnerStack - Rakuten Marketing - Avanghate - FlexOffers - Walmart - eBay - and many more. Each of these has its own Pros & Cons. You can easily check any [or all] of these out, Online, to see which is best).

- Second, it's finding the "best ways to generate consistent traffic to their sites" - while building a large, and engaged, audience. (without traffic, an Affiliate site will not make any money. There are many ways ... Paid Traffic [the fastest] / BLOG Posts / SEO [Search Engine Optimization] / eMail List / YouTube videos / Twitter / TikTok / Social Media / Giveaways & Promotions / Product Reviews / Guest Posting / Instagram / Snapchat / Q&A Websites & Forums / Pinterest / Reddit ... with BLOGS being one of the 'best').

- Third, is "generating sales" - being the "ultimate" goal of all Affiliate Marketers. (there are many factors that contribute to whether or not a sale is made, including - the quality of the Affiliate's site - the traffic it generates - the merchant's sales copy - the Affiliate's efforts -etc).

(8) **Hijacking** (it "is" possible for your Affiliate link to be "hacked" by fraudsters. Although this seldom occurs [as the vast majority of Affiliate Marketers are trustworthy] - there have been cases of hijacking Affiliate links, which means that the "crook" gets someone's commission).

AGAIN: Of all the above CONS - (#1) - is felt to be the single most important one.

EARNINGS Potential - Commissions 'could' typically range from say, (\$50) - to over (\$100) per purchase. For example - the cloud-based hosting service, Kinsta, offers up to (\$500) for every referral - plus a (10%) recurring commission - for as long as a customer 'keeps using' their services (= Residual income).



Banking services have pretty tempting commission rates as well - CIT Bank offers their Affiliates (\$100) for every new qualified lead they bring in (both of the above examples are for "digital" products / services).

On the other hand, for "physical" products - the commissions will be lower. For example, with Amazon Associates (the biggest Affiliate program out there), you can earn from say, (1%) to (10%) commission, depending on the product type.

Overall commission rates for "physical" products will vary from (1%-2%) - up to (50%), in the Health & Wellness niche.

AVERAGE Incomes - How much, on average, do Affiliate Marketers "earn" / year? PayScale estimates that the "average" income for an Affiliate Marketer is around (\$52k) per year -vs- "low-tier" Affiliate Marketers, who earn about (\$38k) per year, on average -vs- "upper tier" Affiliate Marketers, who make roughly (\$71k) per year.

Glassdoor's research into Affiliate Marketer's earnings gives higher numbers. Their "average" earnings show (\$65k) per year -vs- the "low tier" at (\$42k) per year -vs- the "upper tier" at (\$83k) per year.

ZipRecruiter's data shows "average" earnings as (\$78k) per year -vs- "low tier" at (\$47k) per year -vs- the "upper tier" incomes at (\$94k) per year.

We're only talking "overall" average incomes, in each "tier" above, for Affiliate Marketers.

The earnings of TOP Affiliate Marketers (like Pat Flynn / Finch Sells / Missy Wards) will be much higher than that - often in the **\$hundreds of thousands** (or **\$millions**) per year.

But it's important to remember that Affiliate Marketer's earnings will "fluctuate" - at least initially, until the more "stable" sources are developed - such as with ...

(EPI) EVERGREEN PASSIVE INCOME!

AND FINALLY ...



A **BLOG is one of the best ways for new Affiliate Marketers to succeed, earning a good income, by promoting products they strongly believe in [eMail Marketing + Social Media Marketing are good too -- but more on [BLOG Marketing](#)]:**

What IS a Blog, anyway? - It is a type of Website that has its primary focus on 'written content' - also known as Blog Posts - and you can start a successful Blog on just about any topic imaginable.

Bloggers often write from a "personal perspective", that allows them to connect directly with their readers. In addition, most Blogs also have a "comments" section that visitors can use to correspond with the Blogger (by "interacting" with your visitors, in the comments section, you simply "further the connection" between yourself [the Blogger] and the reader).



This "direct connection" to the reader is one of the main benefits of starting a BLOG, as it enables you to "share ideas" with other like-minded people. This, in turn, enables you to build TRUST with your readers. By having that "trust factor" in place + the "loyalty" of your readers - it also opens the door to "making money" from your Blog - via 'product' offers.

And the good news is - the INTERNET is exploding with growth right now. More people than ever, are ONLINE. This, in turn, means more "potential readers" for your BLOG. To be successful as a Blogger, there's really just one requirement: a passion for your topic.

The Basic STEPS

Step 1 - Pick a Blog NAME ... **Step 2** - Get your Blog ONLINE

Step 3 - CUSTOMIZE your Blog ... **Step 4** - WRITE new Blog Posts

Step 5 - PUBLISH & PROMOTE your Blog ... **Step 6** - Start MAKING MONEY from your Blog



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