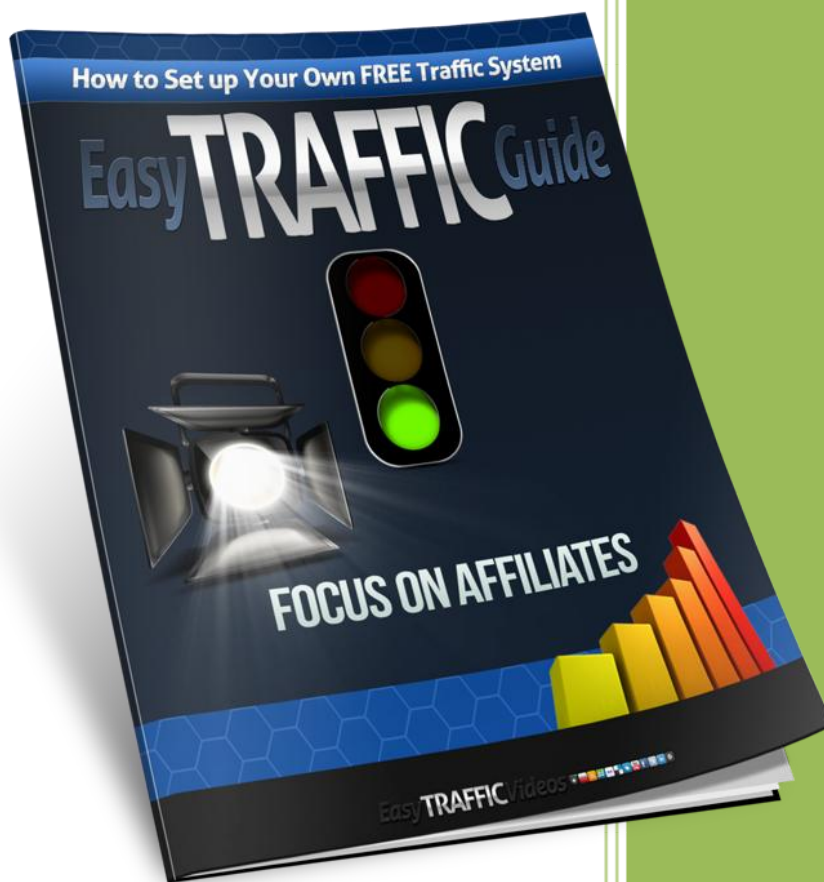


Affiliate Traffic for Beginners



Easy Traffic Guides
Report

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Introduction

Affiliate Marketing did not quite make the cut of our full video course just because it does not quite make the “free” offering that other traffic sources bring.

Whilst its free traffic in respect of the long term, you need to set up the processes and procedures to begin with, and often this mean using software to track and payout affiliates.

You can of course use services like Clickbank to do the affiliate tracking and payment, but then you still need to pay to have a product approved into their network marketplace.

It is for this reason only that it did not make it into the full course. Having said that, for an initial one time investment (even a monthly one if you use monthly paid for software), it is an expense well worth the investment should you wish to bring droves of well targeted traffic to your web site(s).

In this report, we shall look at some of the theory behind using affiliate campaigns to get traffic, and how it can perform much better for you over the term.

Read on to discover how you can turn a dead start business into a thriving well oiled machine with little more than a product, an affiliate system and the drive to succeed.

Enjoy ☺

The Efforts of the Many Outweigh Those of the One

Ok, so it sounds pretty heavy huh! But the fact of the matter is that bringing many people to the party is better than partying on your own 😊

I believe it was J D Rockefeller that said...

"I would rather earn 1% off a 100 people's efforts than 100% of my own efforts."

Have you ever been invited to one of those MLM open evenings where the guy or gal sits you all down and shows you the "business plan" and then pulls out the chart which points out that by you referring just 5 people, then they do the same, and their people do the same, you suddenly have a down line of over 120 people?

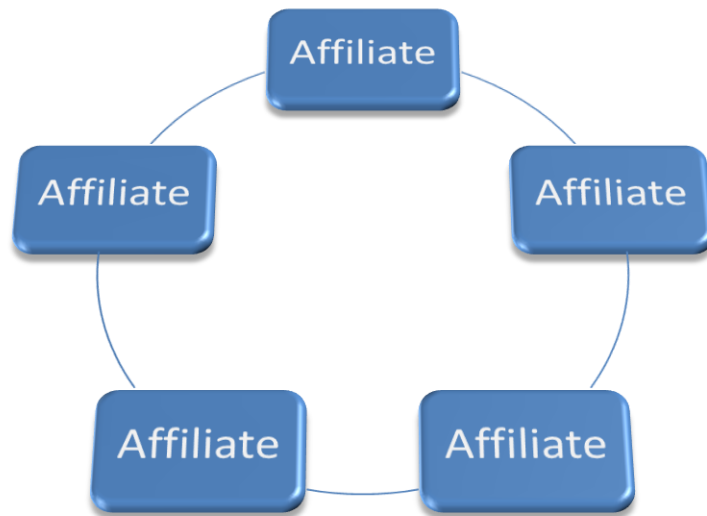
It's pretty cool and Robert Kiosaki has been known to endorse Network Marketing as a good business model for many reasons. Now whilst this report is not all about Network Marketing, it does lean on the points that helping others to help themselves will come back to you.

A **good affiliate program** will give the user all the tools necessary to make their life simpler and allow them to focus purely on the promotion and not the construction of the tools.

If you have ever been an affiliate yourself, then you will know that finding programs with great tools for promotion can mean the difference between you promoting or not. Getting a happy team will give you great results in your traffic.



The Simple Diagram that Says it All



If this is you above with your affiliate team promoting just one product of yours, who do you think will bring in the most leads? It is pretty obvious really, but many people fail to take advantage of this process and recruit affiliates

Even if you are "better" than your average affiliate, and you can personally build a list of visitors at say 100, and the average of your affiliates can only manage half your work, you would still have 250 people that you would never have seen coming to your site via your affiliates efforts.

So you see how important an affiliate program should be in your traffic planning?

How Should the System Work?

There are a number of ways you can build your traffic using the leverage of affiliate marketing, but a good system to employ is to put yourself in the mind of your affiliate and of your potential visitor.

What does the affiliate want out of the process, and what does your visitor want from the experience?

Let's make some assumptions

- 1) The Affiliate wants to get paid
- 2) The Visitor wants value



This means that our affiliate process must include some element of financial reward for our affiliates work, and the delivery of value to our visitors.

If we were looking at the whole "How to Make Money Online" process, then we would build on to this funnel below, but as we are purely focused on traffic building for this report, let us look at how this might work effectively.

The Set Up

We could offer a free report on the front end, collect a list, then up-sell on the back end and pay affiliates on the back end sale.

To make it even easier though, we are going to go for ***BIG value to the Visitor*** on just one product, and paying the affiliate instantly on the front end. This way we make both happy right off the bat.

You know your market niche, I perhaps do not, but what I do know is that there is no use in you selling a product to that niche that they already know the answer to. The cool part for you is that in every niche, there are those that are pro's and know a lot 😊 There are those that have been around the block a little and are considered intermediate and then there are the novices, scrambling around for any information they can lay their hands no to help.

The cool thing here is that these markets stretch far and wide. From health issues to financial ones, from hobbies and crafts to sport and entertainment, there are thousands upon thousands of niches for you to supply INFORMATION to!

The key here is supply and demand. If enough people want to know the answer to a particular problem or set of problems, then you can supply the quick fix solution for them, and charge for it.

The best comment I hear often is this...

“Why on earth would I pay for something I can get for free by searching a little on the web?”

My reply is this...

Have you ever been in need of something now and are willing to pay for it just because you do not have the time or the inclination to seek it out through your own research?

I can tell you now, people will pay for instant solutions. Think about this. You go along to Amazon, you purchase something you want. Thing is, you are hit with a special up-sell that says something along the lines of...

“Standard Post – Delivery in 7-10 Working Days”

“Special Order Now Post – Delivered to your door tomorrow BEFORE NOON” Only \$xxxx Extra 😊

Do you know how many people take the up-sell offer? It’s a high percentage, and it works!

Back to our Solution for Affiliates and Visitors!

Create (or have made) a product with a good perceived value. This could be an eBook for \$7 that is worth over \$50. It could be a Video Series for \$10 that is worth over \$100. It could be a training program worth over \$1000 that you are selling for just \$49.95.

The idea here is that to the person buying, it is a steal, and to the affiliate it is going to pay them 100% directly into their account 😊

Why give all your money away?

For starters, our aim in this process is to build a list. Ideally a list of buyers, but a list. The monetization process can come in later (and it should) but our goal is to build, build, build.

The Reason Why

Some supermarket chains and department stores do something called loss leaders. This may mean that they actually break even, but will often mean they actually lose money on the front end.

The reason why, is they have done their homework very well, and know that for each person they bring in through their doors, they will make on average \$x. The profit on this will be \$y which means they can afford to lose \$z on the front end product, because the average spend will cover the loss and actually deliver a profit.

I am not for one moment suggesting you throw money away, but think about this. If you test and track and manage your business and see that for every person on your list, you earn just \$0.50c in profit per month on average, would it be worth spending \$500 to build a list of 1000 people?

If you answer anything other than YES, please close this document and get yourself a normal job 😊

Even if you only got the average return in month one, and lost 10% of your list through unsubscribes in that period, by the end of month 2 you would be in profit.

Month 1 Profit = $1000 \times \$0.50c = \500

Month 2 Profit = $900 \times \$0.50c = \450

Do you see why list building is so important? Can you appreciate that building through good affiliate referrals can make a HUGE difference to your business?

The Summary

Our time here together in this report has been short and sweet. But I do hope it has given you food for thought on using affiliate marketing as a great tool to get you long term traffic.

Some Simple Hints

- 1) **Go find affiliates**, don't wait for them to come to you. Hang out in forums where Affiliates Hang Out.
- 2) Look for similar products to you, then find the affiliates who are promoting those products, then write to them personally to ask if they would be interested in promoting your 100% commission product 😊
- 3) Look for products related, but not competing with yours and write to the owner and ask if they would like to cross promote in the download areas of each product. This can bring you highly targeted traffic over time.

Remember that traffic can come from many free and paid sources. Do not put all your hopes into one basket and just target one traffic method.

Make use of the resources around you and build a traffic stream from multiple sources. This way you can be assured of long term traffic and a successful business strategy.

[Check out our full video training course for many more ideas, tips and plans to get you building traffic fast!](#)