

## KEYS TO AFFILIATE PROFITS



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HOW TO PROFIT FROM AFFILIATE  
MARKETING ON THE INTERNET

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CruGuru

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## Foreword

### ***Opening the Door of Opportunity-Welcome!***

Here we are at the beginning of *Keys to Affiliate Profits*. The principle behind this book is to give you the information, tools and resources you must have to be an effective affiliate marketing professional.

All we will be discussing in this book is how to make money using the Internet and the many affiliate marketing programs that are available to you to accomplish this goal.

From this moment on, prepare yourself by deciding what amount of monthly income is your goal and how much effort you are willing to put toward reaching that goal. This is the most important point: it determines whether you will succeed or not.

*Keys to Affiliate Profits* is a resource for building your business online by using other people's money, time and effort. It is the definition of passive income – you can make money while you are sleeping, and someone else is doing the work that makes it possible.

Affiliate marketing has grown into one of the largest Internet sales segments. The power of the Internet has enabled hundreds of companies to increase their sales profit with an extremely low overhead.

Instead of hiring a corporate office sales force, these companies have hundreds of electronic sales people (the affiliate marketers' websites) working for them night and day. The affiliate marketing model is responsible for the tremendous growth of the most profitable Internet retailers.

Because of their use of affiliate marketing to spread the word about their service or product, many of the Internet companies are generating millions of dollars in sales faster than their brick and mortar competitors.

Even if you have never tried Online Marketing before, by the time you read this book you should have a good idea now of how you can harness the profit potential of affiliate marketing, putting it to work for you to generate a steady and continuous flow of cash!

### ***About the Author***

Barry Richardson (1954-2009) was a well-known and respected Internet marketer, and an active member in many Internet marketing forums. He lived in Columbia, Missouri.

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# 1. WHAT'S IN THIS BOOK FOR YOU?

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## ***Let's Start With a Change of Perspective***

As you begin your journey in affiliate marketing, there are 3 very important points you need to keep in mind:

1. There are thousands of affiliate marketing programs. Start with one or two, and select the programs you will promote carefully. Not every affiliate marketing program is right for every person. Make sure you are clear on the requirements and rewards of each program. A good source of affiliate marketing programs to help you make your selection is the Hydra Network, <http://network.hydramedia.com>. In this book you will find many other resources as well.
2. The Merchant who sponsors the affiliate marketing program you select actually becomes your client. You must take the time to learn about their products and services in order to focus your efforts and make the kind of money you want to make.

3. You do not have to face this challenge alone. There is an incredible amount of resources available to you in a cooperative environment of affiliate marketing professionals. There are hundreds of discussion boards, newsgroups and forums where the members are all working toward the same goal; making the amount of income they want and need to support their lifestyle. To get an idea of what an affiliate marketing forum is like, take a look at A Best Web, located at <http://www.abestweb.com>.
4. A Great Resource is The Affiliate Community (TAC) <http://www.affiliatecommunity.net>

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## 2. THE FIRST STEP

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### ***Deciding on Your Course of Action***

Hopefully by this point, you have considered the decision we asked you to make earlier and set a goal for yourself:

“What amount of monthly income is your goal and how much effort you are willing to exert toward reaching that goal?”

Whether your goal is \$100 a month to \$100,000 a month, one thing both of these goals have in common is that they both take effort. The information contained in this book could be the catalyst for either of those figures, IF you make a commitment to reaching your goal.

Motivation is the key here; some people need to be between a rock and a hard place before they will take action, others read the writing on the wall and act accordingly, while there are some that take action, just to see what happens.

Take stock of what is motivating you to pursue affiliate marketing as a means to make money online, and then use it as your action plan. A plan is useless until you put the power behind it to make it meet your goal.

Learning the ropes of affiliate marketing can be an exciting, challenging, frustrating, rewarding and satisfying experience all at the same time. You can customize your online affiliate marketing

experience to be as enjoyable as you want. There are products and services for every type of interest.

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## 3. IT IS ALL ABOUT YOU

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### ***Selecting a Focus for Your Business***

Are you fascinated by Internet technology? There are affiliate programs that offer generous commissions for everything that is related to this subject.

### ***What Are You Interested In?***

Choose your area of Interest, and find something that you are Passionate about. There are Online Retailers and other Service companies that are willing to pay you for your valuable expertise and have you represent them. The greatest success comes from representing a product or service that you really care about,

### ***Research the Market***

Find a Need and Fill it. Look for a product or service that people really want or need. There are 1,000's of people out there who are looking for a solution to their problem, whatever that

might be. Find a way to solve the problem and you can make a fortune.

### ***Give the People What They Want***

To be successful in affiliate marketing you want to represent products and services that people really want, and they are actively looking for. Do this and you can't miss!

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## 4. THE CONCEPT OF AFFILIATE MARKETING

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### ***Your Key to Financial Independence***

In the foreword, we said that affiliate marketing is a good example of passive income; you are paid for simply selling a product or service for a company using your resources and methods. Using the power of the Internet, affiliate marketing is High Performance commission sales.

Affiliate marketing has come a long way since its inception. You can get a better understanding of how it has evolved and where it is going at the website of Wikipedia at [http://en.wikipedia.org/wiki/Affiliate\\_marketing](http://en.wikipedia.org/wiki/Affiliate_marketing).

What makes affiliate marketing so attractive is that is what is NOT required of you. You do not have to worry about product manufacturing or providing customer service, designing marketing material, or ship the products for the company.

Your sole responsibility is to promote the product or service of the advertiser and deliver visitors to their website.

You agree to abide by the terms the company has set for their marketing representatives to perform these services and in ex-

change for these services you will be paid a certain fee for each action they want people to take.

To help you accomplish this goal, and to make sure your account is credited correctly, affiliate marketing program providers provide you with a unique identification code that is embedded in all of the marketing material that they provide you to promote their product or service. Many affiliate marketing programs allow you to select a “username” that becomes the method that identifies your account, for example:

“<http://www.affiliatemarketing.com/your-name.asp>”.

While most affiliate marketing programs use graphic banners or contextual ads embedded with your referral id, there are some companies that provide complete websites to their affiliates. In this case, your referral id becomes the name of the sub-domain of their company site, for example:

“<http://www.your-name.affiliatemarketing.com>”

“<http://www.affiliatemarketing.com/your-name/index.html>”.

Each graphic image or line of text that is supplied to you to promote the advertisers product or service is embedded with your referral id. When the link is clicked, it transports your visitor to the website of the company you are representing.

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## 5. WHAT'S IN A CLICK?

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### ***The Dynamics of Getting Paid***

The click on your referral link is registered on the visitors' computer in the form of a "cookie", a small line of code that tells the company to credit your account for this visit. If the "click" is the action that the company is paying you to encourage your visitors to perform – you just made some money! The same holds true for the other actions we described.

A simple idea, that sounds deceptively easy. Putting this idea into motion is where the challenge lies. Consider this question: What makes YOU click a link when you visit a website?

If you have a website that is focused on cars, and you have a referral link that is related to this theme, then there is a good chance that this link maybe of interest to your visitor.

While you do not have to fulfill any orders or answer any customer service questions at the company, in order for you to make money with affiliate marketing, your job of getting visitors to your affiliate program sponsor is just as challenging and providing them with the information they need to click your referral link is just as important.

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## 6. THE REWARDS OF AFFILIATE REFERRALS

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### ***Direct Referrals***

Aside from the profit potential of affiliate marketing from your own efforts, you can also earn money from “direct referrals”. When you introduce a new affiliate to the program, they become your direct referral, or sub-affiliate.

Affiliate programs will pay you a commission for every direct referral you make. This is sometimes called a “residual” to distinguish it from the commissions paid in relationship to product or service.

While direct referrals are the most common type of residuals you can earn, you can find some affiliate programs that will pay you a residual on different levels, also called “tiers”.

There are affiliate programs that have an unlimited number of tiers. These are Multi-Level programs. Tiers are just like steps, in a 2 tier program; your referral link is tier one, the visitor who clicks the link they find on your website and becomes an affiliate of the company is your direct referral or sub-affiliate. When they place their referral link on their own website, their referral link