

Affiliate Marketing

Explained!

From Beginner to WINNER with Affiliate Marketing, a step-by-step instruction manual to get you online and making money in no time flat!

VOLUME I: Selecting a niche, Finding a product, Keyword Research

Presented to you by:

www.MakingMoneywithGoogle.net

by

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Affiliate Marketing EXPLAINED! Volume I

Introduction

Welcome, and thanks for grabbing a copy of Affiliate Marketing EXPLAINED, Volume I. We know you'll be glad you did and we promise to give you every bit of info we use ourselves to make money through affiliate marketing each and every day.

My name is Greg Kincaid, and together with my partner Mac Cassity, we have started a thriving internet marketing business that puts money into our pockets day in day out no matter if we are working on our business or not. This is the freedom we want to help provide for you as well.

Affiliate Marketing is one of the easiest ways to get started making money online because you:

- **Don't need a product**
- **Don't ever have to ship or mail anything**
- **Don't need money to start the business!**

Now, while you don't NEED money, and you CAN do everything yourself, we will be recommending some tools and resources that you can use to help speed up your process that will cost money...if you don't wish to use them, then don't, we just want to pass along some of the things that have worked in our business and we know would work in yours.

So, what is Affiliate Marketing? Simply put, an affiliate is a salesperson. You are just becoming a salesperson for someone else's product. On the internet, the process of affiliate marketing can best be summed up with the following steps:

- 1. Pick a niche to market to**
- 2. Pick a product to market to that niche**
- 3. Establish a website to promote the product**
- 4. Generate traffic to the website**
- 5. Collect affiliate checks!**

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Keep in mind that while you DO want to have your own website, you aren't actually SELLING anything on your site. You are simply directing the folks who visit your site to the actual sales page of the product you are promoting. You are in effect REFERRING people to visit the sales page. The reason you want people to visit your site is because you want them to click your AFFILIATE LINK. This is the link that is generated once you become an affiliate for a particular product and will tell the company who is selling the product who to pay. The more people that come through your affiliate link and buy, the more money you make! Because of this, some will tell you that you don't have to have your own website...you can just refer people to the site to buy using your affiliate link. This is VERY hard to do on a consistent basis and make any more...bottom line is, having your own website makes things A LOT easier and much more profitable.

Ok, that is your basic intro about affiliate marketing, now, here is a bit about this book.

As I said, Mac and I are partners and we set up websites to promote affiliate products. At any time, we might be promoting 5 or more affiliate products online. We have basically gotten an effective affiliate marketing system locked in that is bringing us consistent money day in and day out. The amounts vary, but reaching the several thousand dollars a month mark should NOT take you too long. It has allowed me to leave my corporate job and payoff some debt...in a down economy, that is a tough thing indeed, but affiliate marketing works because people are ALWAYS buying products based on the subjects they are interested in. If you are promoting a product in a hot market, you WILL make money. This eBook series will help you to understand the basics of affiliate marketing and get you up and running with your affiliate business in no time. Each section will focus on a different aspect of affiliate marketing with each volume building on the last. We decided to break the info up into different volumes as some internet marketers only need specific information about a certain aspect of affiliate marketing and by breaking up the subjects into individual volumes, we were able to go into a little more detail about each subject as well as offer our own tips and tricks and case studies to help speed your success. Ok, let's get started!

Section 1: Choosing a Niche

Ok, first things first. When you are affiliate marketing, you will be selling a product to a NICHE. A NICHE is basically just a more defined market that is underneath a more general one. For instance, let's take the market of GOLF. The general subject you would market to would be golfers. A NICHE within golfers is those golfers who are left handed. So, if you have a product made especially for left-handed golfers, then you have a NICHE to market to.

Now, many people totally go insane over trying to find the RIGHT niche. They are afraid that if they don't find the right one, they will go broke, and more importantly, they are convinced that if they find the right one, they will be RICH beyond their wildest dreams! As it turns out, both ideas are pretty much DEAD WRONG in my opinion. Remember when we mentioned that there are HUNDREDS OF MILLIONS of people on the net? Well, pretty much ANY niche will yield you a return, provided you get in front of enough of them. On the other hand, it is doubtful that because of competition that any ONE niche will make you a millionaire. This is why we are going to talk about niche research, but not spend a TON of time here, and we are going to also recommend you look at affiliate marketing from the prospective of marketing several, if not MANY products eventually. If we show you a system that will let you get up and running with one website and make \$100/day consistently, well, how many websites do you want making you \$100/day? Now you are starting to get it, huh?

Amazon.com

When I am checking out niches, one of my favorite ways to do it is to head over to AMAZON.COM. They actually have a built in search function that will allow you to search through different niches to see which ones are hot or not. To do this, simply:

1. Go to Amazon.com
2. Type in ANY subject (start with what you are interested in, but really you can put in just about anything, I narrow the search to just BOOKS myself)

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Now, the results will show you how many books are on this subject, and it starts with the best sellers. This will give you an idea of the types of subjects that golfers are interested in. In addition, if you look down the left hand side of the results, you will see all the categories of books about golf. These basically categorize different golf niches for you. Now, all you have to do is dig a little deeper into some of the golf niches, pick one that is selling well, and find a product in that niche to market to. I will go into more detail about product choosing, but this in a nutshell is one way to get started quickly in choosing a niche.

EBay

EBay can be a GREAT way to find hot niches. Simply enter in a subject in the subject line and you will see ALL the products for sale in that particular niche. In addition, you can click to see completed auctions to see if products are truly selling in that category and for what average price. (keep in mind, as some niches go cold, there may be MANY products up for sale in that niche, but few may be selling...you have to check **completed auctions**)

EBay, like Amazon, will allow you to search through general subjects to find specific niches as well. Take the general subject SCUBA for instance...do a search for SCUBA on eBay and check out all the sub niches on the left hand side...the research is done FOR you! What is selling, how quickly, and at what price. Now, considering that as an affiliate marketer, you might be selling digital products vs. physical ones, your actual results may vary but this will give you a general idea of what a particular niche marketplace will yield.

Clickbank.com

As an affiliate marketer, it is likely that you will spend some time over at Clickbank. It is the #1 site for offering digital affiliate products online. Down the road, you might create your own to offer for others to sell, but for now, you are looking to be a salesperson for someone else.

Once you register, you can check what products are selling and in what niches. While I didn't put this one FIRST, as I was not ranking in any particular order, this

may be the best place for you to start when checking out niches. Honestly, you can go to Clickbank, pick a niche, and pick a product in just a few minutes. If others are having success with a particular niche and product, chances are you can too!

CBEngine.com

CBEngine is AWESOME in that it takes the activity on Clickbank and allows you to get even more info about what niches and what products are hot...how many are having success, etc. I absolutely recommend you check out Clickbank.com FIRST so you can get a feel for the site and how it works BEFORE heading over to CBEngine.com as much of the info won't make sense unless you have an understand of Clickbank.

Your OWN interests

Personally, I often look to my OWN interests when it comes to choosing a niche. I have a lot of interests and know a good deal about each of them. Also, the more involved I am with a particular interest, the more I know about the potential market. How big it is, what types of products the market will buy, how much they will pay, etc. I mean, I AM one of the clients I would be marketing to after all! Make a list of all your interests and hobbies to begin with. Mine looks something like this:

- Internet Marketing
- Computers in General
- Fitness
- Video games (home systems mainly)
- Music (drums & percussion mainly)
- Fishing

As you can see, I have quite a few subjects that I am already interested in. Now, I just have to narrow each subject down into the specific niches that interest me

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the most and that still have a fairly large number of people as part of the market and I am off and running! Start making your own list and you'll probably be surprised at how much money can be made by you marketing to a niche you already have an interest in.

Check out GOOGLE

Like I said, I am not one who pays that much attention to competition, but, if you want to see how competitive or NOT your niche is, just check out Google. Enter your niche in the search bar and check out the results. You will see paid ads AND regular search results. If you see a ton of paid ads, this might be a good sign...while there IS competition, it usually means people are making money with your niche. Either way, I wouldn't stake my decisions on whether or not to market to a niche based on competition, but it CAN give you some insight into how easy or tough your job may be to make money. The other tip for Google is to type your niche in the search bar followed up the words "affiliate programs." This will give you an idea of just how many affiliate programs there are for that niche and can help you find products to market as well.

Special Tip

When choosing niches, DON'T BE AFRAID OF CHOOSING POPULAR ONES! So many people try to find niches that NO ONE is marketing to...this makes them crazy and costs precious time and energy. Do what we do: Choose the most popular ones! While the chances are low you will DOMINATE the market, popular niches usually have such a big audience that you will still make great money! We always go for niches that have a lot of completion, and we ALWAYS make money with them!

Case Study

(Throughout this series, we will be including case studies on our own results from what we will be including. This will help give you an understanding of what has worked, or NOT worked for us)

When I was working on trying to find a niche to market to about 7 months ago, I started doing all the normal research that everyone else does. I checked out Clickbank, Amazon, did Google searches, and at the time, I was still in the mindset of trying to find the PERFECT niche. I couldn't seem to uncover anything that had lots of interest but little competition (the magic formula most "gurus" tell you to look for.) I was getting frustrated, and so was my girlfriend...she kept nagging at me to go and get something for her from the drugstore to help her as she suffers from ovarian cysts. Well, as I was writing to Mac at the time, he said his girlfriend was going through the SAME thing...ok, weird as it is, I knew I had something. Ovarian cyst cures. I did some research, found some products to promote, and have been able to turn this niche into a VERY nice profit...it pays me daily like clockwork. Just goes to show you that no matter how much info you have or how much research you do, you should always keep an open mind about choosing a niche to promote.

Section 2: Choosing a product to market

Once you have found the niche you are going to market to, now you have to choose a product to offer. Personally, I think this part is kind of easy. I think once you read how I do it, you will agree. There simply isn't much to talk about here. There are places where you can find out which products sell well and pay you a lot of money...what other research do you need??? What we WILL do is break down products into PHYSICAL products (the kind that you can actually pick up) and DIGITAL products (the kind you download...this eBook for instance is a digital product.)

Let's get Physical...

Physical Products

Now, research has shown that physical products can be a little easier to sell than digital ones. This often has to do with the fact that the physical products actually DO something. Let's take the subject of FITNESS for instance, and then break it down into the niche of MUSCLE BUILDING.

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Just about everyone has heard of BOWFLEX. This machine helps you build muscle. You can see on the commercial exactly what it does and if you work out with it regularly, you can build some serious muscle. Well, Bowflex has an affiliate program! Yes, you can become an affiliate of Bowflex and actually sell those killer pieces of equipment you see advertised on TV all day. They pay pretty well and you can bet that if someone is looking to get into shape, and your site does a good job to send them over to the Bowflex site, a portion of them will buy and you will get paid. People will have a greater knowledge of BOWFLEX and their marketing campaign than digital products for instance and this can result in a higher conversion rate for you. The prices can be higher however, and some folks don't want to wait for something to be shipped when they can download something else RIGHT NOW...so it just depends on the market you hit with your message.

Anyways, if you are looking to offer physical products in your affiliate marketing campaigns, you can either visit sites of companies whose products you want to offer (BOWFLEX for instance) and scroll down to the bottom and see if they have an affiliate program (most sites will have a link for affiliates at the bottom if they have an affiliate program) OR you can go to:

PepperJamNetwork.com

PepperJamNetwork.com is THE clearing house for affiliates who want to sell physical products. Not EVERY physical product that has an affiliate program is listed here, but there are more than enough that you may never have to visit another site. Many of the affiliate programs offer fantastic support and service to help get your business up and running with banner advertising, sales text for your site, and more. Go check out PepperJamNetwork.com and see what they have to offer. You will be amazed at how many of the brands and products you recognize...becoming an affiliate of a well known product can be a great way to get your business up and moving quickly. You still have to compete with the other sites out there who are selling the same products, but once we get to keywords and traffic generation, it will not seem like such an insurmountable task.

Digital Products

One word: Clickbank. We talked about Clickbank before, and as far as choosing a digital product, there really is no reason to go anywhere else. Clickbank is THE largest provider of digital products offered to affiliates in the entire world. Simply find out what is selling well in your niche, sign up to become an affiliate, grab the necessary affiliate code and go on to the next step!

Before we move on, here is a quick tip to help you find which products are the best ones for you to market: Once you are logged into Clickbank, go to MARKETPLACE and then sort results by GRAVITY. This will tell you how many people are making money selling this product. You want to choose a product that has a ranking of more than 20 (any less and it means that not many folks are having success) but no higher than 100 (it can be tough for you to compete with more than 100 salespeople all trying to sell the same product to the same crowd.

Special Tips

- **Use Clickbank to find products that have a gravity of between 20-100**
- **Choose products that pay 50% or MORE commission**
- **Check out CBEEngine.com and CBTrends.com to find out the latest info on Clickbank products**
- **When choosing a product, research it online to see what others are saying about it. Too much negative talk may mean it's a good idea to pass on that particular product**

Make sense? Ok, choose your product, and let's move on!

Section 3: Keyword Research

Here is the quick intro to keywords and most of what you will ever need to know about them:

KEYWORDS ARE WHAT PEOPLE ENTER INTO SEARCH ENGINES TO FIND STUFF.

Pretty simple, eh? If you keep this in mind, it will help keep you on track and keep things in perspective while doing keyword research. Your goal is to choose keywords that the MOST people are searching for, and then get your website to be one of the first sites that shows up in the search engine results. Now, getting that to HAPPEN is a bit more difficult, but understanding the process is key. There are two types of keywords you will need to know about:

1. **General or Broad keywords**-These are like general subjects. Like in our example on GOLF, GOLF is a general keyword. Now, it would be VERY hard for your site to rank highly in the search engines for GOLF and since people may be searching that term for a variety of reasons, your site may not appeal to them anyway. This is why you want to get more specific and choose what are called:
2. **Longtail Keywords**-These are basically keyword phrases that have several words that help to describe what someone is looking for. In the GOLF example, if you chose the niche of left handed golfers, then your longtail keyword would be LEFT HANDED GOLFERS. This is MUCH more specific than just GOLF and if your product is geared toward left handed golfers, then people who are searching that exact term might just be great prospects for the product you are marketing...

Ok, now that you have a basic understanding of keywords, let's go about FINDING them...(don't worry, I will talk about WHAT YOU DO WITH THEM when we get to the traffic generation/SEO section)

Start with Google

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I am definitely going to show you some shortcuts to finding the best keywords, but first of all, let's start by using the tools that Google provides for us for FREE!

<https://adwords.google.com/select/KeywordToolExternal>

This is Google's keyword search tool and it will help you get ideas on good keywords for you to use in your traffic generation campaign. All you do is enter a keyword or keyword phrase in the box, and the tool will give you info based on that SPECIFIC keyword as well as other similar keywords and keyword phrases. It will give you an idea of how much competition there is for that particular keyword as well as an approximate idea of how many people are searching Google using that keyword or phrase. This technique is not EXACT, as there are quite a few variables that are NOT included in the results, but, it will give you the general HOW MUCH COMPETITION, HOW MANY PEOPLE ARE SEARCHING info to give you a good idea if you are on the right track. The other really great thing is just all the synonyms you get in the results. This can give you tons of ideas you hadn't even thought of yet.

Now, when you get REALLY serious about keyword searching (which you probably want to do sooner than later) you will want to use a keyword search software to help you along.

Keyword Research Software

You know the saying, "If you want something done right, you have to do it yourself?" Well, that doesn't apply to Internet marketing my friend! At least in the case of certain aspects of it, that is. Keyword Research is a biggie here.

All of the info I mentioned above absolutely will work. There is even PAGES AND PAGES of more info that you can learn on your own over time to help you get even better at choosing keywords, but all of it has the same thing in common: IT TAKES TONS OF TIME! In the Internet world, as in any other aspect of business, TIME IS MONEY. If you are spending time researching keywords, then you are NOT spending it on making money. Sure, some can argue that you really are making money doing keyword research because it will LEAD to money, and I

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agree...to a point. You see, nothing is IMMEDIATE...it takes time to get each aspect of your business together no matter what kind of tools you use, but here is why it makes sense to use keyword research software to leverage your time:

Let's say your goal is to get 5 websites up and running, each making \$100 per day. Now, let's say that you spend about 4 hours of keyword research per site, per week to keep profitable keywords coming in for your project. So...you are making \$500/day but you are spending 20 hours PER WEEK just on keyword research. What if you could use keyword research software to dramatically decrease the time you spend messing keywords? You would still be making \$500/day but NOW you are spending only 5 hours per week with keywords. So...which scenario makes more sense to you?

As far as software goes, we here at www.MakingMoneywithGoogle.net use:
www.KeywordResearchPro.com .

This software will not only help you find keywords to use for your affiliate marketing websites but it will give you the EXACT data you need to ensure that the keywords you choose WILL be profitable. The problem with regular keyword research is that much of your efforts will rely on trial and error. You won't know if the keywords you chose will make you money until, well, you either make money or you don't! I don't know about you, but we are in this business to MAKE MONEY, not waste time! This is exactly what this type of software was created for.

Here is a little review we created on MakingMoneywithGoogle.net

<http://www.makingmoneywithgoogle.net/product-reviews/keyword-elite-software-say-goodbye-to-manual-keyword-research%e2%80%a6forever>

If you want to just go ahead and check out the product itself, head over to

www.KeywordResearchPro.com

By the way, the software costs \$176. As I said in my review, that may seem out of reach for some, but if you factor in how long actual keyword research takes, you will be able to make A LOT more than \$176 by using this software...TRUST ME.

Special Tips

- When looking for competition, search using your keyword in quotes. This will show you how many websites are using that EXACT keyword in optimizing the site. The more sites that come up, the harder it will be for you to rank using that keyword. Aim for LESS than 60k competing sites.
- When choosing keywords, you want to use those that are being used for searching at least 1000 times per month, or approx. 32 times per day.
- Learn the difference between “browsing keywords” and “buying keywords.” Browsing keywords are what someone enters into a search engine when they are simply looking for information. Buying keywords are used by those who are looking to make a purchase. There are no hard and fast rules here, but look for anything that denotes price, availability, location, reviews, customer ratings, etc. as those are buying keywords. Any keywords about info, history, or queries about the subject in general are usually browsing keywords.
- Longtail keywords work the best...the more specific you get, the more highly targeted your traffic will be.
- USE EZINE ARTICLES-This is perhaps my favorite keyword tip. Go to www.EzineArticles.com and search for articles about your subject. All you have to do is right click on a particular article and it will show you what the keywords are. Do this for several articles and you have a keyword list. If you take some time to research articles that are getting a lot of hit and clickthroughs, you can develop a VERY valuable keyword list...for FREE.