

Nicheology's Affiliate Marketing Academy

Lesson #1

# How To Make Money Selling Other People's Stuff In 3 Hours Or Less Each Week

By

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## Introduction

In today's lesson we're going to cover a LOT of ground. Fortunately, at the end of the day, your action steps will take relatively little time. You'll probably spend more time this week "working" by reading this lesson.

But, it's all important foundational stuff, so I need to cover it all. By the end of today's lesson you'll have a picture perfect look at how to build your affiliate business. You'll also have made some key decisions in choosing WHAT you'll be promoting. Sounds great!

Ready? Let's dive in together...

### **4 Stages Of The Affiliate Business Model**

There are four basic stages of the affiliate business model that I'd like to explain to you. Let me give them to you in abbreviated form first and then we'll dig in deeper...

- 1) STRATEGY.** The initial stage of the affiliate business model is developing a basic plan of attack. This will be your overall strategy for producing sales through your affiliate link. ***We'll cover this today.***
- 2) SELECTION.** After getting a good understanding of how to make money as an affiliate, it's time to make some crucial decisions. You'll need to select a market, a product to promote as an affiliate and a domain name in order to begin building your affiliate commissions. ***We'll cover this today.***
- 3) SETUP.** Once your foundational decisions are in place, it's time to begin setting up two important things that will enable you to build significant income as an affiliate: a blog (free) and a list (free to low-cost). ***We'll cover this over the next few weeks.***
- 4) SELLING.** You'll spend the majority of your time in this final stage. This is the place where you promote your affiliate link over and over again. There are a wide variety of ways to do this and we'll be covering ALL of the proven effective ones. ***We'll begin this in a few weeks and continue for the***

***remainder of our year together.***

Now, all of this sounds really exciting, I know. So, let's go ahead and begin looking at each of these stages in greater detail. We'll also make some foundational decisions to build your affiliate business upon.

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SIDEBAR: Let me remind you that today's lesson and next week's lesson will be much longer than most. This is only to give you a good understanding of how things are going to work and to get everything setup to hit the ground running. Your "assignment" for the week will only require 1-3 hours of time.

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Let's talk about these stages of the affiliate business model...

**1) STRATEGY.** The first thing we need to do is create a basic plan for you to put into action over the coming weeks and months. I'm going to give this to you in a nutshell and then explain why it's important that you approach the affiliate business in this manner.

***Create a blog and a list that are designed to get sales for your affiliate link and then direct as many people to your blog and list as possible.***

I know, I know. At first glance you may be thinking, "I thought I was going to promote my affiliate link!" Trust me, you will. But in doing it this way you'll **dramatically increase your affiliate commission checks.**

Let me explain some keys to success with affiliate marketing and then we'll get back to this strategy. Hold on tight, you're about to get a serious education in affiliate marketing.

Here's how a lot of people promote their favorite offer...

-> They simply advertise their affiliate link and send visitors directly to the website where the product salesletter awaits.

Two quick questions for you regarding this practice:

- 1) Who gets the ultimate benefit?
- 2) What happens to those who don't buy?

Think about this for a moment. When you send a visitor to the salespage, who gets the ultimate benefit of your effort?

I'll give you a hint: it's NOT YOU.

The owner of the product does. Why? Because if they are any kind of marketer at all, they'll have a LIST of some kind for visitors to join. And then they get to promote to that subscriber over and over again. And not just their products, but they can promote other people's products as well.

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SIDEBAR: To be sure, they'll likely spend the first few follow-up offers to promote their own offer and you WILL likely earn a commission on referrals, everybody knows the real value is in the long-term offers being sent. Any of these future offers that they send promoting other stuff leaves you out of the loop.  
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And while you got them that subscriber through your effort, you ain't getting paid a penny for all of those future sales.

Moving on to that second question. The average salesletter gets around 2% conversion. That means 98 out of ever 100 people you send to the site will NOT buy. What happens to those folks? They either walk away empty-handed never to be seen again, or they join the list and get a variety of offers presented to them. Either way, it's not going to help you in the long run.

That's a LOT of wasted effort, isn't it? You're looking at a relatively small payday for your investment of time and money in getting visitors to click thru your affiliate link.

Fortunately, there's a better way. A much better way.

That better way is this: *"capture the subscriber first"*.

Here's the better way to promote your affiliate link...

**1) Setup a list at your blog.** This can be to give away a free report, publish a regular newsletter, offer a mini-course, share articles, etc. It can be anything you want. Just make sure it's...

*A. Desirable information that would attract subscribers.*

*B. Highly related to the offer you're promoting as an affiliate.*

After you have your list setup and in place, do this...

**2) Promote your list INSTEAD of your affiliate link.** Your primary objective should be to build YOUR list instead of someone else's. That way YOU can promote offers to them over and over again long-term.

**3) Redirect them to your affiliate link.** Setup your list to redirect the new subscriber to a "thank you" page that confirms their subscription and notifies them to check their email for the first issue/lesson/download link, etc. Include a bold link that reads "Click Here To Continue." That bold link should be your affiliate link!

Now what do you have in place?

- You build YOUR list!
- You build YOUR brand! (IE Your name, domain name, list name)
- You build YOUR credibility! (Through the content you share)

And, get this...

***You STILL get them to the affiliate product salespage like you wanted to in the first place.***

Only now you have them on a list.

**4) Follow-up for long-term conversion.** Once new subscribers have joined your list, it's up to you to build a relationship with them. Offer them great articles and other content that promotes your primary offer. And don't stop there. Promote other offers that are related to generate revenue for months and even years to come.

Just remember that you need to capture the opt-in FIRST. Never send visitors directly to the salespage of the product or service you're promoting as an affiliate. Always make certain you get them on a list first. That way YOU get the ultimate benefit from your investment of time and money.

Which is better...

**Option A:** Promote your affiliate link and lose control of the person who clicks thru your link, or

**Option B:** Promote your list and have the ability to make offer after offer to them for a long time?

I don't want to get so far ahead of ourselves that you feel overwhelmed or confused, but there are MANY great benefits to using Option B...

- You get the opportunity to promote your affiliate link over and over again through a variety of articles, reports, mini-courses, blog posts, tips, newsletter issues, reviews, etc.
- You get the opportunity to build a relationship with the subscriber to earn their trust so they automatically buy your recommendations.
- You get the opportunity to promote not just ONE product, but many, many products over time, all earning your commissions.
- You get the opportunity to learn the buying habits and hot buttons to fine-tune your promotions so your conversion rates soar as more subscribers become paying customers.

I could go on and on and on, but I won't because it might get you so excited that you lose track of the FIRST STEP that's in front of you.

**The point being:** this is an incredible model for affiliate marketing. End of discussion. Period. Game over. Thanks for playing.

Now, remember, that's the STRATEGY. That's where we're going. But, we're

gonna get there in manageable "baby steps". This is basically all you're gonna need to do...

- 1) Make some decisions (later today)
- 2) Setup a blog. (Free, easy, next week)
- 3) Create a list. (Free/low-cost, easy, week after that)
- 4) Start promoting your blog, where the list is setup. (Mostly free, every week for 52 weeks)

Each of these steps are gonna take about 1-3 hours per week. So, the end result is gonna be BIG, but the journey is going to be taken in baby steps. I PROMISE you will not get overwhelmed if you just take one lesson at a time.

I just wanted to explain the strategy to you so you can see where we're going.

Congratulations. You've completed stage one. 😊

**2) SELECTION.** The primary thing you're gonna do this week will be found in this second "stage". You need to make some key decisions, or selections, concerning your affiliate program business.

I'll walk you through each of them and make some recommendations, but at the end of the day, it's your call.

### **3 Key Decisions To Make Today**

#### ***Decision #1: What "market" will you target?***

The first thing I want you to do (that you need to do!) is choose a **BROAD (I.E. LARGE)** "market" or "target audience" to build your business upon.

Example "Market": weight loss.



Example "Target audience": those wanting to lose weight and / or get in shape.

Notice I said choose a **BROAD** "market" or "target audience" – NOT a smaller "niche". Instead of finding a niche, creating an offer for it, then rushing off to another niche...

***Find a target audience and build your business around a core group of subscribers and site visitors by offering multiple offers.***

You don't need a gazillion niches to make a fortune online. You need one good target audience. We're going to simplify things – and yet make a lot of money doing it. Instead of looking for tiny niches, you look for larger target audiences and feed them multiple, highly related offers.

**The idea here is to find customers who make repeated purchases from you.**

Long term, you want to promote MULTIPLE, RELATED offers to them.

### **Marketing Exhibit™: "Weight Loss"**

Weight loss is a billion dollar industry. There are literally millions of potential customers out there who are looking to lose weight and get in shape. As an affiliate, you could begin by promoting a single product to this market. Then, over time you could promote a wide variety of "related" products...

- How to Tone Up Your Tummy
- One Minute Exercise Routines
- 7 Ways to Boost Your Metabolism
- Low-Calorie Mealbook
- Walking Your Way to Better Health
- Yoga for Beginners

I mean, we could go on and on here with ideas. These products are all decidedly different from each other, but they are all related to our target audience's interest – that of losing weight and getting in shape.

As an affiliate, there are DOZENS of different offers you could promote over time.

Your customers ultimately make **multiple purchases** from you.

**Note:** I will use the terms "target audience" and "market" interchangeably.

I tell my **Six-Figure Formula™** coaching folks that there are 3 simple criteria that I look at in deciding what target audience I want to focus upon...

**1) A target audience accustomed to spending money.**

If the target audience isn't accustomed to spending money - and, generally, a "lot" of money, then there's no point in directing any effort towards it. "College students" isn't a great target audience simply because most of them are broke! On the other hand, "golfers" spend a gazillion dollars each year on their hobby ... they certainly would qualify.

**2) A target audience that can be presented with a variety of offers.**

If the target audience is limited in what you can sell to it, then again there is a red flag. You want to be able to present multiple offers related to the general theme of the target audience you have selected long-term for additional income streams.

**3) A target audience that you are personally attracted to. (Optional)**

While this isn't absolutely necessary, it's certainly a plus. If you can find a target audience / market that meets points 1 and 2 - AND you have a strong interest in it yourself, then you've made your choice. A personal interest, experience or knowledge of a particular target audience gives you an advantage in many areas of building your business. It's not necessary, but it does help.

There are many, many "markets" that you can choose from. A few include: Arts and Crafts, Beauty, Business, Careers, Computers and Technology, Cooking, Dating, Disease and Illness, Health and Fitness, Hobbies, Home Schooling, Leadership, Motivational, Parenting, Public Speaking, Recreation and Sports, Relationships, Religion, Romance, Success, Self-Help, Sports, Time Management, and Writing.

Any of these are great markets. There are, quite obviously, many more.

**The Profitability Clue:** If there is a successful magazine devoted to a target audience, then it's probably a profitable market. Magazines are advertising driven and therefore a good indicator of the financial well-being of a specific market. If there are multiple successful magazines there is definitely money to be made. (Visit [Magazines.com](http://Magazines.com), your local newsstand or the magazine rack at your favorite bookstore for ideas.)

If you don't already have a market in mind, choose one of these major divisions from [Clickbank's Marketplace...](#)



There is also a larger listing of market "categories" at [AssociatePrograms.com](http://AssociatePrograms.com).

After determining your market, it's time for your second decision...

### ***Decision #2: What "product" will you promote?***

I'm a big believer in promoting "information" products simply because there is a greater profit potential for you in most cases. So, for the purposes of our training, you're going to identify a product or service that you can promote as an affiliate which sells an "information" product such as...

- Ebooks.
- Membership sites.
- Special reports.
- Coaching program.

- Software program.
- Service.
- Club.
- Information licensing.

The most common will be either an "ebook" or a "membership site". Of course, you can choose anything you want to promote.

Now, before we talk about WHAT product or service to choose as your initial offer to promote, let me offer 3 suggestions on "kinds" of programs to promote. While you can promote ANY product or service you want as an affiliate, these three "kinds" are more lucrative long-term...

- 1. High-Ticket. (Good)** Finding affiliate programs that sell products at a premium price is a good option simply because you get a larger commission per transaction. I.E. If you promote a \$27 offer and earn 50% commission, you earn \$13.50 per sale. If you promote a \$997 offer and earn 50% commission, you earn \$498.50 per sale. A big difference in earnings per transaction. However, there is a downside. It's much easier to convince someone to part with \$27 than it is \$997.
- 2. Multiple Offers. (Better)** Another option is to identify affiliate programs that offer MULTIPLE products that you get paid a commission on by referring a customer to them. In other words, if the customer buys Product A from your initial promotion and then, through follow-ups, they customer buys Products B, C, D and so forth from the vendor, then you receive a commission from those sales as well.
- 3. Recurring Income. (Best)** What I consider to be the "top dog" in terms of what "kind" of affiliate program to promote are those that REBILL their customers regularly. These "subscription" programs afford you the opportunity to earn a commission EVERY TIME the customer is rebilled. So, if you promote a membership site and a customer joins you get an immediate commission from the initial sale. But, it doesn't end there. You also get a commission each time the customer gets rebilled for as long as they remain active. A good example of this is the very membership site that you've joined at <http://nicheology.com/>. As an

affiliate you earn 50% for each initial sale you product when someone joins the site through your referral link. And you also earn 50% EVERY MONTH they remain active.

As you prepare to make a decision about what product or service to promote as an affiliate, I'd encourage you to consider these three "kinds" of programs to join.

Now, there are four additional elements you should look for in choosing an affiliate program to join...

- 1. Payment.** Look for programs with a proven track record of reliable tracking and timely payments. They should have a clear pay structure with specific information on the compensation you'll receive: commission amount, payment schedule, tracking information, form of payment, terms, etc.
- 2. Potential.** Seek out programs that have an ever-growing product line. As markets become saturated and products become dated, it's important that new releases are available to expand your revenue options.
- 3. Promotion.** You'll want to make sure the affiliate program you join has LOTS of ready-made promotional materials ... especially rebrandable content (Ex. Articles, reports, etc.) Don't settle for programs that offer a few solo mailings and banner ads. You need as much ready-made CONTENT as you can get for distribution to your market.
- 4. Profit.** Obviously, it all comes down to profit. Look for sites that rank highly in sales volume, have sales processes that convert well, produce back-end offers and (preferably) are one of the three "kinds" of offers mentioned previously.

So, with all of that said...

### ***Where can you find an affiliate program to join?***

There are a lot of places to find affiliate programs, but in the interest of time and

convenience, let me just identify what I consider to be the two best...

- **Affiliate Program Resource #1**  
**[Clickbank's Marketplace](#)**. One of the reasons that I like Clickbank's marketplace is because they have current ranking for the affiliate programs indexed based on a unique formula that indicates the overall health of the program. If you've used their index to choose a market, simply click on the market link at the site and you'll find many programs. Generally (not always), the sites ranked towards the top are your best options. All of the programs listed in their marketplace have affiliate tracking done by Clickbank, one of the web's longest running and most used services. Clickbank makes sure you get paid promptly for your promotional efforts.
  
- **Affiliate Program Resource #2**  
**[Associate Programs Directory](#)**. Allan Gardyne has one of the most complete directories of available affiliate programs. You'll find a lot more categories and options than the directory at Clickbank. You'll need to be careful in examining the affiliate programs due to a wide variety of affiliate tracking scripts and services being used. (IE These are not all ran through Clickbank – many are "do it yourselfers" who may or may not have the same reliability in tracking, paying, etc.) Be sure to do your research.

So, those are a couple of great places to find an affiliate program to join.

### **Want A Huge Shortcut?**

If you're interested in choosing "internet marketing", "home business", "making money" as your market, then I can save you a lot of time and effort in choosing an affiliate program to join. I can also provide you with a lot more plug-n-play resources to help you WEEK AFTER WEEK in this training program.

<https://www.nicheology.com/public/affiliate/signup.cfm>

If you join either (or both) of my affiliate programs, you'll not only meet EVERY criteria we've talked about so far, but you'll also have access to my affiliate manager, Mark Thompson.

Mark is THE top affiliate manager out there – he listens to affiliates and creates the content, advertisements, tools and resources that are needed to make money online.

While this isn't required, of course, it will give you a lot more flexibility (and will save you time) as you get into the promotional activities for the next 52 weeks as you'll have EXISTING materials ready to use – as well as have the opportunity to tell us what you'd like to have Nicole build to help you even more.

Whatever product or service you choose to promote is up to you. But, if you want avoid research and someone to tell you "this is a winner", this is the quick and easy way to make your decision.

That brings us to the third and final decision you need to make...

**Decision #3: What "domain" will you register?**

We're going to setup a free blog beginning next week where you'll operate from as your home base over the next 52 weeks (and beyond). But, rather than have you promote someone else's site, you're gonna promote your own site with the free blog "auto installed" (More on this next week.)

Note: Don't know what a "blog" is? Don't worry, everything will be explained in detail next week. It's easy to setup, requires absolutely zero experience, and is free.

None of that really needs to be important to you at this point, except for the fact that you need to choose and register a domain name.

This will cost you less than \$10 for a year's registration.

- You can register your domain and get hosting at <http://nicheology.org/hostgator>

There is a good article on the subject of choosing a domain name that you ready by <http://www.prologger.net/archives/2006/02/16/choosing-the-domain-name-for-your-blog/>.

However, I'd like to propose something much easier in terms of choosing a domain name. It's a simple formula...

**Topic + suffix = domainname.com**

That is, you take a keyword or keyphrase related to your target market (I.E. Affiliate, Diet, Inspiration, Home Business, Travel, etc.) and you merge it with one of my suffixes below to create a domain name you can register.

- ➔ World/Globe



- Watch
- Trend
- Connect/Connection
- Online
- Times
- Talk
- Helps
- HowTo
- Success
- Results

Let's look at an example...

EXAMPLE: If you use "Home Business" in these you'd render these domain names: HomeBusinessWorld.com, HomeBusinessWatch.com, HomeBusinessTrends.com, HomeBusinessConnection.com, HomeBusinessOnline.com, HomeBusinessTimes.com, HomeBusinessTalk.com, HomeBusinessHelps.com, HomeBusinessHowTo.com, HomeBusinessSuccess.com, HomeBusinessResults.com.

(Just as a note, I don't know if any of those sites are already taken or not and have no affiliation with them, nor endorsement for them.)

I know we've covered a lot of information today, but what you need to do now should take just a little bit of time. No more than 3 hours – certainly if you use my recommendations.

**Assignment**: Choose a market, join an affiliate program, register a domain.