

A BEGINNER'S
GUIDE TO
AFFILIATE
MARKETING

*5 Steps to Affiliate
Marketing Success!*

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So, you've decided that you want to set up an online business so that you can have the freedom and time to work from home. Or, in fact, anywhere in the world where there is an internet connection.

Therefore, in addition to the internet, you will, of course, need a computer. Preferably a laptop computer so that you can work from anywhere.

Now that you are armed with a laptop computer and access to the internet, let's discuss my 5 Steps to Affiliate Marketing Success.



FIRST, THOUGH, WHAT IS AFFILIATE MARKETING?

The simple explanation of affiliate marketing is this. As an affiliate marketer, you will promote the products or services of other companies or organizations on your own website. This is otherwise known as "Content Marketing".

You are given personally trackable links to the products you wish to promote. Once a customer clicks on your link and purchases a product or service, the merchant tracks the link and pays you a small commission.

Affiliate programs are free to join. Customers pay no more when they buy from you. So this is a win-win-win process.

That is affiliate marketing in a nutshell!

5 STEPS TO AFFILIATE MARKETING SUCCESS

Step 1: Develop the Right Mindset.

Okay, you might ask, what is the right mindset?

The training for you to fully understand and be successful at affiliate marketing, is extensive. Your mindset needs to be one that will focus on learning. Understand that success will not be immediate.

Your mindset needs to control your urge to *“give up because it’s taking too long or it’s too hard”*. It needs to keep you on the path towards success.

The only place that SUCCESS comes before WORK is in the dictionary! Therefore, you need to focus your mind into creating consistency and a determination to succeed.

Step 2: Choose your Niche.

In case you don't know, a niche is a segment of the market in which you choose to focus your business. You will find products within that niche that you wish to promote on your website. A niche should not be too broad and you should have a real interest or passion for it. You will need to write lots of content within your niche.

For instance, I am a golfer and love golf, but golf is a very broad niche. So, I decided to focus upon women's golf – also quite broad. Then I refined this down to focus initially on the best golf balls for women.

My brand is "What's In The Golf Bag, Girls? And I have written about golf balls, golf club sets, golf drivers, retrievers, range finders, golfing history, all in relation to women's golf.

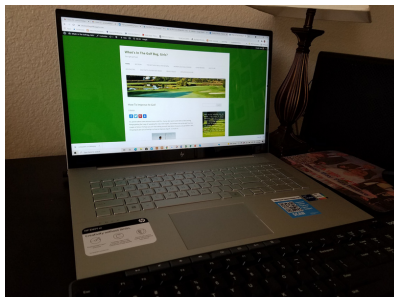
The most popular categories for niches include Fitness & Weight-Loss, Health, Dating & Relationships, Pets, Self-Help/Personal Growth. So, there is a lot of scope for choosing a niche.

Step 3: Build Your Website.

You may think that building a website is a complicated process, but it doesn't have to be. There are a number of website hosting programs that have automated website building for you, such as Bluehost.

In addition, there are a few affiliate marketing training platforms that incorporate website building into the program. The platform I use is amazing and my website was built and ready in about 30 seconds!

To get started, all you need to do is to purchase or apply an existing domain name to the process and with the click of a button, your website will be ready, like mine was, in seconds.



Step 4: Create Great Content.

The main concept that will help you to be a successful affiliate marketer is building relationships and a sense of trust with your website visitors. If they are to trust what you say, you need to become an authority on your particular niche.

This is why we have said that you must be interested in or passionate about your chosen niche. Only when you possess such interest and passion, can you begin to write effectively about your niche.

The same principle applies if you decide to use YouTube or Social Media to promote your business. You must develop trusting relationships with your visitors and subscribers.

An online business can only be successful if you understand SEO (search engine optimization). By sprinkling your blog posts with suitably researched keywords, you can get “found” by search engines such as Google, Bing and Yahoo.

This generates traffic (visitors) to your website and some of these visitors will make purchases.

Step 5: Monetization - Joining Affiliate Programs.

Many large retailers have their own Affiliate Programs which are FREE to join. The most well-known of these is Amazon. However, there are some stipulations to a continuing relationship with Amazon. You are required to have a certain number of sales within a 180-day period, or else they remove you. Other retailers are less-stringent.

Then there are a large number of Affiliate Networks. The networks facilitate the affiliate programs for a lot of retailers. Thus, you can join an affiliate network, such as CJ.com, Clickbank, ShareASale, and gain access to a whole host of retailers and their products.

Membership of affiliate programs and networks is the way affiliate marketers monetize their websites and get paid.

So, that sums up my 5 Steps To Affiliate Marketing Success.

I mentioned the affiliate marketing Training Platform I use in Step 3 above, so let me expand on that a little. It delivers the most comprehensive education and training I have found anywhere on the internet.

Everything in this beginner's guide is taught in depth, and even more. It goes into incredible detail about affiliate marketing and you will soon become an expert when you take this course.

I hope you have found this little guide helpful in your understanding of affiliate marketing.

Thank you for dropping by with your email address - I will be sure to send you more information on all this soon.

<https://shesbringinghomethebacon.com>

