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# **Affiliate Marketing 101**

**“8 Easy Lessons In  
Affiliate Marketing Basics.”**



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**Brought to you by:  
Mike Serovey**

## Part 1 - Shake Hands with Your Success: Affiliate Marketing

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Hello ...and congratulations!

You're about to learn about a very popular way to make money on the Internet...especially for those who are just now coming online... It's called **Affiliate Marketing (AM)**. The concept Affiliate Marketing is easy to understand and the "*practice*" is just as easy to master.

Most people who come online to make money need something to sell, but don't have anything. That's why being an affiliate is so great, **unlimited products to sell** for a commission! And the good news is that there's not a lot involved in being an affiliate.

In order to **be successful with Affiliate Marketing**, you first need to understand exactly what it is.

### **Defining Terms - What is Affiliate Marketing?**

AM is a 3-step process for earning income. It begins with signing up to sell someone's online product or service for a fee, then actually going out and advertising that product/service with the intention of generating sales, and finally making those sales to earn an affiliate commission.

To make things crystal clear, let me give you a real world example of the affiliate process. Meet Bob, an "ace" used car salesman. Bob has applied for a job (*for obvious reasons*) at Ace Automotive. Ace offers to pay Bob a 30% of the sticker price of every car he sells.

This sounds good to Bob, so he agrees. Every time a satisfied Ace customer drives off in an Ace car he's sold, Bob collects his 30% sales commission. This relationship makes Bob become an "*affiliate*" of Ace Automotive...

And it's exactly the same on the Internet! To enter the lucrative world of Affiliate Marketing online, you sign up to become an affiliate of any person's program or service in exchange for a commission. You are paid a commission for each "*unit*" you sell.

But how do you make this concept work for you on the Internet?

### **The Missing Link to Success - Your Affiliate Link**

Once accepted as an affiliate, you'll receive a special link to use in your advertising called an **affiliate link**. The purpose of having an affiliate link is to **identify you as the seller** when a sale is made from your link.

When you advertise your affiliate link and someone clicks on it, they are taken to the website where the product or service is sold. If the consumer makes a purchase, you receive the commission because that person used your affiliate link to access the site.

☑ **Making the Right Choice - Sorting Out Your Options**

There are probably over **one million different affiliate programs** on the Internet and they sell a countless number of different products and services. Some are good, some are bad, and some are well...probably not something an "*ethical*" business person wants to get involved with.

This means that you should really put some thought into what you **want to promote** as an affiliate. It's also in your best interest to **be picky** about which affiliate programs you join.

In your next lesson, you'll learn exactly how to pick the program that's right for you.

That's all for now,

Thanks for reading!

*Ian Herculson*

## Part 2 - Choosing Your Affiliate Program

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Hey ...you made it to Part 2!

Here are a few tips to help you select a great affiliate program that can help you earn **the oceans of income** that you are after!

### **Shout Out to the Pay-Out - What You'll Earn**

The money you receive as an affiliate, called **affiliate payout**, is the one of the first things you should look at when deciding whether or not to join the affiliate program.

A pretty **standard rate** of commission is something close to 50%. (*You will encounter both higher and lower commission percentages, but 50% is a pretty average starting point.*) This means that if the product retails for \$40, you'll receive \$20 for each one you sell.

#### **Ian's Insight:**

Personally, I wouldn't even sell a product for **less than 50% commission** unless the product is very expensive to purchase in the first place.

A high-priced item will increase the amount you receive per sale, so the lower percentage doesn't mean that you do a lot of work for a small payoff. For example, if a product costs \$500 and the affiliate program for that product pays you only 30% per sale (*instead of 50%*), you'll make \$150 from each sale.

Now even though 30% is a low commission percentage, a \$150 affiliate commission is not!

#### **Ian's Insight:**

Keep in mind that the more a product costs, **the harder it will be to sell**. I suggest that you start out by selling products **under \$100**.

Once you've master the techniques of selling with a moderately priced item, you can "step up" and start selling the big-ticket items that make a **huge income** possible.

☑ **Tiers of the Gods - Commission Levels**

You'll frequently find the word TIER in affiliate marketing literature. No biggie. A **tier** is simply a level of commission.

**Ian's Insight:**

In my experience, one and two-tiered programs are simply **the best way to go**. With one-tier you rely only on yourself to make commissions. With two-tiered, you get a few extra bucks when anyone you have referred also makes a sale and that's a nice incentive.

A **one-tier commission** program will pay out a certain percentage on each sale you make.

A **two-tier commission** program will pay out a certain percentage on each sale you make **plus** another percentage of any sales made through your referral "*sales team*." In a two-tier affiliate program, for example, if you make a sale to Rosa and Rosa makes a sale to Jimmy, you will be paid a **percentage of both sales**.

In most affiliate marketing arrangements, the second tier commission (*and beyond*) will be less then the first tier...but not always. Keep your eyes peeled for programs that offer second-tier commissions that are the same as first-tier to "ramp up" your profits.

**Ian's Insight:**

I've made a lot of extra money from the second tier income. But **don't count on it** being a prime source of income. If you rely solely on second-tier affiliate income, you'll be **counting on someone else** to make your paycheck for you. Don't do it! It's just too risky.

A **multiple tier commission** simply goes deeper then two-tiers. You would normally

see a multiple tiered program in **Multi Level Marketing** or **MLM** type programs. These programs can pay out commissions over 10 levels deep.

Multiple-tiered MLM type programs always report that if you fill your 10 level deep organization, you will make upwards of \$30,000 per month. **Don't be fooled.** It's nearly impossible to achieve that level of success.

**Ian's Insight:**

I have joined many multiple level organizations and have only ever **lost money** in them.

The reason I find they don't work is because first you have to make your sales, then you have to **train your first level** how to make sales, and then you have to train them also to **train the people below** them and hope that the whole system of training and selling is effective down 10 levels deep.

It's a lot to ask...and much too much to simply "*hope for.*" Stick to one and two-tiered and you'll be a much happier and richer person!

**Once Is Not Enough - Single and Recurring Commissions**

A **single commission** affiliate program pays you **once for every sale** you make. If you are selling an item such as a report or a book, you'll get a commission when a consumer purchases it. To earn another commission, you need to sell another book.

But with **recurring commissions**, you need only to make a sale once but you get paid **for every purchase a consumer makes!** In other words...more money for less work. Excellent!

Recurring commissions are usually paid in programs that sell **services or products with a recurring fee** (*i.e., monthly subscriptions or products with monthly fees such as website hosting*).

The downside of recurring commissions is that the commission is usually pretty low. But even though the commission may be just \$10 -\$20 (*the average*), you get paid that commission on an **ongoing basis**.

Pennies make dollars, and the modest incomes from recurring affiliate programs are worth promoting because they "*add up,*" too!

### ☑ **The "Eyes" Have It - Website Quality and Support**

Now I know your momma told you not to judge a book by its cover. And that's good advice when you're shopping at Amazon.com or Borders.

But in online affiliate marketing, looks count...and so does site functionality.

The website **should look professional**. If the owner takes pride in his website and affiliate program, then chances are that you'll be able to sell the products a lot easier. And the process of joining an affiliate program should be a smooth, without a lot of stops and starts, glitches, or tricks thrown in.

#### **Ian's Insight:**

Look to see that the website has it's **support information** easily accessible -- telephone numbers, emails, and help forms should be easy to find and easy to use. You don't want to be stuck trying to ask a question and don't even know where to go to ask!

### ☑ **Wrapping Up**

I've really given you just the basics to affiliate marketing in general. There is a lot more you can learn, of course! But my goal is to give get you enough of a foundation so that you're pointed in the right direction and prepared to avoid some pretty common pitfalls.

#### **Ian's Reading Room:**

Rosalind Gardner wrote a 267-page report titled **The Super Affiliate Handbook**. In it she explains on how she makes over **\$450,000 per year as an Affiliate Marketer**.

*(No, that's not a typo...I really mean that she earns almost half a million dollars per year!)*

If you want to learn the advanced strategies to really catapult your sales, then go pick up a copy of [Super Affiliate Handbook](#)! It's simply awesome!

If you are at all interested in reading about **more advanced practices** in affiliate marketing, then Rosalind is only person I would send you to:

[Super Affiliate Handbook](#)

In your next lesson, you'll get some high-octane tips for making sales **fast**.

That's all for now,

Thanks for reading!

*Ian Herculson*

## Part 3 - Driving Traffic in the Fast Lane of Affiliate Success

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Hello again!

Welcome to Part #3 of your Affiliate Marketing Ecourse.

Money doesn't grow on trees...you don't get something for nothing...and just being in an affiliate program isn't going to make you any money no matter what the sales letter says, you are going to have to **do some work!**

But that's okay. Work hard, play hard, and earn big. You will! Because today, I want to tell you about the **effective techniques of successful affiliate marketers**...all the tricks and tips they use to drive customers to the products and services they are selling in order to **earn mountains of affiliate income.**

To succeed in affiliate marketing, you'll need to master the most difficult, but important aspect of earning online: **advertising.** So for the next three days I'm going to cover the **3 most effective ways to drive traffic** to your affiliate pages.

### **Ian's Insight:**

These are the "*Big Three*" tactics that I personally use to generate my traffic and income to my affiliate programs. Today we'll cover "*Ezine Advertising.*"

### **Defining Terms - What is an Ezine?**

Before we talk about ezine advertising, let's make sure we're "*on the same page*" when it comes to what an ezine is exactly.

An ezine is an **electronic newsletter**...meaning it's a newsletter that is **delivered online** to the recipient's email inbox. There are millions of newsletters that cover virtually every topic conceivable.

### **Ian's Insight:**

The great thing about advertising in highly focused ezines is that your message **can be accurately targeted** to the type of person **who would purchase the product or service** you are trying to sell.

For example, let's say you belong to an affiliate program that sells an ebook explaining online poker strategies. If you found an ezine that's devoted to online gaming, you'd be advertising to a very like-minded audience.

But let's get even more targeted and sharpen our focus! Let's say you find another ezine that is all about poker strategies and you place an ad in there. You can be sure that 100% of the people that will see your advertisement are poker players.

Ezine advertising means that your marketing message is **100% relevant to the people you are trying to reach**. Now that's a great thing to know...and a great "*boost*" for converting ad readers into product buyers.

And what's even better is that there seriously is an ezine for almost any topic in the world. Gardening, golf, football, sock collecting, tractors, snakes, picture taking...etc. The list just never ends.

### **The Right Tool for the Job - Ezine Advertising Options**

There are basically **three options** for advertising in any ezine.

#### **\*The Classified Ad**

This ad is typically a short 5-line advertisement with your affiliate link included. The purpose of this ad is simply to get a click to your website.

Classified ads normally will appear in the **middle or end** of a full ezine issue in a group with 5-10 other ads. Because the classified ad is short, and is in direct competition with others, it is the least expensive ad to purchase.

#### **\*The Top Sponsor Ad**

This ad is typically 10-20 lines with your affiliate link included. Once again, the purpose of this ad is simply to get a person to click to your website.

Top sponsor ads appear **at or near the top** of a full ezine issue, hence the name "*Top Sponsor*". It normally will appear alone and because it is a bit longer in length will be priced higher than a classified ad. The circulation of the ezine and the number of people subscribed may also have an impact on pricing.

### **\*The Solo (Exclusive) Ad**

The solo ad is the **grand-daddy** of ezine advertising. It has become a major player among all Internet marketers for a few good reasons. The solo ad is normally allowed to be any length and usually is sent to the entire list of subscribers by itself. That means all eyes will be on your ad and nothing else.

Solo ads are by far the priciest ad type to purchase but that is because it usually **produces the most results** -- aka clicks to your website.

#### **Ian's Insight:**

I personally recommend solo ezine advertising as a great way to direct a **large amount of targeted traffic** to any product that you are promoting!

And I have even taken the liberty of putting together a great little package for you! Click on [this link](#) to access **my own personal list** of outstanding places to purchase solo ezine advertising.

In our next lesson, we'll explore the most powerful, effective, bottom-line growing topic in affiliate marketing: **Building Opt-In Lists**.

That's all for now,

Thanks for reading!

*Ian Herculson*

## Part 4 - Opt-In Is In...Big Time!

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Howdy,

In this lesson you are going to learn the second way of my "Big 3" advertising strategies to drive some laser targeted traffic to your affiliate programs...**Opt-In List Building!**

This topic is one of my favorites because the power of owning your own opt-in list is simply incredible. But once again, just in case you don't know what an opt-in list is, I will tell you.

### **Defining Terms - The Opt-In List**

An **Opt-In List** is simply a list of people who **requested** that they be placed on your email list.

*Why would people be willing to share their email address with you?* Some reasons they would do this is perhaps because you are giving away information related to what they're interested in. A free 7-part email series called "*7 Simple Golf Tips to Lower Your Score*" is an effective "*bribe*" to convince a bunch of golfers to be on your list.

Like an ezine, an opt-in list **focuses on a certain subject** in order to create a targeted list of prospects. In many instances, the only thing that differentiates ezines from opt-in lists is that the list owner does not sell advertising space. So many people build personal opt-in lists for the sole purpose of selling related products and services as affiliates!

That's basically what differentiates the two.

### **Nothing "Optional" About Having An Opt-In List**

Every good Internet marketer in this world has his/her own opt-in list. It's the first place they go anytime they want to sell something of their own or of someone else's!

The reason having an opt-in list is so powerful is because once you have it, you have a whole list of people right at your fingertips; engaged consumers who are all interested in the same subject. What a target audience!

**Ian's Insight:**

With an opt-in list, you can send as many offers for related products and services as you'd like **without having to pay any advertising costs** like you would in ezines.

Let me demonstrate this concept by creating an imaginary *"Fishing Freaks Opt-In List"* made up of people who are interested in angling. One day you can send them an advertisement for a new fishing tackle on sale on a website you are an affiliate of. You'll sell a few and make a few commissions and **it didn't cost you anything!**

A week later, fishing rods go on sale and you can once again send the offer to your list and collect all the commissions **without having to pay any advertising costs!** You can sell them wading boots, tackle, fishing magazines...the possibilities are endless as long as the offers you are making are related to fishing!

This process...and the **big earnings** that come with it...can go on, and on, and on.

**You've Got The Power**

That's the power of owning your own opt-in list. The ability to **send sales messages again and again without additional advertising costs.**

**Ian's Insight:**

**Don't go overboard.** Abusing your sending privileges and overwhelming your opt-in list members with an avalanche of nothing but sales offers will **reduce the size of your list** quickly. People will catch on to the fact that you're not really sending information they find valuable and will remove themselves from your list!

**If You Build It They Will Come...But You Have to Build It First!**

Building an opt-in list isn't an easy thing to do. Well I should rephrase that. The theory is easy...but it's hard to put into practice. The creation of a **good opt-in list** takes time and patience, the rewards are worth the investment of time and effort, believe me.

Once it's been created, your opt-in list is the **most powerful sales tool you will ever have.**

The quickest way to building an opt-in list is to **give away something of great value** in exchange for a person's name and email address.

- If you want a list of golfers, give away golf swing tips.
- If you want a list of yoga practitioners, give away free yoga pose booklets.
- If you want a list of Internet marketers, give away Internet marketing tips!

**Get the idea?**

**Ian's Insight (in eBook form!):**

I have written a 57-page eBook [The Opt-In Strategy](#). It explains how I was able to **build an opt in list in just 30 days** and profited **\$1500** while building my list.

The eBook is my **free gift** to you and it's a great read. So as soon as you finish up with today's lesson, go ahead and download your "*instant*" copy here: [The Opt-In Strategy](#).

If you are looking for really advanced strategies to **catapult your opt-in list building**, to new heights then Alex Sampson is the best guy around you should learn from.

**Ian's Video Room:**

[Explosive List Building](#) is a set of **five powerful step by step videos** done by Alex Sampson that can each show you how to easily add **1000 subscribers** or more to your email list **within the next 10 days!**

In our next lesson, we'll explore **Google Adwords**. You're gonna love 'em!

That's all for now,

Thanks for reading!

*Ian Herculson*

## Part 5 - Google Means Traffic Now!

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Hi,

In this lesson you are going to learn the 3rd and final way of my "Big 3" advertising strategies to drive some laser targeted traffic to your affiliate programs...**Google Adwords!**

In case you've been in a coma or living under a rock for the past 5 years, Google ([www.google.com](http://www.google.com)) is the Internet's largest search engine. Yes, it's even bigger than Yahoo, Excite or MSN...and is a great place to do some kick butt advertising.

### **Defining Terms - Google Adwords**

If you do a search on Google, you will notice that down the right-hand side of the search results are a bunch of **short classified ads**. Those are called **Google Adwords** and they are one of the best ways to get **cheap, but high quality traffic** to your affiliate programs in the next 15 minutes.

**Yes they are that fast!**

### **Using Ad Words To Get Crazy Traffic**

How you use Google Adwords to get traffic is actually not too hard!

1. Sign up for an account, which is free. ([Sign-Up Here](#))
2. Create a small classified ad for the affiliate product or service that you are promoting.
3. Choose the keywords or search phrases that when searched for on Google will display your small classified ad down the right hand side of that searches results page.
4. Earn big bucks.

**How about an example?** Okay, let's say you're an affiliate promoting a new ebook filled with golf swing tips. You choose the five phrases that you think your likely audience will use as keywords when they're surfing the Internet so that when they enter them into the Google system **your ad** is displayed on the page.

You might choose:

- **Golf Swing**
- **Better Golf Swing**
- **Improve Golf Swing**
- **Golf Swing Tips**
- **Improve Your Golf Swing**

And your Google Ad may look something like this;

[Breakthrough Golf Swing](#)

Discovery has golfers dropping 10 to 20 strokes in weeks. Guaranteed  
[www.golfswingcontrol.com](http://www.golfswingcontrol.com)

Once you have your keywords chosen and your ad written, you are then able specify the most you are willing to **pay per click** on your ad. You even control how much you are willing to **spend per day!**

**Ian's Insight:**

**Pay-per-click** and **spend-per-day** limits are great options to have. They allow you to keep control of your budget and determine exactly **how much money you want to spend** per month. They also allow you to find out exactly **how many clicks you'll get** for doing it!

For instance if you set your maximum cost per click to be **\$0.10**, and you set your budget to **\$1** per day, that means you'll be allowed to have **10 clicks per day** before your ad is removed for the rest of the day.

Also, since your maximum allowance is **\$1** per day, your monthly cost would be 30 days x **\$1 = \$30.00**.

And you'll also know that you will get 300 clicks per month because 10 clicks x 30 days = **300 clicks!**

How great is it to all that information up front? It's REALLY great!

☑ **Running the Numbers - MBA in Mathematics NOT Required**

To take this little formula even a bit further, let's say you are an affiliate of a product that pays \$20 per commission. Let's also assume that you know the affiliate product that you are selling has a website sales conversion of 3%. That means, on average, out of every 100 visits to your website you will probably make 3 sales.

So if you are sending 300 clicks, you should expect to get about 9 sales. It may be higher or lower, but on average it should be about 9.

9 sales x \$20 per sale = \$180. But minus the \$30 it cost you to get the 300 clicks you have made a net profit of **\$150!**

See how that all works? If not, re-read that last section a few more times because once you get it, you'll see the absolute power of Google Adwords.

Now remember that with Google Adwords, not only is the traffic **immediate**, it's **targeted** exactly to the audience you need.

Some people make absolute fortunes using the Google Adwords approach to traffic. My friend Chris Carpenter is one of them! Heck, he lives in Mexico surfing on the beach with his wife and kids over the cold winters and pays for it all with Google Adwords.

**Ian's Reading Room:**

Chris wrote a great ebook called [Google Cash](#). It's the true story of how he makes his living, and how **you can earn a significant income** doing the exact same thing he does. It contains many more details about setting up Google Adwords campaigns, and **everything you need to know** about choosing the right keywords and maximizing the effectiveness of your Google Ads.

If you want to learn how to Google the best way, [Google Cash](#) is the book I recommend.

In our next lesson, we'll explore what makes Affiliate Marketing (*selling other peoples stuff*) so much more appealing than Product Creation (*selling your own stuff*)!

Thanks for reading, that's all for now!

Ian Herculson

## Part 6 - The Big Event: Affiliate Marketing vs. Product Creation

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Well,

We've made it this far and there's not much further left to go! In the last two parts of this course, I will illustrate a few of the advantages and disadvantages of affiliate marketing and how you can manipulate them to **maximize your chances of success!**

You've got a map, you know your destination, now you just need to know a few of the **short-cuts**, and also the **dead-ends** along the way!

When you look at the vast Internet landscape, you'll see **all kinds of opportunities for earning**. And if your goal is to sell, then affiliate marketing stands head and shoulders above creating your own product or service to sell for a variety of reasons.

### **Affiliate Marketing Is Designed to Be Simple (and Lucrative)**

It's the truth: the process of affiliate marketing is quite **simple by nature**.

All you really have to do to call yourself an affiliate marketer is pick a product or service online that you want to sell, sign up for the affiliate program, then promote your affiliate link. When a sale is made through your affiliate link you make a commission!

### **That's it in a nutshell!**

There are, of course, clever tactics to use when affiliate marketing such as picking high paying affiliate programs and advertising your affiliate link only to targeted prospects. But basically the game remains the same for everyone!

### **Let Someone Else Do The Book-keeping**

As an affiliate of a program, you're **not running the program**...and that's one of the most appealing aspects of being an affiliate marketer. As the affiliate, all you really have to care about is how much you have made, and when you get paid.

Most affiliates have access to an **online administration area**. You'll use it to provide the *"mail to"* information for your commission checks and to view statistical data such as how many sales and visits you have referred to the affiliate program owner's website.

But that's it. No adding, no subtracting, no multiplying or dividing. The information is provided to you as a back-up so that you can confirm that you're being paid correctly.

That is a lot less responsibility to have as compared to the person who is running the affiliate program. The **affiliate program owner** or merchant must keep track of virtually everything involved: all the accounting, which affiliates made money, how much money was made, processing refunds, sending affiliate checks and more are all weekly and sometimes daily routines for someone who owns an affiliate program.

Successful companies may have to staff entire departments just to handle these administrative chores. And sure, there is software to help manage the multitude of tasks to be done, but overall just being an affiliate is **so much easier and less stressful**.

Isn't that what you're looking for?

#### **The Best Kind of Customer Service - None**

If you make 1000 affiliate sales for your products, there will inevitably be a few of people who are going to want a refund, more information, their password re-sent, or some sort of purchase "support." Many companies live or die based on the level of customer care they provide.

Customer service is important, but it's also time-consuming and expensive. Fortunately, as an affiliate, you don't have to lift one finger (or pay one dollar) to take care of all that support. You just **make the sale** and **cash the check**.

Life's so easy as an affiliate!

#### **You Don't Have to Re-Invent The Wheel**

Many people come on the Internet and try to create their own product to sell so that instead of only getting a commission percentage, they get the whole 100% of the sale. **Many try...and many fail.**

For advanced affiliate marketers, carving out a new market niche by creating a product can prove to be extremely lucrative. But when you are just starting out, trying to create your own product is **not worth** the extra 40% per sale that you make because if you product fails, you'll end up **losing 100% of your investment**.

You're going to need a **large upfront investment** if you want to create a new product. Whether it is for programming costs, website designs, or sales material costs, "*new*" can get really expensive! And the problem with that is that you **won't start to re-coup your investment** from your product until it's ready to sell!

☑ **The Affiliate Difference:**

As an affiliate you can **make sales immediately** on products and services that have proven affiliate marketing tools already in place.

Really, being an affiliate is one of the best ways I know to get into the Internet marketing arena **without a whole lot of risk** involved. Once you learn how to be a great affiliate, then creating your own product and starting an affiliate program of your own will be much more simple and profitable!

Hold on, your eCourse is almost over, but the best is yet to come. **Next Lesson:** Affiliate Marketing pitfalls, problems...and solutions, of course!

That's all for now,

Thanks for reading!

*Ian Herculson*

## Part 7 - The Problems Of Affiliate Marketing.

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Hey there,

Since the last installment was about all the advantages of affiliate marketing, I figured it would make sense for today's section to cover the disadvantages. **Yes, there are a few!**

But don't worry, I'll show you how to avoid all the problems as well as beat the ones you simply cannot steer clear of!

### **Two Is OK, Three's A Crowd**

Affiliate marketing **became its own worst enemy** when everyone started realizing how good it was to have an affiliate program.

It seemed that for every product to come out, a new affiliate program also entered the market in order to reap the mass amounts of traffic that affiliate programs typically bring. So naturally when a million products came out, a million affiliate programs were soon to follow creating a huge messy problem for all beginning affiliate marketers.

Even master Internet marketer **Corey Rudl** cashed-in on the trend and began selling affiliate program software to the many new affiliate program owners on the market. Although his software is excellent, the people buying it did not always adhere to the same high business standards that Corey or his software did. **And that's where problems began.**

### **With the good came the bad!**

The Internet flooded with **poorly run affiliate programs** and **shady merchants who steal commissions** or don't pay on time. They run bad customer support programs and don't keep their sites up-to-date and professional-looking.

Affiliate program empires were built up with toothpicks and bubblegum and many of them fell apart under the weight. And there they remained trapping many newbie affiliate marketers in their ruins.

**I don't want you to be one of them.**

### ☑ **One Is The Loneliest Number**

If making a living over the Internet is your goal, then affiliate marketing needs to take on a whole new meaning for you. Here's what I mean:

You can't possibly think of creating **an income substantial enough** to live on by simply selling one product or service over and over again can you? I mean even if the product has a recurring monthly income, it can be very hard to build up a large enough income stream to live off of. Affiliate marketing product commissions **just normally don't allow** for one product to create the kind of wealth that many Internet marketers are after.

So naturally the best thing to do is get a **portfolio of affiliate products/services** that you can advertise.

#### **Ian's Insight:**

Your portfolio of products/services puts you into a bit of a "*Catch-22*" situation. You need to promote more than one affiliate program to make a good-sized income, **but** with each new affiliate program comes a whole new set of responsibilities. **Your challenge is to balance the two sides.**

Remember only to promote certain affiliate program which you have deemed worthy of your **time, effort and income level!** Try starting by advertising only one or two affiliate products or services at most. Once you have a good handle on those two, add slowly and steadily until you are **making a profit big enough to purchase the Taj Mahal!**

### ☑ **There's Safety in Numbers...and Some Problems, Too**

If your promoting 10 different affiliate programs to make sure you're earning enough income from affiliate marketing, keeping track of your new found revenue streams can get tricky. 10 different affiliate programs means 10 different places that you'll need to visit regularly to see how each affiliate program is doing.

You could drown in this tidal wave of income if you're not careful!

**Ian's Insight:**

To help keep things "*sorted out*," I suggest you **save all the welcome messages** that are sent to you when you join the affiliate program. They will usually contain the link to where you can check your affiliate statistics, your username and password.

If you really want to get a handle on things, go to the login page of each affiliate program and bookmark it into **a folder called affiliate stats**. If you are at the login area for [Internet Marketing Secrets](#), then name the bookmark accordingly either by name or by its initials. Just use something that you will recognize easily.

That way instead of always searching for links to your affiliate areas, you'll have them in one easily accessible place. And what about all those usernames and passwords...**yikes!**

**Ian's Freebie:**

There's a neat piece of software that **will remember all your passwords** for you. It comes in really handy when you are a part of 15, 20 or 30 affiliate programs! It's free and you can download it instantly here: [RoboForm](#).

**Share the Wealth...and the Advertising Costs**

I think that the biggest disadvantage to affiliate marketing is the cost involved in creating a large income.

For each affiliate program that you join, there will be an additional cost in advertising that program. If you're promoting 20 different affiliate products, you'll have to pay for **20 different advertising campaigns** and that can get really expensive.

**Ian's Insight:**

The only way around this disadvantage is to promote slowly and build up your wealth over time. Re-investing **50% - 75% of your earned profits** to cover advertising costs in order to make more profits is a really good idea. It's just that it takes a little longer to do.

But not many people did get rich over night!

Okay! I've got a reward for you. Your next lesson -- **The Most Ingenious Marketing System in the World** -- is simply going to blow your mind. You'll learn a **proven system** that exploits all the advantages of affiliate marketing while avoiding all the problems!

It's a system I have personally used to generate an **income of \$5000 per month**...and I'll tell you all about it tomorrow!

That's all for now,

Thanks for reading!

*Ian Herculson*

## Part 8 - The Most Ingenious Marketing System Ever Created.

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Hi,

Congratulations! You've successfully completed your 7-day eCourse and earned your MBA in AMB (*Affiliate Marketing Basics*).

I hope you've enjoyed the lessons and realize how the Internet can be an **incredible source of income** for you. And I sincerely hope you paid attention to what makes affiliate marketing so lucrative...because the information that I'm about to reveal to you has everything to do with what you have just learned in the last 7 Parts.

I want to introduce you to an *ingenious system* that is without question the **best of the best** of affiliate marketing systems.

This easy-to-implement system expertly *cashes-in* on **every advantage of affiliate marketing** that you have learned, while successfully sidestepping all the disadvantages.

It seriously has **everything you should look for in an affiliate product**...and more!

So what is this incredible wealth-generating juggernaut? What do you call such a complete, comprehensive guide to putting the Internet to work? Just think of it as:

### The Most Ingenious Marketing System Ever Created

You already know why affiliate marketing is a winning strategy for earning money. Now I'll tell you why this system is a **foolproof approach** to success:

**The system itself is an affiliate marketing product that you can promote.**

And this system features your favorite rewards: a **HIGH INCOME potential** with **generous RECURRING COMMISSIONS** over **TWO Tiers!**

- **Earn \$10 per referral per month** on Tier 1
- **Earn \$15 per referral per month** on Tier 2

**The system has back-end earning potential.**

Your eCourse didn't go into the tremendous power of back-end earning, but I guarantee you that it's **a great thing to have in an affiliate program!** Here's how it works:

- Advertise just **one affiliate link**, and you'll have over **25 other related products advertised** to each referral for you all **with your affiliate links inserted**.
- Earn even **more commissions** from over **25 other products** in the marketing system that are **sent to your referrals automatically**.

**The system was created and is continuously overseen by an experienced affiliate marketer.**

There's one simple way that I know that this system can change your life, your bottom line, and your financial future for the better: it works for me! It makes me money, day after day, week after week, month after month...so I know it will **make money for you, too!**

All you have to do is advertise it! And the system makes that task easy too:

- All advertising materials are **written for you**.
- All advertising messages are **emailed to your referrals for you**.
- **All support is taken care of for you**.

**The system is risk-free**

I understand that you may be skeptical...and you should be. There are lots of people out there who promise you success, but deliver something far short of that. So how can you that this system is worth the investment?

Easy! You get **30 days to use the system FREE**, without forking over any money upfront. You don't risk a thing.

- Cancel if your not satisfied and you **pay nothing!**
- It's possible to **earn before you even pay!**

It's time to let the cat out of the bag. Let me introduce you to your future:

## Smart Subscriber.



Click on the button below to take advantage of the **30-day FREE TRIAL** of the **Smart Subscriber** system.

**Absolutely Incredible...**  
**Absolutely Effective...**

**"Absolutely FREE for 30 Days"**



That's all for now,

Thanks for reading!

*Ian Herculson*

## **Did you like this free report? Would you like to give it away to your customers for free?**

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This report was intended to be **distributed freely amongst everyone**. This free report can be given as a bonus to products you sell, given to your favorite customers or just sent as a free gift to your opt-in subscribers.

You can also **brand this report** to include your own affiliate links **free of charge**.

Here are your branding instructions.

### **1.) Join all the affiliate programs.**

There are 6 products in this report that have brandable links included. They are;

<p><b><u><a href="#">Super Affiliate Handbook – Rosalind Gardner</a></u></b></p> <p>In this ebook, Rosalind explains how she makes over \$450,000 per year an affiliate marketer!</p> <p>Price: \$47.00 Commission: <b>\$21.24/sale</b></p>	<p><b><u><a href="#">Google Cash – Chris Carpenter</a></u></b></p> <p>In this ebook, Chris explains how he makes a full time living using only Google Adwords!</p> <p>Price: \$49.95 Commission: <b>\$22.60/sale</b></p>
<p><b><u><a href="#">The Opt In Strategy – Ian Herculson</a></u></b></p> <p>In this free brandable ebook, Ian tells how he built a double confirmed opt-in list of 2250 people and profited \$1500 in only 30 days!</p> <p>Price: \$67 Commission: <b>\$36.58/brand</b></p>	<p><b><u><a href="#">Smart Subscriber – Ian Herculson</a></u></b></p> <p>This is “The Most Ingenious System Ever Created.” You can place your affiliate links in every single issue of TheGuruMarketer.com ezine!</p> <p>Price: \$37/month Commission: <b>\$10/month/sale</b> on Level 1. <b>\$15/month/sale</b> on Level 2.</p>

### **Explosive List Building – Alex Sampson**

In this ebook, Alex will give you five powerful step by step videos that can each show you how to easily add 1000 subscribers or more to your email list within the next 10 days!

Price: \$47

Commission: **\$28.20/sale**

### **RoboForm – Siber Systems**

This free software will store all your website usernames and passwords so that you don't forget them. It will also give you one click access to your login pages!

Price: Free to try

Commission: **30% of backend sales**

The first three products require that you have a free [Clickbank ID](#) to sell as an affiliate. You must also go to [The Opt-In Strategy](#) website to sign up for that program.

Sign up for the **Smart Subscriber** affiliate program using the 30 Day Free Trial offer found at the end of **Part 8**.

Sign up for Alex Sampson's [UME Profit Share Center](#) which is his affiliate program for all of his products.

And lastly, sign up for the [RoboForm](#) affiliate program which has three commission options you can choose from!

## **2.) Download the branding software.**

Download the software you will need to brand this report by clicking on [this link](#).

The file will be called **amb.zip** file so you will need WinZip or some other unzipping file to open the package. [Click here](#) to get WinZip if you don't already have it. It's free.

## **3.) Open the "ReadMe.txt" file**

When you open your .zip file, three files should be in that package.

- **ReadMe.txt** (This file will give you the instructions you need.)
- **AffiliateMarketingUnbranded.pdf** (This file is the unbranded ebook)
- **PDFBrand.exe** (This is the software you will use to brand the ebook.)

#### **4.) Give away your branded ebook!**

That's pretty self explanatory!

Thanks for reading!

*Ian Herculson*