



# Internet Based Family

Easy Website Builder

Quick Guide to



Affiliate  
**Marketing**



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## **What Is Affiliate Marketing?**

Affiliate marketing basically means selling other people's products online for a commission. This is a very easy way to build your own business because there is no inventory to keep, no order fulfillment, and no customer service issues to deal with. You leave all of that to the product creator while you simply promote your chosen products through your website.

You may be asking, what companies? What products or services? That's the great part. You can become an affiliate marketer of almost anything.

From Dell Computers to Staples office supplies to L.L. Bean clothes, and many more, there are tens of thousands of affiliate programs available. Finding a product or service that you believe in and want to promote is easy. We'll show you how to do this a little further in the guide.

Affiliate marketing is definitely a great way to make an income online. Sounds great, right? But before you add the title "Affiliate Marketer" to your business card and resume, you should have a better understanding of what it is. This quick guide to affiliate marketing will provide you with the information you need to get started in affiliate marketing.

## Why Choose Affiliate Marketing?

Affiliate Marketing Provides Security. When you go into business for yourself, there is always a certain amount of risk. You invest time and money into developing your product and service. Additionally, you spend time and money developing a marketing plan. Sometimes in small business ownership, the risk doesn't pay off and all of the time and money invested is lost.

Fortunately, the risks associated with affiliate marketing are next to none. As an affiliate marketer, you are already promoting products that have an established need and customer benefit. As an affiliate marketer, you are often supplied with all of the marketing tools that you'll need to sell a product including banner ads, ad sales copy, and even sales letters in some cases.

All of the variables are taken care of. All of the product and market research has been taken care of. All that's left for you to do is spread the good word about the products and reap the rewards.

Affiliate Marketing Makes Money Fast. Because your start-up costs are minimal (the cost of a website is all you really need), you can begin making a profit right away.

Affiliate Marketing Gives You Multiple Streams of Income. As an affiliate marketer, you can promote as many products as you like. In fact, diversifying your product profile is recommended.

Why? Because you never know when a company is going to take a downturn. They can go out of business. There can be an advancement in technology that

makes their product obsolete. Or a scandal involving the company can hit the news and product sales can take a significant downturn.

Promoting a variety of products is the best way to keep regular money coming in. However, it is recommended that you begin small. Don't jump in with 5 websites and 25 different products. One website and a handful of relevant products is the best way to learn the business and make money at the same time. Once you have a system established, then you can duplicate it over and over again.

Affiliate Marketing is Easy. Affiliate marketing doesn't require an inventory. It doesn't require a specialized shopping cart or point-of-sale software. It doesn't even require any employees. To get started, all you need is a simple website and a few informative articles with embedded links and you're good to go.

Don't worry; building a website is easy if you have the right tools. In fact, we will provide you with all the tools you need to easily start your first affiliate marketing website – if you can get around a basic computer program and if you can copy and paste – you can build a website... it's easy, we promise. But you don't have to take our word for it, try our *Easy Website Builder* for 10 days absolutely free and see for yourself. Go here to learn more: [InternetBasedFamily.com](http://InternetBasedFamily.com)

## How To Begin Making Money As An Affiliate Marketer

Step 1. Your first decision when establishing an affiliate marketing business is what types of products are you going to promote and sell? This is an important decision, and in order to make it you'll need to ask yourself a few questions:

1. What are you interested in?
2. What are you knowledgeable about?
3. What are you passionate about?
4. Can your passions or interests be profitable?

These are important questions to ask yourself before you get started. Why? Because your affiliate website needs to have a unifying theme. You can't effectively sell dog biscuits and computers on the same website. You're also going to have to provide content, articles, and information for your website visitors. Even if you aren't creating the content yourself, it's always easier if you have an interest or knowledge in the subject matter.

Let's assume that you have a passion and extensive knowledge about animal health and care. Your next step is to narrow your chosen interest into a specific niche. For example, you can choose cats, dogs, or even fish as your chosen niche.

Having a niche, rather than a broad category, makes it easier to reach and target customers. It also makes it easier for you to provide informative content to each and every visitor. We'll get to why content is so important in more detail in just a bit, but in a nutshell content pre-sells and pre-qualifies your affiliate products.

In niche affiliate marketing, you can even narrow your niche within a niche. For example, instead of building a website about general fish care, you can build one about caring for tropical fish or saltwater fish. But before you jump right into your passion...

Step 2. Researching Demand. It is important to make sure there will be an audience for your website. No audience means no visitors, and no visitors means no sales. Fortunately, there are a variety of tools to let you know if you're on the right track. The Overture keyword tool offers a great starting point for researching your niche popularity:

<http://inventory.overture.com/d/searchinventory/suggestion/>

Simply type your keyword phrase, or topic, into the keyword tool and see what information comes back.

You can also take things one-step further and use a paid keyword research tool like WordTracker. You can try their trial version before you buy, and that will give you a good idea of how the tool works.

<http://www.wordtrackerservice.com/>

Additionally, you can, and should, use the keyword suggestions provided when you're optimizing your website for the search engines. We'll talk more about Search Engine Optimization further in the guide. And don't worry, if you're new to search engine optimization, the Internet Based Family Easy Website Builder makes optimizing your pages a snap.

But don't stop at keyword research, you should also research your niche by visiting online forums and communities related to your niche. You can also search on your keywords and look at what similar websites are offering. This is a great way to get ideas for which affiliate programs to promote. Which leads us to step 3...

Step 3. Find affiliate products. Now that you have your chosen topic or niche, you need to find products to sell, right? Right! Your next step is to select a few good products to promote on your website.

Here's how to find them:

- Type your topic plus the word affiliate into your search engine. Using the tropical fish example, it will look like this +Tropical Fish + Affiliate. Make sure to use the plus sign because it tells the search engine that both words must be present on the website. Your search should generate several products that you can begin to research. The tropical fish affiliate search produced 53,000 results and several good options in the top 10 listings.
- You can also visit affiliate networks. These are websites that have affiliate products registered and categorized. This makes it easy for you to search for relevant products to sell on your website.

Here are some of the more popular affiliate directories:

[www.cj.com](http://www.cj.com)

[www.shareasale.com](http://www.shareasale.com)

[www.clickbank.com](http://www.clickbank.com)

[www.linkshare.com](http://www.linkshare.com)

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Researching affiliate companies. What to look for.

When adding affiliate companies to your portfolio, remember that your reputation is on the line. You should only consider high quality products and services. You're recommending these products to your visitors and you don't want to destroy the trust you've built up with them. Always be careful what programs you choose to promote to your customers.

You should also investigate the merchant's site and make sure that ordering and fulfilment are handled professionally.

Try to represent products where your affiliate link takes your customers directly to the company's product page and not their home page. Conversion rates sink rapidly if your customer has to hunt around on another web site to find the product they need.

Make sure that you understand the payment method. Do you get paid per sale or paid per lead? You'll also want to make sure that your commission is at least 10-20% of the cost of the product.

You shouldn't have to pay to be an affiliate and all affiliate support should be detailed on the company's website. Look for companies that provide sales and marketing materials for you to use in your promotions.

Bonus items are companies that pay you if you send them another affiliate - this is called a two-tier commission. Additionally, look for companies that offer lifetime cookies. If a customer visits their site but doesn't buy but comes back

next month or in six months, you want to make sure you still receive credit for that sale.

Step 4. Your domain name. Once you have your niche and products chosen, it's time to begin promoting them on your website. But wait, before you can have a website, you have to have a website name, right?

Your website name is your domain name. For example, [www.ebay.com](http://www.ebay.com) is the domain name for eBay.

There are a few simple rules when choosing a domain name:

- Make the name as short as possible
- Make the name memorable
- Make the name easy to spell
- Make the name unique, but not too goofy.
- Make the name descriptive.

Step 5. Registering your domain name. Once you have chosen a domain name, you need to make sure that it is available and then register it. This can be done easily with any domain name registration service. You can find cheap domain names at [www.internetbasedmomshosting.com](http://www.internetbasedmomshosting.com)

Step 6. Design your website. There are a few important factors to keep in mind when designing your website. It needs to be welcoming and easy to use. Your website should be easy to navigate (make sure your visitors can easily get around and find all the information they need), easy to read (no flashing graphics or pictured background), and provide valuable information.

**Here are a few additional tips to keep in mind when designing your website.**

Steps to building a great website:

- Find a niche you enjoy and are passionate about that will be profitable.
- Build your website to suit the needs of that target market – every word, every picture; everything on your site should serve the purpose of your customers.
- Make it easy for people to read your website by using standard Ariel or Verdana font in black.
- Don't use a color or picture background (tiled or otherwise). Always use white.
- Make it easy for everyone to find what they're looking for by including a site map and easy to follow links.
- Place a form on your website to make it easy for customers to contact you. Always reply in a prompt and friendly manner.
- Have a survey page where people can leave comments about your website.

## **Creating Content For Your Website:**

Content has proven time and again to be the best sales tool available to Internet marketers. Well placed advertisements can work, but not nearly as well as providing quality content that virtually pre-sells any product that you're promoting on your website.

Here's how it works. You place articles, reports, and even books on your website about your chosen topic and embed affiliate links (provided to you by your affiliate companies) into the copy.

For example: Continuing with the tropical fish example, you could write a series of articles on how to care for and feed different species of tropical fish. Each article can highlight a specific breed of fish and its unique needs. In the articles you can promote a brand of fish food that you are affiliated with by naming the company and including a link in the article to the website or fish supplies and equipment. If your website visitor makes a purchase, you earn a commission.

You're providing quality information and making money at the same time. It's a win/win situation for everyone.

There are a few key components to quality content. Articles need to be:

1. Easy to skim and read. This means numbering and/or bullets where appropriate.
2. Packed with benefits to your readers. Tips, secrets, easy ways, simple steps. All of these make the copy easy to read and the benefit easy to identify. Take a

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look at the cover of your favorite magazine. What you'll see are short teasers for the articles inside.

- 10 easy ways to lose weight.
- 99 tips to help you get the raise you deserve.
- 10 great swimsuits perfect for your body style.

And so on. These teasers are great examples of how to format your articles. Formatting your articles so that they are accessible and easy to read is a great way to provide information to your visitors.

3. Have a catchy headline. The teasers on the magazine covers are also a great example of how to format a headline for your article. You want your readers to identify a benefit to reading your information as well as be compelled to read it because your headline demands it.

How do you do this? Determine what your readers want to know, and then give it to them. Tap into their desire for that information. Do they want to read your information because it will make them smarter, richer, healthier, better at something? Numbers work because they quantify the benefits for your visitors. Who Doesn't Want To Read "10 Easy Tips To Caring For Your Topical Fish?"

Quality content is the key to your website and affiliate marketing business but there are other tools that you can use to build your affiliate marketing business.

## **Affiliate Marketing Tools You Can Use**

Advertisements. Purchasing ad space in an e-zine can work one of two ways.

1. You can purchase ad space and have the ad link directly to the company's website or...
2. You can purchase ad space and have the ad link to your website where you can collect email information from your prospect and send them affiliate links via a newsletter or autoresponder.

It's always a smart idea to send visitors to your website and collect their email address. This gives you the opportunity to have contact with them again. If you send them straight to the affiliate site and the particular program doesn't convert well or the site is having down time, your advertising efforts won't go very far.

Autoresponders. Autoresponders are basically programmed emails. They enable you to automate virtually every step of your affiliate marketing enterprise, allowing you to spend your time building your business. The Internet Based Family Easy Website Builder offers a free built-in autoresponder, which makes keeping in touch with your visitors easy.

E-newsletters. Using your autoresponder system, you can send regular information to your website visitors when prospects sign up for the information. This is called your opt-in list and it is the key to building an affiliate marketing empire. Anyone that signs up for your newsletter can now be marketed to.

Of course, you don't want to abuse the privilege. Make sure that you send quality information to your prospects. A good rule of thumb is 80% content 20% selling.

Search Engine Optimization. Earlier we talked about keywords that people use to find your website. It is important to use these keywords in your content so that the search engines can find you. Use them in your headline and subsequent subheadings because Google looks there specifically. You can also use them in the coding of your website.

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[InternetBasedFamily.com](http://InternetBasedFamily.com) makes it easy for you to optimize your pages for the search engines. You'll find a specific area on each page and information on where to put your keywords and tags. There's no guesswork involved and it's so easy to optimize your pages.

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Blogs, forums, and chat rooms are also a great way to promote your products. Join several online communities related to your niche and share information and ask questions. There are many great community forums online where you can do this. You can also have a signature link back to your website. This is a great way to promote your services.

Make sure that you read all the rules of the community before posting. There are certain standards and online etiquette you should follow when posting to forums, if in doubt read the instructions

Articles and publicity. You can also write articles and press releases and distribute them to a number of different article directories online. This is a great way to get incoming links to your site (these help with your traffic and visitors) and it also qualifies you as an expert in your field.

Press releases need to be newsworthy events rather than ads. You can publish them when you first launch your website and any time there are significant changes, events, or publications added to your website.

## Closing

Affiliate marketing is a great way to get started online or to supplement your existing business. You don't have to worry about order fulfilment, customer support, and you can get started in a few days. All you need is a well-designed website, quality content, and a little marketing sense and you're ready to get started.

And if you're worried about building your website, there's no need to pay hefty design fees or spend days stuck behind an HTML book bigger than your doctor's dictionary... the Internet Based Family Easy Website Builder makes it easy to get started. There is no need to learn HTML and you can build your first website in hours, but don't take our word for it, try it for yourself – completely free at for 10 days at:

[InternetBasedFamily.com](http://InternetBasedFamily.com)