

The Basics of **Affiliate Marketing**



When done correctly, affiliate marketing is one of the best online model you can use.

The truth of the matter is most of the affiliate marketers tend to lose their money on trying to make money promoting products because they are doing it the wrong way. It doesn't help that the industry promotes this way as the way to get rich.

When it comes to affiliate marketing, there is a right way and the wrong way. I'm here to teach you the right way.

The majority of affiliate marketers do what I called “hit and run” in the words you should have known what it means but I will refer this to affiliate Marketing.

This model is what I have done for good four months where I make \$1200 each month but after some months I began to fumble because I was making low income and I keep on losing my money.

The hit and run affiliate marketing runs like this;

- 1 Select an affiliate products to promote
- 2 Send traffic to the sales page with PPC/PPV/Solo mailings/Media buys etc
- 3 Make money online

Some affiliates do well with this model and that's how I started with my affiliate marketing. The mistake I realize I have been doing for the four months I started with affiliate marketing are;

- The customers does not belong to me
- You only get paid once
- You will keep on spending money on traffic
- The advertise might pull the offer
- The advertiser may lower the payout
- Google might stop sending traffic to your landing page
- Your affiliate network will rip off your campaigns
- Competition will drive up advertising cost to the point where the campaign is no longer profitable.
- You will be afraid to tell someone what techniques you are using
- You need to renew your offers to start making money online

Some affiliate marketers knows of these flows but they want quick money like me when I just started but the outcome result was really bad.

The number flaw of this model is “Customer doesn’t belong to you” and that’s what make my income at the last four month a urging one. When you get an affiliate sale you get paid for your effort for once without repeating the system and this can really make you beg for bread at last.

Hit and run is indeed a get-rich quick system that make you fast money but at last you get stranded by the outcome result.

The most reason why I put it out of option for marketer is, the commission is all what you get not the customer. That's why many vendors are willing to give you 75% commission per sale and sometimes 100% profit

Do you know why these vendors are happy to give you that huge discount for promoting a product for them?

The answer is short, they have the customer and you have the money. Between the customer and the one pay commission which one do you think can make you lot of cash a month?

Real businesses are built under repeat customers buying more and more stuff from you. How long do you think you can stay in a business by using a business model that tells you to keep on spending money on advertising to get a customer for someone else?

The secret of making big money online is not in the initial sales. The big money is the sale after the first sale. The problem for you as an affiliate marketer is that you get paid on the first sale.

The backend income is why many successful affiliate marketers eventually develop their own products for affiliate to sell.

My products include **Launch your Blog Course, 7 figure affiliate marketing Blueprint, Practical Digital Marketing Course, Facebook Ad Insider, and many others.**

An affiliate marketing that works

Most **affiliate marketers take affiliate as a game**. It's not. It is a real business, and real businesses are built on repeat customers.

A restaurant can't survive on the first time customers only. The konga store, would go under in a few months if their customers only visits their store once and never visit again.

If someone buys a Konga store, it is likely to buy another products form Konga. The same thing hold true for affiliate marketing. If someone buys a clickbank product from you, is likely to buy another one. But that will not happen if you do the hit and run marketing, because you will never see that person again.

Repeat business is the key. It is a lot easier to market to a repeat customer than it require a new one. In fact, the average business spends seven times more in marketing cost to get a new customer than it does to keep an existing one.

When you are doing hit and run marketing, what you are in fact doing is spending 7x more money to acquire a customer for someone else! Can you see now that most of the hit and run marketing don't make money?.

The affiliate marketing model that I use are a little bit complex because it requires more of you than hit and run marketing. You will make more money with it. Here are the steps;

- **Choose a series of affiliate products to promote**
- **Create an eBook about the niche to giveaway**
- **Create a squeeze page offering the eBook**
- **Send traffic to the squeeze page**
- **Capture the lead coming to the squeeze page**
- **Deploy an auto responder to build relationship with your new subscribers.**
- **Recommend affiliate products and service to solve your subscriber's Problem**

The main difference between my model and the hit and run marketing is I'm building a customer base.

Instead of sending leads directly to the advertiser's sales page to buy the product, and never seeing them again, I send them to my own squeeze page to capture their emails so I can market product to them for weeks, month and years to come. This is far more powerful marketing model.