

# The Successful Affiliate Strategy

6 Easy Steps to Be a  
Super Affiliate

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# Introduction.

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Affiliate marketing is a very simple model. Someone creates a product and sets up a website to sell it. You, as an affiliate, promote that website and send traffic to it, and if the visitors you send buy the product, you get paid a commission.

The beauty of it is you do not have to have a product of your own, you do not have to deal with product delivery, handle customer enquiries, complaints or refunds. In fact you do not even have to have a website (although you should have, but I'll come on to that later).

No other business model has such low barriers to entry. Start up costs are virtually zero, and you can start making money in a very short time. Not only is it a simple model, but it is also a very attractive business model.

But, and there is always a but... this is part of the problem. Because it is so easy to get started, most people give it a go but do not treat it seriously, do not treat it as a real business.

95% of affiliate marketers will fail, only 5% will succeed. And this is the number one reason for the 95/5 rule – the 95% do not treat affiliate marketing as a business. They see it as something that's worth a shot, but have no strategy, no plan, no commitment. And not really any belief that it will work.

Then when the sales don't start rolling in overnight as they expected they would, they give up, move onto something else.

If you can get over this hurdle, you will have a very good chance of succeeding. Affiliate marketing is a real business. Treat it that way, follow a clear plan of action, believe in yourself and what you are doing, and you can be one of the 5% who make a good living from affiliate marketing – or even one of the 1% of super affiliates who consistently make seven figures.

This is not a get rich quick scheme. There is work involved, particularly at the start. As you start making money, you can cut your workload by reinvesting some of your earnings into outsourcing or time saving software. But if you are not prepared to put in some effort at the start, and consistently take the steps needed to build up your business, then frankly, you will not succeed.

But if you are prepared to do this, you have all the information you need right here.

In this report, I am going to set out in a clear plan the easiest way to set up your affiliate business, and the exact steps you need to take to start earning commissions quickly and consistently. There are lots of different ways to be an affiliate, and they all do work for some people. The method set out in this report has been chosen because is simple, easy to implement, and potentially very profitable.



Once you have mastered it, then you can spread your wings and start to learn about other methods if you want, but for now stick with one method and most of all, follow it through to the end.

## Choosing An Affiliate Program: Why Clickbank?

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If you want to be an affiliate you do not have to use Clickbank. There are literally hundreds of different affiliate programs to choose from, and many merchants run their own affiliate program. But for me, Clickbank is simply the best place to start as a beginner affiliate, and even as an experienced affiliate, still makes up a large part of my business.

Clickbank is the largest repository of digital information products on the net. It has over 50,000 digital products available to promote, and makes a sale somewhere in the world every 3 seconds.

Since being established in 1998, Clickbank have paid out an incredible \$1.7billion to vendors and affiliates. Affiliates are paid every 2 weeks, and in all that time, with all that money, they have never missed a single payment. This level of reliability and trust is rare in the online world, and is so important as an affiliate. With Clickbank, if you make the sales, you know you will get paid.

Basically anyone can set up a new account, regardless of location, and it is free to join, and every product that is registered with the site is available for any affiliate to promote.

You choose a product to promote, send traffic to the sales page through a specially created link which places a cookie on the visitor's PC. If they buy, your Clickbank account gets credited with the sale. Even if they do not buy right away, you can still get credited for any subsequent sale for up to 60 days (this is how long the cookie lasts for).

Because all their products are digital (information products, like ebooks, or software) and are provided via digital download, the cost of production is much lower than for physical products. This means that you will typically earn a much larger percentage commission than you would with physical products. For example, as an Amazon affiliate you generally earn between 4% and 7% of the sale value, with Clickbank that figure is between 50% and 75% - quite a difference.

So if you promote a Clickbank product that retails for \$49.95, and has a 75% commission, you will get \$33.90 (75% of \$49.95 less Clickbank fees). At best a \$49.95 physical product sold on Amazon will make you \$3.50.



Of course, the percentage commission is only one factor. Conversion rate (the percentage of visitors to the site who actually make a purchase) is another major consideration. Again sticking with the Amazon example, the conversion rate for Amazon products is usually much higher (typically around 10-15%) than with Clickbank products (typically 2-3%). But even taking this into account, digital products are still potentially much more profitable.

It's important to note that these 'typical' figures are only a very rough average. If you send the right visitors to your site, you can massively increase your conversion rate of any product, digital or physical. But I'll come back to this later.

## Step 1: Finding Profitable Niches.

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The basic rule here is do not try to reinvent the wheel. Promote products in already established markets – do NOT choose a product and try to create a market for it. One time in a million this will work, and you'll retire rich. But one time in a million you could win the lottery...

Quite simply, find out what works... and copy it.

### Coming Up With Niche Ideas

Sometimes it can be difficult to get inspiration. The first place to look is your own hobbies and interests. Think about what interests you, and jot down ideas for possible promotions. Just because you are interested in something does not mean it will be a good niche – there are certain criteria that must be met when choosing a niche, and we'll cover them below.

But if you can find a profitable niche within an area you are passionate about, it does make it much easier to keep your motivation going. There will be times when it seems as if you are beating your head of a brick wall, and not getting the results you want. You MUST persevere and work through these, and a personal interest makes this a lot easier.

## Other Places to Look for Niche Ideas



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**Clickbank** - The Clickbank Marketplace itself is a great place to look for niche ideas. Browse through the categories and sub categories. Areas where there are multiple products for sale are usually a good indication of a profitable market.

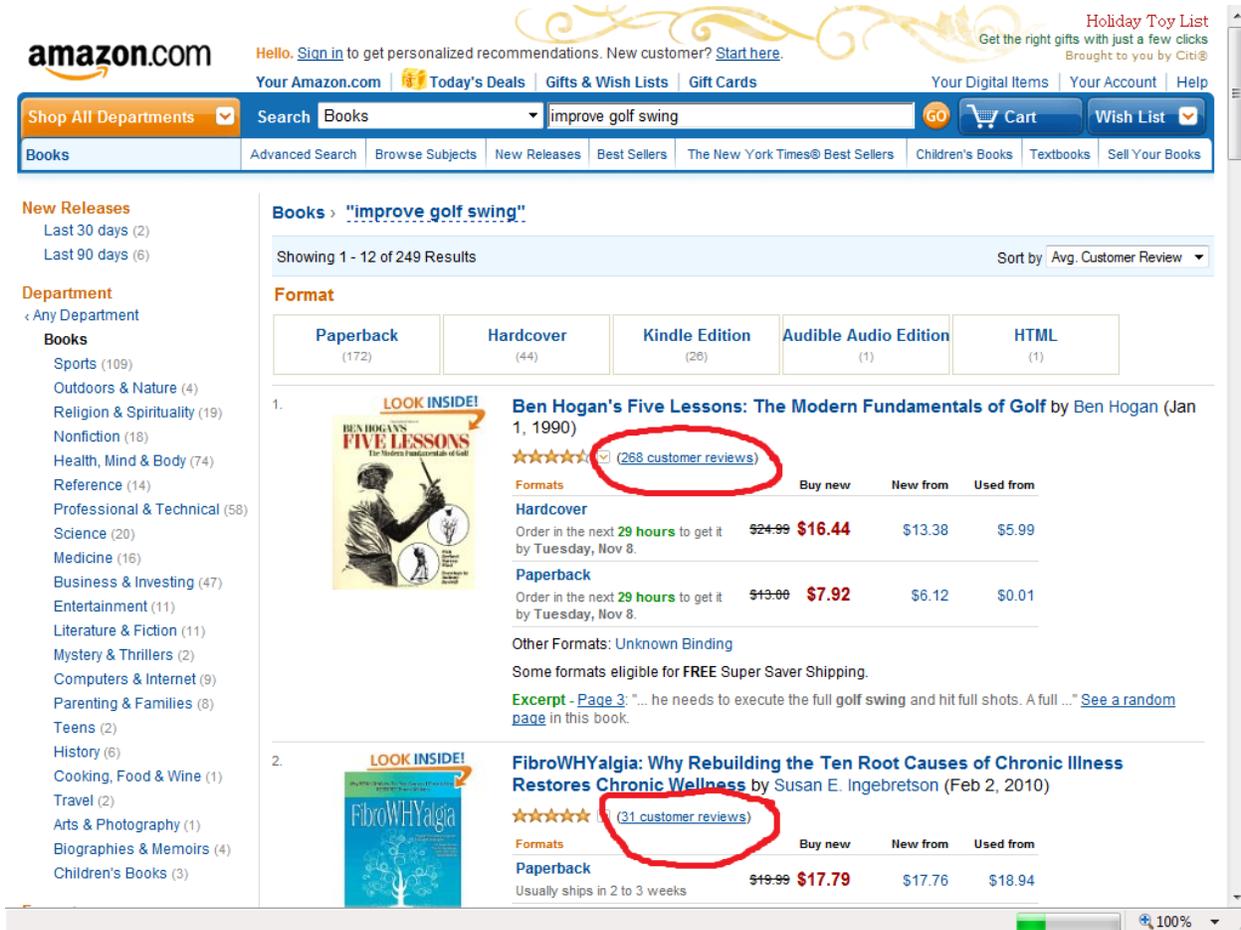
The screenshot displays the ClickBank Marketplace interface. At the top, there is a search bar and a navigation menu with categories like 'All', 'Top Offers', 'New Offers', 'Health & Fitness', 'E-Business & E-Marketing', 'Spirituality, New Age & Alternative Beliefs', 'Self-Help', 'Home & Garden', 'Cooking, Food & Wine', 'Green Products', and 'Business / Investing'. A sidebar on the left lists various categories with item counts, such as 'Arts & Entertainment (39)', 'Business / Investing (68)', and 'Health & Fitness (644)'. The main content area features a banner for 'ACCELERATOR IS HERE!' and a 'Top Offers' section with 1899 results. Two product listings are visible: 'Puravive' with a Gravity score of 722.32 and an average conversion rate of \$131.23, and 'Sugar Defender - New Blood Sugar Support' with a Gravity score of 544.94 and an average conversion rate of \$136.49. Both listings include details about the product type, affiliate tools, and a 'Promote' button.

A banner with a yellow background and a wavy green border at the bottom. On the left, there is an illustration of a person sitting on a beach chair under a red and white striped umbrella. The text in the center reads 'TIME TESTED PASSIVE INCOME STRATEGY FOR AFFILIATES'. On the right, there is a red button with the text 'LEARN MORE'.

**Amazon** – this is another great place to look for ideas, and more than that to clearly show you if your niche will be profitable, using a very specific strategy.

To show you how to do this, I'll use the golf niche as an example. Now golf is huge, so we really need to drill down a bit deeper, so I'll look at improving your golf swing.

Go to Amazon and look for products in that niche. Because we are concentrating on information products, then I generally look for books in that niche on Amazon. So, searching in Amazon.com for 'improve golf swing' in the Books category, this is what comes up.



I have sorted this search by 'Avg. Customer Review'. Now I don't really care whether the reviews are positive or negative, because I am not planning to promote Amazon products. All I am looking for is the number of reviews.

Unlike ebay, most people who buy on Amazon do not leave reviews, so if you get a lot of reviews it means that a lot of people are buying the products in this niche, and are engaged enough to go to the bother of giving feedback. It is a great sign of a hungry market.





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As a general guide, if there are at least 20 reviews for a product, it means there is a lot of demand for products in that niche, so it is potentially profitable. In the example of golf swing, the top 2 products have 268 and 31 reviews – obviously a very big market.



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## Step 2: Finding Good Products.

So now we have seen that there is good demand for this niche, the next stage is to go to Clickbank and see if there are any suitable products that we can promote. To make it worth my while, I generally only promote products with a commission payout of over \$20. There can be exceptions, for example if I already work in a niche, and am looking for a secondary product to promote, I would accept a lower commission. But \$20 is a good guide.

The screenshot below shows what I find when I do a search in Clickbank for products related to 'golf swing'.

The screenshot shows the ClickBank Marketplace search results for "golf swing". The search bar at the top contains "golf swing" and a search icon. Below the search bar, there are navigation links for various categories: All, Top Offers, New Offers, Health & Fitness, E-Business & E-Marketing, Spirituality, New Age & Alternative Beliefs, Self-Help, Home & Garden, Cooking, Food & Wine, Green Products, and Business / Investing.

On the left side, there is a "Category" dropdown menu with the following options: Betting Systems (1), Business / Investing (2), Green Products (2), Self-Help (1), and Sports (8). Below this, there are several filter options: Affiliate Resources, Language(s), Billing Type(s), Product Type, Mobile Friendly, Requires Approval, Gravity, Avg \$/Conversion, Initial \$/Conversion, and Future \$/Rebill.

The main search results area shows "Search Results for 'golf swing'" with 14 results. The results are sorted by "Keyword Relevance". The first result is "The Golf Swing System" with a Gravity score of 0.61. It is in English and categorized under "Sports - Golf". The description reads: "Multiple Golf Game improvement Products From An Expert PGA Professional. The Golf Swing System. The Long Drive Programme. The Swing Plane [Read more](#)". The average \$/conversion is \$30.89, and there is a "Promote" button. Below the description, there are icons for "Upsell Flow", "One-Time", and "Mobile Friendly". There are also buttons for "Affiliate Page" and "Seller Contact".

The second result is "Rory McIlroy's lifelong coach reveals his unique 6 Step Golf Lesson" with a Gravity score of 1.19. It is also in English. The average \$/conversion is \$16.55.

As you can see, there are several possible products to promote here. You can sort this search by Average \$/conversion to see which ones would be the most profitable to promote.

The advertisement features a cartoon illustration of a person relaxing on a beach chair under a beach umbrella. The text reads: "TIME TESTED PASSIVE INCOME STRATEGY FOR AFFILIATES" and includes a "LEARN MORE" button.

At this stage you need to do a bit more research about the product itself, checking out the sales page, and doing your own due diligence. One good technique is to email the vendor with a pre-sales enquiry, and see how good the support is. If they give good support it is a good sign that it is a reputable product. If not, move on to another vendor.

The last thing you want is to promote a bad product. For one thing, every Clickbank product automatically has an 8 week refund period. Low quality products will have high refund rates, so you will lose commission.

But more importantly, this business model involves building the trust and respect of your potential customers (as you will see as you read on). Recommending a bad product will ruin this forever. Always remember, you are building a real business.

So assuming that you have now found your niche and are happy with the available Clickbank products, we move onto the next stage: keyword research.

## Step 3: Doing Keyword Research.

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When someone is searching for information on the internet, they go to a search engine and type in whatever they are looking for. The words that the searcher types in are known as keywords. The search engine then checks its database and displays a listing of websites. These are ranked according to relevancy, so the website it thinks most closely matches the words searched for is at the top of the list.

### Why are keywords important?

Keyword research is when you determine the most commonly searched keywords by people looking for information or products in your niche. Once you know what keywords are, the objective is then to set up the content on (and backlinks to) your website in such a way that your site is the one at the top of the search engines when these keywords are searched for.

Choosing the right keywords is crucial to your success, for reasons that will become apparent.

### Types of Keywords

Keywords themselves need to be ranked, based on the intention of the searcher. This is crucially important to conversion rates.



## Buying Keywords

A buying keyword is simply a query that someone types in to a search engine that means that they are actively looking to buy a product. So for example, if someone types in 'buy golf swing guide' they are obviously much closer to making a purchase than someone just typing in 'golf swing'. 'Golf swing' does get a lot of searches, but it is much too broad, and the people typing it in will generally just be looking for free information. This can be good if you are creating an AdSense site, but not for an affiliate site where you need to make sales.

It is a common mistake made by internet marketers to go for the one big keyword, rather than for lots of smaller volume long tail keywords. For one thing, it is too difficult to rank for in the search engines, but more importantly most of the traffic will not be buying traffic. Draw up a list of long tail keywords, particularly ones where the intention of the searcher is to make a purchase, and concentrate on these.

The most obvious buying keyword includes your niche and the word 'buy, but there are many other slightly more subtle but equally powerful examples. For starters, searches which include the following words:

- for sale
- coupons
- discount
- best price for
- where can I get
- order
- reviews

Use your imagination and put yourself in the shoes of the searcher, and you will come up with many more types of buying keyword.

Generally I look for at least 500 searches per month. For good buying keywords, this can be much lower, because a much higher percentage of these visitors will actually buy through your link. So for example for keyword terms including the word 'buy', even as few as 100 searches per month could be enough to justify trying to rank for that particular search term.

There is an element of judgement and trial and error in this, but as you do more keyword research you'll instinctively be able to spot good keywords.

To find out what keywords people are searching for, the best place to start is Google's Keyword Planner. You do need a Google Adwords account to use this, but this does not mean that you have to run ads.



For a really detailed explanation of how to get the most out of the Google Keywords Planner, check out [this blog post on Ahrefs](#).

Once you have your list of keywords, it is time to move on to the next stage, and make sure that it will be relatively easy to rank your website for these terms in the search engines.

## Step 4: Taking Your SEO Up A Notch.

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Going after free search engine traffic takes time and effort, so it's very important that you know exactly where your work is gaining you the best results, so further tracking is essential.

There are various tools you can use to make sure you are getting your Search Engine Optimization right, but I recommend you start with the free version of [Affiliotools](#) – if you haven't got this you can [sign up for it here](#)

AffiloTools allows you to dig deeper into your search engine rankings, and automatically tracks your rankings in greater depth. It gives you access to a suite of cloud-based SEO, PPC and market research software, and combines data from a range of sources to provide a "bigger picture" website analytics for affiliates and online marketers.

You'll get

- A range of internet marketing tools that pulls data from MOZ, SEM Rush, Twitter, Facebook, Google Analytics, Bing, ClickBank, enom and Namecheap.
- A backlink checker that uncovers the backlinks from a website
- A high-PR link finding tool to uncover new linking partners.
- A website health checker, monitoring on-page SEO errors, page speed, pages indexed and page errors.
- Keyword research tool to find new PPC keywords previously missed.
- Domain research tool to find related available domains.
- A social media tool letting you monitor and update Facebook and Twitter from one place.
- A search engine ranking monitor for Google and Bing (including regional variations).



New features are always being added, so you can see the full range of tools [here](#) – and as I say, it's free to sign up and try it out.

## Step 5: Setting Up Your Website.

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There is a right way and a wrong way to be an affiliate, whether with Clickbank or any other affiliate program. The wrong way is to send your traffic straight to the vendor's sales page, the right way is to send it to your own website first.

It is possible to be an affiliate without having a website. You can just drive traffic to the Clickbank sales page (through your affiliate link). If you look on the popular article site Medium, you will find a lot of the links are just redirects to a Clickbank sales page. If that sales letter does its job, it will generate some sales and you will earn some commission.

But when you promote Clickbank products this way, you are not building your business for the long term. You need to build up an asset that continues to generate income for years to come. In other words, you need to set up your own website and drive traffic to it.

Setting up a website might seem daunting, but it really is not as difficult as it seems, even if you are not technically minded. You can either use Wordpress - which has the real advantage of being easily customised, with thousands of different themes and plugins available – or a simple WYSIWYG web builder such as Kompozer. Both are free. You will need to buy a domain name and hosting, but these only cost a few dollars.

Remember that the traffic you get has to be converted to sales, so you need to know how to set up your website properly to achieve this.

The simple fact is that the majority of visitors to your site, even with targeted traffic, will not buy first time. And if they don't, then generally you've lost them and they will not come back. If you can capture a visitor's email address, (and so add them to your 'list') then you can stay in contact with them, and help close the sale on whatever it is that you are promoting. Not only that, but if you build a relationship with your subscribers, you can sell to them not just once, but time and again.

So either create a squeeze page and send traffic directly to this, or else have a prominent opt in form on all the pages on your site – or both. Whatever way you do it, always collect subscribers at every opportunity.



### Email Marketing Key Points

Give away a free report, or a mini course, or something else related to your niche to encourage people to sign up. Make sure it is something of genuine value.

Sign up for a reliable autoresponder, like [Aweber](#) or [GetResponse](#). Using one of these services means you can automate your follow up emails, so every person who subscribes to you list is automatically sent email #1, and then the following emails in whatever order you decide to schedule them.

Make sure your sequence of emails is well written and again provide good quality content. Include some emails which directly promote products, but only products which would actually be useful to your subscribers.

The common expression is ‘the money is in the list’, but a more accurate phrase would be “the money is in the relationship with the list”. When people are good enough to give you’re their email, do not abuse their trust by constantly selling to them. Treat your subscribers with respect, give more than you take, and make them want to stay on your list - you will be well rewarded, and build a viable long term business.



# Step 6: Getting Traffic.

With this strategy we are only going after keywords which are relatively easy to rank for. This makes getting traffic much easier.

## On Page Optimization

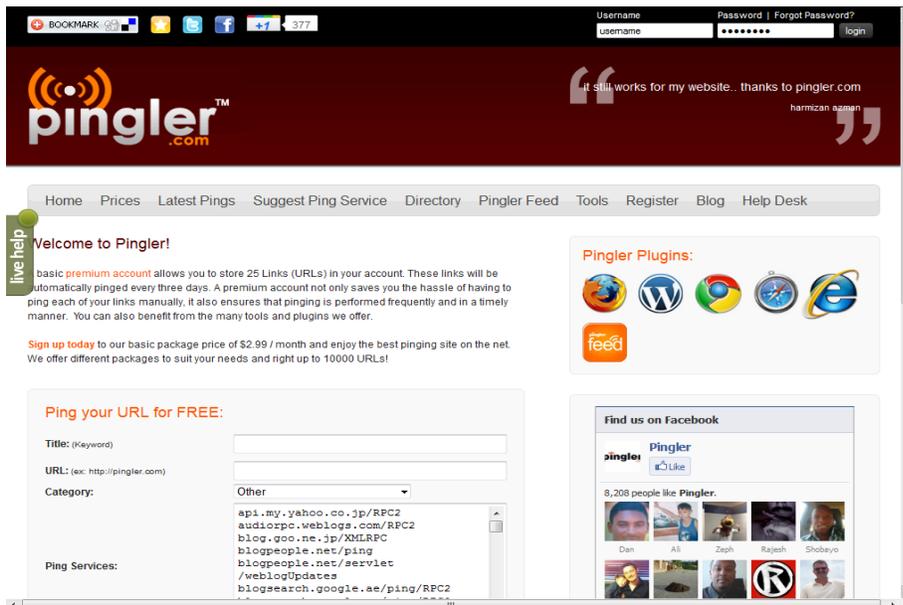
Each page of your site should be optimized for one of your chosen keywords. This means you would place the keyword in the title, description and header tag (as shown in Traffic Travis), and the content itself would also include the keyword near the beginning of the page, near the end and once or twice in the middle.

You can either write the content yourself, or outsource it if you are not comfortable writing articles. Just make sure that it is good quality content, not some spun article that makes no sense.

## Off Page Optimization

These 'on page' factors will be a big help, but unless you hit very lucky, you will also need to do some off page SEO work. Basically, this means building backlinks to your site.

There are some good sources of free backlinks which are worth doing to get started. When I set up a new site (or a new page on an existing site) I always ping the url, with a free service like Pingler. This helps it get indexed by Google.



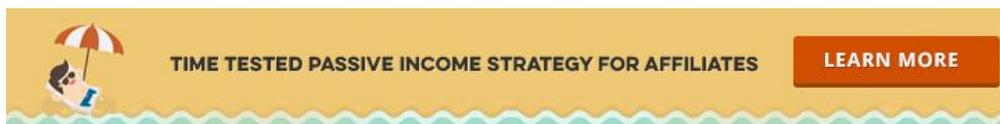
There are many other ways to get links, and although they are a little more time consuming, it is essential to get as many links as possible to your site. Common methods include submitting articles to article directories (the old ones like EzineArticles are much less valuable than they once were, but sites like Medium are still worthwhile), commenting on blogs or contributing to forums related to your niche.

Remember all of these links should use the keyword as the anchor text – so for example if you are linking back to your golf site to the page optimized for improve golf swing, the link text would be ‘improve golf swing’. This helps lets the search engines know what your site is about, and so raises its relevancy to that specific keyword.

A good way to help move up the ranks quickly is by looking at the links that the top 3 ranking sites for your keywords have. You can use the free version of [SEO Spyglass](#) to find where the links to the site come from. You can often get links from the same places, for example by submitting your site to the same directories, or publishing an article on the same sites. It's a very effective way to play "catch-up".

You can also create a report with SEO Spyglass showing only the links from blogs and forums, so you can then easily post links on all these sites yourself.

How many links you will need depends on the level of your competition, but if you have carried out your initial research well, you should need relatively few. In a short time, you will see traffic coming to your site and start earning your first Clickbank commissions.



## Conclusion.

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This is a tried and tested affiliate marketing model. If you follow these steps, you can start to generate income in a very short time, and if you want to build an affiliate business that will give you a job replacing income, you simply keep doing it. Find more profitable niches – there are literally thousands of them – and keep setting up more websites. The sky really is the limit.

My advice is to reinvest as much as possible when you first start making money. Don't just take all the money out of the business – use it to outsource the jobs you do not like doing, or that take up too much of your time. Niche research, finding products, setting up websites, creating content, writing an email series, building links – it all takes time, so the more of it you can outsource, the quicker you can grow your business.

There are also tools you can buy to help automate the jobs you do, and many of these can be worth investing in. But again a word of caution. Do not be tempted by every shiny object that comes along – and in internet marketing, there are a LOT of shiny objects.

Try to follow this golden rule: only buy something if it directly contributes to your business and what you are trying to achieve, and gets you closer to your goal. Ignore anything that takes you off your path, no matter how tempting.

You'd be amazed at how many people are tempted by persuasive sales letters to buy IM products that then sit on their hard drive, never to be used.

Most important of all, take action. Don't just think about it, actually do it. Follow ALL the steps as outlined in this report, do not be distracted and give up half way through, and believe in yourself – you'll be amazed at what you can achieve.

## Next step...

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Who better to learn how to be a successful Clickbank affiliate from that one of the most successful affiliates in the history of Clickbank, John Crestani? He runs a FREE training webinar where you will learn a more than in many paid products – you can watch it at the link below.

*Continue...*



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