

Creating Online Wealth with Affiliate Marketing

By Connie Ragen Green



I have done extremely well with my Internet business, and affiliate marketing has been a huge part of that success. Affiliate marketing is the process of promoting other people's products and services and receiving a commission when something is sold. Because I have been so successful with this business model, many people have asked me to present this information in a step by step way so that they may duplicate the techniques and process in their own online business.

My name is Connie Ragen Green and I've been online for almost seven years now. Before coming online to work I was a classroom teacher and also worked in real estate during the previous twenty years. My background as a real estate broker included earning money by referring clients to other agents throughout North America, so the idea of referring someone else or being referred in order to earn a percentage of the commission was a

concept I was very familiar with. It was then a natural transition for me to start promoting other people's products and services when I came online to work at the end of 2005. The commission was also a much higher percentage of the sale than what I had ever received in the real estate business, so it was easy for me to be highly motivated from the very beginning.

I soon realized that it was in integrity to only recommend the products and services of those people I had personally purchased from, benefitted from, and believed others would benefit from as well. I call this 'recommending what you love' and I have even written a bestselling book on this topic.

There are three categories of affiliate marketing that you can become involved in. Each category has its own applications and properties, so you may decide to choose just one category, two of the categories, or all three in your own business. I employ all three categories and have developed techniques that work well online with each of them. I'll share them with you here.

Digital Products

The first category is digital products that sell for less than about one hundred dollars. These would be eBooks, telecourses, audio recordings, workbooks, and similar products. The commission is typically 50% on all digital products. You can find tens of thousands of products, on almost every niche topic you can think of, by going to a site called <http://ClickbankProSearch.com>.

Sign up for a 15 day free trial, and then purchase the service for one year. You will only need it for a year because you will be able to find more products there than you could ever promote. You are paid for these sales by a site called Clickbank. I receive a check every two weeks from this company, based on the sales I have made during the previous month.

Promoting these digital products can be done in several ways. I usually write articles about the topic of the product and then include my affiliate link in the resource box at the end of the article. Article directories will not accept a 'naked' or 'raw' affiliate link, so you must purchase a domain name to forward and mask to your affiliate link. I like to buy my domain names at

GoDaddy, because they include everything I need for less than ten dollars per year. You can receive the same discount I do by purchasing through GoDaddy at:

<http://ConnieLoves.me/domainsale>

Another way to let others know about digital products is through your blog posts. If you are promoting topics in your niche, start a blog and write about the topic. At the end of each post you can include a link to the product you are promoting. Over time more people will find your blog and you will have a better chance of selling more products.

The third way to promote digital products is by using the primary social networking sites, which include LinkedIn, Twitter, and Facebook. For this I use a free link shortening service, such as <http://budurl.com> or by using a free Wordpress plugin called 'Pretty Links'. This way you can take a long affiliate link and shorten it to something that is easy to remember and takes up fewer characters. The budurl site allows you to customize the link, so that you can use a word or initials that will tell you what the product is about. This is so you will be able to easily distinguish between the many products that you will become an affiliate for. Once you see how easily you can share a link with others, you will want to find even more products that people will be interested in knowing more about.

In Twitter, I promote a product or service about every 20 tweets or so. That way I am viewed as someone who interacts with others, rather than simply another marketer contributing to the noise.

On Facebook, I am very careful about including an affiliate link in someone else's group or on their wall. Instead, only promote products on your own page or in a group that you have started. Be sure to start a group on your niche topic so that you can tell the group's members about products and services that will be useful to them.

Forums are also a good way to let others know about digital products. When you answer someone's question in a forum, you can include a link to a product that will help them to solve their problem. Be careful with this, because you do not want to let people think that all you do is market to them. Be sure to answer most questions by just providing a helpful answer.

The two forums I am a part of and recommend highly are NAMS, created by David Perdeu, and Earn 1K A Day, created by Dennis Becker. They are both paid forums. The free forums have no value to you and will simply waste your precious time. Find out more about NAMS at:

<http://MyNAMSmembers.com>

Find out more about Earn 1K A Day at:

<http://ConnieLoves.me/Earn1KaDay>

An excellent example of this type of affiliate product is an eBook which can be purchased for \$27 at <http://www.20WaysToMakeMoneyOnlineNow.com>. I have made thousands of dollars promoting this 247 page eBook since 2008. This is because once you buy it you become an instant affiliate. You simply need to purchase a domain name, forward it to your link, and collect \$27 every time it is sold.

Advanced Strategy: Set up an opt-in page with a headline and some bullet points about the affiliate product you want to promote. Prepare a 3 page special report that you can give to people after they opt in. Once they opt in, take them to the sales letter for the affiliate product you are promoting. This way, if they do not purchase on their first visit, you will still have their contact information so you can market to them through email. Many of these people will buy from you within the first week or two after opting in to your list.

Products, Courses, and Programs

The second category of products you can market as an affiliate include products, courses, and programs which sell for more than one hundred dollars. I have promoted courses that sell for as much as \$2500 using these methods. The commission for this category may range anywhere from 30% to 50%, depending on whose product it is, whether it is digital or physical, and how well you have done promoting for this person in the past. I have had people contact me and offer me a higher rate of commission, simply because I have done well with marketing their information in the past.

The very best way to promote this category is to email your list and to hold teleseminars. Even if your list is very small, you can always invite your friends on Facebook and your followers on Twitter to join you on a free teleseminar. You can interview the person whose program you are promoting, interview someone who has taken the course previously, or do the call on your own if you have taken the course and benefited from it. If the person is holding their own preview call to discuss the course, use your affiliate link to send people to that call. This way you will receive your affiliate commission for anyone who purchases, while the person giving the course will be the one talking about it. This makes it much easier for you to make sales, because they know more about what they are offering than anyone else does.

You also want to recommend excellent free resources, such as Dennis Becker's white paper called 'Just Write It! How to Win Forum Friends and Influence People'. You can download this at no cost at:

<http://ConnieLoves.me/JustWriteIt>

Advanced Strategy: Find one person every month to interview whose products and services will be of interest to your list. During the interview promote the one product or course that will be right for your people. After you get used to this technique, people will come to you. Using this strategy I make an additional 5-15K each month, promoting something I have used and benefited from. I finally began doing this as an ongoing podcast series. You can see what I'm doing and subscribe at no cost on iTunes by visiting:

<http://ConnieRagenGreenPodcast.com>

Recurring Billing Services

These are some of my very favorite affiliate products. When people sign up for a service that is payable on a monthly basis, you receive a commission each and every month they stay in the program. I promote quite a few services that fall into this category, as well as some membership programs that are billed on a monthly or quarterly basis.

I have found that the very best way to market these services is by talking about them during my teleseminars, including them on a resource page on my blog, and by writing posts about them. If the service offers a free trial, there is even more of a chance that someone will sign up.

Some of the services may be difficult or confusing to use. I found that to be the case with 1 Shopping Cart, so I offer free monthly training to anyone who is signed up through my link - <http://www.WildWestCart.com>. This has proven to be an excellent way to get more sales while helping those who want to use the cart in their own online business.

Advanced Strategy: A great way to get people interested in signing up for a recurring billing program through your link is to offer them a onetime training. Whereas my shopping cart training is ongoing, I prepared a one hour training for those interested in holding their own teleseminars. You can download the replay of this training by going to <http://instantTeleseminar.com/?eventid=7194126>. I have found this to be an excellent way to persuade people to sign up under me, because they know I will answer email questions on the topic when they have them.

Getting Started

The very best way to get started is by writing articles. When you submit your articles to the article directories, they are available for people all over the world to read and publish on their own blogs, websites, and ezines, making for a viral effect.

As of this writing I have written more than 1,760 articles which have been viewed more than 700,000 times. Yes, these numbers are accurate! Visit <http://ArticlesByConnieRagenGreen.com> to see which topics I write about most frequently.

The next way to promote affiliate products and services is to set up a blog on the niche topic that you will be working with. Do not use a free service for this. Instead, use hosted WordPress. This will require you to set up a hosting account for less than eighty dollars each year to host all of the sites you will

ever set up. If you are looking for hosting that is reasonable prices and also offers superb customer service, go to <http://www.BlueHostSolutions.com>.

With this method of affiliate marketing, you build a site filled with information and tips on your niche topic. You do not need to write all of the information yourself. You can use articles that have been published by directories, making sure to leave the resource box intact. You can also have guest bloggers post articles to your blog. About once a week you can write your own posts, making sure to include links to affiliate products you are promoting.

Another technique that has worked very well for me is to write an e-course that can be given away to your prospects and clients. Each lesson is only a few paragraphs, and can include an affiliate link that is appropriate to the information in that lesson. Five or seven lessons is the typical length of an e-course. Send out one lesson each day through your autoresponder service. I use my shopping cart to do this - <http://WildWestCart.com>, but many people prefer a service such as Aweber - <http://ConnieLoves.me/Aweber> - because it is less expensive and seems to have a higher email deliverability rate. It is completely up to you.

The most important thing is to write your e-course on your niche topic and to include an affiliate link at the end of each lesson. At the end of each lesson, include a brief description of the affiliate product or service, along with a link to it. An example of how I use this technique is when I teach about the added value of using audio on your opt-in pages and sales letters. My conversion is higher with audio and I make many more sales that would have otherwise been lost. You can receive a \$1 trial by visiting <http://www.WildWestAudio.com>.

Finally, creating your own ezine or newsletter is also a way to get information out to people and include affiliate links in the body of your writing. I have just recently started a text newsletter, meaning that there are no pictures or graphics. Each month my newsletter will be 'sponsored' by a product or service I am an affiliate for. You can make hundreds or even thousands of dollars by sending out an email newsletter in this way.

Finding Affiliate Programs

Other than Clickbank, you will want to find people who you can become an affiliate for. Look for the products and programs you have already purchased. If they were beneficial to you, they will more than likely be of interest to others. There are several ways to find out more and sign up for someone's affiliate program.

First of all, decide who you want to promote. Think about your experience with them online and their reputation. Go to their website or blog and look for where it may say to become an affiliate. If you have not purchased anything from this person, join their list and see what they have to offer before becoming an affiliate. If you are already a client, go ahead and sign up to become an affiliate. If you do not see a link to become an affiliate for them, send them an email or contact them through Facebook or Twitter.

You should receive an email from them immediately after signing up. Do not delete this email! It will contain your default affiliate link, as well as your username and password to log in to their affiliate area. Go in and take a look so that you will be familiar with which products and services they have available for you to promote. If you want to promote one of this person's products and there is not a special link, contact them and tell them what you would like to do. They will be able to go in and create a link that will be your unique affiliate link for that product or service.

Marketing To Your Own List

As you begin to build a list, you will want to include affiliate products in your autoresponder sequence. I like to promote something to my list about three times a week or so. I do this by including specific affiliate products at various stages of my relationship with my prospects.

Even if your list is very small, get into the habit of emailing them with information about products, services, and courses you know they would be interested in and receive benefit from. If you don't do it, someone else whose list they are also on will, so make sure they get the information from you first.

Promoting Affiliate Products On Twitter, LinkedIn, And Facebook

I have done very well as an affiliate marketer using social networking sites, but this can be very tricky. These sites can also take up much of your valuable time, so be sure to limit yourself and do not go past that limit.

I spend about one hour each day with social networking. Once I have built up my followers and friends, people tend to ask me for recommendations on how to do certain things online. I typically answer them by giving them an affiliate link. On Twitter, my rule is that I will not promote anything, whether it is my own program or an affiliate program, more than once for every 20 tweets. This seems to be a good policy because I do so well using this system.

You can also start your own groups on Facebook. If you will be promoting several affiliate products that are related, consider starting your own group and letting people know about things they will find helpful.

Cloaking Your Affiliate Link

There are several ways to cloak, or mask, your affiliate link. You will want to do this for two reasons. One is to avoid having others steal your commissions by changing your unique affiliate code to theirs. I'm not sure why people do this, because it is proper internet etiquette to not try to purchase through your own link, and most people will not pay affiliate commission when you make a purchase this way.

Another valid reason to cloak you link is so that you can write articles and promote affiliate products through your resource box at the end of the article. None of the article directories permit you to use an affiliate link, so you must purchase a domain name. This is a relatively simple process, and a domain name can be purchased for one year for about \$10. I buy all of my domains over at GoDaddy. They offer excellent customer service and are available 24/7/365 to help you with anything you need to know. My discount link for GoDaddy is:

<http://ConnieLoves.me/domainsale>

Summary

By now you have seen that getting started as an affiliate marketer can be done easily by anyone who wants to earn income by promoting other people's products and services. I encourage you to jump in right away by signing up with Clickbank, getting an account at <http://www.ClickbankProSearch.com>, and writing blog posts and articles about a product you have an interest and prior knowledge about.

If this will be a niche to wish to go further with, start a blog on your niche topic and promote affiliate products there as well. Get started on Twitter and start your own group on Facebook. Hold teleseminars to let others know about products and services they would benefit from. You can listen to my teleseminar training at <http://instantTeleseminar.com/?eventid=7194126>.

Learn as much as you can, especially from people who have done this for years. I have a variety of programs for students at different levels.

Thank you for reading all the way through this report, and be sure to contact me at connie at connie-green dot com if you have more questions or comments. You can probably tell that I am passionate about teaching this information so that you can enjoy the lifestyle I am enjoying now. Once you know how to build an income stream online, you can earn as much as you like.

Here is some advanced, bonus training that will help you move forward in an even greater way, once you have put down a foundation for your business:

The Three Step System for Affiliate Domination in Your Niche

Affiliate marketing is an excellent way to start monetizing your online business. Being able to control and distribute your affiliate links effectively

becomes a crucial part of this process. I use a powerful Three Step System that works very well in any niche, and I want to share it with you here.

When I think back to the days when I was just starting out with affiliate marketing, it's a wonder I did not just give up. It was all so confusing to me and there was no one around to help me or to answer my questions. This was in 2006, way before social media was around.

Finally, I was able to figure out how to find my affiliate link for someone's product I wanted to recommend, and this alone felt like a great accomplishment. The problem was that these links, referred to as 'raw' or 'naked', were long and ugly. Another issue was that the article directories, sites like EzineArticles.com, would not allow you to use an affiliate link in the resource box at the end of your article. If I wanted to promote a product through my affiliate link in this way, I would have to find another strategy.

There were link shortening services available, such as TinyUrl.com and Bit.ly, but again, these types of links were not allowed by the article directories. I realized very quickly that I would need to purchase my own domain names to recommend products through my affiliate links. This led to my purchasing many, many domains and soon I was overwhelmed with a system that was not working for me at all. If you are just getting started as an affiliate you may be able to relate to this.

Eventually I created a system to promote the exact people and products I was using, benefitting from, and wanted to recommend to others. This system also benefited me by building my credibility, increasing my visibility online, and growing my list in a strategic way that would serve me for years to come.

In Step One of my system, I first purchase three domain names related to the name and type of product. For example, if I was promoting Jim's training on using video sales letters, I would include something about that – *using video sales letters* – in each of the domains I purchase. One of the domains I purchased would then be forwarded directly to the product through my affiliate link. This is done by first obtaining your affiliate link from the person's program for which you will be an affiliate, and then by forwarding it to the domain you have purchased for this purpose. I use GoDaddy as my domain registrar, but this works in a very similar way with other companies who register domains.

Now it's time to promote the product through your domain in as many ways as possible. This will include:

- Posting product reviews on your blog and including your domain within the post
- Writing articles to submit to EzineArticles.com and other directories where your domain will be included in the Resource Box at the end of the article
- Putting together short reports on the topic and including your domain within the report and again at the end in a Resources section
- Setting up Squidoo lenses and featuring the product through your domain name
- Hosting teleseminars where you talk about the product and give out your domain name to the listeners
- Making videos on the topic and sharing your domain there
- Interacting on social media and starting discussions on the topic to give you a reason to share your domain name
- Marketing to your list through your autoresponders and regular broadcast emails

These activities can be repeated over and over again to ensure maximum exposure to prospects in your target market. Be sure to let the product owner know that you have purchased their product, used it, benefitted from it, and are now recommending it to people who are coming to you as a trusted advisor. This will build and strengthen your relationship with this product owner over time as they get to know you better.

Step Two of my system involves setting up an optin page for the topic on which you are recommending. This page would be set up at the second domain you have purchased. In this example, if I were recommending training on video sales letters, that is exactly what my new page would address. I am now building my own list on this topic, and this will give me access to even more people who will be interested in knowing more about products that will be of benefit to them - video sales letters in this example. Be sure to write a short report to use as your free giveaway on this topic. This report will address at least one specific problem encountered by people who are searching for this information. In Step Three I will explain how you can repurpose this short report in an even more powerful way.

Market this optin page in a similar way as I described above. The idea is to let people know that you have information on a topic that is of interest to them and that solves a problem they need help with in this specific area. When you email your list about this it will serve as a way to segment them from the rest of your list in terms of their current interests.

Step Three, the final step in this system, is to create your own simple product that is directly related to the original product you have been promoting as an affiliate. The idea here is that you will have much more credibility when promoting the affiliate product if you also have your own product - one that is created by you and based upon your knowledge of the topic. Your product will complement and enhance the affiliate product, even though your primary goal may be to continue as an affiliate marketer. Keep this process as simple as possible.

I find that the quickest and most effective method for creating a product for this purpose is to create a sixty to ninety minute video training and include a resource guide as a PDF download. This resource guide will be based on the short report you have already written during Step Two, with additional information added, including details of the affiliate product you have been promoting all along. You can also compare and contrast the two products to your advantage. Remember that people who purchase one product on a specific product are more likely to purchase an additional one very quickly. This entire process of product creation can be completed during an afternoon, and put on the market for sale within a day or two. Write a very short sales letter to explain the benefits to your prospects, and price it at \$27 or \$37 for best results.

This Three Step System will serve you for years to come as you grow your online business and increase your marketing skills and knowledge. In a very short time you will have formed a relationship with the creator of the original product, set up your own sales funnel by setting up your optin page, and added a product to your inventory that will bring you direct sales and help you to sell even more of the affiliate product you have been recommending. It's a win-win situation for everyone involved.

I hope you have learned some new strategies here. I would also encourage you to pick up a copy of my book on affiliate marketing as you build your business on the Internet. It's available on Amazon through my page at:

<http://ConnieLoves.me/AuthorPage>

or click on the image below.



**Huge Profits With Affiliate Marketing:
How to Build an Online Empire by Recommending What You Love**

To Your Massive Online Success!

Connie Ragen Green