

Lesson no. 7 – How to start Affiliate Marketing?

GETTING YOUR STARTED AS AN AFFILIATE

We've broken down the process into seven steps for affiliate marketing beginners. Following this guide will set you on the right course and have you earning your first commission in no time.

I) Choose a Niche

Before you even begin building your first site, you'll need to decide which niche you're going to target.

Obviously, if you don't know what your site is about or who you're going to target with it, you can't really build a site around it...can you?

If you've already figured this one out, way to go! This is undoubtedly one of the most difficult and overwhelming steps.

If you don't quite know what your niche is yet, here's some advice that you might find useful.

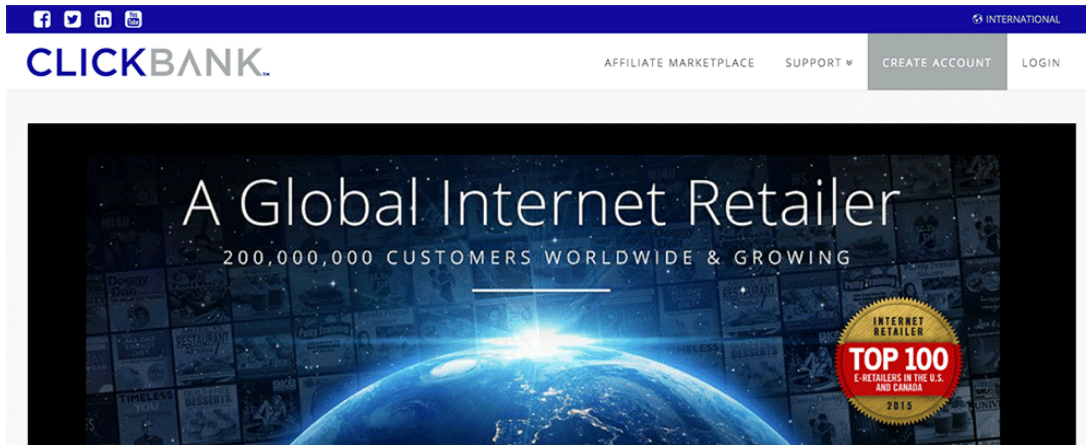
Some key questions to ask yourself when determining your niche are:

- a) What topics am I already passionate about?
- b) Is there money in this niche?
- c) What topic could I see myself easily writing 25, 50, or 100 blog posts about?
- d) Is there room in this niche for another affiliate marketer?
- e) Is there enough interest in/demand for products in this niche?
- f) Are there affiliate programs available in this niche?

II) Research Affiliate Programs

Once you've decided on a niche, it's time to find out what's out there in terms of programs and products to promote. You've probably already done a bit of research for this while researching your niche — now you need to dig deeper.

Choosing an affiliate program will take some work, but don't be afraid to invest a significant amount of time into it because this is, of course, where your income will come from. Choosing the right program will make it well worth your while!



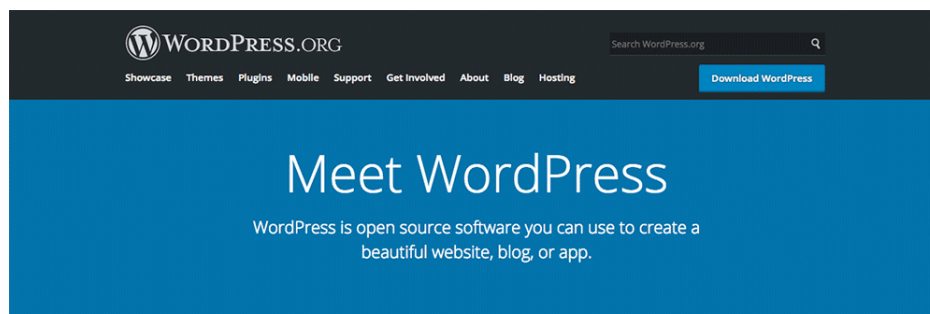
When choosing an affiliate program, keep these key points in mind:

- What type of merchants use the program/ affiliate network?**
- How much commission are you likely to make from the products?
- Do you want to be associated with the products and services?
- What kind of support does the program provide?

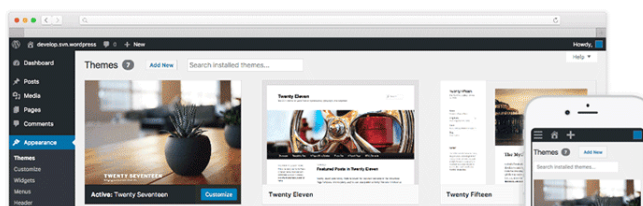
III) Build a Site

Steps 1 and 2 are all about research and figuring out what's possible and profitable. Now, it's time to start putting your research into action.

Assuming you don't already have a website built, this will be the next step. Fortunately, building a site isn't as complicated or labor-intensive as it was in the past.



Beautiful designs, powerful features, and the freedom to build anything you want. WordPress is both free and priceless at the same time.



If you're a newbie to building sites, the easiest way to set up a site is by using WordPress. The WordPress CMS is very easy to use and while coding skills can come in handy, for the most part you will not require any tech knowledge to set up your site.

You need to follow a few steps to have your site up and running:

- a) **Buy a domain.**
- b) Purchase and set up hosting.
- c) Install WordPress.
- d) Install your theme.
- e) Create content.

IV) Produce Excellent Content

Now that your site is set up and you've joined an affiliate program, you're ready to begin perhaps the most time-consuming (but potentially rewarding) part of the affiliate business: Producing content.

This is where the overused but truer-than-ever phrase "content is king" comes into play.

Your goal for your site will be to establish it as an authority site in your niche, and the main way to do this is to consistently produce unique, high-quality content.

This could consist of:

- a) **Product reviews.**
- b) Blog posts that address common problems, questions or issues relevant to your target market.
- c) Evergreen content.
- d) Informational products.

V) Build an Audience

Building an audience for your site will, in some ways, follow naturally once you start producing excellent content. An interested audience will not only bring you consistent traffic, but also result in consistent sales for you.

So how do you start building an audience for a completely new site? Here are some ideas:

- a) **Promote your content via social media.**
- b) Guest post on high-traffic blogs.
- c) Build an email list.
- d) **Use basic SEO techniques to increase search engine traffic to your site.**
- e) Invest in paid advertising.

VI) Promote Affiliate Offers

Finally, the part we've all been waiting for!

This, my friends, is where things really kick into high gear. Many fly-by-night affiliates will jump right to this step and bypass steps 1–5 completely. And this is what will set you apart.

Once you've shown that you can offer something of value in your niche, it's time to continue adding value by promoting products that will be useful and helpful for your audience.

You can promote your offers in a number of ways. It will depend on the type of site you've built and also what you're selling. Some ideas include:

- a) **Product reviews.**
- b) Banner ads.
- c) In-text content links.
- d) Email promotions.
- e) Discounts and giveaways.

VII) Rinse, Lather, and Repeat

Now that you're done with Steps 1 - 6, Step 7 is simply to keep doing what you're doing. Yes, seriously!

Your ongoing work as an affiliate marketer will be to repeat steps 4 - 6 on a continual basis. Building a site up to a point where it can make you consistent income takes a bit of work and you must be willing to constantly create, promote, market, innovate and of course, sell.